

# VARIETY

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72 PAGES

## GRAFTERS FLOOD LONDON

Televising "Stills" Into N. Y. Theatre;  
RCA Uses Vaudfilm Theatre's Screen

Actual television in a theatre has been accomplished by RCA. Proctor's 58th Street screen received televised "stills" views of Radio's Gramercy Park studio at a private showing recently.

While Radio has been constantly experimenting with television in its Fifth Ave. headquarters, this is the first time the scientists have seen fit to try the system in a regular house.

Reception, it is reported, was good but, according to Frank Radio executives, clearly indicated that the air pictures are yet unsuited for the market. The 58th Street showing did not use the entire screen.

Radio's television heads still declare that the new amusement device will not be ready for the public until early in 1932.

Cabled sending of photos is a fact of long standing, but television, or the broadcasting of animated gyrations of the human race or the animal kingdom, is a long way from practicable usage. American engineers interviewed on the subject state of satisfactory commercial possibility of television for at least two years which they consider is being liberally enthusiastic in prophetic acumen. From a conservative technical angle the inception of the home era in television reception is set off from five to 10 years.

Samples of receiving sets are on display by two television companies broadcasting demonstrations locally, but they are only samples of actual reception accomplished from indoor television broadcasting. These sets, announced as built for home use, are declared by their makers to be ready for sale for a sum in the neighborhood of \$300.

### Daily Abroad

Makers of one type set claim that its prototypes are now being sold abroad where daily television broadcasts are now a fact. Once each day in England and Germany. Presenting this fact to American experts who should know has brought the response that such broadcasting is only of the experimental stage. And in experimenting in this manner is permitted to do almost anything. Practicable commercial marketing of television broadcasting is still a mystery to unravel.

In the broadcasting of films television is faced with a veritable impasse on the basis of its progress to date. In broadcasting of individuals the object televised is practically described as being stationary with action limited as to direction. But in film broadcasting the subject televised is moving in every possible direction both from the projection angle and the actually filmed action on the celluloid. This is an obstacle that television has as yet by no means encountered.

Another obstacle, and an important one, is the limitation of the air room. Television requires broader fields than radio for its broadcasting. While radio stations broadcast over what might be construed as a straight line of practice, no width, television demands (Continued on page 65)

### Craven!

Carl Hagenbeck, the founder of the present family of animal dealers, once had a row with the Missus in the kitchen of their home in Germany, which was adjacent to the zoo.

Things waxed too hot for Carl, so he took it on the lamp, with the Missus hot on his heels. He sought refuge in a cage of 65 lions. Mrs. Hagenbeck stood outside brandishing a rolling pin and shouting:

"Come out of there, you coward!"

## MUSIC MEN FLOORED BY FILM SUPERLATIVES

Since rubbing shoulders with the picture mob, particularly the studio press agents, song pluggers and music publishers along Broadway have decided that their method of exploitation is blushing modesty by comparison with their Hollywood brethren.

"There's no such thing in pictures as just 'good,'" one prominent music executive explains. "Our strongest adjective in the music business is 'sensational.' These picture guys start with that and work up. They have hundreds of synonyms and not one of them is below the strength of dynamite."

Music men, accustomed for years to having their own enthusiasm discounted, as they themselves discounted the blarney of rival publishers, have been a little upset at the wild eulogies indulged in by the film concerns with which they are affiliated. After throwing restraint away and piling on their strongest adjectives, music men have been fairly informed by the film publicists that they are too restrained in their descriptions.

Another revelation for the music men is the private previews in projection rooms. They see 20 or more executives of the film company going into hysterics at comedy that impresses the music men as blah. Their high pressure "selling yourself" technique, common in picture companies, is a little hard for the music men to grasp, and few have ever compared a music firm to a shrinking violet.

## Chi. Hospital Wants Own Station For Fee Blisters

Washington, D. C., March 4. Henrotin hospital in Chicago has filed application with the radio commission for its own broadcast station. It plans to send out hourly messages concerning condition of patients.

Service is to cost \$2 extra weekly, for sending of hourly reports throughout the day and night,

## NOBILITY PAID BY RACKETEERS

Shady Gambling Gives English Bobbies More Worry Than Any Previous Nite Life—Private Houses in Stylish West End Converted Into Racket Joints

### NEW YORK'S DUPLICATE

London, March 4.

London night life is drifting to grifting and shady gambling games. They are causing the police more trouble than the illegal sale of liquor ever did.

Private houses in Mayfair and other fashionable West End locations are being leased by dubious members of the nobility, who really are in the pay of international racketeers.

Establishments have their tents posted in all the rendez-vous of high life, including the West End night clubs and the class hotels, and it is the business of such runners to steer half tipsy people to the gaming tables.

Places are converted into miniatures of the Continental casinos with baccarat and roulette the favorite pastime. Croupiers and the other functionaries of the gambling casino are smuggled in from Monte Carlo, Deauville and Cannes, glad of the berth because the season has been so lean in the Riviera resorts.

Still the illicit sale of liquor goes on. Latest to become involved in trouble from this source is the old Vaudeville club just disqualified for six months for selling without a license and after hours. The proprietors, David Carter and Samuel Joseph, were fined 50 and 25 pounds respectively.

### Like Times Square

London's present cheating and conniving nite life appears to be a duplication of what existed in New York before the publicity attendant the killing of Arnold Rothstein cooled the gambling spirit of Times Square. English police seems aware of this to an extent. They do not altogether blame the present situation upon the Continental gamblers or the racketeers.

London has been the first metropolitan city to detect the alien threat in the underworld. To eliminate the on-growing power of the alien in the nite life here, as it exists in all big capitals, especially New York and Chicago, the London cops sometime ago started to drive the alien out of nite life power out of the country. Some of the biggest shots for years over here of the semi-cultured underworld were told to get out or be deported.

The deportation intimation must be slipped to the new gangs around, when the London force secures all of the details of the present layouts and lineups.

### One Solution

Chicago, March 4.

Prominent carnival owner has announced his intention of selling his own rum to his own help this season. Claims for three years he has fought the liquor question with little success. Says he realizes that nearly everybody uses it and, therefore, will sell it to them either on time or cash.

Any liquor bought from outsiders during the season will be cause for dismissal. Plan is simply to make drinking a family affair, and only after working hours.

Chicago, March 4. The big gangsters, particularly Al Capone's mob, are sore at the petty racketeers who have been trying to chisel actors and actresses, and have ordered them to lay off.

The word went out following newspaper publication of a story that Eddie Cantor had been wrong-armed into appearing at Ralph Capone's Cotton Club. Ralph is a brother of Al.

Capone denied the story through his cabaret press agent, "Rasputin," and informed Cantor that if he or any other performer were molested by petty racketeers they had but to let Rasputin know, and the "boys" would do the rest.

Cantor, angered by the story, issued a denial and confirmed Capone's statement.

Although equity is making an investigation of extortion letters and threats, something that did not get under way until Francine Larrimore, appearing here in "Let Us Be Gay," was asked to hand over \$1,000, there will probably be no arrests. Capone's order means more than an investigation.

As stated in Variety, actors are much to blame for the petty chiseling which occurred. It began around Christmas time with request for "benefit" contributions, and the performers, instead of standing pat, got timid and kicked in. Some paid \$50; some \$100. When the penny-snatchers discovered actors were as soft as that an epidemic of threats swept the dressing rooms, and naturally grew bolder; hence the demand for \$1,000 from Miss Larrimore.

Chicago's gangland is to be made into a world show. Sight-seeing buses, visiting all killing spots and a "Gangland" cafe will be features. Promoters are a group of Chi business men. They expect to make the spot a greater draw than was Chinatown or the Barbary Coast.

Folks all over America, and especially in the west, it is reported, want to see the wickedest city in a greater draw than was Chinatown or the Barbary Coast. In cost of billing which will feature a visit where the shooting spots can be seen without being shot at. City officials have given the plan to the plan and 10 buses to carry 28 people and a lecturer are on their way.

### AUTHOR'S PLAY ON FATHER

Hollywood, March 4. Leo McCarey is enroute to New York to arrange for the sale of his new play, "The Count of Ten."

Story is based on the life of his father, who was a well known fight promoter 20 years ago.

## MINNEAPOLIS RINGS IN ON ANTI-CHAIN WAVE

Minneapolis, March 4.

Minneapolis is feeling what seems to be growing agitation against commercial chains of all kinds.

Operators of an independent chain of uptown theatres are trying to capitalize the propaganda by displaying huge signs in front of their houses stating they are "owned and operated by Minneapolis men."

### Broadcasting Mardi Gras

New Orleans, March 4.

NBC is broadcasting the Mardi Gras festivities for the first time this year. Annual event opened yesterday (Monday).

An odd feature of opening day came in the parade which saw the boys from the U. S. S. "Texas" marching with the German sailors from the battleship "Zenden."

## Take-a-Chance Concert At \$2 Scale Gets Over

Minneapolis, March 4.

Mrs. Carlyle Scott, local impresario, staged a "take-a-chance" concert at a \$2 scale at the University of Minnesota Auditorium last week. It was, of course, the picture house, customers paying without knowing who or what they were going to hear or see.

Capacity and the attraction was the St. Olaf Choir.

### "Frankie and Johnnie"

Hollywood, March 4.

Pathe is going to make "Frankie and Johnnie" as a feature. Tom Buckingham says Fay Garret, a woman making the adaptation from the well known lyric of the same name. They will tone down the dialect. Garnett will also direct.

BROOKS

THE NAME YOU GO BY  
WHEN YOU GO TO BUY

COSTUMES

GOWNS AND UNIFORMS

1437 BWAY. N.Y. TEL. 5300 PENN.  
ALSO 25,000 COSTUMES TO RENT

# Americanized Jazz Musical Does Well in Paris Premiere

Paris, March 4.  
Following the Rip revue at the Folies Wagram, which ran six months, "Rosy," musical comedy in two acts and six scenes, bids fair to prosper. Book is by Andre Barde, score by Moretti. Latter is the important detail, catchy music in the Americanized jazz style is catchy and contributes much to attraction's prospects.

Only other recent newcomer is "Fleur de Luxe," farce comedy by Gerbodon and Armont, which did but fairly at the Danou theatre.

**Musical's Plot**  
"Rosy" tells the story of an elderly marquis courting a vaudeville singer named Rosy. He proposes marriage, but insists that as a preliminary they shall travel together, relations being entirely platonic. They go around the world accompanied by a chaperone while Rosy acquires a fashionable education.

Complications come while they are in Egypt where Rosy meets a timid youth who falls in love with her in spite of his rich English fiancée. At the same time the Marquis courts his secretary and she, to make it good and intricate prefers a gigolo. All hands go to the Italian lakes where they pair off in engagements, partners being selected unexpectedly.

First act takes place back stage introducing the actress-sweetheart's environment. Piece is nicely produced, but the first act needs speeding. In the cast are Henri Julien, Dreaan, Adrien Lamy, R. Darthez, Edmond Rose, Camus, Mmes. Marguerite Deval, Mireille Perrey, Deviller and Sim Viva. Mme. Perrey does particularly well as Rosy.

"Fleur de Luxe" ("Luxury Flower") which made no vivid impression here to do with a ruined society woman who conducts an agency which engages to bring together impecunious married women with rich men who will supply them with luxuries and still maintain entirely platonic relations.

In the handling of this picturesque business Jenie, the heroine, becomes the society guide for a wealthy business couple, until Janie's husband becomes suspicious and takes a position as secretary to the wife of the couple. Whereupon there starts a maze of intrigue, ending when the husband marries the rich woman and Jenie wed the rich husband.

In the cast are Roger Galliard, Lucien Baroux, Naury, Jean Renouard, Marcelle Francis, Janine Lierzer and Betty Daussmond.

## CLAYTON'S B'WAY PIECE

Not "Frenchman," but Another for London Palace

Herbert Clayton is arriving in London from New York, but without bringing home the rights to "Fifty Million Frenchmen" which he was supposed to be after.

He has another Broadway piece instead to serve for Bobby Howes as star. It goes on at the Palace, disposing of the story that Lee Ephraim would become lessee of that house on the expiration of the Clayton & Waller tenancy there at the end of April. Story was Ephraim would put on "Heads Up," for which he had engaged Sydney Howard and for which e was negotiating with Louise Brown.

## Vic Quits Vaude, Twice Nightly Revues Instead

London, March 4.  
The Victoria Palace has definitely abandoned vaudeville as a policy and instead will play twice nightly touring revues.

This policy, which is an experiment, continues until April 7 when Tommy Arnold, in conjunction with the Mrs. Empires presents the "Folies Bergere" from Paris which will go in for a run.

We cannot always choose our road in life, but we can choose whether we walk along the highway or the sunny side of it.

MR. AND MRS. JACK NORWORTH  
130 West 46th Street  
New York

## Immigration Jam

Washington, March 4.  
Plenty of action here on the move of immigration officials to enforce the registration of all aliens, thousands of whom are in this country illegally.

Since March 4, 1929, the immigration bureau has been making an extensive drive under the Act of that date with this campaign reaching for those in pictures, both high and low.

Under the March 4 Act any alien here illegally, either by entry or overstaying a regular permit, when caught, automatic deportation follows with a further stipulation that, under no conditions can they again enter the U. S.

With such deportations several prominent picture players and directors have come forward voluntarily and laid their cases before the immigration officials with result that adjutes back to come in regularly. Some have been forced to return to their native countries and re-enter while others, because circumstances have been permitted to remain. In some instances husbands have been here legally but have sent their families back to come in regularly so as to have a like status and have a chance for permanent stay as citizens.

Immigration officials have adopted the policy of giving a chance to those voluntarily reporting to the bureau.

## Authors' Revolt Marks French Radio Hope

Paris, March 4.  
Tristan Bernard, eminent French author and dramatist, has announced he will write no more plays for radio broadcasting, giving voice to a revolt which is believed to forecast a betterment in French air programs.

Radio is sadly deficient here and the Compagnie de Radiophonie commissioned Bernard to supply it with special one-act plays following an attack upon its policies by French dramatists who charged radio broadcasts distorted literary works and damaged literary works and authors by its methods. The authors demanded that the broadcasting company make some effort to get literary material especially prepared for their use.

Like the talking pictures and the sound stage, radio seems to be going through a process of gradual development now being in about the state of experience represented by other entertainment departments five years ago, suggesting that broadcasting in France is about five years behind the times.

## Gigli's \$3,000

Paris, March 4.  
One of the highest priced appearances here will be that of Beniamino Gigli, Metropolitan Opera tenor, when he sings at the Paris Opera on May 21. He will give two concerts at Covent Garden, London, May 23 and 24, and then returns to America.

Richard Copley is arranging a tour of 20 concerts over here for Gigli next year through Robert Morini, offering him a \$60,000 guarantee for the tour.

## SAILINGS

March 23 (New York to Paris), Ward Moorehouse (De France).

March 6 (Paris to New York) John Abbott, Mr. and Mrs. Adolphe Menjou (Majestic).

March 6 (Cherbourg to New York), Jack Curtis (Bremen).

March 5 (Paris to New York) Larry Fletcher, Ruth Conley, Joan Kenyon, Wright Kramer, Rose Burdick (Hochambau).

Feb. 28 (Capetown to London) Four Bennos, Hamar and Jeanne (Armada Castle).



(CHIC) (ROSE)  
**YORK AND KING**  
Originators of "Tin-Tyde" comedy. Week March 10, Palladium, London. Represented by JENIE JACOBS.

## FRENCH BURN OVER BRITISH PLUG ON EGYPT

Paris, March 4.  
French editors are all steamed up over what they call the propaganda in British journals in favor of Egypt as a winter playground.

In France it is regarded as a slam upon the French Riviera, and they resent editorial statements that the season is bad in Monte Carlo, Cannes and Deauville. Fact is the southern resorts are shot this year, but that doesn't soothe the French temper.

It's all like Ashbury Park getting sore at Long Branch.

## TELEPATHY FREAK

Europe Gapes at Dame With Heart Beats at 140 a Minute

Paris, March 4.  
Jack Vincent, treasurer of the Hurk attractions, is offering a freak radio telepathy act to the American bookers.

Turn called "Fakara" has a good "professor" named Arris doing the spiel and the affair has attracted a good deal of attention in western Europe.

Antwerp, March 4.  
Arris and Fakara gave a startling performance here, with the woman on the stage giving answers without apparent cueing. One angle is fact that "subject" can increase her heartbeat to a count of 140 a minute. Freak has been examined by Belgian savants, who confess they do not know the answer. Woman works blindfolded.

## Prague Hails Spirituals

Prague, March 4.  
The first American students' Negro choir, the Utica Jubilee singers from Mississippi, unmistakably clicked here.

It was the first time the capital had heard the real thing in Negro spirituals by a choir, although the music patrons are familiar with the work of Roland Hayes and Paul Robeson.

The Utica group is en route to Vienna.

Paris, March 4.  
Hampton (Va.) Institute Colored Choir of Dr. Nathaniel Dett, will make a six weeks' European tour opening May 4 at Albert Hall, London. Expense of bringing over the 20 men and 20 women is reckoned at \$25,000 by Robert Morini, Paris correspondent of Richard Copley, who made the arrangements.

Choir will perform in Brussels, Antwerp, Amsterdam, The Hague, return to London and then Paris, followed by three weeks in Germany.

Arrangements in London provide for 60% of the gross with a \$1,260 nightly minimum guarantee; in Paris, 90% of the net with \$1,000 minimum guarantee (put up by the Valmalet concert agency). In Berlin the company will take part in the May Festivals at \$1,440 per show.

## Werfel in Egypt

Cairo, March 4.  
Among the recent arrivals here is Franz Werfel, Viennese playwright. George Calomaris is back after a business trip to Athens.

## DORA MAUGHAN UNIT

Doubles from Cafe Anglais with Sub for Provinces.  
London, March 4.  
Dora Maughan is framing a vaudeville unit comprising herself as star, Walter Fehy and Murray Leslie, Charles Murray and Lillian Clay and four English acts.

She will double with the unit from the Cafe Anglais where she is engaged for three months. When the unit takes to the provinces her part will be taken by Hilda Glyder.

## TWO OPINIONS OVER MAYO'S BAND IN ROME

Paris, March 4.  
Henry Carson, agent for Eddie Mayo's Harmonica Vagabonds, received two telegrams.

One from the management of the Salone de Margarita, Rome, where the turn is playing reads: "My worst act on the opening is Eddie Mayo."

Carson's second wire comes from London and says: "Don't believe the manager. Opening was sensational. All newspapers here say I am saving the bill."

Mayo is booked for the Ufa theatre, Berlin, Hamburg Savoy and London.

## Intimate Theatre No Name for This Show

Brussels, March 4.  
Probably the last word in "intimate theatre" performances was played by the French company doing "The Trial of Mary Dugan." The troupe at Theatre des Galeries here was sent on a hasty booking to Verviers, near the German frontier, for a single performance, and raised the curtain on an audience playing cards in the boxes and the rest of the crowd in the auditorium engaged in conversation.

Shows missed train connections at Liege and went on by omnibus, reaching the house in time for a 10 o'clock curtain to greet an audience that had been held in by the management's passing around cards and advising the crowd to make itself comfortable until the company reached the town.

The show was finished at 1 a. m., with the audience all steamed up with enthusiasm. Piece had been done in Brussels before, but in Flemish with a native troupe. The French cast did quite as well.

## Revue's Sound Film

London, March 4.  
First effort over here to blend talkers with a stage revue has been made by Charles B. Cochran. New show, due at the Pavilion this month, will open with a film introducing all cast leads.

Film was shot on Kinofilm apparatus at the English theatrical studios, Welwyn, Walter Creighton producing.

## CURTIS BOUND HOME

Paris, March 4.  
Jack Curtis, who has been in Europe for a rest cure, has been summoned home, "on urgent business," sailing on the Bren, which departs Thursday.

Mrs. Curtis, the former Mabel Ford, remains here with her baby, with Curtis scheduled to return in April to complete the cure at one of the health resorts.

## PUPPET SHOW SAVED

Antwerp, March 4.  
Foesje theatre, the only marionette theatre in Belgium, was saved from destruction by fire after a struggle.

House is tucked in a narrow street so narrow indeed, the fire engines could not get to it and they had to stretch hose lines for 1,000 feet to the nearest water supply.

## Egypt Gets English Troupe

Cairo, March 4.  
The English Players opened yesterday (Monday) at the Alhambra Alexandria. In the cast are Edward Stirling and Frank Reynolds. Troupe is under the Thomas Shafio management.

Another local engagement is that of the Three Inseparables at the Hotel Continental. Turn working with the Lotus band.

# DANES GIGGLE AS SWAFFER SQUAWKS

Copenhagen, March 4.

Hansen Swaffer came here a few days ago as guest critic of a local newspaper to write a review of "Tournee du Zou" in the Danish version at the Theatre Royal. The premiere was delayed by the illness of one of the principals, so Swaffer made a lightning tour of the capital's show shops and gave it as his mature opinion that Shakespeare was dead right about something being sour in Denmark.

It is the Danish theatre, Swaffer concluded. What Swaff said on this subject put the Copenhagen press in a temper and Lillian Foster who biffed Swaff in the London Savoy would be sure of a great welcome here. The London critic got a load of angry letters as a result of his comments on Danish theatre art. He was particularly caustic over the Danish actors' makeup and what he thought of as the country's outmoded scenery.

He seized the occasion to attack American popular plays which are flooding Europe, admitting he had been thrown out of eight London theatres for slandering English producers for preference for American product.

"When I attack America," said Swaffer, "it's not because I'm anti-American for really I'm a good pro-American, but I oppose Americanization. We get America in radio, films and newspapers.

"What is America but a cosmopolitan community which buys anything and everything? There doesn't exist an American art, it is European, either bought or stolen from Europe. If Europe possesses an author or an artist of talent, they simply buy him.

"England can make as good talking pictures as America, but instead of producing the British have limited liability companies one after another and gamble in their shares. Natives got one grand giggle out of Swaffer's remarkable discovery that Hamlet's supposed grave at Elsinore is a phoney, because everybody here knew it years ago.

The grave is Denmark's great tourist sight seeing goal and it really holds nothing but a lead. That a shrewd hotel keeper planted here 30 years ago.

## GALLI CURCI BUST

Budapest Protests Poor Voice at High Price Concert

Budapest, March 4.  
Galli Curci's concert here a few nights ago was a complete bust, audience making an indignant demonstration after paying the highest scale for tickets on local records.

Musical authorities said the diva should never have appeared with her voice so completely off form.

To complicate the fizzle, her accompanist, Enzo Dimuro, was compelled to withdraw after the first part of the program, too unnerved by the excitement to continue.

Previous concerts of the famous coloratura have aroused comment. In Prague a critic spoke of her being in poor voice and the Bucharest concert was postponed because of "weather and the singer's fatigue from travel." Singer's Hungarian appearances are valued at \$13,000 for three performances, an unheard-of figure.

## Chilton-Thomas Date

London, March 4.  
After a Continental tour, Chilton and Thomas appeared yesterday at the Palladium on a return, doubling from the Savoy Hotel.

Fair have three return dates scheduled for the Palladium.

## American Troupe Home-Bound

Paris, March 4.  
Paris American group of players ending their season here figures in a gay party last night on the eve of their departure for New York tomorrow (Wed.) on the Rochambeau for home.

Those included Larry Fletcher, Ruth Conley, Joan Kenyon, Wright Kramer and Rose Burdick.

Their season closed last week.

# "Mr. Cinders" \$15,000, Near End of Run—U. S. as Profit; "Bitter Sweet" Above \$22,000

London, March 4.  
Most interesting box office data in London is fact that "Mr. Cinders," which now has gone below \$15,000. Showing running successfully for 14 months and Williamson-Tait, producers, are not yet in the clear. Due to heavy initial outlay, which amounted to about \$180,000, including \$50,000 down to Julian Wylie besides royalty, piece is in its last month. Producer probably will finish with a profit and is, in end trade. Piece has only some rights and the provincial rights here with talking picture rights also to be considered.

London Grosses  
Adelphi—"House that Jack Built," \$16,000. Showing running successfully with the Monday matinee out.

Aldwych—"A Night Like This," practically capacity means around \$20,000. Library deal on American tour, which means about \$5,000. Deal runs for 11 weeks.

Ambassadors—"The Man in Possession," \$11,000. About \$4,000 a week.

Apr.—"Nine Till Six. Never did click and is coming off shortly.

Criterion—"Mistoneers." Steady business but small; figured at \$3,500. House is negotiating for a new attraction to come in during April.

Dominion—"Silver Wings." The biggest thing in London. Doing \$26,000 at \$2, but prediction is that piece is bound to exhaust its clientele before long.

Duke of York—"Jew Suss." Still keeping its head above water after its terrifically big start. At this stage of the game it must either get its head above water soon.

Fortune—"The Last Enemy." Running around \$3,500 and will last about another month.

Society—"Darling, I Love You." Steady around \$3,000. Mostly week end business.

Globe—"Charles and Mary." Brought here from the Everyman theatre, suburban house, has merely a stop-gap and is doing little.

Haymarket—"First Mrs. Fraser." Steady around \$15,000.

Hippodrome—"Mr. Cinders." Paying expenses in its 14th month and now below \$15,000.

Majestic—"Bitter Sweet." Steadily over \$20,000, which represents capacity.

Kingsway—"School for Scandal." Means nothing. Is closing this week.

Pit Theatre—"Frankenstein." \$3,500, which is about two-thirds capacity.

Lycium—"Puss in Boots." Pantomime, finishing this week after profitable run considering type of attraction.

Lytic—"Murder on the Second Floor." Revival used as a stop gap, but with business improving and now around \$7,000. Piece has been set for an additional six weeks.

New Theatre—"Healthy, Wealthy and Wise." Opened March 1. Play by a couple of Americans, newcomers in the writing craft, and does not look so robust.

Palace—"Dear Love." Finishing this week after one of Clayton & Walker's shortest runs. Negotiations are on for a successor to be used as a stop gap, pending Clayton & Walker's new show. There is talk of a show of reviving "No, No, Nanette," for the interval only.

Piccadilly—"Here Comes the Bride." Up around \$15,000 and a liberal deal on, testifying to popularity of the piece.

Playhouse—"Devonshire Cream." Another Eden Philpotts play and a flop.

Prince of Wales—"Journey's End." Still shows a profit due to its low operating cost, but nowhere near capacity.

Queen's—"The Apple Cart." Still holding up handsomely, testifying to the hold of Shaw upon the public.

## ORIENT ANTI-JAZZ?

Egypt Starts Movement for Preservation of Oriental Music

Cairo, March 4.  
Egyptian government is studying the organization of a musical congress in Cairo for the promotion of Oriental music, and has engaged Prof. Kutz Zachs through the Ministry of Education at a salary of \$200 a year to study means of stimulating native harmonies.

It happens that this action is taken just as Nellie Melba, opera diva, departs from a vacation here, headed for Europe.

## MISTINGUETTE CHECKED LIFTING DISK SONGS

Paris, March 4.  
Metro objected to Mistinguette using its "Broadway Melody" theme songs in her revue "Paris Misse," but didn't go to the extent of pulling the copyright material out of the show as they originally threatened to do.

But when Mistinguette recorded the numbers for Pathé discs, using a free lyrical version, the company as copyright owner went to bat and compelled the talking machine people to recall all the records.

Metro proceeded on the basis that Mistinguette's heavy voice did the numbers no good. Metro demanded that Odette (Pathe subsidiary, for whom Mistinguette does her recordings) pull back all supplies in dealers' hands and the company it is expected, will stop all sales.

Copying popular songs and fashioning new lyrics for them which have been a custom here, has always angered the publishers.

## For Music Confab

Paris, March 4.  
John Abbott, Francis, Day & Hunter's London manager, sails on the Majestic Thursday (March 6) for a semi-annual conference with the American music publishers with which his firm has affiliations.

Objective is parleys with Feist and Radio Music Corp., already allied in the States. Carl Fisher, also comprised in the conference, has no European representation. It is probable that the Fisher interest will be included in the Francis, Day & Hunter outlook, since that concern already is allied with Feist and Radio.

## Reinhardt in Paris

Paris, March 4.  
Max Reinhardt, eminent Berlin producer, will do series of productions in Paris next season, probably starting with the Oscar Strauss operetta, "Die Fledermaus."

Theatre for the venture now being arranged by Shapiro, Reinhardt's representative here, who has just closed for the Berlin nights of Edouard Bourdet's current comedy hit "Le Sexe Faible" ("The Weaker Sex").

Paris, March 4.  
Jane Sels Cabaret  
London, March 4.  
Jane Sels, American dancer, opened at the Afe de Paris here last week, scoring nicely.

house having no special draw and no library deal made.

Wendham—"The Calender" finishing after a very successful run, starting way back in September. Piece was kept on until Edgar Wallace's new crook play was ready.

They insisted on having Charles Laughton in the cast and piece couldn't open until he finished with "French Leave."

Wendham and Sullivan season, closed but, tapered off.

Lent starts tomorrow (Wed.) and falling off is anticipated as a matter of course.



## WILL MAHONEY

In Earl Carroll's "Sketch Book," 44th St. Theatre, N. Y. City  
The Brooklyn Times said: "Chief among the funmakers of 'Sketch Book' is that hilarious clown, Will Mahoney, who was a delight to the opening night audience."

Direction  
RALPH G. FARNUM  
1560 Broadway

## DRURY LANE DARK

Gap Between "Musketeers" and Closing of Panto

London, March 4.  
"The Sleepy Beauty" and the Beasts' pantomime at the Drury Lane ended March 1 and the house went dark owing to the fact the new production of "The Three Musketeers" was not ready.

Cast was not completed on time and there was delay also in finishing the new book by P. G. Wodehouse, with Gene Gerrard, the comedian, building his own part, which had not been delivered.

Others in the cast are Arthur Wontner and Rita Page, besides an American girl being imported for the role played in the American cast by Harriet Hooter.

## Frank Latona Dies

London, March 4.  
Frank Latona, American player who had played in Europe for 20 years, died here Feb. 27.  
He was 73 years old, and had retired from the stage in 1910, with his wife, Jen Latona, continuing in the Halls as a single turn.

## TRAINED ANIMAL BILL UP

Capetown, March 4.  
The Society for Prevention of Cruelty to Animals has drafted a bill which it will seek to have introduced into the South African Parliament.

It regulates performances and training of exhibition animals on the stage, in circuses and elsewhere.

## ADAMS GIRLS BOOKED

London, March 4.  
After 10 weeks on tour with George Robey's revue the Adams Sisters resumed dates for General Theatres starting this week at the Holborn Empire.

## DROPPER'S GALA

London, March 4.  
Dropper, greatest of Dutch composers, celebrates his 60th birthday with a great musical festival, Mengelberg and Monteux conducting.

## WEATHER

Paris, March 4.  
Weather is ideally spring in its inspiration which works two ways. It keeps tourists in Paris as potential theatre patrons, but it gives the natives the idea of visiting the Riviera.

London, March 4.  
Weather is considerably warmer than normal at this season, with no rain but a good deal of fog.

Show business is hoping that bright sunny weather will follow, doing something in offset of the depression of Lent.

Washington, March 4.  
Weather Bureau has furnished the following outlook to Variety for the week beginning tomorrow.

Fair Wednesday, showers Thursday or Friday, promptly ending by Saturday. Warmer Wednesday, colder about Friday and warmer Sunday.

## Dusting the Attic

In Variety's files of New Acts are numerous reports of people who have since become well known in show business, or away from it. Another in the series of reprints:

WINCHEL and GREEN  
"Spooneyville" (Skit)  
12 Mins.; Two  
American Roof, N. Y.  
(March 8, 1918)

In forming a likeable act for the No. 2 position, Walter Winchell and Rita Green have made a promising start. There is a sort of bench turn, but it has dialog, songs and dance.

For an opening the girl is perched on a bit of brick wall, and there is a duet, the lyric of which is rather brief. They wander to a bench for a spoonie bit, followed by another song. But here, while the names of famous men, it is not well written. While Miss Green is making a costume change Winchell handles a war song, and he gives way for the girl's eccentric solo dance. There is another duet for the close, and some stepping takes them off. The first two numbers appeared to have been specially written, and were helped by the naive manner of Miss Green. The turn isn't one to bring forth any volume of applause, but it's pleasant.

Mr. Winchell since 1918 has progressed, from a fair No. 2 act to a well known Broadway columnist. His early habit of ringing in the names of famous people is still apparent.

## FRENCH FUND BENEFIT MAKES \$25,000 PROFIT

Paris, March 4.  
The Union des Artistes' midnight gala Saturday turned in a net profit of \$25,000, with a scale of \$14 top which crowded the Cirque d'Eté. Net figure includes money realized from auctioning the boxes by Sacha Guitry and Tristan Bernard, eminent comedians, the latter sold a series of originals of program sketches. This item alone accounted for \$14,000.

They gave a great show with theatrical notables all doing specialties as far as possible away from their natural bent. Andre Bauge, musical comedy tenor, did an aerial acrobatic act; Pierre Alcover, serious comedian, did an on-the-level strong man turn, while legit lights appeared as circus clowns, juvenile acts or appeared with animal turns.

Performers train for their appearance on the stage for weeks. Idea could be copied for the Actors' Fund benefit, which this annual gala resembles in character and purpose.

## VETERAN'S STAGE FRIGHT

Heve Succeeds in End in Novel Idea of "Misanthrope"

Brussels, March 4.  
Seasoned actor though he is, Jean Heve, the Belgian Frenchie almost succumbed to stage fright during a special engagement at the Palais des Beaux Arts, playing a new version of Moliere's "Misanthrope."

Girl students in the audience saved the day for him by giving him encouragement.

Novelty of the interpretation is that Heve plays the leading character of the classic piece from a tragic rather than the usual comedy angle. He gave a brilliant performance and his interpretation is to be seen in Paris later on.

## "Wealthy" Looks Failure

London, March 4.  
"Healthy, Wealthy and Wise," comedy by Eleanor Chilton and Herbert Agar, Americans, was produced March 1 at the New Theatre. Authors never before wrote a play and the piece looks like a disappointing, amateurish, and looks like a conclusive failure.

## SCOTT-WHALEY PART.

London, March 4.  
Scott and Whaley, colored comedians, are separating, ending a vaudeville partnership that has lasted more than 15 years.

## MILLER'S N. Y. GERMAN SEASON

Berlin, March 4.  
Fritz Massary and her husband, Max Pellenberg, Germany's biggest drawing card, have been engaged by Gilbert Miller for a New York season in German starting in September.

Miss Massary is to play "The First Mrs. Fraser" and Somerset Maugham's "The Constant Wife."

Pellenberg will be seen in a series of comedies, including "Grumpy," and several of the new Molnar pieces.

Show people here look for Pellenberg to do well in the States. Here he is regarded as the world's best player of light roles.

## "SILVER WINGS" MUSIC CHARGE GOES TO TRIAL

London, March 4.  
On hearing the motion for an injunction by Ricordi, the music publisher, against Clayton & Waller, charging the music of "Silver Wings" is an infringement against "Madame Butterfly," the court ruled that the issue involved was too complicated for a ruling on the motion.

Instead the court directed that the case be brought to speedy trial to determine rights of the parties. Plaintiff alleges that 24 out of the 33 bars in the music complained of are repetitions of the motif of "Madame Butterfly." Defendants make a general denial and add that even if the allegations of similarity are true, the "Butterfly" melody is not original, but was lifted from that of the Italian opera, "In the Sweet Bye and Bye."

Statement of this angle of the defense elicited laughter in court. If the defense is sustained in this case, interesting consequence will be the future standing of the "Butterfly" copyright.

## OPERA AT 10 CENTS

Amsterdam Season Ends With Benefit for Jobless

Amsterdam, March 4.  
The Italian opera season here closed after an enormous success. Last two performances were under municipal subsidy and were given for the benefit of the unemployed.

Entrance fee was fixed at the equivalent of 10 cents.

"O Yes, Kitty," has just celebrated its 10th performance at the Carre.

## Parade Band Contest Put On by Havana Tourists

Havana, March 4.  
Committee of tourists put a musical contest parade here for the first time with Cuban and Spanish orchestras playing from auto trucks. Financially the idea proved as the \$100 prizes donated were not sufficient to cover expenses.

Just 11 instrumental outfits in the event which played to the biggest crowd ever assembled locally. People turned out for the parade attracted by the novelty.

## INDEX

Foreign	2-7
Pictures	8-15
Picture Reviews	21-23
Film House Reviews	45
Vaudeville	38-43
Yauco Reviews	47
New Acts	46
Bills	48-49
Times Square	50-51
Editorial	54
Women's Events	52-53
Legitimate	55-62
Music	63-65
Obituary	66
Correspondence	67
Inside—Pictures	18-54
Inside—Music	54
Inside—Vaude	54
Inside—Legit	57
"Talking shorts," and	21
Lifeline	56
Legit Reviews	60
Foreign Film News	2-7
Butt-out	63
Radio	63
News of Dailies	68
Outdoors	66-67
Letter List	71
Shorts	64
Night Clubs	65
R. & O. Routes	49-64

# FRANCE MAY FORM FILM ACADEMY

Paris, March 4. Organization of a French Picture Academy is now seriously considered by France. It had first been suggested by "Comedie," a French daily especially devoted to theatricals, pictures and literature. Idea is to form an official national organization to promulgate and direct a national picture movement. To make the work of the Academy effective, state subsidizing (besides gifts and legacies) is suggested. The Academy would consist of 10 writers, 10 inventors, and 10 picture directors, and would give prizes for such films as should be encouraged from the artistic or educational point of view. It would also examine inventions, recommending the worthy ones to the government, subsidies schools of cinema, and subsidize such artists as deserve recognition.

Thought is slowly seeping around here that pictures should be made a state controlled industry, complete with the official approval. Efforts being quickly stifled by means of cutting them off the subsidy list, equivalent to blacklisting.

Taking into consideration the close relationship between the important banking interests, some of which are openly showing their hand in the picture game, and the government, it is obvious that the latter sees the possibilities of pictures and radio for propaganda as a medium which would be centrally controlled and as such be easier to run than the press.

Also it must be borne in mind that among the French masses many voters hardly read the papers.

## WOULD BAR THOSE HIT AND RUN QUOTA FILMS

London, Feb. 22. New move in the Quota situation, following a long series of complaints by British producers and others who say that the big renting houses are ducking the issue, is a concerted push to the board of trade. Backed by the British Association of Film Directors and the Cinematograph Exhibitors' Association.

Taking up the matter of quality, the association passed a resolution whereby all films produced by the whole directorial strength of British production—agreed not to make quickies for quota footage. To drive home the quality problem to the Whitehall authorities, the association met executives of the C. E. A., and a deputation to the board of trade will be made.

Sydney Morgan, secretary of the directors' group, said that there is practically no chance of further film legislation during the life of this government and any official amendments regarding quality are unlikely. States his intention is to convince the C. E. A. so strongly that members will agree to bar poor product turned out cheaply.

## FOREIGN REGISTRATION

Hollywood, March 4. Registrations for the producer's Foreign Language Bureau are now being made by the foreign distributors of the individual studios. Complete records are sent to a central file at the Call Bureau.

Saturday registration meetings, attended by a board representing the studios and Latin-American companies, have been discontinued. At the first meeting 63 were registered and at the second 87, making the total 150. The bulk of the registrations represented the bulk of Spanish speaking stage talent now available.

## TELEFUNKEN LOSSES

The Hague, Feb. 18. Sister company of the Philips concern in Germany won its arbitration case against Telefunken over radio license litigation. Telefunken wanted the Lorenz Company to stop dealing with the German Philips firm. Because Telefunken lost the case, it is trying to cancel its agreement with Lorenz.

## GERMAN EXHIBITS TOUR

Coming Over In June—Entire Expense Placed at \$700

Berlin, Feb. 22. Group of German exhibitors are going to America this summer, June 18-Aug. 5, to study conditions. They are going in the so-called tourist class, and the whole trip, including hotels, etc., will cost only \$700. Official exhibitors' association is organizing the journey and over 25 members have applied for passage.

## AFRICAN THEATRES, LTD. CITES HIGHER PROFIT

Cape Town, March 4. At the annual general meeting of African Theatres, Ltd., here, L. W. Schlesinger, leading spirit of the enterprise, related public rumors that overseas investments have depreciated value of the shares and attributed the drop in market quotations to distress selling by a certain coterie of stockholders. Insiders, he said, have no intention of disposing of their holdings. He reported gross profits for the year at \$1,540,000, compared with \$1,026,350 for the previous year. Reported an intended dividend of 5%, with the plan of making the disbursement a total of 9% for the full year. The report was adopted unanimously.

## London Firm Sues N. Y.

Firm Over Equipment Keith Frowse & Co., Ltd., London amusement concern, has filed suit in the New York Supreme Court against Visionola Mfg. Co. and the Vision-Tone Corp. for \$38,736 on the sum paid to the defendant for the delivery in London of 250 instruments manufactured by the defendant. These embody gramophone and talking and silent picture devices. Defendant gave notice that the instruments could not be delivered in London before March 30, it is alleged, and agreed to return the money if the plaintiff was not satisfied, but failed to do so.

## British Films Acquire Multi-Lingual Complex

London, Feb. 22. Nearly every British talker scheduled for production here is announced as the first genuine multi-lingual dialog film. Craze for multi-linguals continues in the British studios. Record, to date, is held by Associated Film Industries, which "City of Song" is to be made by Carmine Gallone, Continental producer, in six languages. "Hello Europe," revue announced by Twickenham Film Studios, is to be made in three or four languages, and the studios supplying much of the footage. "The Two Worlds," latest Dupont opus for British International-Greenwich, is to be made in English, French and German.

## RESTRICTIONS OFF

Paris, February 22. Capucines, a Wilton-Brockhill-Tiffany house on the Boulevards Capucines, Tiffany's Paris show-dase, is now booking anything and everything, according to J. Brockhill.

House capacity is very limited and it has been a loser from the start, or ever since the theatre engaged policy from an intimate legit site.

## SPAIN'S FIRST TALKER

Madrid, February 21. First talking film of importance in Spanish, written by two comedians and a Spanish musician, will be shown here in April. Authors are the two comedians, Don Pedro Serra, and Don Pedro Perez Fernandez music is by the Guerrero. Title of the work is "The Song of the Day."

## U's German Financing

Berlin, Feb. 22. German branch of Universal has been reorganized as a stock company with a capital of 2,000,000 marks. Company is financed by Carl Laemmle and Universal. President of the board of directors is Joseph Friedman.



## MILTON DOUGLAS

Musical Comedy Favorite and Band Leader of Established Merit Headlined R. K. O., Loew, Fox Circuits with His Own Band Now MASTER OF CEREMONIES at BRADFORD, NEWARK, indefinitely. Thanks to George Skouras: An entertainer with talent and personality plus.

## ENGLISH FAILS AFTER GERMAN

Copenhagen, March 4. The Palace tried the experiment of booking in an English dialog version of "Atlantis" after the German talker version had been a riot with the Danes who raved about the acting of Fritz Kortner. The English version got the merry razz and was forced to an early closing, principally due to the public view that the German acting over-shadowed that of the English. Fact is the British cast doesn't compare with the German personnel. English reproduction also came in for criticism. Point of the comparison is that apparently the language doesn't figure. There are probably about as many Danes who speak English as there are who understand German.

## AUSTRALIAN RIVALS GO TO TALKER PRODUCTION

Sydney, March 4. Williamson & Tait have made a hook-up for talker production with Norman Dawn, American film maker, granting him the rights on the revue material they control, together with the stage artists, wardrobe, music libraries and other facilities. First picture will go into work within two weeks with recording equipment from the States.

Meanwhile, the Union theatre people have sent a representative to America to buy talker recording equipment to be used for their own local productions.

Situation appears to forecast keen competition here in the matter of product to be offered in world markets, with Williamson-Tait getting a break at the start.

## No Dubbing for 'Rita,' 'Evangeline'-'Trespasser'

Paris, Feb. 22. Local U.A. exchange heads don't know the exact percentage terms of distribution for U.A. product through their own exchanges, but they are preparing to market "Rio Rita," concluding that French dialog will not be dubbed. This was one of the original intentions, but, instead, French titles will be substituted. Musical numbers are to be retained in their entirety.

U.A.'s own "Evangeline" (Del Rio) and "Trespasser" (Swanson) will also not be dubbed as previously planned, although singing portions will be retained intact and French titles substituted against a sound-synchronized musical background.

## OSTEND LIKES 'INNOCENTS'

Ostend, February 22. Talkers continue to draw full houses, to the detriment of silent pictures. Latest and greatest success is "Innocents" at Paris. No doubt the French songs had much to do with it.

## KANE'S BACKERS

Paramount Introduces the Producer at Paris Dinner

Paris, March 4. After making its backing of Bob Kane and his experimental short subjects something of a secret, Paramount has come out into the open with its sponsorship. Company is giving a formal dinner to Kane next Monday (March 10) for the purpose of introducing him to the French press.

## SCORING U. S. SILENTS FOR FRENCH SMALLIES

Paris, March 4. Independent American producers are synchronizing old silent pictures and reissuing old subjects with music effects in order to fill a demand from the smaller French exhibitors for modern product. Procedure has quieted fears expressed in the trade of a shortage of sound material. Fear arises from fact that the big circuits are absorbing nearly all the important product. To speed the work Maurice Gleize has opened a special studio particularly adapted to the synchronizing of silent pictures.

## New Tubeless Amplifier; Klangfilm Eases Payments

Berlin, Feb. 22. Report comes again from Frankfurt that a young technician, Walter Scharpf, has invented a tubeless amplifier. It is said to work on the principal of relays. For small houses it is said to give sufficient tone. It has not been tested yet by continuous use in a theatre. Incidentally, as a result of competition, Klangfilm is offering its equipment in sections. Instead of demanding, as was originally the case, that the exhibitor buy the complete equipment all at once, is now allowing purchase of merely that part for reproducing sound pictures on disc. This is considerably cheaper than the full equipment which also included the possibility of handling sound on film. Firm is also now offering long term credits on instalments.

## Soviet Towns Like 'Uncle Tom' and 'Hot News'

Moscow, Feb. 18. Universal's "Uncle Tom's Cabin," is drawing crowds here and other Soviet cities. Audiences being vaguely acquainted with hearsay with Little "Eva" and "Topsy," wonder what has happened to them since they do not appear in the picture. They also marvel at the rearrangement of the scenes shown in the recent of Hollywood's courage in the matter of revising classics to please the American hinterland. "Hot News," (Babe Daniels) is also among the most popular American importations at present.

## Czech Film Draws

Prague, Feb. 20. How Czechoslovak soldiers under Colonel Svec broke through the Bolshevik lines during the Russian Revolution, and by way of the United States, finally reached home after the Czechs, shown in the first Czech historical film, a local production.

Film, based on Rudolf Medek's drama, was shown at the Penik theatre here before a distinguished audience, which included the aged mother of Col. Svec. Latter met his death while leading the Czechoslovak Legion in Siberia during the war.

Film is playing to big business. Svatoptek Intermountain directed with Bedrich Karen as Col. Svec and Irena Ardenova opposite.

## GERMANY'S WESTERN FRONT

Berlin, Feb. 22. Nero Film is bringing out a picture called "The Western Front, 1918." Universal has tried to get an injunction claiming that the title is a steal on "All Quiet on the Western Front." Court refused to grant it. Picture is to be all sound and directed by G. W. Pabst, who did "Secrets of a Soul."

## P-N's Extension

Paris, Feb. 22. Pathé-Natan is building a seven-story office building and studio extension to its Paris studios.

# FRENCH CINEMA TRUST AIMS AT WORLD

Paris, March 4. The Gaumont-Aubert-Pathé merger under the leadership of Maurice DeVries, vice-president of the Banque Nationale de Credit, is out the first step in the formation of an all-Europe combine, according to the story circulated in film circles here.

Gossip has it that negotiations already are on for alliances with British International and interests identified with Tobis Klangfilm which controls sound in German territory.

There is good reason for believing that the Tobis angle is set as a co-operative working agreement, at least for the distribution of product for both France and Germany. Truce of the whole deal is the presence in negotiations of DeVries whose position in the financial world insures a sound backing of credit and financial responsibility, an element that is recognized as necessary to a stable organization.

Operation may still be in its formative state. Some of the extremes of the rumors carry it a bit absurd, but that there is something working in the background is fairly certain. DeVries himself declines to make any comment upon the purposes of his group. Stories are told of prospects for an American connection which are so sensational they discount themselves as exaggerations. One of them, illustrating the cover of prophesy, is that the combine is shooting at taking over the Fox control of Loew as part of its world expansion scheme.

It is difficult to find a picture association between the French combine and RKO.

## JAP CENSORS WORRY OVER AMERICA'S SLANG

Information received by Metro's foreign department, are having a difficult time with the latest American jargon. Nipponese are suspicious of every American slang word and cannot be at all sure that a risqué or vulgar meaning is not tucked away somewhere.

Most of the censors there speak Oxford English and, to their annoyance, find the American slang words throw no light upon the meaning of America's slang expressions. As a result, almost any word that is not understood or is not located in the dictionary is cut by the board for fear it might harbor some ambiguous meaning and contaminate the picture public.

Censor thus has his troubles but the exhibitor is really the one who pictures are cut and cut. With sound on film it is not so bad, but disk pictures its murder. Both measures are annoying to the public.

The censors, however, are attempting to learn. They usually take down all expressions censored and then inquire as to the meaning.

## German Version of 'Night'

No Panic at The Hague. The "Night Is Ours," caused no excitement here.

Critics pour the film too long. Dialog was in German, recorded by Tobis and reproduced at the City theatre on W. E. equipment.

A lukewarm reception from the public although the French version is still going strong at the Marivaux, Paris.

## BRITISH IMPORTS DOUBLE

Washington, March 4. Imports of motion pictures by Great Britain (excluding France) more than doubled in footage during 1929. This according to figures compiled by Alfred Nutting of the American Consulate, London, and submitted to the Commerce Department. In 1928 imports ran to approximately 15,000,000 linear feet 1929 jumped to more than 37,000,000 feet. In contrast, exports from Great Britain dropped, says Nutting.

# Metro Ignores French Chains; Concentrates on Independents

Paris, March 4. Metro is making a great play for the business of the independent exhibitors here, refusing pointedly to cater to Pathe-Natan and the recently organized Gaumont-Franco-Aubert consolidation, with its impossible chain of theatres.

If the independents ever organize here—and there are indications that a movement in that direction is in the making—Metro will probably have a hand in the maneuver and ought to profit accordingly.

As it is the two major exhibitor chains practically dictate terms to the distributors and, because they have the best outlets for product, are able to maintain a strong tactical position.

Metro, however, refuses to bow to dictations, just as it did when it retired from its otherwise profitable contact with Franco-Aubert, abandoning a booking contract made when it operated the chain before the entrance of Franco into the situation.

The chains now are getting the cream of sound product, leaving Metro in its new position as the life savor of the independents. One result is that Metro can now find a market for a large quantity of silent film accumulated during the quota period. As for its major sound product, company figures it can sell that anywhere on a competitive quality basis.

# Gilbert Rolland as Spanish Recruit Claims Hollywood

Madrid, March 4. Among the new enlistments of recruits for the Spanish army from the municipality of Villacayo, in the province of Burgos, is a petition by Gilbert Rolland, 24, native of Chihuahua, Mexico, who designates himself as a picture actor from Hollywood.

His real name is given as Luis Alonso Botana, son of a late bull-fighter, Francisco Alonso ("Pachito") and Consuelo Botana, natives of Villacayo.

Luis, alias Gilbert Rolland, was born in Mexico, where his parents went to seek their fortune.

Gilbert Rolland (with one "r") is the leading man who has appeared opposite Norma Talmadge in many pictures.

## PAR. SIGNS PEREJO

Spanish Director Probably to Work With Bob Kane

Paris, March 4. Benito Perejo, Spanish director, has been contracted by Paramount. Presumption is he will work for Bob Kane, outfit making experimental shorts here under sponsorship of Paramount.

Perejo is here after completing his first native-made Spanish production, "La Bodega," from a novel by Ibanez, dealing with peasant life in Andalusia.

## Ban on Screen Spice In Talking Short

Paris, March 4. Although nudity and extreme spice get past in the revues here, they are under the ban for the screen.

For this reason a scheduled short co-starring Jeanne Helbling and Milton, the latter star, of "Kadubec," current here, was cancelled when Bob Kane found the script included a snappy undressing scene.

## "4 Feathers" in Dutch

Amsterdam, March 4. "Four Feathers" (Par) fared badly at the Tuschinski in spite of favorable comment by the reviewers. Engagement goes down as a flop.

## GARBO'S "KISS" MAY SET FOREIGN SYSTEM

Paris, March 4. Greta Garbo's "The Kiss" goes into the Metro-Madeleine cinema next Friday (March 7), and much depends upon its reception. Picture follows eight weeks of Ramon Novarro in "The Pagan," which was set down as a conspicuous success. Study of these two numbers may figure in fixing Metro-Goldwyn's handling of sound for foreign markets. "The Pagan" had no dialog, but was synchronized and had a theme song with English lyrics. The new Garbo picture is Jacques Feyder's first production, and the first by a French director imported for the purpose. It is synchronized and was made throughout with an eye to the foreign market.

Metro is understood to lean toward synchronized product as against all-talker and it is for this reason that "Hollywood Revue" is deferred, executives being uncertain about its reception here. In its place "Hallelujah" and "Mrs. Chaney" will follow "The Kiss."

Another item on the bill is the Hal Roach comedy short with Laurel and Hardy, originally called "The Night Owls," then dubbed in trick picture Spain under the title "Ladrones" ("Thieves"), and a record-breaking comedy number throughout Spain.

This subject has been dubbed in French, French and called "Biotto." Language makes no pretense to be real French, but is comedy jargon like the clownish Spanish version.

## 'PARADE'S' BIG BIZ, BUT FRENCH VERSION FAULTY

Paris, March 4. As a public good will gesture, and also for the practical purpose of feeding early morning patrons, Paramount has reopened its theatre tearoom, closed down for a year.

Cause is the terrific receipts for Chevalier's "Love Parade," for which the doors open at 9.30 in the morning. It is capacity business immediately thereafter. Reason for closing the refreshment room was that it was wasteful.

French version of the Chevalier picture is nothing to write home about. Reproduction was thin and tiny in the numbers, and the dialog had been cut in favor of titles in French, the half-and-half version being very unsatisfactory. Song numbers, however, came through very well.

Quality of the picture presentation is ignored and the business is sensational. Another detail that worked against this exhibition were the awkward linguistic attempts of Jeanette MacDonald's French.

Future of the engagement is not altogether optimistic. House doesn't seem to be so steamed up, either. Harold Lloyd's "Welcome Danger" already is being heralded in a tentative way. A solid hit of this program is Max Fleischer's sound cartoon, "Noah's Ark."

The Paramount and Metro's Madeleine cinema are the only houses that have no refreshment booths.

## Dutch Trade in Protest Over Censor Severities

The Hague, March 4. The Bioscoopbund, association of Dutch picture exhibitors, is protesting the severe film censorship that prevails all over Holland.

The association demands control over necessarily drastic, particularly decrying censorship over sound records. Legal point is made that the original censor law did not cover sound and the exhibitors are now demanding that new legislation be enacted clarifying the subject and setting up more lenient rules.

## SMITH QUILTS PDC

London, March 4. George Smith, head of Redwaters Distributing Company, outlet here for Pathe, has resigned.

Post may be filled temporarily at least by Delehanty, who is due from the States March 8.

## "MARIUS" AS TALKER Kane Doing Only French Version of Paris Stage Success

Paris, March 4. Confusion of world rights on Marcel Pagnol's current stage success, "Marius," is causing Bob Kane to make only a French film version pending clarification of other rights. Gilbert Miller has the Broadway production rights of the piece, but Miller's affiliation with Paramount probably will clear away any difficulty, since Kane's experiments with talkers here is under the sponsorship of Paramount.

Another misup on copyright appears in the delay over a travesty version of "Carmen," which the comedian Boucot is to do. It is held up until the music copyright angle can be straightened out.

## HELD BACK BY ITALY'S RULES

Paris, March 4. David Souhami, Italian territorial chief for Paramount, is in Paris and crying the blues over the situation in Paris to produce for the territory, is dead in film talkers due to the Mussolini ban on foreign language.

Souhami figures it is problematical whether it would be worth while for Par to produce for the territory, but if the company decides to go into the field they could do so economically by using Bob Kane's organization for making shorts in Paris.

Owing to the Mussolini order nothing but synchronized product can be screened. However, the edit also forbids use of any sound newsworthy in the official Le product, with which Fox Movietone has a hookup. Italy has lots of dealers, and most of them have Western Electric equipment. The rest of the sound houses have Facent apparatus.

Rome, March 4. Although the dubbed Italian in "The Tiger," offered by Columbia Pictures, has many short-comings on the technical side, it is the first Italian dialog and singing picture here and is doing business at the theatre.

Reproduction is faulty, but the native fans look upon the picture with lively interest due to its novelty as a talking and singing picture.

Experiment indicates there is a large field for product here for pictures with Italian dialog and an opportunity for enterprising Americans.

Stefano Pittalugas has three Italian dialog subjects in the making, but they won't be ready until some time next summer.

## DEFINITE ON DIALOG

French Theatre Explains Talk and Title of "Show Boat"

Paris, March 4. Making certain that the fan public will be under no misapprehension as to English dialog in "Show Boat," the Imperial, Pathe's boulevard house, is specific in its billing of the feature.

Theatre makes it plain in all announcements that while there is some dialog in English, titles are all in French.

Picture enjoyed a favorable opening, considering that it has as opposition nearby. Paramount, where Chevalier in "The Love Parade" is a sensation.

## Spain Likes "Scandals"

Madrid, March 4. "Broadway Serenade" (Col) scored a great success at the Cinema Cullao here, although its English lyrics were unintelligible to the native audience.

Spanish music and brisk dancing made up for the rest.

## Ufa Film Opera Big

Amsterdam, March 4. "Liebes Walzer," musical sound film made by Ufa is doing remarkably well at the Rembrandt cinema here.

"The Leatherneck" is doing only so so at the Corso, while "The Diva Lady" is getting moderate returns at the Royal Cinema.

## 'MELODY' ENGLISH TALK SCORES BRUSSELS HIT

Brussels, March 4. With characteristic Belgian commercial foresight mention of Rolls Royce motors was censured out of "The Broadway Melody" when it was screened here. Reason is that all Belgian roads are posted with signs urging people to buy native machines and support native industries.

Another odd bit of censoring was the erasure of the line about beautiful girls wearing diamonds, which was substituted by the line: "The picture was a smash at the Casino here, with the management undertaking the daring experiment of letting the English dialog run in full. Few natives understand English and the lines were not intelligible, but they enjoyed the novelty."

On the other hand, Universal's "Broadway" had titles in the native tongue when it was shown here and the lyric interludes were cut, giving the picture a hybrid aspect.

## TIFFANY PARIS AGENCY

Company Takes All Interests—Wilton Interest Cut

Paris, March 4. Tiffany has assumed all the Wilton-Brooklyn-Tiffany obligations and properties here, taking over the Capucines cinema, its boulevard show window, with Frank Brockliss and Philippe de Becker continuing in the management.

Wilton, whose interests are with Dutch ship builders, has curtailed his backing owing to business demands at home. Formerly Wilton-Brooklyn-Tiffany constituted Tiffany Paris agency, but now all such interest has been taken over by the parent company itself.

## London May Rule Out Woman Branding Scene

London, March 4. When "Dear Love" closes at the Palace March 8, house may look in Jefferson Cohn's French picture, "The Queen's Necktie," starring March 11.

A condition on the arrangement is that the British censor shall approve the picture, which now seems doubtful unless the scene is cut which shows the branding of a woman with hot irons.

This is the picture for which Cohn first wanted Poll Negri, Paris was subsequently taken by Marie Delamotte. If run goes in, it is scheduled to run until the next Palace show is ready.

## Czech Tax Protest

Prague, March 4. Cinema owners' association in Prague has protested high amusement taxes amounting to from 10% to 50% of all admissions. Showmen propose a compromise of 10% on admissions up to five crowns and 15% cents and 10% straight on admissions above that level. This is offered instead of the progressive scale now in force.

## Anna Wong Film Hit

Zurich, March 4. What is called the world premiere of British International's picture, "Hail Tang," starring Anna Wong and directed by Eichenberg, took place here at the Apollo theatre, where it was well received.

The Oriental star appeared in person in connection with the screening and made a fine impression.

## Swiss Patent Decision

Zurich, March 4. The Zurich Supreme Court has just upheld an injunction obtained by Triegion Interests and directed against the Tolsis group. German action, possibly.

Now the case goes to the Federal court, where it will receive final adjudication.

## Australia's Roxy Gala

Sydney, March 4. Australia's Roxy theatre, Fuller's new house here, opened with a gala performance of "Hollywood Revue" (MG). Effort was made to give the occasion special importance by what was called a world-wide radio hookup. The city officials attended the show.

# Foreign Picture Money Embargo On in Australia

Sydney, March 4.

The federal treasurer of the Commonwealth has issued an order which has the effect of prohibiting foreign film distributors from sending money remittances overseas. Order applies to all except small amounts called for in the transaction of business.

Accumulated capital is held in banks here to the credit of the distributors and now amounts to around \$600,000, while the government is trying to persuade the distributors to reinvest the money in local enterprise. Government anxiety arises from the fact that commercial depression here is acute and local capital is at a premium.

The city of Sydney, for instance, would like to borrow \$3,000,000 and points out that money held here by American film and all interests has reached a respectable total and would almost cover the city's borrowing needs.

# NATAN DENIES FRENCH MERGER

Paris, March 4.

T. Natan has again taken occasion to broadcast that all possibilities of a merger of his company with Gaumont-Franco-Aubert are cold. Occasion was the stockholders meeting at which there was an affirmative vote on the proposition to increase the capital from \$2,400,000 to \$6,400,000.

A minority of shareholders representing about \$16,000 in stock sought in vain to block the sale of \$1,680,000 of ordinary stock to Natan and his associates, and of \$24,000 in preferred stock to Natan himself.

Insurgent minority was outvoted on the proposition and the two transactions went through.

## "JOURNEY'S END" HAIK'S

French Producer Beats Gaumont to French Rights of Drama

Paris, March 4. Jacques Haik beat out Gaumont in a race for the French rights to "Journey's End." Haik bought the territorial grant from Gainsborough, which already had taken over control of European rights.

Haik is dubbing the picture in French and building the picture further by supplying in real war mob scenes of which a great quantity is available here.

In the interpolated episodes French sound effects are being dubbed, all these operations helping to strengthen the picture.

## Prince Sues Metro on Role in "Merry Widow"

Paris, March 4. Imposing legal talent is drawn up on both sides in the suit of Prince Danile of Montenegro against Metro-Goldwyn, demanding \$40,000 damages and alleging defamation of character. Legal papers set forth that the Prince is named in Metro's picture, "The Merry Widow," and the character is detrimental to his standing.

Paul Boncour is of counsel for the Prince, while Metro is represented by Henri Robert.

## Interchange Clause

Paris, March 4. A new clause has been inserted in the book contract offered to French exhibitors by distributors.

It provides that the distributor may withdraw product if he considers quality of reproduction is faulty.

Expected to be an angle of the sound patent fight in Europe.

## Fear That Arabs May Start Something Threatens Palestine's Purim Carnival

Jerusalem, Feb. 14. Biggest show that Palestine puts on each year—the annual Purim Carnival at Tel-Aviv—has been drastically curtailed for reasons of celebration, mostly in the way of masked balls, but they will all take place with a strictly restricted attendance.

Reasons are two-fold. First is political and the second precautionary. With the riots of last August still fresh in the minds of the people, many Arabs and even one or two Jews still being tried and committed for alleged crimes perpetrated during that period, and with the findings of the British inquiry commission about to be published, it was considered bad form and poor diplomacy to let the Carnival run full sway and thus convey the impression of gay indifference to the problems of the Arab people.

(Continued on page 44)

## NO COMMISSION FOR BERLIN DATES IN '31

Berlin, Feb. 22. According to law, on Jan. 1, 1931, all official agencies are to be abolished and in their place state-run theatricals are to be established. Law, as originally passed, was merely aimed at the contractors who made big profits on term work during the harvest seasons, but the government has not seen fit to repeal or revise it.

Vaudville agents will have to figure out how to do business and their place will be taken by the Pareina. This organization is financed, 80-50, by the Vaudville Actors' Union and the Vaudville Managers' Association. Government will also take over a share of the expenses. Performers will pay no commission of any sort for engagements obtained.

In charge of the new organization will be Fritz Fechner, former vaudville manager, and Konorah, president of the Performers' Union. Managers are doubtful of the success of this venture as they don't believe it will be possible to keep track of the international talent necessary to headline bills. The performers, of course, are glad to red rid of the gypping agent.

## VIENNA PLAY WITHDRAWN

Zweig Calls It Off-Open Failing to Get Krauss for Cast

Vienna, Feb. 22. Stefan Zweig has withdrawn his new play, "Lamb of the Poor," which was to be done at the State subsidized Burgtheater.

Zweig wanted Werner Krauss in it, but the actor has broken contract in Berlin. Director Herterich, who, in spite of his resignation, still manages the Burgtheater, insisted on producing the play at once. This decision Krauss took to mean he was to play it and caused its withdrawal, unprecedented in Vienna.

Zweig is the author of "Volpone."

## Jewish Art Players Held From States by Soviet

Paris, March 4. The Thedno Company, a holder of the Moscow Jewish Art Players, starring Alexis Granowsky, has sued the Paris Soviet Commercial Agency for \$50,000 damages. Suit follows the Soviet forbidding the Jewish Art Players to go to America under guarantee of ship passage both ways by Otto H. Kahn.

The Thedno Company has lost heavily on Jewish Players and hoped to recoup in America. Soviet gave no reason for refusing permission.

Courtnidge, Pere, III.

London, March 4.

Robert Courtnidge is better manager and wealthy, father of Cecily Courtnidge, is ill with pneumonia here.

## Agents See New Routine in Sayag's Outside Booking

Paris, Feb. 22. A booking tiff between Henri Lartigue (William Morris agency) and the Transvarety Agency over the Novelle Bros., is regarded by local agents as possessing momentous significance.

Concerns the Novelles going into the Cafe de Paris, Monte Carlo, for Edmund Sayag and booked by Transvarety. Significance is that Sayag is a partner in the Lartigue-Morris agency and it was generally regarded that Sayag booked everything exclusively through the Morris office because of his business interest in that agency. Instead Sayag, through Jean Ballancourt, his artistic director, bought the Novelles from the Transvarety agency after that agency had been threatened by Lartigue that it wouldn't have a look-in. This followed Transvarety's refusal to split commissions, feeling that it had the Novelle act exclusively. To further strain the situation, the Novelles are a former Morris act in America, but when reaching here they went over to Transvarety.

Explanation may be that biz is generally so strained that the reports are more vitally concerned in getting something that will draw business regardless of hook-ups or arrangements.

Novelles, recently arrived, are booked at the local Morris agency, which means Lartigue, who is the managing director, because the latter booked the Plattier Brothers into the Empire. The Plattiers do the same type of turn as the Novelles, musical clowns. This engagement nullifies Paris for the Novelles.

## Vienna's Birth Control Play Written by Doctor

Vienna, Feb. 22. "Gekulte Menses" ("Tortured Humans"), a play on birth control, made a hit at the Kammerspiele, more on the strength of its object than on its literary merits.

The same type of turn as the Novelles, musical clowns. This engagement nullifies Paris for the Novelles.

The author, Karl Crede, is supposed to be a doctor.

## New Revue Edition

Paris, Feb. 22. Mistinguett is preparing a new spring-summer edition of her "Fay-Mist" revue which will be up against the new Follies Bergere show, currently in rehearsal. Later show will have its perennial favorite comedian, Randall.

Among the new people slated for Mistinguett's effort are Zelda and John-Juan, Australian dancers, and the Follinoff Trio, Russian whirlwind stompers.

Follies Bergere show has the Hudson Wonders, juvenile entertainers, at \$400 a week, and set for a year.

## YORK AND KING IN CRASH

Berlin, March 4. Chic York, Rose King and their daughter, Tru, crashed in an airplane at Leipzig. They escaped with severe bruises.

Plane was enroute from Paris to Berlin.

## Libby Holman at Kit Kat

As soon as the "Little Show" closes, Libby Holman will go to London to open at the Kit Kat Club.

She is now booked, through T. D. Kemp, Jr., to open June 6, which date may be postponed depending on the show's closing.

## French Carnival Accident

Paris, March 4. An orchestra stand in an outdoor carnival at Angers, provincial town, collapsed jamming up 30 musicians.

Two of them were seriously injured.

## Boston Symphony for Paris

Paris, March 4.

Serge Koussevitzky is duo here in Me. He will arrange to bring over the Boston Symphony Orchestra next year.

## HEIDT'S ROYAL SERENADE

Jazzists Play for Prince of Monaco Exchange Amities

Monte Carlo, March 4. Horacio Heidt, the Californian gave an impromptu serenade to the Prince of Monaco, who is having plenty of domestic grief at the minute, presenting the ruler with a letter of greeting from Mayor Walker of New York inviting His Majesty to visit Gotham.

The Prince replied that he couldn't make the voyage, but with an eye to business broadcast an invitation to Americans to visit his beautiful domain.

## GOOD VAUDE SALARIES IN ITALY, BUT NO ROUTE

Paris, March 4.

Paris agents are panicked for acts to play in Italy where bookings and good salaries are available. So disorganized and chaotic are the spots, however, consecutive bookings are impossible. Most acts refuse to go into the Fascist territory for only one week or two.

Condition in Italy is a result of Mussolini's opposition to foreign language talkers, with Italian picture houses using acts to bolster their billings. Milan, Rome and Florence are particularly receptive to acts of the type adaptable to the country and theatres.

## Two Famed Waiters Start Their Own Paris Place

Paris, Feb. 22.

All professions seem to go out nights after their shows are familiar with the American Quick Lunch, formerly Mitchell's (by which founder's name some still call it), and the more famous family are they with Herby (Doc) Winer and Gino Cuosta, their favorite waiters who parley vau in anybody's language. Latter two have finally, with 12 years of the same spot, stepped out with their own U. S. bar and restaurant on rue de Douai.

Every American professional and newspaperman in Paris turned out just to drink wine in a type of place they ordinarily come to for American vittles such as pancakes, American coffee and the like. The American quick luncheon racket is a dramatic proposition now in Montmartre with many natives agreeing it's worth 28 cents for a cup of coffee—hot coffee.

## Managers Rejoin

Berlin, Feb. 22.

After over two years, Max Reinhardt, Victor Barnowsky, Eugene Robert and Robert Klein are returning to the Deutsche Bühnenverein, the German managers association. These four, the most important and successful private theatrical managers in Berlin, left the association because they didn't feel they were getting a square deal. Three fourths of the theatres in Germany are state subsidized.

Although no official statement has been made, it is generally known that the association has made the promise that it will pay more attention to the interest of its private minority in the future.

## London "Sons o' Guns"

Connelly and Swanstrom, have sold the English producing rights of "Sons o' Guns" to Clayton & Waller.

Play will be produced in London about the middle of May. Bobby Howes, English comic, will handle the Jack Donaghy part. Bobby Connelly will himself stage the dances and will leave for London about May.

When produced in England the soldiers in the troop instead of being American as in the original production, will be converted to Anzacs.

## Reinhardt's Film Play

Berlin, Feb. 22.

Reinhardt has accepted a new play called "Phaea" by Fritz von Uruh, well known German dramatist. Much of the action of the piece takes place in an American film studio.

Reinhardt admits that the selection of this play was dictated by his interest in the talkers. He is thinking of directing Max Meil's "Apostle Play," a mystery.

## Chatter in London

London, February 22.

Americans still looking for centrally located hotels. Many advertisements for that sort of thing.

Robert Brown, son of Brown and Lavelle and formerly the plant in their act, playing first leg part in "Appearances."

Well known London critic told Bobby Howes not to accept lead in "50 Million Frenchmen," as show was dirty.

Enough colored talent in London to recruit a big all-colored show. Avenue Pavilion only flicker house owned by Gaumont British showing all silents, and in the West End, too. Snow, after 12 months' break. They're killing parrots everywhere.

Edna Best is rapidly becoming this town's best talker.

Mabel Poulton's back in pictures. Out through weight trouble.

Two types of theatre critics here—those who want a National theatre, and those who want a National theatre.

Judges are knocking off divorce cases at the rate of eight a day, another sign of the American influence.

Dean fancies himself so much as a flicker producer that he signs all his publicity himself.

Scenario departments are combining. Cabelot's got to return to use in sex pictures.

Monica Ewer from the "Daily Herald" film department to the theatre desk.

Play Compton's due for Ophelia. Last played last with John Barrymore in his dumb-bell act.

Bernard Nedell's producing plays. Couldn't get his accent past the talker mikes.

George Robey celebrated 40 years of vaude by going back to the Palladium and doing the same game he did the first time.

Film company given the air by Scotland Yard when asking if it could accompany the Flying Squad on one of its Limehouse picnics.

Marie Rambert, Ashley Duke's wife, has gone dancing. Staging herself in the middle of ballets.

T. G. Wodehouse frequents the Savoy Grill. Apart from Shaw, who doesn't eat, and Wallace, who

doesn't get time to, he's the only author who can pay the bill. There's a silent picture in production here.

Lea Lake turned down talker offers.

W. A. Mutch off films for the "Daily Chronicle." Rows with the management over publicity work. George Smith, head of FDC, "Katie Outlier" is the film trade's keenest dancer.

Chance that the British Equity stunt may some day come to something.

English papers getting a chance to spell Nyota Inyoka wrong. Girl dancing at the Arts.

Nigel Playfair's getting space because his son, at Oxford, has been advertising for a balloon.

Paul Robeson's taken a house opposite Hampstead Heath.

Harry Claff, chairman of the Variety Artists' Federation, had his car stolen.

Troubadour, Trocadero supper show, has booked 14 acts for March.

Ella Shields ducked visiting the States on medical advice. Is touring South Africa instead.

Heaven Pickard on a Mediterranean cruise.

Jessie Bond, one of the old Savoyards, and still adored by the survivors of those days, is penning her memoirs.

Strong doubts whether Gainsborough will ever rebuild its studios, burned recently. Rumors are a consolidation with Gaumont, with which it's linked in Gaumont-British organization.

Folks going to New Gallery to see talker of "Rookery Nook," Aldwych stage smash, lifted straight from the theatre to a screen. Know all the gags and keep one or two in front of the film all the time.

Jacqueline Logan's het up. Gainsborough studio didn't like her pronunciation and decided to make two versions of "Symphony in Two Flats," talker, in which she was to have co-starred with Novello.

She gets the lead in the American play, Elinor Hume gets break in the English.

## Golf Course Turns Fishing Village Into a Resort

Ostend, Feb. 22.

Knocke-sur-Mer, about 40 miles east of here, was an unknown fishing village some 30 years ago until discovered by a few British people who laid out a golf course.

Its progress has been continuous ever since and it now bids to out-rival Ostend.

Building a casino there which presents the unique feature of containing a theatre.

## Folies London Date

London, March 4.

Terminating 13 months' engagement with the Follies Bergere revue in Paris Glenn Elynn opens at the Plaza cinema March 7, doubling from the Grosvenor House from Jan. 10.

When the Follies show comes to the Victoria Palace April 7, after a week's try-out in Southampton, she moves into that attraction, the engagement having been made definite.

## DUFOR CLUB DATE

London, March 4.

The Dufor Bros., including Harry Dufor and Della Frost, opened last night at the Palace for a fortnight.

Act opens March 17 at the Palladium.

## ROSIE FILIPPI DIES

London, March 4.

Rosie Filippi, famous actress, died in London, Feb. 28, at the age of 64.

## Paris Club Resumes

Paris, March 4.

Clifford Fischer, of the Paris Morris office, will supply the talent at the Le Tablissur, which is no longer controlled by Edmund Leay.

Celestem Hobson is the new owner of the cafe which will open March 12, reconstructed. Sayag still has the New Theatre adjacent to restaurant.

## Paris Pre-Lent Whoopee

Paris, March 4.

Mardi Gras is getting heavy celebration in the pre-Lenten whoopee of the students.

Hilarity is assuming old time size with cafes and theatres benefiting.

## Chinese Girl Dancer Scores Strongly in Moscow

Moscow, Feb. 22.

Sylvia Chen, young Chinese girl, and daughter of Eugene Chen, former minister of foreign affairs of the government of China, is successfully dancing here. She has so far appeared only in separate numbers at different concerts.

Despite the participation of the most talented youth of the theatre, of G. Abramova, the premiere ballerina, Sylvia Chen, essentially a plastic dancer and therefore contrasted sharply with the more stylized dances on the program, retained a remarkable hold.

She received her first dance training in a London school of the ballet.

## Bankhead Camille Jam

London, March 4.

Rachel Berendt, French actress who says she is part author with Sir Nigel Playfair in the new version of "Camille," which Tallulah Bankhead proposes to play at the Garrick this week, applied for an injunction, but when the case was called an adjournment was until after the premiere.

First night seats for the show are selling at \$6. Applications exceed seating capacity of the Garrick three times over.

## Dorothy Dix Sketch

London, March 4.

Dorothy Dix, lectress, is featured at the Coliseum in a new sketch, "The Wife Wins," by Noel Scott, a London physician who has written a sketch by her.

Playlet is made out of the threadbare material of a married man carrying on a clandestine affair with another woman, but it has interesting surprise twists. Audience liked it immensely.

## Foreigners Arrive

London, March 4.

Triana and Avale, French dancers, arrived in New York yesterday (Tuesday).

Another foreign artist who came with the same boat was Mme. Lay Fans, of the Belgian Royal Opera.

**BRAZILIAN GIRL STARRING**  
Los Angeles, March 4.  
Lia Tora, Brazilian actress, will  
be starred in three all Spanish  
talkers by Brazilian Southern Cross  
Pict.  
Pictures to be made at Tec-Art  
studios.

# Big Film Cos. Now Worrying Over Booking Protection—General Unrest Throughout Industry on Situation

Producer-distributors, with arbitration over, are seriously alarmed over the threat that the new protection, its violation, and possible legal action, may bring. That the distributors may have to sit on another sharp tack is feared.

Since arbitration and the standard exhibition contract were out of existence, considerable unrest has developed in all quarters of the industry over the much-mooted trade practice, booking protection. Complaints against protection plus demands and murmurs of trouble are increasing daily. Big chains are starting to fight among themselves over what they consider unreasonable time and area restrictions.

The expression voiced that only through the return of arbitration will the matter of protection be brought under control serves as an indication of what the Thacher decree is doing to the industry in directions other than arbitration. Protection is the system under which one theatre has to wait until a competitor, given protection, has played a picture.

Violations  
Reported that there are many violations of protection on record since the upset of arbitration. Within the past month the extent of trouble over protection has increased to the point where a real problem exists. The extent of the situation is emphasized by the fact that there is no remedy. Where arbitration proceedings were formerly invoked on complaints over protection, with action inside of 48 hours possible, now the complaining parties are forced to go to the courts.

It is admitted that it's a question whether protection is legal to begin with. One of the producer-distributors recently discussed the matter unofficially with a Senator. The latter's viewpoint, it was said, was that protection as practiced in the picture industry, was so illegal it is remarkable it has existed this long. The Thacher decree, with arbitration removed as the "protective" wing under which the practice snuggled, opened the way for attacks from all quarters.

200 Mile Area  
One big chain, playing the product of a competitor, claims that protection for 200 miles is demanded in some spots, and that there is bound to be trouble if this continues. Outside of protection, these two producer-distributors, with which the chain is on the friendliest of terms.

It is argued that on time 30 days, at the most, should be reasonable protection. But the chain, in violation, it is claimed, where 60 and even 90 days is demanded. The attitude of the exhibitor (or even the chain where it feels it has a legitimate squaw) is that the first run is fully protected by 30 days, but if the second run and subsequent runs have to wait 60 or 90 days the picture is killed. Between runs 16 days of protection is demanded. It is insisted in some quarters.

An arbitration expert who has sat in on hundreds of cases tried before the Film Board of Trade and in the courts, says that so much trouble is arising over protection now that the problem is far more serious than most in the industry realize. Some of the big chains agree that in protection they've got a battle ahead that may not be any too rosy.

The independent exhibitor is again in the tightest spot. He is almost helpless if running up against trouble on protection.

Paramount's Contentions  
Paramount's attitude is that it must not permit big buying power, with chains now ruling the industry, to choke off the small exhibitor. In the meantime, however, Par and other companies are placed in an unpleasant position with the storm starting to brew over this feature of business.

S. R. Kent believes that with arbitration and the contract now out, protection will have to be taken up individually between the distributor

## Short Holds Over

Toledo, March 4.  
"The Benefit," Joe Frisco's Vitaphone short, was held for a second week at the Vita Temple, although the feature was changed.

First holdover of a short in a weekly change house here.

and the exhib. Paramount's general manager is proceeding on the theory that every case must be governed by its facts, by circumstances, opposition, etc. This may mean an easing up of demands throughout the entire country by this distributor as well as any others who choose to follow the same policy.

Under the new Par contract, which includes a compulsory arbitration clause, any trouble arising over protection after Par has made deals ostensibly satisfactory to the exhib would doubtless be handled as formerly, but whether the Paramount contract is practical and will stand is not entirely definite. Changes may be made after the contract has been put to a test, it is understood. It was within several weeks ago with the long arbitration clause worked out at that time, but it has not yet been used, it is said.

While the compulsory arbitration clause in the Par contract is designed to cover complaints of all characters, including those on protection, the difficulties on this phase of picture selling will likely be encountered in the negotiations relative to protection before the contract is closed.

From indications other companies are waiting to see what results come from the use of the Par contract before they, individually, frame their own to cover arbitration, protection, and other questions.

Meanwhile, some complaining cliques of exhibitors backed by local or state organizations, may take action in forcing a test case on the legality of protecting as now practiced. The M. P. T. O. or N. J. has threatened such action.

Altoona, March 4.  
Number of exhibitors in local territory have been caught in a wave of unusual activity on the part of agents of the M. P. T. O. As a result they've tightened up in their use of films.

One exhibitor here had a contract calling for two days in one house. Instead he used it once in his local house and the second day at his theatre in an adjoining town, reportedly on the assurance of the film agent that he would be no trouble. Instead, he was taken on a federal charge.

## AIMEE'S \$148,380 SUITS

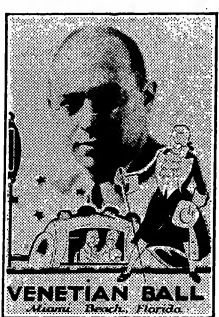
Hollywood, March 4.  
Aimee Semple MacPherson is defendant in Superior Court on two suits aggregating \$148,000. One for \$5,000 is filed by Harold H. Simpson, scenario writer, who alleges he was hired but not paid to write a picture for Mrs. MacPherson's starring. Other suit is brought by Ralph B. Jordan, formerly business agent for the evangelist. It hinges on a real estate deal.

## PROBE HAYS' ATTACK

Indianapolis, March 4.  
Investigation of an attack on Will Hays and the film industry has been inaugurated by the Indiana Crime Commission. At the request of Gov. Leslie, pamphlets reprinted from "Christian Century" magazine were sent to the commission. What the state body intends doing about it is not known.

Financial Lunch  
Hollywood, March 4.  
Joseph P. Kennedy entertained at luncheon yesterday (Monday) Elish Walker, president of Blair Trust Company, and some 20 others.

Most of the guests have interlocking financial interests with Walker.



MIAMI HIGHLIGHT  
The magnificent VENETIAN COSTUME BALL is the highlight of the Miami season. Its elaborateness, the gorgeous costumes, the unusual entertainment, all make this brilliant affair the most spectacular event of any winter social program. This year a famous MEYER DAVIS ORCHESTRA was the musical attraction, especially for dancing.

## NO PAR-WARNER DEAL DESPITE QUOTATIONS

Through Paramount and Warners running quite close in market quotations for the past 10 days or so reports have been revived of a possible deal between the two. Well informed sources deny any such likelihood at the present time.

It is not certain that the Rasch or DuPont interests have lately bought heavily into Warners. A more authenticated report is that an undercover brokerage firm for railroad operators has been the Warner purchaser.

This firm with its main office in New York city is said to have secured a Warner block of 300,000 shares. This lot for the most, it is reported, came from the Warner brothers' holdings. Price is not mentioned.

## Mob Stuff Off

Hollywood, March 4.  
Extras found the calls nearly as scarce last week as they were in January. Placements suddenly slumped to 3,763 for the week to March 1, or 94% of the 1929 average activity.

Slump is considered temporary and due to some producers laying low during the state and county taxing period.

Few outstanding sets from mob viewpoint. W. J. Craft had 134 sets working in a cafe scene for "Czar of Broadway" (U). New York theatre set, with 120 wearing costumes of the '90's, used by Alan Crosland for "Viennese Nights" (WB). Harry D'Arrast took a crowd of 185 to the Midwick Country Club for an English cricket game for "Rafters" (Goldwyn).

## CANINE MYSTERY

Culver City, March 4.  
As a satire on the S. S. Van Dine mystery yarns, MG is pushing production for making "The Dogville Murder Mystery" with its troupe of trained dogs.

To insure satirical intention, MG will advertise it as being authored by Fido Van Dyne.

## ZUKOR-WARNER DINNER

Hollywood, March 4.  
Joe Topilsky tomorrow (Wednesday) will tender a dinner at the Benhur estate jointly in honor of Adolph Zukor, who is leaving the Coast, and Harry M. Warner, who has just arrived.

About 200 guests have been invited.

1ST FEMME ASST DIRECTOR  
Hollywood, March 4.  
Another studio craft to be invaded by the feminine sex is that of assistant director.

Winifred Laurence has established the precedent by becoming assigned to Fred Zelnik of the foreign versions department at Radio.

# Coast Producers Meet on Gyp Agents; Also Take Up Matter of Rehearsals

## And the Barbers—

Hollywood, March 4.  
Two show people talking over the Fox matter in the club car's barber shop on the Transcontinental Overland were interrupted by the barber.  
"Oh, Fox!" he said. "I have just received a letter from Mr. Fox asking for my proxy."

## FOUR CONTRACT FORMS FOR U

Universal has at the printers this week four forms of contracts, more than any other producer in the field. The Laemmle organization, it is stated, doesn't want to take any chances with Judge Thacher's decree against standardization or collocation uniformity.

Form No. 1 provides for the advance deposit. This is for the exhibitor who is revolutionary to all things arbitral. The second edition is one providing for voluntary arbitration. No. 3 specifies a proposition whereby the exhib doesn't have to worry about advance payments or get-togethers. This reads like a loan, providing for weekly payments. The last form, is called "a complete service contract." Owners who sign this take everything the U turns around from singers to cartoons. This form is particularly necessary for U because some of its executives claim the company also makes serials.

On the arbitration angle, Universal men assert that the company is very generous. The buyer, in case of a dispute, has the option of naming his own representation on the board.

## IATSE CONVENTION JUNE 3

Set for Hotel Alexander, L. A.—Around 1,000 Delegates Expected

Los Angeles, March 4.  
While here last week William F. Canavan, president of the IATSE (stage hands union) and Richard Green, of the same organization, agreed to meet at the Hotel Alexandria here as the place of meeting for their convention, starting June 3. The gatherings will be held in the hotel's Rose Room.

About 1,000 delegates are expected. Together with those of the dailies coming along, there will be 2,500 or more attracted by the convention. Preliminary executive meeting will start May 24 at the same hotel.

## Chaney's U Suit

Hollywood, March 4.  
Lou Chaney, through his attorney, Milton Cohen, is expected this week to file suit against Universal for \$70,000 damages. Actor alleges the remake on "Phantom of the Opera" given the public the impression he is talking and has injured him materially.

## FINEMAN WEST AGAIN

According to present plans Bernie Finney will leave for the Coast in about two weeks at the conclusion of "Dangerous Dan McGrew" at the Long Island Paramount studio.

Finney has acted as associate producer on this one since returning from Europe.

## ALICE WHITE'S WEDDING

Hollywood, March 4.  
Alice White left here Saturday for Chicago with it reported that upon her arrival there she will marry Sid Bartlett.

Latter has been acting as her personal representative for the past six months.

## FILM PUTS OFF WEDDING

Hollywood, March 4.  
Alice Day's marriage, set for April 9, is postponed because of her engagement for "Viennese Nights" (WB).

Groom-to-be, Jack Cohen, not in favor of it but he'll wait.

Hollywood, March 4.  
Executive Committee of the Producers' Association met yesterday (Monday) and took up the matter of agents doing business with studios. Specifically the producers want to check about and curtail high-handed and arrogant methods.

Mike Levee, of Paramount, and Eddie Mannix, of Metro, were appointed a subcommittee to confer with J. J. Murdock and Fred Beeson (Hays), with a view to finding the facts and considering some course of action to be submitted later to a general meeting for decision.

General feeling is that some form of enfranchisement will be adopted, with the bad boys frozen out.

Following on the heels of the producers, the State Labor Bureau is checking up on agents doing business here for the purpose of ascertaining what illegal methods some of them have employed in the past.

According to the records of the bureau there are some 66 agencies licensed to operate, with the belief of the inspectors from that office that some 100 more are operating without official sanction.

As license time is due April 1, the bureau is checking business methods of those who have not been licensed to date. When their applications come along, it is understood recommendations will be made to the labor commissioner, but also to the police commission, which must jointly approve and license all employment agencies. Many of the agencies are not using the word "agency" on stationery or in advertising matter. They were summoned before the commission and instructed that further violation would bring about suit for a penalty of \$100 for each such violation.

## Rehearsing Problem

At the same producers' meeting the matter of actors rehearsing was pondered. As under the new studio contract an actor is subject to call for rehearsal 48 hours before due to actually start work. Studios have decided to rehearse actors whose parts were small along with others, although it is sometimes a matter of two or three weeks before the small part people are called for work.

Meeting decided that it was unfair to the actors to require them to rehearse with the first group and that the 48 hour principle should be adhered to, as otherwise actors might lose opportunities to work elsewhere in the interim.

## N. Y. to L. A.

Bert Hanton.  
James T. Gillespie  
Richard F. Hall.  
Charles R. Rogers.  
Irene Delroy  
Lee Marcus  
Wm. Le Baron  
A. F. Waxman  
Wm. Morris Jr.  
Murray Fell.

## L. A. to N. Y.

Frank Goodman.  
J. R. West.  
Adolph Zukor  
Jesse Lasky  
Mary Lewis  
Al Johnson  
Marco  
Walter Wanger  
Joy Cornblith  
Robert McLaughlin  
Stanley Smith  
Ruth Collier

## 12 DAY SCHEDULE

Hollywood, March 4.  
Production machinery for turning out pictures at Radio is running so smoothly that the shooting schedule on "Second Man" is geared to 12 shooting days.

Story features Lowell Sherman and Alice Joyce. Hugh Herbert directing.

## YEARSLEY RETIRES

Bill Yearsley, one of the oldest press agents in the film business, is retiring. He plans to spend the greater part of the year farming and fishing.

Yearsley recently was publicity director for Worldwide.

# 5 OFFERS TO BUY W.M. FOX

## Brunswick-Balke Expected by Warners as Disk Subsidiary

Normalcy in the film industry is marked by the resumption of the first big deal since the Wall Street drive.

Warners Monday sent Herman Starr, president of its subsidiary, First National, and overseer of WB music interests, to Chicago to arrange final details for the brothers to take over the entire Brunswick-Balke-Collender plant. The acquisition will be of the greatest importance to the brothers since, it is gleaned, it will for the first time provide them with a subsidiary manufacturing disc.

Righting of the market is authoritatively credited with hurrying the deal. As recently as January it was declared by Warner executives that all material expansion would be curtailed until probably next fall.

With the second quarterly statement being issued in April expected within the WB organization to show earnings of \$40,000,000 and with the prophecy made that the end of 1930 it will total \$30,000,000 net, it is stated Warners is set on immediate expansion.

That Starr will close the Brunswick deal, regarded as one of the biggest by the brothers, is freely expressed.

Acquiring the record makers is indicated here to further prove the brothers' intention of recording exclusively on disc. Warners is the only big company in the field still using this sound system. The radio and phonograph interests of Brunswick are regarded secondary.

Many moves to boom earnings and get additional business are now on within the organization. Particularly are these concentrated on the theatre end, \$75,000 in prizes being awarded to district, zone and house managers who can average the greatest grosses in a stated period.

## FARRELL KILLS GOSSIP BY CANCELING TRIP

San Francisco, March 4.

Charlie Farrell bent the gossip to the punch here last week when he discovered that Janet Gaynor was booked for Honolulu on the same boat. Farrell cancelled passage an hour before sailing time. "Discovery that his screen partner was to be a passenger came when the steamship company's press agent casually dropped the remark that he "would have pleasant company." Farrell stopped short, refused to pose for a picture, rushed back to his stateroom and ordered his bags ashore.

Farrell had intended sailing for a vacation, but with the trip cold the theatre managers may play a week of personal appearances at that house.

## Stardom Ahead

Fred Kohler and Lila Lee, two of the oldest (in experience) performers in the picture business, are at last set for thrones in the constellation.

Warners have issued under contract and have issued orders to all publicity channels to keep them high into the coveted spot.

## Denny Under Contract To M-G-M and Sono-Art

Richard Denny is the only actor known to be under separate contract to two picture companies at the same time.

Denny has made two independent agreements with M-G-M and Sono-Art, whereby he will make five pictures for each. Conflict is avoided by clauses in the contracts which call for Denny's alternating on the company lots.

## Toplitzky's Luck

Los Angeles, March 4. Joe Toplitzky's race horses have been running on the several tracks east and west for six years. But Joe has never won any of his horses win or lose.

Each time he has set himself to catch a race with a Toplitzky horse in it, something has turned up to disarrange his plans.

The horses continue to run, although Joe has about given up hope of ever catching a dash of one of them in action.

## COURT REFUSES TO DETERMINE W. E.'S STATUS

Wilmington, Del., March 4.

First important decision in the belated Toplitzky patent litigation featuring Western Electric was won by DeForest interests when the Federal Court here refused to define the W. E. status in the talker world. DeForest attorneys now claim the road is clear for the big set-to, on whose patents are who and why, due before this end of this month.

Already the Schlesinger interests here, which have DeForest tied up in a long contract at \$25,000 yearly and all rights to his talker patents which are figuring in the suit, are counting the eggs. Winning will mean considerable multiplication.

Decision which has caused the Schlesinger jubilation was on a motion made by Western Electric to have two things tried—whether it wasn't a licensee under certain DeForest patents, and if so why the "franchise." On the other hand, if the court decided "no," then Western wanted the right to question validity. Court ruled that two such trials could save time by fitting into the one and set that on the local docket for March 28.

Meanwhile, Pat Powers, his secretary, has been delayed for his telephone rights in the Philadelphia-Schlesinger angle. This action should have been tried last week but a few motions came up with the result that the criminal end of the court's duty suddenly came around. Sentences won't be all handed out until summer so that the telephone merits will not be questioned again until some time next fall.

## Marilyn Miller Picture May Start Shortly

With the postponement of the Flo Ziegfeld stage musical for the co-starring Marilyn Miller and the Astaires, Fred and Adele, have no immediate show engagements.

It is reported Miss Miller has requested Jack Warner to move up the proposed film production for her. The Astaires, Fred and Adele, have no immediate show engagements.

Fred Astaire sailed last week with Bob Benchley for a holiday abroad. Jack Whiting, Broadway juve, under a Warner contract, will play opposite Miss Miller in her talker. Whiting receives \$2,000 weekly in pictures.

## Marshall, from Opera

Radio has Everett Marshall, opera star from the Met, under a term contract, including options.

Marshall has done some broadcasting for General Motors and Atwater Kent.

## ACTIVE BIDDING: PRICE \$15,000,000

Not Settled if Head of Fox Companies Will Retire Under Any Ending of Present Controversy—W. R. Sheehan and Sidney R. Kent Strongly Mentioned in Stories of Realigning

## BANKERS SPLIT

Topping all else in the matter of the complicated matters of the Fox companies is the ever current question whether William Fox will sell his own holdings. Mr. Fox is said to have set his personal selling figure at \$15,000,000.

Five bidders are reported in the field to buy out Mr. Fox. But three have been named. The other two appear unknown in the inside talk. The trio of bidders are the Blair-Bancamerica-Lehman-Dillon-Read group, the Halsey and Howard and the Radio Corporation of America. The highest bid by either up to date has been reported at \$12,500,000 with the Blair-Lehman group setting that amount. Mr. Fox is said to have rejected it, as he did the same offer a few weeks ago.

Up to last night (Tuesday) a hot battle had been waged for Fox voting proxies. Blair-Lehman secured a running start in that direction, aided by William Fox's own requests for proxies from the Fox list of 15,000 or so stockholders throughout the country. Halsey-Stuart made a belated start to secure sufficient voting power in the Class A stock to offset the opposition's try and possibly defeat the large majority Class A votes necessary at today's (Wednesday) meeting.

While reported last week the banking interests involved in the Fox affair were growing closer together in a general understanding, it is said that Monday (24), a split arose between them. Monday that split had widened, although the expectation Monday was that the banking differences, not yet settled, would be patched up. With the \$18,000,000 or \$20,000,000 in sight for the bankers in handling the Fox organization, besides the \$15,000,000 to be paid up, the offers are said to have made in the market on the Fox manipulation, it is thought the banking houses will settle for more highly than the disagreement.

The offers to buy out William Fox are predicated upon his eventual if not immediate retirement as president of both companies. With that in mind the names of W. R. Sheehan and Sidney R. Kent are named as successors, but in exactly what manner is undefined. Sheehan has been the prominent Fox producing head. Kent is the general sales manager for Paramount and understood to be with that organization under an unexpired contract. Capabilities of either man in their respective divisions are without question in the trade.

One strong rumor has Sheehan as Fox president if William Fox abdicates. Whether Mr. Fox will do that is connected with the limit of the bidding for his holdings, from the account, with Mr. Fox's set amount of \$15,000,000 his first and lowest price.

Various statements have been issued within the week, mostly from the William Fox and Halsey, Stuart sides. In a Halsey-Stuart announcement controlling some of the Fox statements, it was claimed Mr. Fox holds but 8% of the entire outstanding Fox stock.

Radio and Loew's Radio's entrance into the picture is said to be RCA's desire to own and operate Loew's. This has been talked about for some time. While reports said Radio wanted Loew's, the same sources mentioned Paramount. (Continued on page 15)

## Shorts Short of Names—Comb Silent Field—Former Stars Won't Give In

## Adv. Values

Hollywood, March 4. Warners figure radio plug-in is three times as effective as newspaper advertising. Idea is based on an error in an announcement over KIPWB which drew three times as many phone calls as does an error in a published ad.

## DIRT IN SHORTS INJURIOUS SEZ HAYS

"Dirt in shorts" is injurious to the screen, says the Hays office. That information has been conveyed to some of the producers in New York by former Governor Carl E. Milliken, of the General's staff. "The dirt," from what the story says, that is complained about on the screen passes through on the vaudeville and musical comedy stages without a protest. It is in the way of gags, in situation, and pieces of business.

In a short propelled on the screen these same little bits, unthought of on the stage, appear to catch the critical eye of any reforming man or woman about town. They hop on and harp against those bits until the word of mouth reform movement locally is made to react against the local theatre playing the short as a whole, claims Gov. Milliken.

It is reported no suggestion was made by the Governor in the matter. He had his say this day and then retired from the meeting in session.

It left the short producers puzzled. What the acute town's self appointed dick might send as dirt after it had passed through years on the stage with nothing but laughs greeting it, is something the producers can not anticipate, nor did Hays' valuable aide inform them how that might be done.

## YESSES AND NOES ON BUYING DEALS

M. H. Hoffman told friends in New York on a recent visit he is appointing interests to take over Columbia.

Hoffman, said to have also brought on a backer from the coast. Heckled out of the Park Central Hotel and returned to Hollywood with intention of further negotiations, it was reported.

Hoffman report was denied the same day by Joe Brand of Columbia, although Hoffman did talk to the Columbia execs in New York.

Later in the week another one of those rumors about Universal, the time naming Sol Leiser on brokerage end, was spoken by H. R. Cochran.

## Complaint Comm.

Hollywood, March 4. Jean Hershow, Mitchell Lewis, Monte Blue, Sam Hardy and Ben Bard have been designated by the actors' branch of the Academy of Motion Picture Arts and Sciences to serve as an actors' complaint committee to receive and consider charges of injustices made by fellow picture actors.

Their first meeting will be held March 5.

A shortage of names for talking shorts is reported seriously confronting their makers. Names available to be the desirable quality the short producers see lacking in their product, but the makers fail to detect any ready supply. This is aside from the ever-wanted comedy short.

One source sought, from what might be termed the No. 2 picture names, developed no talent. This field, centering in Hollywood, contains numberless near has-beens of silent film days. Former picture stars and featured players turned up their noses and eyebrows at the suggestion of "going into shorts." They could not afford to jeopardize their position, the producers were advised.

Vaudeville and legit have been scanned, but neither show division holds sufficient nationally famed names to make a search of any length necessary.

## Athletes

Now, in desperation, from the account, some of the short makers have started a hunt for any name newspaper-made in the U. S. or around the world. Among these it is believed are the headline athletes from colleges, the tennis courts, baseball, golf, or any sport receiving universal type attention.

Meanwhile, the makers of talking shorts have not given up the wish that some of the No. 2 film names will succumb. This they profess will occur when those of the almost forgotten silent days on the screen realize they are no longer in demand in type attention.

Just how long it requires a star to appreciate the past is when past, none of the producers will signify. None said it must be a long while, as talkers are now over two years old.

## RKO FINANCIAL REPORT 2½ MILLIONS, NET, '29

First year's financial statement for Radio-Kath-Orpheum is shortly due for announcement.

It is said the gross profit for the year will be slightly under \$2,000,000, with the net, less Federal taxes, around \$200,000.

The statement is for the year ending Dec. 31, 1929. Reports of earnings by RKO for this January and February are remarkable for a new company. For January it is stated the joint earnings of the theatre and picture ends of RKO approximated \$900,000, with last month also making an excellent showing.

These profits in cold weather are lessened somewhat through the RKO theatre chain charging up its annual rentals at 40 weeks. This leaves the summer term for the houses without a rent impost.

## Superviseless Pathe

Culver City, March 4. Pathe's present plan of studio operation does not allow for spots for production supervisors or associate producers. All activities at this studio, for some time to come, will be under the personal supervision of E. E. Derr.

This makes Pathe playing a lone hand without the aid of supervisors in the group of local picture plants.

## On Operetta for Par's Non-English Tenor

Los Angeles, March 4. Writing title of Inga Clark, Sam Coslow and Newell Chase are now engaged in writing an original operetta to serve as a frame for Ninno Martini, Italian importation for Paramount.

Tenor does not speak English and the task of building a story around him for American consumption is handling the writers' headaches.

# Amusement Leaders Up a Bit; Fox Performs Its Own Air Circus; Group Bull Propaganda Plentiful

Getting it down to statistics the main amusement industry traded in on the Stock Exchange gained an aggregate of about 8 points yesterday in relatively active turnover. Picture looked like a considerable improvement over the recession of the week before, but action was nothing to give three cheers about.

Fact seems to be that the bulls are not ready to turn loose their big fireworks while the commodities markets are doing tail spins. However, they seem to be disposed to stage minor demonstrations whenever products markets do well.

Yesterday's scenario was rather complicated by operations in Fox. Stock started just over 23, about unchanged from the previous close. Around noon, when the contending parties met in court somebody staged a spectacular demonstration on the ticker. Stock was worked around in long strings and moved from 33 to 37.

## Selling in Times Square

At the top the Times Square coterie seemed to sense there was something phony about the whole business and began to sell against the advance. Net result seemed to be that the selling was more assured than the bull operation and the stock closed about midway between high and low for the day, a stalemate for the session. Ticker curried details of the Halvey, Stuart proposal for substitution of an income account. Instead of the Lamson preferred stock idea. Immediate reaction was that the Halvey, Stuart plan looked not so good for the "A" stockholders.

Warner acted well and so did Paramount, and with these two trade leaders in the ascendancy, bulls on the group were content. Warner, by the way, is the subject of sensational report based on the reputed sponsorship of theatre equipment made a striking recovery following its dip below 44. Stock has a good following in the uptown talent. RKO also was active during the demonstration in Fox. Apparently its backers used strength in Fox to draw attention. That has happened several times.

Eastman Kodak was outstanding, going to a new top at 222.

## Warner Tops 1929

Amusement shares during the week gave an exceedingly good account of themselves, going a long way to confirm the general belief that the strong point was held by the leaders and prepared to mark prices up.

While the rest of the industrial list was making progress last week the theatre stocks got a new high ground for the year. In one case—Warner Bros.—marked up a new peak over the top reached at the climax of last year's bull market.

Warner made its top Monday just before the recession of that day, going to 65%, or nearly five points above its best of 1929 just after the two-for-one split up, when it got to 64%. It was the bullish performance of Warner that helped the whole group except Fox, idea being that the same thing would happen to Warner current earnings appear in varying degrees to the others.

Warner statement for the final quarter of last year is due in a few days, and it is expected will lead to a rate to promise a total for the entire year of about \$3 a share. Whether the story was inspired or just grew up, as those things do on the Street, it got around, and directors had under consideration moving the dividend rate up to \$5 instead of the current \$4.

## Industry Healthy

Paramount has just increased its rate from \$3 to \$4, and generally the picture industry has been just about back on its feet as good as any group in the whole market at this stage of the recovery from last year's crash. Discussion of advisability of a higher rate for Warner

## Yesterday's Prices

### Leading Amusements

Sales	Com. %	High	Low	Last	Chge.
9,000 Fox	28 1/2	28 1/2	28 1/2	28 1/2	+1 1/2
41,200 Gen. The.	46 1/2	46 1/2	46 1/2	46 1/2	+1 1/2
5,200 Leew	106	106	106	106	+7 1/2
10,700 RKO	67 1/2	67 1/2	67 1/2	67 1/2	+1 1/2
178,000 RCA	25 1/2	25 1/2	25 1/2	25 1/2	+1 1/2
40,000 RKO	20 1/2	20 1/2	20 1/2	20 1/2	+1 1/2
700 Shu	12	12	12	12	+1 1/2
61,800 W. U.	60 1/2	60 1/2	60 1/2	60 1/2	+1 1/2

revealed mixed ideas. Rate of earnings undoubtedly justifies a generous treatment of stockholders, but trading view inclines to the idea that brilliant income statement is bound to be ticked on any way and it would be the better tactics in the long run for the company to leave the rate alone, building up a substantial backlog of cash surplus while the getting was good.

### Par-Close to 70

Others to go into new high levels were Paramount at 69% late last week, and holding close to that figure in the face of heavy profit taking that came in Monday, and RKO, which broke through 70 on the upside and held close to its best when realizing came along.

All three of these issues have gone quite a long way on the recovery since the November bottom, and the facility with which their backers maintain their gains while the commodities wallpaper gains speaks volumes for their confidence in the future. As a sample of the class of backing supposed to be behind the amusements in their current moves, John J. Rankin is prominently cited as one of the factors behind the market fortunes of Warner Bros., with repetitions of the old stock of DuPont Wilmington interests further back.

Despite developments that might easily have worked against it in a serious way, Fox held close to around 33, at which price apparently it is seeking to find a level for the long pull. Enthusiastic speculation either way has nearly disappeared. The bankers' plan, which calls for putting out new stock at not less than 26, chills bullish enthusiasm, while at recent levels there isn't much incentive for the bulls to sell the stock for its own sake.

Wall Street appears to have accepted the view that the Bancamerica-Jehman-Dillon-Reed plan will go through sooner or later, and market operations reflect moderate satisfaction with that plan. Pretty much all the outside long account of old standing appears to have been liquidated by now at least all of it that is likely to be liquidated and the company seems to be in a way to find its level as a going concern that promises in the course of time to work out its own salvation.

### Gen. Theatres Tip

General Theatre Equipment was tipped from downtown for a new adventure into higher territory under 1930 operation. It appeared to have a new stock at not less than 44 at a top of 49, reaching during last week's technical setback to around 42, where it got support. It had recovered to 45, when the new recession came along. Seemed then to be supporting orders just under 44. Success of the first grandeur wide angle film two weeks ago was used to stimulate the ticker fraternity. More product of high quality is said to be near marketing when it would be natural to look for a resumption of the drive.

Radio-Kith appeared to be hanging fire. At the worst of the setback it found support just under 44, which compares rather favorably with its own inaction before the first of the year under 20. No effort is being made to spur the stock, although it is being turned over in heavy volume, perhaps in sympathy with the pool operation which has been renewed in RCA. Latter issue got above 50 for the first time since the crash.

### Topping Its December Peak

Market for the next few days will be watched with caution. Price averages have recovered to within a point or so of the peak in the mid-February recovery. Form players figure 10 quotations go through (Continued on page 24)



FRANK A. DUC  
(DUKE)

Known as the "Human Nightingale," featuring a high soprano and tenor voice. "Variety" said: "Frank Duc's soprano alteration plus his yodeling puts him across." This week, The New State, Los Angeles, in Fanchon and Marco's "Coral" idea.

## Union Says Extra Man or Raise to Handle Grandeur

Hollywood, March 4.

Projectionists Union has served notice on local picture houses that an extra man must be in the booth of houses showing Grandeur. As an alternative, the union will accept a wage boost from the present \$7.50 weekly to \$9.00 for each booth man.

Managers will meet tomorrow (Wednesday) to debate the ultimatum which was prompted by the opening last week at the Cuthay Circle of "Happy Days" (Fox). Managers are expected to decline to consider the union's proposition on the grounds it is properly a matter to be settled when the new contract is negotiated in September.

## Metro's New Stages

Culver City, March 4.

With a record production schedule, and seriously cramped for space, Metro is planning the building of four additional stages, 12 new cutting rooms and two more projection rooms.

Addition of foreign versions will cramp situation even further. A possibility that many foreign versions will be made in Europe. If this doesn't happen, greater expansion than the one planned for immediate execution will be necessary, execs say.

## Dining Volunteers

The 60 members of the Warner Club who demonstrated theatrical prowess on the cold boards of the Chanay show of last week are to be dined free for their services by the other 2,000 members of the club who bought the tickets.

Affair is at Will Oakland's Terrace one right this week. Meantime the Club is making arrangements for its second annual hop at the Hotel Commodore some weeks later.

## Pollard at M-G

Hollywood, March 4.

Harry Pollard steps out from Universal. Company did not take up his option so he moves to Metro. Latter firm has given him a ticket with extensions running to five years on options.

## MORE WILD YOUTH

Culver City, March 4.

Third picture in the series of wild youth stories goes into production within the next two weeks at M-G under the title of "Our Blushing Brides." It's an original by Josephine Lovett and a sequel to "Our Modern Maidens" and "Dancing Daughters."

Cast will again be headed by Joan Crawford, Anita Page and Dorothy Sebastian. Harry Beaumont slated to direct.

## Hollywood Chatter

Guthrie McClintic back in town. El Brendel, a returner.

Charles Byers is doing some agenting.

Jason Joy can still do the giant swing.

Monroe Owsley and Warner Asher motored here from New York. Doc Browning since joining Universal has lost his berth.

Jack Warner is keeping appointments daily with his dentist.

Benny Thau is caught up on sleep.

Grace Moore due at MGM for her first picture March 29.

Jimmie Gillespie back from a ten-day jaunt to New York.

Bert Hanlon got lonesome, so he hopped back to N. Y.

Some of the waitresses around town are now said to have two cars.

Ben Lyon doesn't send himself fan letters any more.

Roy Howard, president of N. E. A., giving the studios the look.

Perry Aswim is sometimes taken for his brother.

Clara Lipman did the dialog on "Father's Day," in which MGM is featuring her husband, Louis Mann.

Couple chiding reporters taken off from membership lists of several local clubs. Reason, no prestige.

Brown Derby now giving regular addresses upon the occasion of sales over the visiting tourists.

Some of Eva Tangany's furniture and objects d'art were auctioned off by a dealer recently.

Observation in the coast colony, it's not the girls who need mothers to guide them, but the boys.

Bernice Claire visits the stock market each morning before reporting for work.

Will Adams, formerly of the Brooklyn "Daily Eagle," on writing staff at Pathé.

Oscar Levant is back from the big town. Giving muskies at his home every Thursday night.

Sidney Phillips here getting an ear full as to whom they want for pictures, etc.

Jimmy Plunkett, R-K-O agent, is taking in the local works. Pleasure trip, he says.

Mrs. Oscar Hammerstein (Dorothy Blanchard) plays her first film part in hubby's "Viennese Nights."

Jack Warner personally okayes all plans for the WB lounges in Hollywood and downtown.

An influx of actors from Latin-American countries is expected in the near future.

Little Billy's character name in Pathe's "Singing High" is Lawrence Tibbett.

Al Jennings visited Sidney Blackman on the P.N. lot and was pressed into service as a technical adviser on "Under Western Skies."

Mrs. Jesse Laskey and Jesse, Jr., have turned some writers, composing the lyrics of "My Rose," to be published by Chappell Harms.

Hubert Voigt wears atmospheric costumes to blend with the background and color of his various location trips for publicity stunts.

Another engagement due in the Louis B. Mayer home shortly. This time Irene Mayer to David Selznick.

George Delacorte, publisher of "Elm Fun," "Talking Screen" and "Modern Romance," giving Hollywood his first planer.

Jack Oakie attended the opening of "Gone Hollywood" dressed in a tux. He said the laundry had lost his suit shirt.

Every man reaching Hollywood wearing a pair of goggles and a derby has been suspected of being a spy on the receiving end.

Bryant Washburn's picture appears in the new "Who's Who," and a guessing contest has developed.

Clarence Blanchard, London stage actress and wife of Oscar Hammerstein, made her screen debut as a bit player in "Viennese Nights."

Saloon scene for "The Gay '90s" may look realistic to the visitors but the players, after eight or nine near beers, have a different opinion.

Joseph Jackson has a record of the longest service as a dialogue writer at a studio—three years. He has also a new term contract with Warner Bros.

M-G is doing "The Big House" and "Road House" and "The Big Party." That leaves it to M-G to do a picture called "Road Party."

Ben Shubert put on an official

welcome dinner for his "boss," Adolph Zukor, with only studio executives, stars, directors and writers present.

Local radio station gave a voice and diction teacher a free plug over the air. The plug was the only spot for the station for a 20-minute playlet produced by the teacher.

A bloke who thinks he has a good voice visits the studios at noon when the excoes are coming out for lunch and warbles a song for them. He figures perhaps he'll get a break, but so far the only thing he's got was a suggestion to get a tin eup.

Guy named Sussman wrote play called "Woodrow Wilson." He is asking actors to work gratis in it at the Theatre Mart. Wants agents to cast without anything coming either way.

Judgment against the team has been handed in the local courts by the Orpheum, no longer playing vaude, served with a writ of execution. Act is now somewhere in the east.

Ernest Belcher, dance instructor, is still trying to collect \$235 from Adler and Bradford, vaude dancing team. He claims he showed them a few tricks eight months ago when the pair were playing the Orpheum.

Little Mr. or Miss, Stork due in the housing market. The Baby due around March 15. Baby will have another uncle added to the family that month when its mother's sister, Helene Bradford, becomes Mrs. Lowell Sherman.

The vogue for naming sandwiches after picture celebs has been named. Hollywood celebrities have taken their names. First to be ended when none of the celebs would sponsor a ham sandwich.

Pathe locked its studio side door—too many crashing through the publicity department to the stages. Opened after two days because otherwise it was inconvenient to the Gloria Swanson crew. First to come in after the unlocking was One-Eyed Connolly, looking for stills.

## Columbia's 125 Shorts

With deals closed for all of Walt Disney output and with Williams, Inc., for one reel "Curiosities," Columbia will offer more than 125 shorts next season.

These include 13 in the "Curiosities" series, 24 Columbia-Vic shorts, 13 Disney "Silly Symphonies," 13 "Krazy Kat" cartoons, 26 "Mickey Mouse" cartoons and 26 "Molotov Sensations," besides the series of "Talking Screen Shots" ind-finite in number but probably to go out at the rate of at least one a month.

Latest series to be marketed, "Curiosities," goes on release in June.

## "OVER NIGHT" AS MUSICAL

Culver City, March 4.

"Over Night," stage play, owned by M-G for several years, will be made up as a musical. Salisbury Fields is writing an adaptation. No cast or director assigned as yet.

"Over Night" was treated musically on the stage as "Very Good, Eddie," 10 years ago.

## ARBuckle ON "REVELS"

Hollywood, March 4.

Roscoe "Fatty" Arbuckle is directing the comedy sequences of "Radio Revels" with Bert Wheeler and Bobby Woolsey.

He also supplied the comedy situation and gags for the job.

## Chief East

Hollywood, March 4.

Freddie Zwiller is enroute to New York where he will become associated with J. J. McCarthy in handling the John McCormack picture, "Song of My Heart."

Zwiller was an assistant casting director at the Fox studios while here.

## Fox's Mag Yarn

Hollywood, March 4.

Fox has bought Rita Welman's "Liberty" and "The On Your Back." The title will be changed. Howard J. Green is putting it into shape and Guthrie McClintic will direct.

# Tutor Women's Clubs in Critic's Reviewing Slant

Hollywood, March 4. Means of giving picture previews of women clubs the viewpoint of the professional critic are being considered by Mrs. Thomas J. Winter, of the public relations department of the Hays organization.

Idea will be to make club women conscious of a picture's entertainment value, so that this will be taken into consideration as well as the picture's appeal to each organization's individual standards for commendation or prejudice. Talks on picture appreciation by professional reviewers will be arranged by Mrs. Winter for club previews.

Preview Committee representing five organizations meets to view a picture every morning in quarters furnished by the Academy of M. P. Arts and Sciences. Membership of the committee is about 125, but the groups have their own arrangements for rotation in previewing so that the number sitting in is cut down. Groups represented are: General Federation of Women's Clubs; International Federation of Catholic Alumnae; Daughters of the American Revolution; American Association of University Women; Parent-Teachers Association. Latter two groups are local, but their recommendations are nationalized through their publications.

Five O. K.'s Analysis of films, and opinions of their merit are independently arrived at by each body. Groups differ frequently in their choice of pictures for recommendation, so a picture must have five independent O. K.'s to receive the maximum publicity through the national organizations.

Each organization, if it approves a picture, puts the picture title on the recommended list which is sent in headquarters at club rooms throughout the country. In many cases the lists are carried by local dailies. On pictures found unworthy of endorsement the preceding is indicated, but comments are ignored. Experience has proved the wisdom of making no reference whatever to films disapproved.

Round table discussions are held monthly by the women at luncheons arranged by Mrs. Winter. At these meetings will be held the scene of the talks by experts on entertainment value.

Minneapolis, March 4. Speaking before the film committee of the Fifth District Federation of Women's Clubs here, Mayor Johnson went emphatically on record as against local censorship of pictures.

He declared that the source of production was the place where pictures are put into public shape, and praised the employment of Mrs. T. J. Winter, a Minneapolis, as a public relations' medium by the industry.

## U's Dramatic Club

An epidemic for things dramatic has swept the office help of the various film headquarters. Universal has quietly assembled a dramatic club and has already given a show without any publicity, even from the relatives.

Little Helen Hughes, holder of one of the biggest secretarial jobs, and 20 of the tickets for last Thursday's affair.

## U Scenarists Out

Hollywood, March 4. Scenario department is first to feel the whittling at Universal under the recently announced policy of bringing in new blood. Paul Gangelin, Matt Taylor and Helen Caplan are the first to be cut.

In the future scenarists will be employed by U for definite assignments and not placed under term contracts.

Allowed Three Months Hollywood, March 4. Sam Orin, novelist, sticks with M-G but has permission to spend three months in Europe to finish a book.

After that the writer returns to the lot for another six months.

# Lee Marcus on "Skeletons" Wants Trade Paper Info

As a solution to the film industry's position in the censor and legislating spotlight, Lee Marcus, Radio Pictures' vice-president, would end politics. There is only one way to do this, he declared during a random conversation:

"We should all clear out for two years and let the industry go it alone. Whether it made or lost money it would be the best way to reclaim it from its present position."

Marcus' views on industry troubles were sought after he had broadcast a letter to film trade papers asking for definite circulation statements and also reserving the right to verify all claims by personal once-over of their books.

"The business is changing. We want to know where we are spending our money. We also want to reach certain groups in the business and papers having the strongest circulation in such zones will get the business."

On the editorial end Marcus also believes that the trade papers can do with less detail and persistency on certain matters.

"They never let up on a skeleton. They are always exhuming it on the slightest occasion. That is one of the troubles, refusing to let the bones rot in a natural way." Here, however, Mr. Marcus agreed that the trade papers had nothing to do with politics and that the best news is that aroused by politics. He is, however, of the opinion that the news is not so bad as it seems to be. He is, however, of the opinion that the news is not so bad as it seems to be.

Marcus was asked about that free picture Radio is to produce for Abram Myers and the Allied Organization under the franchise agreement entered into a year ago. "There it goes. The skeleton again," he answered. "I know absolutely nothing about a free picture or how Allied will derive its support during the year."

# 7 Features Will Take Astoria Thru the Summer

About seven features are now tentatively lined up for production at Paramount's Long Island studio. They will carry the studio through the summer.

"Queen High," Fred Newmeyer directing, starts March 10. Charles Ruggles, Frank Morgan, Ginger Rogers and Stanley Smith, latter coming off the Coast, will have the principal parts. A week later Chevalier's "Too Much Luck" will start. As with "The Big Pond," this picture will be cast and produced here in English and French.

"Heads Up," which is now being adapted by Jack McGowan and Jack Kirkland, will follow. There is possibility, subject to Coast approval, of using Buddy Rogers in this one.

A hot weather picture with Helen Kane, another for the Marx Brothers, and "The Sap from Syracuse" are on the calendar, all indefinite as to detail.

## Breaking Tradition

Hollywood, March 4. Julia Faye, for the first time, will not appear in Cecil B. DeMille production. Her part in "Madame Satan" has been given to Elsa Peterson.

Miss Faye was not the type. She has been in every DeMille picture for years.

## Haines' Western

Culver City, March 4. Fred Niblo will direct his first western, "Easy Money," planned as a starring picture by M-G for William Haines.

Story is an original by Byron Morgan and Ralph Block.

## 1st N. Publicity Changes

Hollywood, March 4. Changes in First National's publicity department has resulted in Bob Davidson, Margaret Kimball and Catherine White replacing (Miss) Pat Spies and Harry Freedman.

Mary Doran's Six Months Contract of Mary Doran is being renewed by M-G-M on March 17. New contract will be for six months.

# 1st Runs on Broadway (Subject to Change)

Week of March 7  
Capitol—"Lord Byron of Broadway" (Metro).  
Colony—"Johnny's Kellys in Scotland" (U).  
Globe—"Case of Sgt. Grisha" (Radio).  
Paramount—"Only the Brave" (Par).  
Rialto—"Be Yourself" (UA).  
Roxby—"Such Men Are Dangerous" (Fox).  
Strand—"Sally" (FN).

Week of March 14  
Capitol—"Anna Christie" (Metro).  
Colony—"Dames Ahoy" (U).  
Paramount—"Sarah and Son" (Par).  
Roxby—"Such Men Are Dangerous" (Fox).  
Strand—"Son of the Gods" (FN).  
April 1—"Journey's End" (Tiffany) (Gaiety).

# PAR. WILL TRY 3-REEL SHORTS

With a view to giving more distinctly importance to shorts, Paramount has a new experiment in talk shorts production. Planning a three-reeler.

While the thought idea does not express the company's definite aim towards bulk production, idea is to use the first triple reeler as a criterion to future policy.

Main aim is to give the talking shorts as much importance as in time and program length to regular vaude acts and skits.

A. J. Baibakov is behind the plan, and the first of the new product is scheduled to get under way at the Long Island studio any time now. It has an original story written by Frank Cambria, who will also direct in association with Ray Cozzine. Title is "Leave It to Lecter," with cast comprising Lester Allen, Evelyn Hoey, 15 Gamby girls, Ben Halligan, Zimmerman and Granville, Tillie Losch, the Poursome Quartet and Al Gordon's dogs.

# Club Women Have Own War Over Midnight Shows

San Francisco, March 4. Club women who recently lodged a complaint against midnight matinees in the picture houses are facing a crisis within their own ranks.

Femmes belonging to the S. F. Center of League of Women Voters, Zimmerman and Granville, Tillie Losch, the Poursome Quartet and Al Gordon's dogs.

When the club women opposed to midnight matinees are belling and officially notified the Orpheum management that they intended to make an issue of the situation.

Five of the women opposed to the midnight displays was recently aimed at the Fox.

# WALSH BUYS A HORSE, AND IT WINS \$29,200

Hollywood, March 4. Raoul Walsh, Fox director, purchased Grayola, a racing nag, on Friday, and on Sunday at Agua Caliente it won the derby with a purse of \$29,200.

Walsh paid \$15,000 cash, rejecting a proposition of \$12,000 and a split on purses. Walsh also won a \$5,000 wager that his nag would outpace Ed Hartick, the horse named after Hearst's general film manager.

## RUBE'S ORIGINAL

When Tuttle Goldberg, the cartoonist, goes to the coast next month for Fox's to write an original story.

The turn-over roller, he shoots 120 from either side now, will probably have his picture supervised by his brother-in-law, Ned Marlin.

## Estabrook's Originals

Hollywood, March 4. First National is retaining Howard Estabrook to write two more original.

# Coast Now Objects to Shape Of Grandeur—Want More Height; Comm. Argues on Fox's Extra 5mm.

## PATHE FIRE HEARINGS INSISTED UPON BY D. A.

Annoyed by the numerous delays obtained in the Magistrate's Court by the defendants in the Pathe studio fire case, District Attorney Thomas C. T. Crain began Monday grand jury proceedings with a view to obtaining indictments against John C. Filim, vice-president, and Henry C. S. Lally, business manager, of Pathe. Both are under bail.

Although the grand jury has taken up the matter, the hearings before a magistrate will continue, but the proceedings will take place beginning today (Wed.) before Chief Magistrate William McAdoo. Not only the manslaughter charges will be gone into, but also possible criminality on the part of city officials.

In announcing his intention to hold both hearings simultaneously the District Attorney said:

"In the Pathe fire case promptness and publicity are of equal importance. Promptness will be secured by the presentation of the evidence to a grand jury on March 5 and publicity by public hearings which will be begun on March 5 before Chief Magistrate McAdoo.

The public will understand that what they learn at the public hearings the grand jury will hear at its sessions. In warfare the use of one weapon does not preclude the use of another."

Rumors have been going on ever since the investigation into the fire began last December that certain Fire Department inspectors whose duty was to see that the studio was protected from fire and that the necessary equipment was in place were negligent in their inspections. This phase was to be taken up at the magistrate's hearings. Pathe declares all postponements have been made at the request of the prosecutor.

## Claims 'Sunny Side' Title

Omaha, March 4. Will M. Maupin, formerly an editorial writer for the Omaha "World-Herald" and the Omaha "Bee-News" and now editor of the Hastings (Neb.) "Democrat," filed suit in district court here for \$100,000 against the Fox Film Corporation, charging plagiarism of the title of a book of poems he has published for "Sunny Side Up."

The suit is to be followed by another against DeSylva, Brown and Henderson, song writers, who wrote the theme song, "Sunny Side Up," for the picture.

Suit filed for a temporary injunction against showing of the picture all over the country. A hearing on this matter will be demanded within a week, the attorneys said Wednesday.

Maupin says he has written and published a "Sunny Side Up," Volume 2, and that he fears its sale will be crippled because people will think that it is a story of the motion picture. He was preparing picture scenarios on the subject matter of his own book and these now will be worthless because of the other picture, he contends.

The suit comes too late to prevent showing of the picture in Omaha's downtown houses, for it has played at the Paramount and the World theaters, although it has not yet made its circuit of the neighborhoods.

## M-G Shelves 3

Culver City, March 4. Three stories including "Farewell to Arms," "Sergeant Bull" and "Olive Twist" have been indefinitely cancelled by M-G-M.

Yarns were originally announced and intended for the 1930-31 program but will be kept in abeyance until picture production. Hays organization said to be the cause of postponement.

## MATT MOORE DIRECTING

Hollywood, March 4. Columbia will provide Matt Moore with an opportunity to direct a directorial yarn.

Moore will direct "Sara Fier" from Ralph Murphy's play.

Artistic side of Hollywood is rebelling against the shape of the wide film frame as it appears on the screen.

Cameramen and technical experts out there object to the oblong frame which has twice as much width as height. The clamor is for more height. Objections came in to the special committee meeting of engineers on the question of wide film at the Hays offices in New York last week.

The present Grandeur frame as it hits the screen is two feet wide for every single foot in height. Coast contingent would change this to a four to three ratio. But the theatre end will have plenty to say about this as Grandeur's shape was specifically designed to let those in the rear rows see the entire picture. A 4-3 frame would cut at least 25% off the picture for those back of the balcony sight line. Any way, it's another item now mixed up in the question of wide film standardization.

Of all the wide film processes the Spoor system, adopted by Radio, was one of the first to consider height. This angle is said to have been eliminated because of Radio's desire to co-operate with other producers in fostering a standard size.

The five millimeters the Fox system reserves for margin, and which some of the other experts think can be dispensed with at a saving of nine percent of film is still being debated. The engineers are confident, however, that whatever choice will be okay with the entire industry.

The last meeting, despite the artistic move which would undo all that has been argued so far, is reported by engineers who attended as "the most hopeful to date." Each engineer representing a different process, or interest, spoke without interference. At the end no vote or action was taken, such being reserved for a future get-together. One of the leading members in the society stated:

"Eventually there will be one machine standardizing both 35 and 70 millimeters." Designers, he said, are at work on such a machine now but it is too futuristic to consider now with the main problems yet unfinished.

## Prices

Although no price on any equipment has been set it is known that the Warner device is the minimum to date in simplicity and economy. According to make-up it should undercut even the most expensive much ballooned cheap talker in which Warners, for a long time, have been reported financially interested. This is the projector which would handle both 35 and 70mm. film.

Acid test of durability, which floored so many promising talker equipments, will have to be undergone by all giant projection systems before they can be considered serious contenders in the wide film field. So far Fox's Grandeur is the only one which has made the grade in the public eye.

Fox experts have contended right along that makeshift wide film equipments, or made-overs as is claimed to be the Warner system, will not stand the grind gaff. Doubling the size and strength of every part of the projector was claimed necessary by Fox scientists after long experimentation.

Warner, in the meantime, tested a 70mm. projection adjustment, it is heard. In fact, it is asserted, the film used in these tests were strips of Fox Grandeur.

## Robertson's "Victory"

Hollywood, March 4. John Robertson, who has just completed "La Marsellaise" for Universal, goes to Pathe to direct "Victory."

This is to be Pathe's most pretentious production of the year being budgeted at \$600,000.

**Estimates for the Week**  
**Tabor (Indie)** (2,200; 25-40-60-75)  
 "Hit the Deck" (Radio) (21 week)  
 Near \$8,500.  
**Aladdin (Fox)** (1,500; 35-50-60)  
 "Sky Hawk" (Fox). Average week  
 \$8,000.  
**America (Fox)** (1,500; 20-35-50)  
 "Cameo Kirby" (Fox). Started on  
 well but nose dived; \$3,500.  
**Denver (Publix)** (2,300; 25-40-65)  
 "Street of Chance" (Par). Did all  
 right; \$18,800.  
**Rialto (Publix)** (1,040; 20-40-50)  
 "Locked Door" (Par). At \$3,100;  
 little off.



would appeal to a higher court. "Lionel Belmore to Mrs. Mordiste," FN.

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25 Showings  
21 Records

"Broke all records" . Stanley, Pittsburgh

"Exceeded all records New Haven, Bridge-  
port, Hartford" . . . . . D. Jacobs

"Exceeded record-breaking business done  
with 'Sally'" . . . . . Pantheon, Toledo

"Unanimously acclaimed greatest picture  
of year" . . . . . Sheas Century, Buffalo

"Good for three weeks"  
Peskey, Stanley, Phila.

"Turned away as many as we showed to"  
Mainstreet, Kansas City

"Impossible to handle crowds"  
Community, Miami

"Greater than 'Sally' and 'Nanette'"  
Paramount, Atlanta

3 weeks at State, Detroit

3 weeks at Warner's Downtown, Los Angeles

3 weeks at California, Frisco

"Business great. Holding for 2nd week"  
Metropolitan, Washington

"Best entertainment of year"  
Palace, Montreal

"Greatest attraction for winter vacationists"  
Warner Bros. Theatre, Atlantic City

"Greatest box-office attraction of season"  
Palace, Dallas

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**CONSTANCE BENNETT**

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Great story directed by FRANK LLOYD

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**M A R I L Y N M I L L E R**

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From Rex Beach's Great Story With Constance Bennett.

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Fastest Girl-And-Music Comedy-Romance Ever Produced

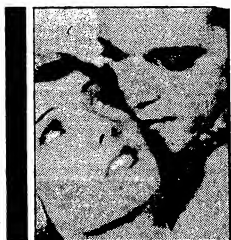
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Records Are  
Made, These  
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Pictures Will  
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## SONG OF THE FLAME

**Will Be Heard 'Round The World  
with Alexander Gray, Bernice Claire, Noah Beery, Alice Gentle  
All Technicolor. 5000 in the cast!**



## SHOW GIRL IN HOLLYWOOD

**with Alice White, Jack Mulhall, Blanche Sweet, Ford Sterling, John Miljan  
Part Technicolor. Based on J. P. McEvoy's nationally famous best seller**



## BRIDE OF THE REGIMENT

**with Vivienne Segal, Allan Prior, Walter Pidgeon, Louise Fazenda,  
Ford Sterling, Myrna Loy, Lupino Lane. All Technicolor**

**SOON!**  
The Greatest  
of All Air Epics

**RICHARD BARTHELMESS**  
in "THE DAWN PATROL"

**The Pride and Joy of the Trade**

## Report Par and Warners Giving Around \$110,000 in Cash Prizes To House Mgrs.—Different Ideas

Two chains, Publix and Warners, have notified their house managers that cash prizes will be distributed amongst the prize winners for the best business stimulators.

This situation is to be gauged for the cash division through increased net earnings by the house or the gross. With Publix it is reported the net profit by the house will decide the leaders for the prize distribution. With Warners it is said the house managers' sales will be chosen according to the increase of their grosses.

Publix, it is reported, will divide \$35,000 in cash for the three months dating from April 1, next. Warners, another story states, will throw \$75,000 into a split pot for the month of March. Or maybe longer.

The idea of the net profit being the deciding factor appears a bit queer to the house manager, becoming too extravagant in piling up a gross without leaving enough profit, while the gross figuring seems to be a conservative estimate. The house manager falling into too strict an economy wave, to erect a higher net at the expense of the gross. Leaving an argument against either.

It is said the total amounts of the respective prizes will be split several ways, and to include each theatre division within the chain, rather than as a grand prize from the entire circuit. In the general split any number of house men may find themselves declared in, with the probability the different chains will set a quota on each house and division to insure rapid attention to all details, including or excluding economy.

**Division Managers**  
It is expected that with the first division and the house managers seeing real currency split up among the victors, the second period within each organization will bring forth spirited house men bent on the succeeding melon cuttings.

It's something new and strange for house managers, with most of the latter believing they are a forgotten era, just a part of the stamp system, and not expected to know about bonuses. Especially is it believed those house managers will snap up their spines and get down to cases who have been led to believe that their division manager is in reality the chain's general operator.

House managers who are informed that the division manager is the czar and don't dare to wire or write except through his office may come back to the living if some day themselves in the money. What may become of the highway division manager, no one seems to care, with the general operators and their staffs only wish that those highways will be smoked out sooner or later—the sooner the better.

### Would Void Homan Deal

Chicago, March 4.  
Lottie Cooper, for the Homan Theatre Co., which operates the Twentieth Century and Gold theatres southwest spots, has filed suit against Edna Halsey, and Sidney Spiegel, Jr., of the Essaness Theatres Corp. to restrain Silverman and Spiegel from proceeding against the theatres, and to set aside certain deals which the complainant charges were illegal.

According to complainant, Silverman inveigled her to sign certain papers which gave him control of the houses.

Superior Court has issued an injunction against Silverman and Spiegel restraining them from proceeding with operations on the houses and ordering them to show cause and to deliver books covering the time of their operation.

### JUST A DECREE TO MINN.

Minneapolis, March 4.  
Film distributors here have been served with Judge T. Thacher's decree ordering the dissolution of arbitration board.

Local Film Board of Trade has made no effort for many months to enforce arbitration, so the decree was meaningless locally.

### Sleep Thru Fire

Chicago, March 4.  
Fire in the Embassy, grind house, meant nothing to the usual crowd of sleepers, who go to a picture and a snooze for a dime. They snored peacefully while flames gutted a blaze in the projection room. A print of "Untamed," (M-G) was destroyed.

### IOWA'S FIRE EPIDEMIC; RKO HOUSE INCLUDED

Davenport, Ia., March 4.  
Epidemic of theatre fires throughout the state recently was topped by the backstage blaze at the local Capitol (RKO) last Friday.

Workmen welding, sound equipment with an acetylene torch ignited a drop. Fire gutted the stage, scenery and damaged the organ. Theatre closed that night but reopened Saturday afternoon with sound equipment rushed from Chicago. Damage estimated at \$30,000.

At Charleston, Ia., last week fire destroyed the Ritz theatre, owned by Harry Cramer, with a loss of \$10,000, including sound equipment. Lincoln theatre building, near the blaze, had its walls dynamited in an attempt to halt advance of the flames. Damage was \$30,000 here.

Woodbine theatre, at Woodbine, Ia., also suffered from fire of unknown origin. Wire consumed here, too, for loss of \$7,000. House owned by Fred Oviatt, who will rebuild.

### Dept. Justice Turns Down Oils on Advance Attitude

Washington, March 4.  
New policy of the Department of Justice of going over contemplated mergers in advance for either an approval or a warning of a suit is now coming back on officials there. Picture industry was the first to be picked on, Fox being the initial sufferer, the Department approving the Loew purchase and then withdrawing approval.

Now, two of the oil companies, Standard and Vacuum, want to merge on a massive scale. Oil firms attacked by the Department in advance, as did Paramount and Warner but the oil group was given the same answer. Instead of abandoning the idea, however, the oils are forcing the Department into a test case.

Result of this will undoubtedly have considerable bearing on future picture mergers.

Department of Justice will contest the Fox attorneys' claim that any governmental action in the Fox stockholders' hands is properly a matter for the Federal Trade Commission.

Department will file in New York today (Tuesday) a petition for a hearing, March 11, to test its jurisdiction under Section Seven of the Clayton Act. Department is hoping the judge will rule in its favor and dismiss the present suit.

Meanwhile the department is pressing against Warners demanding that this company make another answer because its first consisted of irrelevant material which meant nothing, according to officials.

### Mae Murray Out

Hollywood, March 4.  
Tiffany is now exercising its option on Mae Murray.  
Company foregoes three additional Murray pictures permitted by option.

### MATSON BOATS WIRED

Hollywood, March 4.  
Matson Steamship Co., operating five passenger ships between here and the Orient, installed its first sound equipment, RCA, on the Radio's "Girl of the Port" got the oceanic premiere.

Other boats belonging to the company will be wired as they arrive at San Francisco.

### JANTORS' DEMANDS

Chicago, March 4.  
Theatre Janitors' union is asking for a six day week, eight hour day, and a minimum of \$6c. an hour for men and 70c. for women, on the contract which goes into effect March 11.

Consensus is that the Janitors will get, at most, \$2.50 weekly increase.

## COURT ACTION FAVORED IN CHI. MUDDLE

Chicago, March 4.  
With arbitration out and claims piling up, local exchanges are definitely set for court action. Several cases have already been taken to the county court. This district averages \$500,000 annually in claim squawks. Since the Thacher decision exhibits have been jumping contracts, refusing to pick up prints, and in other ways cutting up.

To remedy the situation the local distributors are searching eagerly for some means of bringing the rampant exhibits' around. Recourse to the courts seems to be the first selection. Most of exhibits, however, feel that it's a long way off before legal action can touch them, and the exchanges are also wary of the legal steps. Several are giving in to exhibits' demands and rewriting contracts. Other exchanges are using their special features as the usual club.

With present contracts expiring within eight weeks distributors are planning a return to the old deposit system. Several will demand 25% down on the signing of the papers.

### MGR. MICHAELS DIES ACTING AS PEACEMAKER

In an effort to pacify two women, who had engaged in a wordy battle in Loew's 42d Street theatre near the Grand Central Hotel, New York, Friday night (28), Abraham Michaels dropped dead of a heart attack. Mr. Michaels was manager of the house which plays only picture picture mergers.

The police arrested Mrs. Marie Strovov, of 213 East 58th st., when they were told that she had struck Michaels with a brief case containing books. Following the blow, Michaels took a few steps and then dropped over.

Dr. Munasak, of the Ruptured and Crippled Hospital, who was summoned, stated that heart trouble had caused immediate death.

Mrs. Strovov was taken to the East 42d Street station, pending further investigation.

### BEACON STICKS TO PICS.

Warner Bros. will not play vaudeville at the Beacon, New York. House remains straight pictures.

Warner booking office contemplated playing Winnie Lightner at the Beacon as one of her four contracted stage plays, but the deal missed fire. Installation of a stage policy at the Beacon went out with Winnie.

### AUGUSTA'S NEW HOUSE

Augusta, Me., March 4.  
Erection of a new picture theatre here is planned by the Cloutier Real Estate Co., states one of the big film chains is behind the house, but no names are mentioned.

Augusta Theatre Co. currently controls the town's two theatres, the Colonial and Opera House.

Peter Milne is writing a Western at Pathé for Eddie Quilian.

Jimmy Stuart for scenario dept. Col. Russell Ball for stills, Gloria Swanson's "What a Widow."

Vic Pottel, Don Terry, Wesley Barry, Frank Glendon, Harry Von Meter, and Marjorie Kane for "Down by the Rio Grande," Tiffany.

Frank Albertson for "So This Is London," Fox.

## Inside Stuff—Pictures

With producers thinking up pretty names for shorts, the trailer lads are planning to change the name of their product to something classy. They figure that the public has commenced to notice the trailer, and they think that name is oke for the trade the public needs a niftier handle.

According to trailer disciples, the talker advertising film has opened up new fields and has demonstrated to both the exhib and the public that the trailer can be as interesting as any short, and can be made definite part of the entertainment. In fact, some indies here are running trailers instead of shorts.

Plans were to run a nation-wide contest for a name but the trailer men are off this idea because of the squawks and kickbacks usually resulting from contests.

"Lone Star Ranger" (Fox) is the big surprise of the year in the mid-west. It has been doing better than many specials, and in many spots has bettered the mark of "Cockeyed World." Picture rates as a tremendous money maker for the exhibs, who had the film down on the regular contract list, with picture grossing an average of \$7,500 weekly on a rental of \$1500.

At the Fox Monroe, small Chicago loop spot, it came within an ace of breaking the house mark. At the Norshore, top spot of the K. & K. circuit, it played to holdout trade, and ripped through the Great States houses throughout Illinois, breaking records and bettering figures of big specials. Trade was so evident on the film, that Publix grabbed the picture for all its A houses.

President Hoover has sent the name of U. S. District Judge Thatcher, who held the uniform contract and compulsory arbitration to be illegal, to the Senate as the new Solicitor General of the U. S. to succeed Chief Justice Hughes' son who resigned when his father was elevated to the Supreme Court.

Move by the President is taken in Washington as an official okay of Thatcher's record as a judge, the outstanding feature of which was his decision which has so upset the picture industry. As Solicitor General he will have charge of the Government cases in the Supreme Court. In the usual course he would be in the unique situation of defending his own decree before that highest court should his picture decision ever reach that tribunal. It is not held likely, however, that Thatcher would appear as counsel in such a development, he requesting another of the department's attorneys to appear in his stead.

New angle for the small exhibs in the Chicago district is the sudden realization of the value of exploitation. Indies in this locality have, in the past, been satisfied to sit back and let the loop de luxers exploit pictures, and expected the public to remember the exploitation when the films hit their small houses.

New idea, however, is seen in the sudden advertising and general exploitation spurge by the small theatres. They are going in big for spreads in the dailies, even hiring press agents and artists by banding together for group exploitation. They are all plugging with the idea that their sound is as good as that of the loop houses.

Starting this month, Paramount-Publix will begin its campaign to convert the signs all over the circuit to read Paramount-Publix. Changes will not be drastic, but the original labels, such as Kunskey, Finkelshtein & Ruben, Saenger, etc., will be made very small and secondary.

In the smaller districts, the changes will go into effect immediately, but in addition to original names will be removed entirely. The name of Balaban and Kaiz will be the last to be eliminated.

At the Kamera, Berlin, in the habit of showing film revivals, two picture versions of Hans Holzn Ewers' novel, "The Student of Prague," are on view. One was made in 1913, with Paul Wegner in the lead, and the other in '28 with Conrad Veidt. Latter work is still satisfactory fare, but the older version is a masterpiece. The picture is a devil's role. Old picture is hopelessly antiquated, so the house got the idea of.

(Continued on page 54)

## Fox's Many Offers

(Continued from page 9)

amount-Publix and Warners as hopeful of securing the Fox west coast chain.

One story is that if William Fox sell his interest and agree to vacate the Fox presidential offices, he will declare in advance his preference as the purchaser of the Loew stock held by Fox Films. This preference is claimed to favor the Nicholas Schenck group, from whom William Fox made the original purchase. At what price Fox might sell Loew's is problematical, but an book loss on that stock, which Fox paid about an average of 110, would be stood off, it is claimed, if Fox placed the present profit possible on a Fox West Coast sale against it.

As Variety went to press Justice Aaron J. Levy, who received briefs yesterday afternoon (Tuesday) at two o'clock in the suit for an order to show cause why Halsey, Stuart and Electrical Research Productions should not be restrained from voting 50,100 shares of Class B stock in Fox Films and 100,000 shares of Class A in Fox Theatres, stock held by the Bankers' Trust Co. and which only William Fox can now vote, said that his decision may not be ready until after 10 a. m. today (Wednesday).

This hour scheduled for the stockholders' meeting of Fox Theatres to consider banking plans submitted. If his decision is not ready by that time Justice Levy stated that a postponement of an hour or two, longer if necessary, would have to be made.

While Justice Levy was considering the case before him, details of the so-called Halsey, Stuart & Co. banking plan were made known. This is called a plan offered by the voting trustees which means John E. Otterson and Harry L. Stuart, trustees, with William Fox under

an agreement dated Dec. 3.

This plan proposes offering of \$40,000,000 of 6% debentures and 100,000 shares of Class A new common stock to stockholders at \$30 a share in proportion to holdings. Offering will provide a total of \$74,500,000 and will be available to both Class A and B stockholders of Fox Films. These new debentures are convertible into common at \$30 a share for each \$1,000 bond after 6 months and within five years. No preferred stock, as planned under the opposition (Lehman Bros) plan will be issued and the total compensation to Halsey, Stuart will be less than 10% or the difference between \$80 and whatever figure the debentures are offered at.

Also the Halsey, Stuart plan differs from the other in that there will be no bonus in common stock on payment of this commission. Under the plan, Fox Theatres will create an issue of \$40,000,000 in 7% debentures to be offered to stockholders of Fox Theatres and underwritten by Fox Films. Attorneys for Otterson and Stuart claim their plan is cheaper than the other by \$30,000,000 and provides for \$3,500,000 more at the start.

Only Fox Can Vote  
Justice Levy declared late Tuesday that he had not yet gone over the Halsey, Stuart plan thoroughly. His only comment on the injunction proceedings before him was that things are not stand out. William Fox can vote stock held by Bankers Trust.

It is unusual for a State Supreme Court to decide an issue bearing upon proceedings in this commission. Pending in a Federal Court Justice F. J. Coleman, hearing receivership actions, told Justice Levy, according to the latter, that he still will try to avoid receivership.

# STUDY THE PATHÉ COMEDY RELEASES FOR



## Darktown Follies

The kings of "colored" comedy, Buck & Bubbles, in another of their already famous Hugh Wiley Saturday Evening Post stories.



## His Birthday Suit

The Gordon Bostock production of a hundred laughs, with Dr. Carl Herman, Steve Mills, Billy Green, Cliff Bragdon. A vaudeville hit!



## Fifty Miles from Broadway

Peppy stepping in Rubeville! With Harry B. Watson, Reg Merz, Olga Woods. Another G. B. Maddockloff production.



## Honest Crooks

Buck & Bubbles gallivanting with spooks, seers, and fortune-tellers, in a hilarious all-colored comedy. A left from start to finish.



## The Beauty Spot

Gals and gags galore! With Bobby Carney, George McKay, Doris Dawson, Marie Dayne, and Eddie Elkins. World famous orchestral.



YOU'LL SEE  
WHY 4 OUT  
OF EVERY 5  
THEATRES  
WIRED FOR  
SOUND ARE  
PLAYING

# PATHÉ

## COMEDIES

# The UNITED ARTISTS HIT RECORD IS NOW 13 OUT OF 13 PICTURES RELEASED

Joseph M. Schenck presents

## HARRY RICHMAN "PUTTIN' ON THE RITZ"

with JOAN BENNETT  
James Gleason — Lilyan  
Tashman — Aileen PringleMUSIC and LYRICS  
IRVING BERLINDirected by  
Edward Sloman

Joseph M. Schenck presents

## HERBERT BRENON'S "Lummox"

From the Best Seller  
by FANNIE HURSTwith  
Winifred  
WestoverBen Lyon — Edna Murphy  
William Collier, Jr.

Joseph M. Schenck presents

## FANNY BRICE "Be Yourself"

with HARRY  
GREEN

Robert Armstrong

Directed by  
Thornton Freeland

Inspiration Pictures presents

## HENRY KING'S "Hell Harbor"

with LUPE VELEZ

Jean Hershey

John Holland — Al St. John

One of most  
unusual romances ever filmed

"Puttin' on the Ritz" is the present \$2.00 sensation of N. Y.

Newspapers praised it as best all around entertainment of the year.

"Richman puts over his songs like a million dollars," said the Graphic.

"Boy, O boy, will this one clean up at the box-office—and rightfully," said the News. "The best talkie-single to reach Broadway."

"A box-office hit. A triumph for United Artists. A picture that gets under your skin," said the World.

"Lively, tuneful and effective songs that stand every chance of a deserved radio, phonograph and orchestral popularity." —Tribune.

"Joan Bennett so beautiful audience broke into audible spasms every time she walked across the screen." —Post.

"Jimmy Gleason is grand and Lilyan Tashman amusing." —Journal.

"'Lummox' is easily one of the finest pictures to date." —Kann in Motion Picture News

"The talkies have shown nothing more absorbing. A picture of unusual entertainment quality." —San Francisco Call and Bulletin.

"'Lummox' wins high praise. Is powerful, compelling." —San Francisco News.

"Will leave its imprint upon the memory of all who see it. Miss Westover's portrayal one of the most profoundly impressive that the screen—silent or sound—has given us." —Examiner.

"Woman should fall heavily for 'Lummox.' Will find it vital, unusual and decidedly lovely." —Louisville Courier Journal.

"Excellent work by Fannie Brice. Harry Green is very funny. Good dancing and singing." —Hartford Courant.

"Fanny Brice always funny and ebullient in spirit. Harry Green is a whole show in himself. Comic and smart. Armstrong with another puglist characterization that is clever and convincing and at the same time entirely different." —Detroit Free-Press.

"Just what her customers like. Sings 'Cooking Breakfast for the One I Love' and 'Kicking a Hole in the Sky'—her gestures and rapidly changing expressions bring back fond memories of Old Folies days." —Detroit News.

"'Hell Harbor' can stand on its own legs without any ballyhoo because it measures up to every standard of a great photoplay. This is a mirror reflecting the emotions of mankind, romance and lust, greed and the joy of youth." —Tampa Morning Tribune.

"It's guaranteed to cure the worst case of extreme ennui brought on by an overdose of synchronized boom-boom. Lupe Velez is gorgeous—a small sensation." —Screenland Magazine.

"Mark this down in your date book as something that should NOT be missed.

Exhibitors Herald.

# FASHIONED BY UNITED ARTISTS means BUILT FOR BIG BUSINESS

Mary Pickford's "Coquette,"  
Roland West's "Alibi,"

Ronald Colman in "Bulldog Drummond" "Condemned," Gloria Swanson in "The Trespasser," Norma Talmadge in "New York Nights," Mary Pickford and Douglas Fairbanks in "Taming of the Shrew," "The Locked Door," "Three Live Ghosts."

# The ARISTOCRATS of the SCREEN



# A MESSAGE TO YOU FROM . . .

## S. R. KENT



*The Vagabond King*



*Sarah and Son*



*Honey*



*Roadhouse Nights*



*Young Eagles*



*The Benson Murder Case*



*Ladies Love Brutes*



*The Light of Western Stars*



*Paramount on Parade*



*The Big Pond*

**I** DON'T often address you in print. But since my return from Europe I have seen and heard things which I believe you should know for the good of your box office.

I have personally screened 10 coming Paramount Pictures. I have received information by telephone or wire almost daily from Mr. Lasky, who is at our Hollywood studio. I have checked carefully every Paramount release. *This is certain:*

THE FINEST PRODUCTIONS IN PARAMOUNT'S CURRENT GROUP ARE COMING BETWEEN NOW AND AUGUST — AND COMING IN QUANTITY. *For example:*

"THE VAGABOND KING". Showmen agree it's the finest piece of entertainment yet produced. Business in New York, Philadelphia and Palm Beach, where it has opened \$2 runs, backs their judgement. The fact that 35 of America's ace theatres have voluntarily raised admission prices 33 1/3% or more for this attraction speaks for itself.

"SARAH AND SON". With Ruth Chatterton rising above even her work in "Madame X" and "The Laughing Lady". One of the real big dramatic punches of 1930.

"HONEY". Starring Nancy Carroll, with Lillian Roth, Skeets Gallagher, Harry Green, Stanley Smith and others. A musical comedy with everything "Sweetie" had, and more.

"ROADHOUSE NIGHTS". Listed by Photoplay Magazine among the best pictures of the month. With a tip to watch the new comedy sensation, Jimmy Durante. Motion Picture News calls him "the Charlie Chaplin of the talking screen".

"YOUNG EAGLES". Charles "Buddy" Rogers and Jean Arthur in a second edition of "Wings".

"THE BENSON MURDER CASE". Latest and best of the "Philo Vance" mystery stories. With William Powell, Eugene Pallette and the others who made this series Grade AA box office.

"LADIES LOVE BRUTES". Starring George Bancroft, whom Variety's annual poll names the biggest drawing card on the screen today.

"THE LIGHT OF WESTERN STARS". With Richard Arlen, Mary Brian



and Harry Green. By Zane Grey. Mr. Lasky wires me that this is an even better outdoors all-talker than "The Virginian".

"PARAMOUNT ON PARADE". With every big star on the Paramount payroll in it. A giant musical comedy different from anything this business has yet seen.

"THE BIG POND". Starring Maurice Chevalier in a modern American comedy romance with songs and Claudette Colbert. This should top "The Love Parade".

"SAFETY IN NUMBERS". "Buddy" Rogers in a musical show with three beautiful girl heroines and six song hits.

"HIGH SOCIETY". Jack Oakie, the comedy craze of the hour.

"DANGEROUS NAN MCGREW". Helen Kane and big Broadway cast in a singing comedy melodrama. (Paramount gives you the new stars while they're hot.)

"THE TEXAN". With Gary Cooper. Companion picture to "The Virginian".

"TRUE TO THE NAVY". Clara Bow and a whale of a Bow title.

"THE RETURN OF DR. FU MANCHU". With Warner Oland and the fine cast that did so well in the first "Fu Manchu" hit.

"THE BORDER LEGION". Richard Arlen, Mary Brian, Jack Holt. By Zane Grey. The demand today is for big action-studded talkers like this one.

"THE DEVIL'S HOLIDAY". Nancy Carroll in a down-to-earth drama written and directed by Edmund Goulding, who made "The Trespasser".

"YOUNG MAN OF MANHATTAN". The best selling novel of 1930 from coast to coast. Claudette Colbert and Charles Ruggles heading the cast.

**EXTRA ADDED ATTRACTION.** The exclusive motion pictures taken WITH REAR ADMIRAL BYRD AT THE SOUTH POLE, including the actual airplane flight over the Pole.

Between March 1 and August 1, you get 27 outstanding pictures, the cream of Paramount's current season's line-up. *I say to you frankly and honestly:*

**IF YOU HAVE PARAMOUNT BOOKED, YOU MUST PREPARE NOW TO HANDLE MORE BIG PICTURES IN THE NEXT 5 MONTHS THAN YOU'VE EVER HAD BEFORE IN AN ENTIRE SEASON.**

**IF YOU HAVEN'T PARAMOUNT BOOKED, YOU SHOULD PROTECT YOURSELF BY INSPECTING EACH ONE OF THESE NEW PICTURES WHEN A PRINT ARRIVES AT YOUR PARAMOUNT EXCHANGE.** Your own judgement will tell you what to do next.

*SR Kent*



Safety in Numbers



High Society



Dangerous Nan McGrew



The Texan



True to the Navy



The Return of Dr. Fu Manchu



The Border Legion



The Devil's Holiday



Young Man of Manhattan



Sound News

## Amusement Stocks Up

(Continued from page 10)  
that level on the up-side they ought to go a considerable distance further—at least the advantage would be with the long side in that event.

### Eastman's Rise

Eastman Kodak was one of the best performers in the whole list, going above 220 from its recent level of 179 and again justifying its position as one of the most speculative of the blue chip issues. Many arguments are urged in its behalf. Prosperity in the picture business is only one. Low prices for metallic silver also gives it an extra profit edge. Eastman is probably the largest consumer of silver in the United States. Another department of large possibilities is the manufacture of transparent con-

tainers in the making of which Eastman is in association with American Can.

Pathe, both issues, continued to hang fire. Shubert did little in a price change way, although it was more active than for months suggesting perhaps that some sponsor might be taking heart to give it a whirl. On a break from 70 the Shubert stock at 12 ought to offer some attraction as a sporting proposition and the time seems to be ripe for circulation of tips on low priced issues—one of the usual manifestations of a cautious return of the public to a market just recovering from a drastic shakeout.

Indian Motorcycle, selling around 15, was one of the specialties widely sought, and the cheaper oils came in for some new attention.

### STOCK EXCHANGE

Summary for week ending March 1, 1930							
High.	Low.	Close.	Issue and rate.	High.	Low.	Last.	Net Chge.
24 1/2	17 1/2	400	American Steel (2)	23 1/2	22 1/2	22 1/2	- 1/2
23 1/2	13 1/2	1,700	Consol. Film (2)	23 1/2	23 1/2	23 1/2	0
23 1/2	18	500	Consol. Film (2)	23 1/2	23 1/2	23 1/2	0
227 1/2	173 1/2	61,500	Eastman Kodak (8)	221 1/2	202 1/2	210 1/2	+10
10 1/2	10 1/2	218,000	Fox Class A (3)	3 1/2	3 1/2	3 1/2	+1/2
108	85	900	Keith pref. (7)	100	104 1/2	105 1/2	+1 1/2
30 1/2	10 1/2	148,000	Gen. Tire Equip.	40 1/2	41 1/2	41 1/2	+1 1/2
70 1/2	45 1/2	46,800	Loew (34)	70 1/2	60 1/2	60 1/2	+1 1/2
100	95 1/2	700	Met. & C. pref. (1)	100	98 1/2	98 1/2	+1 1/2
14 1/2	12	500	Madison Sq. Garden (15)	13 1/2	12 1/2	12 1/2	+ 1/2
22 1/2	20 1/2	800	Met. & C. pref. (1)	22 1/2	20 1/2	20 1/2	+ 1/2
60 1/2	48 1/2	130,100	Paramount-Film-Jasky (3)	60 1/2	60 1/2	60 1/2	+8 1/2
47 1/2	38 1/2	4,100	Pathe Exchange	47 1/2	38 1/2	38 1/2	+ 1/2
2 1/2	1 1/2	2,700	Pathe Class A	2 1/2	2 1/2	2 1/2	+ 1/2
50 1/2	34 1/2	386,000	Radio Corp.	50 1/2	43 1/2	50 1/2	+1 1/2
10 1/2	9 1/2	280,000	Radio-K-O	10 1/2	9 1/2	9 1/2	+1 1/2
79	63	10	Orph. pref. (8)	79	78 1/2	78 1/2	+ 1/2
13 1/2	9 1/2	10,400	Shubert	13 1/2	11 1/2	11 1/2	+ 1/2
60 1/2	29	130	Universal pref. (8)	60 1/2	40 1/2	40 1/2	+2 1/2
97 1/2	18 1/2	628,000	Warner Bros. (4)	97 1/2	60 1/2	60 1/2	+ 1/2
50 1/2	30 1/2	17,200	Do pref. (2)	50 1/2	30 1/2	30 1/2	+4 1/2

### CURB

High.	Low.	Close.	Issue and rate.	High.	Low.	Last.	Net Chge.
87	54	200	Columbia Pref.	29 1/2	29	29 1/2	0
3 1/2	3 1/2	28,400	Fox Theatres	79	75	79	+ 1/2
14 1/2	12 1/2	2,800	Loew Rights	34 1/2	31	35 1/2	+ 1/2
10 1/2	9 1/2	4,200	Sonora Prod.	3 1/2	3 1/2	3 1/2	0
10	9	300	Univ. Picts.	11	9	11	+1

### BONDS

High.	Low.	Close.	Issue and rate.	High.	Low.	Last.	Net Chge.
114 1/2	101 1/2	72,000	Low P's, 4 1/2	114 1/2	109 1/2	114 1/2	+ 1/2
97 1/2	91 1/2	72,000	Do ex. wks, 4 1/2	97 1/2	91 1/2	97 1/2	+ 1/2
21 1/2	20	10,000	Pathe 7 1/2, 37	47 1/2	47	47 1/2	+1 1/2
30 1/2	28	115,000	Pathe-Film-Jasky 6 1/2, 47	30 1/2	28 1/2	28 1/2	+1 1/2
41 1/2	41	64,000	Shubert 6 1/2, 47	46	45	45 1/2	+ 1/2
100 1/2	99	707,000	Warner Bros. 6 1/2, 47	100 1/2	99 1/2	99 1/2	+1 1/2

### ISSUES IN OTHER MARKETS

#### All Quoted for Monday

#### Produce Exchange, N. Y.

Technicolor—See note

\$400 Fox Script..... 80 78 80 +1

#### Over the Counter, N. Y.

High.	Low.	Close.	Issue and rate.	High.	Low.	Last.	Net Chge.
24 1/2	17 1/2	400	American Steel (2)	23 1/2	22 1/2	22 1/2	- 1/2
23 1/2	13 1/2	1,700	Consol. Film (2)	23 1/2	23 1/2	23 1/2	0
23 1/2	18	500	Consol. Film (2)	23 1/2	23 1/2	23 1/2	0
227 1/2	173 1/2	61,500	Eastman Kodak (8)	221 1/2	202 1/2	210 1/2	+10
10 1/2	10 1/2	218,000	Fox Class A (3)	3 1/2	3 1/2	3 1/2	+1 1/2
108	85	900	Keith pref. (7)	100	104 1/2	105 1/2	+1 1/2
30 1/2	10 1/2	148,000	Gen. Tire Equip.	40 1/2	41 1/2	41 1/2	+1 1/2
70 1/2	45 1/2	46,800	Loew (34)	70 1/2	60 1/2	60 1/2	+1 1/2
100	95 1/2	700	Met. & C. pref. (1)	100	98 1/2	98 1/2	+1 1/2
14 1/2	12	500	Madison Sq. Garden (15)	13 1/2	12 1/2	12 1/2	+ 1/2
22 1/2	20 1/2	800	Met. & C. pref. (1)	22 1/2	20 1/2	20 1/2	+ 1/2
60 1/2	48 1/2	130,100	Paramount-Film-Jasky (3)	60 1/2	60 1/2	60 1/2	+8 1/2
47 1/2	38 1/2	4,100	Pathe Exchange	47 1/2	38 1/2	38 1/2	+ 1/2
2 1/2	1 1/2	2,700	Pathe Class A	2 1/2	2 1/2	2 1/2	+ 1/2
50 1/2	34 1/2	386,000	Radio Corp.	50 1/2	43 1/2	50 1/2	+1 1/2
10 1/2	9 1/2	280,000	Radio-K-O	10 1/2	9 1/2	9 1/2	+1 1/2
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97 1/2	18 1/2	628,000	Warner Bros. (4)	97 1/2	60 1/2	60 1/2	+ 1/2
50 1/2	30 1/2	17,200	Do pref. (2)	50 1/2	30 1/2	30 1/2	+4 1/2

#### Los Angeles

Roach, Inc..... 14

Fox Theatres..... 7 1/2

De Forest Photo..... 3

Famous Players Can..... 50 1/2

Famous Players..... 49 1/2

Famous Players..... 48 1/2

Famous Players..... 47 1/2

Famous Players..... 46 1/2

Famous Players..... 45 1/2

Famous Players..... 44 1/2

Famous Players..... 43 1/2

Famous Players..... 42 1/2

Famous Players..... 41 1/2

Famous Players..... 40 1/2

Famous Players..... 39 1/2

Famous Players..... 38 1/2

Famous Players..... 37 1/2

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Famous Players..... 7 1/2

Famous Players..... 6 1/2

Famous Players..... 5 1/2

Famous Players..... 4 1/2

Famous Players..... 3 1/2

Famous Players..... 2 1/2

Famous Players..... 1 1/2

Famous Players..... 1/2

Famous Players..... 0

Famous Players..... -1/2

Famous Players..... -1 1/2

Famous Players..... -2 1/2

Famous Players..... -3 1/2

Famous Players..... -4 1/2

## Girl Says "No"

Hollywood, March 4.  
Some one said "No" to C. D. DeMille. A girl, too. She is Wynne Gibson brought here from New York by M-G-M. Miss Gibson had been assigned to the DeMille picture, "Madame Satan." DeMille changed her part around to a "heavy." She handed the script back and is now free-lancing.

## WARNER PASSES MADE HARDER TO GET

Warners is following Public and Loew's in efforts to tighten up on passes to its theatres. The move to cut down waste of "merchandise" now seems to be general. WB is holding the Oaks to a minimum. Only 19 annuals for the Strands and the Beacon (all WB). New York, went out for this year Harry L. Charnas waited nearly a month after 1929 before he started to o. k. the list.

In chains where pass elimination has been made, close checkups revealed that a large number of passes have been going out in all directions, and that when it was all figured it represented large box office wastage.

While the policy seems to be that the newspapers should not be barred from passes in the general outturn, now more routine must be gone through, and those on papers wanting the free quota are supposed to have reasons. Formerly almost anyone on newspapers grafted passes for themselves.

Jack Cunningham borrowed from Technicolor by Pathe to write an original Western. Dorothy Burgess for "Fame" WB. Benny Rubin for "Spring Fever." M-G-M. Lee Garries, cameraman given year's contract by Sam Goldwyn. First assignment, "Whoopee."

## Picture Possibilities

### "Those We Love"—Favorable

"THOSE WE LOVE" (Comedy, Philip Dunning, John Golden). Should make a program talker. *Ibex.*

### "The Plutocrat"—Favorable

"THE PLUTOCRAT" (Comedy, Charles Coburn, Vanderbilt). "The Plutocrat" should give rich opportunities for American family humor against exotic backgrounds aboard ship and in African tourist spots. Booth Tarkington name to help. Properly handled should make a good picture. *Land.*

### "Flying High"—Favorable

"FLYING HIGH" (Musical Comedy, George White, Apollo). Has everything to make a very good talker, including more than enough tunes. *Ibex.*

## L. A. IS OVERBOARD ON OPEN AIR WARBLERS

Hollywood, March 4.  
Screen music is liberating the vocal complex of the common people. Especially of the rising generation. Those screen tunes doing this and that to "It" and her boy friend.

Year or two ago singing in public was confined to the mass below at football games. Catch a sheik crooning a solo—never. Whistling was the limit in self sound effects unless the gang joined in. And a cutie might get lyric around home, but she wouldn't dream of chanting a pop chorus as she tripped down the street, or of casually breaking into melody during the intermissions of a necking party.

But now you catch the kids unloosing the pipes everywhere. A college boy on a bus top will uncurl a mean tenor and trail into "Painting the Clouds With Sunshine" down Sunset Boulevard. Slightest encouragement in the way of one of these misunderstood California misists, and "Singing in the Rain" pops up from a high school quartet using mufflers. A spiffy femme in a roadster, waiting for traffic to move, will give you "Tiptoe Through the Tulips" without a request.

It doesn't only catch 'em young. The manager of a Vine Street soda fountain was spotted stepping out of his establishment, homeward bound and baying "Beverly Hills' Beverly Hills" at full tonsil. And when in a public street car you hear someone chant: "Taint No Sin to Take Off Your Bones" and Dance Around in Your Bones," and turn to see nobody but a nice little grey-haired old lady shrugging a porky shoulder against a ringer for a Kentucky colonel....

The talkers have done it.

## Judgments

Evans and Saitor; Richard E. Townsend, \$205; Phillip Meyrowitz; Nathaniel Cholewy; \$110.  
Marino Swimming Pool, Inc.; Broadway Surface Advertising Corp.; \$115.50.  
Nat. Evans Motion Picture Film Laboratories, Inc.; Tom Evans and Mark Dittmar; Messers Securities Co.; \$245.  
Scott's Preparations, Inc.; M. Cantine; \$109.85.  
Scott's Preparations, Inc.; and Leo Londoner; \$4,374.45.  
Hollywood Hotel, Inc.; A. H. Steiner, Inc.; \$5,801.75.  
Charles J. Crawford; Madison Square Hotel Corp.; \$556.38.  
Horne F. Fomeroy Co.; Judge Pub. Co.; \$450.  
Jovial Biographical Bureau; John Simons and William S. Spiegelman; Merchants' Bank; \$28.  
Bernard M. La Rue; Encyclopedia Britannica; Broadway Army and Max Verachleiner; M. Dinoff; \$423.

## Bankruptcy

Electro Sky Ads, airplane advertising, 1550 Broadway; liabilities \$18,047, assets \$16,072.

**The STANDARD BY WHICH ALL STAGE ENTERTAINMENT IS JUDGED.**



ORIGINALS DIALOGUE  
**Howard J. Green**  
NOW WITH FOX  
CONTINUITIES ADAPTATIONS

**COSTUMES FOR HIRE**  
PRODUCTIONS EXPLOITATIONS PRESENTATIONS  
**BROOKS**  
123 W. 40th St. N.Y.C.

**AR. BOYD ENTERPRISES**  
WE BUILD, BUY, LEASE, OPERATE OR MANAGE MOTION PICTURE THEATRES IN PENNA.—NEW JERSEY DELAWARE—MARYLAND—DISTRICT OF COLUMBIA—VIRGINIA AND W. VIRGINIA  
SUITE 402-404  
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HARRY LARRY MURRY  
**THREE SMALL BROTHERS**  
STILL ON BROADWAY  
CAPITOL THEATRE, NEW YORK  
NOW AND HOW  
"WE ADMIT WE'RE GREAT"  
Personal Direction TISHMAN & O'NEAL

# They rolled in the aisles with laughter

at the Colony Theatre,  
(N. Y.) preview, where  
the picture was put on  
without advertising and  
without previous an-  
nouncement. Ain't it  
marvelous the way news  
of a great picture gets  
out!



The laughter starts in the first hundred feet when Cohen tries to master "'Tis a braw bricht moon licht nicht th' nicht"—and the roar keeps up for the rest of the picture!

Directed by  
William James Craft

## *The* COHENS & KELLYS in SCOTLAND

WITH THE FOUR ORIGINAL COHENS AND KELLYS.

**CHARLIE MURRAY · GEORGE SIDNEY ·**

**VERA GORDON · Kate Price** *presented by* **CARL LAEMMLE**

### Pictures—Not Promises:

LAURA LA PLANTE and JOHN BOLES in  
"LAMARSEILLAISE" . . . JOHN BOLES in "THE SONG OF PASSION"  
. . . MARY NOLAN in "SHANGHAI LADY," "UNDERTOW" and "BAR-  
BARY COAST" . . . PETER B. KYNE'S "HELL'S HEROES" . . .  
JOSEPH SCHILDKRAUT in "NIGHT RIDE" . . . "DAMES AHOY" . . .  
"THE SHANNONS OF BROADWAY" starring THE GLEASONS . . .  
"THE STORM" . . . "WHAT MEN WANT" . . . "BROADWAY"  
. . . "SHOWBOAT" . . . and the two biggest of them all—PAUL  
WHITEMAN'S "KING OF JAZZ" . . . "ALL QUIET ON THE WEST-  
ERN FRONT."

Don't fail  
to read  
complete  
details in  
UNIVERSAL  
WEEKLY

**Universal's New Selling Season is on NOW!**

WARNER BROS.  
MELODIOUS

# SONG

**WESTERN  
OF  
WESTERNS**

heralds new  
era of profits  
for showmen

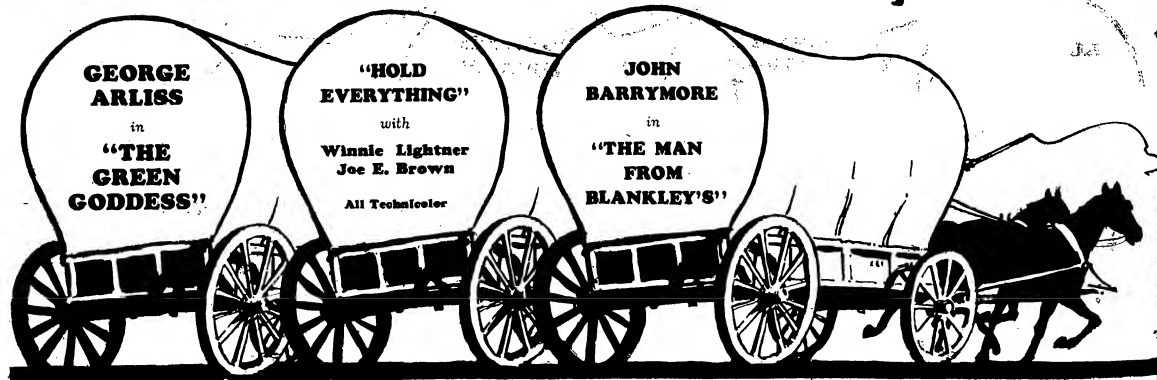
**JOHN BOLES**  
**VIVIENNE SEGAL**  
**JOE E. BROWN**

*Chorus of 100 Voices*

From the famous stage success "Rainbow"  
by Laurence Stallings, Oscar Hammer-  
stein II and Vincent Youmans. Scenario  
by Harvey Thew. Directed by Ray Enright.



*Another Caravan of New*

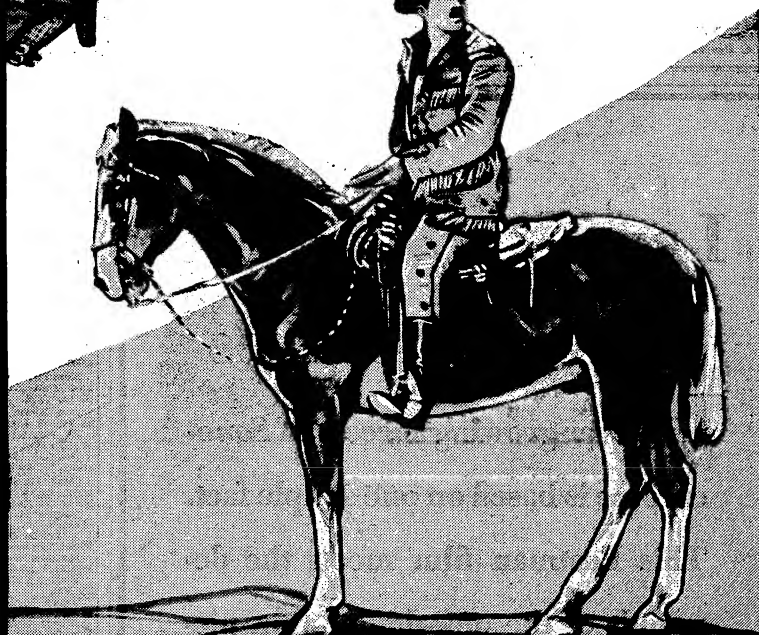


# Romance of Covered Wagon Days ▲ ▲

OF

Packed houses at Warner Bros. Theatre where "Song of the West" is playing to capacity at \$2.00 top—attest to the public demand for something different in entertainment. This great epic of the plains in glorious song and story—All outdoors—All Technicolor—offers an unprecedented opportunity to reap a golden harvest of dollars—right now—while the demand for Western Entertainment is at its peak.

## THE WEST



Available to You Now—  
Day and Date With  
Broadway!

Backed by Tremendous  
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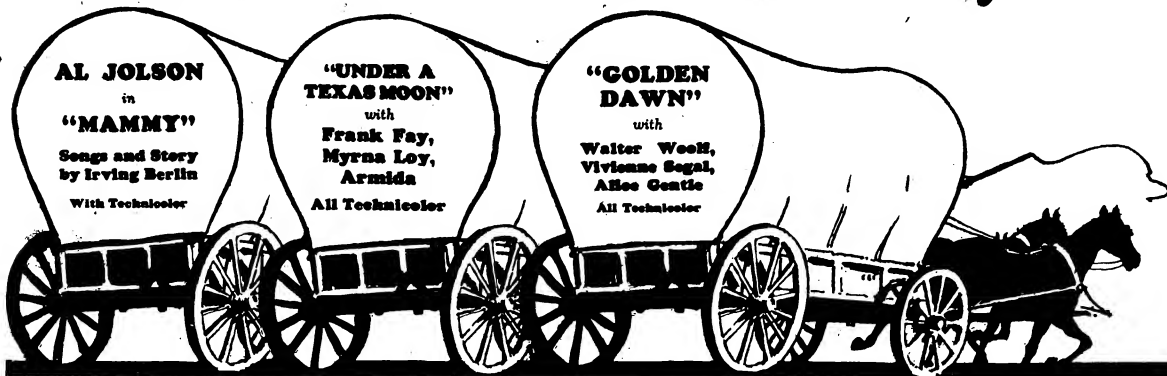
### UNIQUE SONG HITS

"Come Back To Me"  
"The One Girl"  
"West Wind"  
"Hayfoot, Strawfoot"



"Vitaphone" is the registered trade-mark of The  
Vitaphone Corporation designating its products

## Golden Hits on the way !!



## Behind the Keys

Vancouver, B. C. Pantages theatre has been renamed the Beacon. Name adopted following the severance of relations with Pantages. Pictures are being shown exclusively.

Other Pan houses in the Dominion are to change also.

Boone, Ia. Strand theatre rebuilt after the recent fire, has been sold by Roy E. Benson to L. A. Tillotson of Osceola. Will play pictures.

LaPorte City, Ia. Ice walks and impassable roads has had the local Pastime theatre out of business the past five weeks. Finally opened last week.

Montreal. Demonstration of corsets on living models was featured on the stage of the Capitol theatre by Manager Harry Dunn during the engagement of "Happy Days" (Fox). Only at the 11 a. m. shows and these were labeled "Ladies Only."

St. Paul, Minn. Promoted from the publicity and advertising department in the Twin Cities, Frank Burke has been appointed manager of the RKO President theatre, St. Paul.

E. A. Synder, assistant manager

and treasurer of the house, has resigned.

Louisville. Local scribes gave a farewell dinner to Col. Harry E. Long, manager of Loew's and United Artists' State theatre.

Col. Long will be transferred to Syracuse. He is succeeded here by Walter McDowell, formerly manager of the Mark Strand in Syracuse.

Salt Lake City. M. H. Gustavson appointed Warner branch manager here. M. F. Keller transferred to management of the Portland branch. A. H. Huot has been moved from Portland to management of the Seattle branch, replacing R. C. Hill.

Detroit. Butterfield circuit in Michigan is opening two new houses with a straight picture policy. So, at Sault St. Marie, seating 1,300, opens March 12, and the Michigan, at Jackson, seating 800, opens in April. Bidou, Battle Creek, first house built by W. S. Butterfield, will be closed and remodeled.

Spokane. A gag trailer run by Ray A. Grombacher of the Spokane Theatres, Inc., in his four houses here,

is credited by business men as being responsible for the defeat of proposed change in city time. The idea was sponsored by the Spokane Theatre Managers' and Owners' Association, also headed by Grombacher. The trailer read:

"Twelve o'clock sun time is 12:10 in this city. If you change the present time to mountain time it will be 11:10 sun time when it is 12 o'clock Spokane time. At present we enjoy an almost perfect sun time in this state. Why change it? Spokane depends largely upon the surrounding territory for trade. The farmer prefers sun time. Why not cater to the man who spends his money with us and be ready to do business with him at the time that suits him?"

Interest in the fight of the theatres caused two dallies to prepare straw ballots on the time vote. Permanent time change is out. Daylight saving was made optional in the poll. This clock change would be effective only during the summer months.

Pine Bluff, Ark. G. J. Meredith was not appointed Publicity manager here, as reported. He is in the New York general office.

Ruth Riatt and Dick Sutherland, "Carnival" Pathé.

Eddie Foyer, Roscoe Ates, Eddie Lambert, De Witt Jennings, George Marlon, John Miljan, Karl Dane, Tom Wilson, Tommy Jackson, Lewis Stone for "The Big House," M-G-M.

## Dizzy Words and Music

By Bob Landry

A sagacious maxim that comes down from antiquity says, in effect, that he who writes a nation's songs rules its fate. This, now, is somewhat of an exaggeration, yet it is unquestionably true that Tin Pan Alley, for all its own innocence of possessing such power, does exercise a tremendous influence over the American people.

This is accomplished without intent or realization by the songwriters and publishers who have their ear to the ground, their eye on the public press and their finger on the pulse of the country.

Any event of importance is immediately embalmed in some hack tune. This has the effect of crystallizing public sentiment through lyrically expressing the trite, conventional reactions to any given situation.

It is because the song business is keyed to the lowest mental pitch that it strikes an appeal to the greatest number. Gilbert and Sullivan have a comparatively limited, if idolizing, audience. So, too, the other writers entitled to respect and consideration in the field which, for that, is a better classification, comes under the all-embracing name of "popular music."

### The Uke

It's the cheesecakes, the dogs, the chislers of the music racket that probably, unconsciously, exercise the greatest influence on the masses. Any Filipino or Mexican can "get" their lyrics and the arrangement of notes perfectly adapted for that monstrosity, the ukelele.

These songwriters exploit moth-

erhood into a mania, and go Rotary about any old half-baked, klux-ridden Dixie backwash. They make love in kindergarten terms, turn Sunday school superintendent about prosletyze whom they term "bad roses" or "butterflies," and otherwise trade upon primitive mass ideas.

Grammar isn't held in very high esteem within the environs of Broadway, and through its songwriters that disrespect plus a careless and unsavory slang is extended to the country as a whole. This alone is a tremendous power lodged in the piano rooms of music firms.

Songwriters are seldom idea-makers. They simply take an idea that has gained headway and, by expressing it in naively lyrical terms, slide it into the everyday life of the nation.

### For Coin Only

Catch phrases, realistic bromides, hero worship of a Lindbergh, pass into the coinage of proletarian lingo and add to the store of ready-made ideas. That, in general, this influence tends to strengthen virtue and honesty is simply because the writers recognize virtue as a paying theme and not that they are expressing any inner urge within themselves.

A few songs become classics and sell indefinitely, but most of them are just casual visitors. They are, as they come, echoes, rephrasing, hashovers of standard hokum enshrined in a new lilting arrangement. But in the aggregate their influence is tremendous and there exists no more potent form of propaganda.

Music has been in and a part of and its application of ancient principle since the beginning, but the music business is not so very old, clips to this dizzy generation is having some peculiar results.

## WEST COAST NOTES

George Manker Watters is writing script for picture Win. Howard will direct, "The Fatal Wedding." Elliott Clayton also to make a screen treatment for Fox.

Title of "In Love With Love" changed to "Crazy That Way." Fox. "Margin Mugs" changed to "Caught Short," M-G.

Lawrence Grant, to "See Naples and Die," W.B.

Kenneth Thomson, David Newell and Tom Dugan "Under Western Skies," FN.

Ben Lyon opposite Mary Nolan in "What Men Want," U.

Al Santell to direct "The Sea Wolf," Fox.

Douglas Doty writing original story, "Jazz Daughters," Col.

Gene Markey will remain under term contract to M-G to write another for Marion Davies.

Bennie Hall in a Mack Sennett short.

Wheeler Oakman in "The Big Fight," James Cruze production.

Matilda Comont in "Singer of Seville," M-G.

Walter Pidgeon's option taken up by FN.

Gavin Gordon signed for term by M-G.

Albert Gran to be featured by Par in "Follow Through."

Charles Selton in "High Society" with Jack Oakie, Par.

Norman McLeod writing original, at Par.

Joseph Krumgold engaged for foreign publicity, Par.

Arthur Housman and Harry Radlo.

Francis McDonald, "Cooking Her Goose," Radio.

Nat Kay, Charles Kaley, Joan Gaylord, Jeannette McLord and Ethel Davis "Red Heads," short, Pathé.

Andre Cheron "Hell's Belles," Fox.

George Hult writing staff at Tiffany.

Bram Fletcher, "Solid Gold Article," Fox.

Randolph Scott, "Born Reckless," Fox.

Lumsden Hare "So This Is London," Fox.

Connie LaMont in "Three a Day," Col.

Fred Kohler and Loretta Young for "The Right of Way," FN.

William Holden for "Holiday," Pathé.

Roscoe Kearns for "A Practical Joker," Fox.

Greta Granstadt to "Fox Follies 1930," Fox.

Lewis Stone to "Romance," M-G-M.

Ray Hughes and T. Roy Barnes to "Carnival," Pathé short, Wallace Fox directing.

Eddie Lambert to M-G for "March of Time."

Arnold and Don Terry to "Down by the Rio Grande," Tiffany.

Yvonne Ureanoff, Dorothy Wadsworth and Billy Butts to "The Medicine Man," Tiffany.

Robert Ellis and Hallam Coolley "What Men Want," U.

# Low-Cost, Colored Sound Pictures

**THE** ever-growing success of *Sonochrome* is based on one simple fact.

This Eastman film meets the demands of the new-day motion picture, by giving both color and sound-on-film—at the cost of ordinary black-and-white.

**EASTMAN KODAK COMPANY**

ROCHESTER, NEW YORK

**J. E. Brulatour, Inc., Distributors**

New York

Chicago

Hollywood

Still Going Strong  
4th Consecutive Year

**BENNY**

**MEROFF**



**MARBRON GRANADA**  
CHICAGO

Have a Reel of

**IRISH PICTURES**

FOR

**ST. PATRICK'S WEEK**

MARCH 16 to 23

Write Wire Phone

**EMMETT MOORE**

10 West 61st Street  
NEW YORK CITY

**Joseph Jackson**

Writing the Screen Version of  
"SEE NAPLES AND DIE"

AFTER 3 YEARS  
ZIEGFELD'S

# SHOW BOAT DOCKS

AT FORD'S, BALTIMORE, SATURDAY, MARCH 8<sup>TH</sup>

EVA  
PUCK

SAMMY  
WHITE



We are grateful to  
**MR. FLO ZIEGFELD**  
for his helpful direction and for  
the weekly pay check for the past  
three years.



And we thank  
**MR. STANLEY SHARPE**  
for seeing in us "Ellie" and  
"Frank" in "The Show Boat."

PHOTO BY PINCHOT

WHO HAVE  
CREATED and PLAYED  
"ELLIE and FRANK"

FOR THE LAST THREE YEARS IN "SHOW BOAT."

AS "THE SHOW BOAT" DOCKS WE LEAVE FOR A FEW  
WEEKS' VACATIONING ON THE SANDS OF MIAMI BEACH

Dec. 28, 1927  
New York Sun  
By Stephen Rathbun

"Eva Puck and Sammy White were a highly amusing team and much of the evening's loudest applause followed their dancing and comic moments."

Dec. 28, 1927.  
New York Evening Journal

"Sammy White and Eva Puck are enough to let you forget the vagaries of a wilful stock market."

Jan. 4, 1928.  
Variety

"Puck and White recently features in their own right in an intimate Vanderbilt theater musical comedy are actually the axis of plot motivation, with their appearances most prolific and their talents registering most consistently."

Nov. 29, 1927.  
Cleveland Plain Dealer  
By William F. McDermott

"Sammy White and Eva Puck stop the show not once but many times with their dances and their comedy."

Nov. 16, 1927.  
Washington Daily News  
By Leonard Hall

"Sammy White and Eva Puck hurl in all their vaudeville pertness to bolster up this leviathan when it begins to sag in the middle."

Permanent Address

**BILTMORE SHORES**  
Massapequa, Long Island

# PRESS OF NATION L 'GRISCHA' TOPS ALL



**Stunning Climax of  
Radio's Daring  
Showmanship . . .  
Crowning Triumph  
of First Titan Year  
and Herald of Might-  
ier Achievements to  
Come!**

**Brenon Genius in Gallant  
Victory as Great Critics Pay Him  
Tribute . . . . .**

**Full Year Ahead of All Other  
Dramatic Productions and Tow-  
ering Milestone in Evolution of  
World Entertainment!**

**HERBERT**

# BRENON'S

**CHALLENGE OF DEFIANT DRAMA HURLED IN  
THE FACE OF HUMANITY. . . .**

# THE CASE OF SERGEANT

## ACCLAIM FROM CRITICS

"'Grischa' is a great picture" . . Phil. Public Ledger  
"Way up in list of worthwhile films" . Phil. Record  
"Opened before singularly moved audience" . .  
Phil. Inquirer  
"Among achievements of talking era" . . . . .  
Rob Reel Chi. American  
"Take 'Grischa' to your heart" . Chi. Daily Times



Reg. U. S. Pat. Off.

# AUDS BRENON AS DRAMAS



# GRISCHA

CHESTER MORRIS BETTY COMPSON JEAN HERSHOLT ALEC B. FRANCIS . . . .  
GUSTAV VON SEYFFERTITZ

## NEW TITAN DRIVE FOR RECORDS BEGINS

Hands Chicago Staggering Smash at RKO Woods . . . Off with a Rush at Erlanger, Phila. . . Bursts Like Bombshell in Auditorium, Baltimore . . . Primed for Big Met. Premiere at Globe, New York, Friday, March 7.



GRETA GARBO



JOAN CRAWFORD



WILLIAM HAINES



MARION DAVIES



NORMA SHEARER



JOHN GILBERT



RAMON NOVARRO



BUSTER KEATON



LON CHANEY



# NEXT!

Your Newest  
Star—

# LAWRENCE TIBBETT

"The Rogue Song" in its 2nd month in New York and Los Angeles at \$2 is playing to absolute capacity. The Star Maker, The Hit Maker!

## METRO-GOLDWYN-MAYER

### ELECTRIFYING THE AMUSEMENT WORLD!

M-G-M continues its amazing strides in Talkies with the signing of Grace Moore, celebrated Metropolitan Opera Beauty and Noted Singer.





Acclaimed by the press, the nobility and the  
President of France as

# "AMERICA'S GREATEST EUROPEAN SENSATION"



# HORACE HEIDT

and his

# CALIFORNIANS

*EDMUND SAYAG, who is conceded to be Europe's greatest power in the show-world, says:*

"These boys not only represent the greatest entertainment on the American stage today but are also the Finest Dance Band ever to play in Europe. Their spirit of willingness and co-operation is marvellous."

(Signed)

*E. SAYAG*

---

NOW HAVING THE TIME OF OUR LIVES IN

## MONTE CARLO

*Thanks to Mr. Sayag, Mr. Lartigue, Mr. Lastfogel and Mr. Ballancourt*

# Press Stunts

"Spirit of '76" was re-enacted in conjunction with the opening of the Loew's 17th Street theatre, New York.

Boy scouts, dressed as Colonial soldiers, paraded along the Heights until they came to the theatre where they drilled in front of the house. Besides this French war veterans were present and also a detachment from the 104th Field Artillery. H. A. Berg did it.

Three RKO theatres in New York are, on rainy days, handing out patrons umbrellas free of charge. Umbrellas are folding, containing no handle or rib, but are supported by the hands above the head. Adler Shoe Co. is footing the expense of the handouts. These shoes and addresses of stores are advertised inside the umbrellas.

Stunt was arranged by Merritt Frank.

First air coast-to-coast trip by the largest land plane in the world, carrying a theatrical troupe, is scheduled around March 1 from the Newark, N. J., airport. Arthur Winton, of Western Air Express, is responsible for the flight, working in collaboration with Frank Whitbeck and Eddie Pidgeon of Fox.

Plane is called "The Fox-Fanchon and Marco Western Air Express Aerial House Party," painted on the 32-passenger Fokker. Stops will be made at key cities enroute.

Fifty of guests were taken to inspect the ship, a special parade permit and police escort being furnished for the 16 autos on a route up Fifth avenue to 57th street and down Broadway to Holland Tunnel, an unusual police concession for a New York main stems. Secured by Bert Adler, who handled the eastern end of the plane publicity.

Loew has tied up with 300 Sheffield Farms Stores in New York and suburbs. On the back side the hand bills each store gives away to advertise their groceries the list of each Loew theatre and its program for the week will be printed.

Tie-up, promoted by H. A. Berg, makes a total of 370 stores in New York and New Jersey which are distributing the same form of hand bills.

Radio premieres "Case of Sergeant Bricha" at the Woods, grind house. Jack Hees' campaign for the talker,

though held strictly to newspapers, will be nationalized.

Hees' departed from the conventional copy and typeface for a time at high-tone, with book-page type and deep shadow art following the "T" idea on the cover of the best-selling novel.

Hees has also outlined an entire campaign, including lobby flashes and display card copy, for fashion shows throughout the circuit. Originally intended for the western division, New York seized the idea for all sections.

Chicago, Morse Candy Co., local manufacturers, gave B. & K. 6,000 window displays as a tie-up for "Love Parade" (Par). Plugged a "Love Parade" box of candy for \$1. Arranged by Les Kautman of the B. & K. exploitation staff.

Denver, Taking the cue from the lost Smith in "Hit the Deck," the Tabor theatre threw a Smith party during the showing of that picture. Special invitations were sent out. Successful.

Toledo, O., Paramount-News-Bee, Scripps Howard tie-up on "New Show World" with star-guessing, and other features, drew 11,000 entrants. First prize, a trip to Paris, went to Walter Schmidt, Harvard graduate business man, for his winning essay on "Why Toledo Is the Best City to Live In."

Portland, Ore., Orpheum pulled bumper stunt with its "Baby Voice Test." Cameraman visited pre-arranged spots and, filmed local babes-in-arms.

Picture, when shown, drew mothers to see how their offspring sized up for future Hollywood possibilities. No art about this, just pure low down craft, but it got 'em.

Providence, Exhibs here have found a new medium of advertising that is helping in more than one way. New wrinkle is getting the theatres, especially the film houses, plenty of ballyhoo via radio and gratis.

Rhode Island Federation of Women's Club has one of its members keep in touch with theatre managers to review all shows to see that the town gets clean entertainment. Managers give this woman plenty of rope and keep her

# U. A.'S 7 ALL-COLOR AND PERHAPS MORE

Nearly half of the UA program for the season of '30-'31 will be done in color. Under a contract just arranged with Technicolor, seven pictures are slated to be made entirely in tints, with more likely, depending on what product is lined up later and whether Tech can handle anything beyond the seven.

Five of the seven certain to be done as all-color talkers are "Whoopie" (Eddie Cantor), "Smiling Through" (Joan Bennett), "Love in a Cottage," first to be produced by Irving Berlin; Dolores Del Rio's next following "The Bad One," and Harry Richman's second, to go into production about May 1.

Pictures made for the current season's program with color and exclusive of the seven under the new contract are "Bride 86," in production; "Hell's Angels," soon to be given a world premiere, and "Puttin' on the Ritz," recently opened at \$2. All were part-color talkers.

# NEW COAST STRING

San Bernardino Bankers Form Chain—Warners Reported In

San Bernardino, Cal., March 4. Local banking interests have formed Orange-Belt Theatres, Ltd. The inside report is that Warner Bros. is in on it.

Officially, Frank Shepherdson, vice-president of the American National Bank, is head of the organization, with Dave Rector, owner of the Egyptian, Maywood, also reported having a piece. Company's first house is the New Ritz, just completed and opening this Thursday. Other houses are planned through southern California.

Warner angle comes as an outlet for its first run pictures. Up to now Fox has had this town tied up.

Noble Johnson to "Moby Dick." FN. Virginia Sale and Freddy Fredrick "Vlennese Nights." WB.

In good humor. They even go so far as to permit suggestions from her on what selections the house organist should play.

Club member daily broadcasts news of the theatre, giving a brief resume of the various bills. Theatres always get a break in the broadcasts, and the only cost is probably a few ducats weekly.

# No Strand H. O.

Pictures playing the Strand, New York, Warner house, will not be held over for a second week unless business is extraordinary, under a decision reached by Harry L. Charnas, managing director of the WB Metropolitan group.

Although the policy is now in force, it will be adhered to with the opening of the Winter Garden as a pop run, it is understood.

"General Crack," current at the Strand, will hit and top the control figure at the Strand, but according to inside dope, will go out Friday after only one week. Formerly many pictures have been held at the New York Strand for two and three weeks. With day-and-date runs between two Strands and Beacon now out, it is understood the policy change on hold-overs was decided so that Brooklyn and the Beacon didn't have to wait too long for the pictures.

# HELLO SISTERS

(Continued from page 33)

its name from a church angle. Recording and photography okay. One song supposedly sung by Miss Borden and Lloyd Hughes. Cast fits, notably George Fawcett and Miss Borden. Fawcett for the brief interval he shows takes a grand bow. Miss Borden gives a good performance and carries aspect. Lloyd Hughes rather tame.

Story is about an actress who finds a fortune by a grandparent providing she goes to church every Sabbath for six months and doesn't go on a spree. She meets a deacon who's young, handsome and a lawyer. The two fall and in the final windup they elope after he has turned her down because she's rich. It ends happily as they find she will be a phony.

# RED PEARLS

(BRITISH MADE) (Silent)

Archibald Nettleford production. Directed by Walter Ford. Adapted from Joseph J. Condon's "The Red Pearl," Pre-view at Palace, London, Feb. 18. Running time, 30 minutes. Gregory Marston.....Frank Perfit Sylvia Radshaw.....Lillian Rich Martin Radshaw.....Frank Stannord Paul Radshaw.....Lillian Rich Tamaras.....Kiyoko Takase

Routine meller, well directed but with patchy casting. Lillian Rich too old and cold for her part. Butters from story within a story treatment, and end very unconvincing.

All about a financier who goes back to a woman, warning letters from a man he believes he killed, saying he is getting "nearer, nearer," shoots someone else, thinking it is the warner, and won't say anything when tried except "I shot the wrong man. Japanese pearl expert clears it up by telling girl in series of flashbacks how her father was shot by partner and how he (the Jap) has destroyed the letters which have driven the murderer (Marston) mad.

Too episodic, with characters, except Marston, over sketchy. Marston, played by Frank Perfit, saves the film. His performance is worth a better story.

Safe feature for unwired houses. Of no interest to America except for small houses.

# THE SAP

Warner Brothers' production and release. Adapted from the play of the same name written by William A. Crow. Screen adaptation by Robert Lord. Directed by Archie L. Mayo. E. E. Horton featured. At the Academy, N. Y., for three days, beginning Feb. 20. Running time, 60 minutes. The Sap.....Edward Everett Horton Jim Holden.....Alan Hale Jerry Miller.....Alan Hale The Banker.....Russell Simpson The Wop.....Jerry Mandy Jane.....Edna Murphy Mrs. Sprague.....Lillian Rich Ed Mason.....Franklyn Pangborn

Improbable story with lack of action. Reaches for entertainment in its gags, which are not hilarious but please. Film would be best played where Horton is known, otherwise for the daily changes.

Play from which this picture was adapted showed on Broadway with the late Raymond Hitchcock in 1924. Nothing of historic elegance in the film. Horton has nearly all the picture, which gets a whoop-when whenever Alan Hale sneaks in. Rest of the cast meander through in the standard manner.

The Sap is a small-town guy forever on the verge of doing something big but never quite making the grade. His brother-in-law becomes involved in an embezzlement scandal and the Sap agrees to take the blame for the \$50,000, which the two crooks get him from the bank's vaults.

Windup is that the Sap makes a fortune in wheat futures and buys the bank to square things before the thefts are discovered.

Mark Goldman replaced H. A. Silverberg as manager of Tiffany's Cincinnati branch.

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LINA BASQUETTE  
MAY BOLEY  
KATHRYN CRAWFORD  
VIRGINIA BRUCE  
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"SHE COULDN'T SAY NO"

## WATCHING MY DREAMS GO BY

BY AL DUBIN & JOE BURKE  
WRITERS OF  
"TIP TOE THROUGH THE TULIPS"

SIGMUND ROMBERG'S  
BEAUTIFUL WALTZ

## ONCE UPON A TIME

"JUST RELEASED"

## YOU CAN'T GET TO HEAVEN THAT WAY

BY IRVING CAESAR  
& SEYMOUR SIMONS

AND WHAT A H

## HANG ON GAR GA

BY GUS KAHN AND

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BY TED FIORITO

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WINNIE LIGHTNER'S  
SENSATION

**DARN FOOL  
WOMAN  
LIKE ME**

BY DUBIN & BURKE  
WRITERS OF  
"PAINTING THE CLOUDS WITH SUNSHINE"

NEW POPULAR FOX TROT VERSION

**THINE  
ALONE**

"ANOTHER MYSTERY OF LIFE"  
BY VICTOR HERBERT

A GREAT LYRIC  
A GREAT FOX TROT

**CHINNIN'  
AND CHATTIN'  
WITH MAY**

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## N. V. A.'s Midnight Benefit Shows In Chains' Variety Houses Are Now Set for Early Spring

A week in this April or May will be selected by Pat Casey as the N. V. A. week and drive for the maintenance fund of that charitable organization. This was settled at a conference held in New York last week between the heads of the major chains, with General Will Hays present at the request of Casey.

RKO, Public, Loew's and Warners were represented at the conference. A wire was forwarded to Casey by Hays advising him of the decision. Casey is expected to shortly return to New York to complete arrangements for the drive.

In assuming support for the N. V. A., including its Saranac sanatorium and the extensive N. V. A. New York, clubhouse list of weekly beneficiaries, the picture circuits like Warners and Public are for the first time going 100% in the drive with the foremost supporters of the artists—society, RKO and Loew's.

As previously reported, there will be no audience collection of any sort during the N. V. A. week, but a special N. V. A. benefit performance. All of the chains' heads, with Casey and Eddie Cantor, N. V. A. president, are a unit in this conclusion. The admission will be charged for the benefit performance at midnight, with no other toll expected or to be solicited.

**N. V. A. Week Ballyhoo**  
It will be optimal when the local theatre direction to invoke the N. V. A. week as a ballyhoo for its theatre. The special week is mostly contemplated as advantageous for special exploitation in which the theatres will wholly participate, other than for the special midnight performance.

Artists anywhere will be called upon as volunteers for the midnight performance and at such other times during the week as local managers may find it beneficial to call upon the artists. It is convenient to the latter. It is believed Casey will secure the services of the stagehands and musicians required for the special midnight show without pay or overtime.

A discussion arising between the chain managements over an annual pass tax added to the N. V. A. support funds has so far been finally settled. It is reported that the chains are adverse to turning over a tax pass, if imposing one, to other interests. Casey may be asked to furnish another source of revenue plan for the N. V. A. to fill that void.

While it is not as yet known if the midnight performances throughout the country will be sufficient to maintain the N. V. A. institution for a year, it is felt that there will be a deficit. Present estimate is that there must be funds secured for N. V. A. annual support of between \$900,000 and \$1,000,000.

A big item of this amount is the upkeep of the Saranac sanatorium, running to an overhead of between \$5,000 and \$6,000 weekly. This is in addition to the extravagant cost of construction of that elaborate hospital, built by E. F. Albee and representing \$900,000. Of that total \$300,000 still remains owing and has been the cause of the delayed opening of the sanatorium for N. V. A. patients in the Adirondacks.

### WIRE DUFFY'S OAKLAND

ERPI engineers have been giving Henry Duffy's Pulton theatre an inspection, apparent intention sound installation.

Duffy closed it as second dramatic stock house here Dec. 16.

### STANLEY FIELDS CLICKS

Stanley Fields, former vaudeville, was given a five-year contract by Paramount after appearing in "Streets of Chance."

Fields at one time worked with Frank Fay.

### Fined for Kid Act

L. M. Garman, manager of the Iowa theatre, was arrested the second time within a month for violation of the child labor law. He was fined \$50 and costs following the appearance of Geraldine Preis, 8, for a few performances.

## No Arson Indictment, but Theatre Watchman Held

Rochester, N. Y., March 4.  
After the Fay's theatre fire in January, February grand jury refused to indict Edward Harding, night watchman, for arson on evidence submitted concerning Fay's theatre fire. Supreme Court Justice Rodenback declined to release Harding from jail on papers submitted by District Attorney William F. Love. Rodenback held that the fire was unquestionably incendiary and Harding was in the building at time.

The Justice further expressed belief that the guilty party was not alone in the enterprise, and that indictment would result in the whole story being revealed. He asked all having information to give it to authorities.

Attorney Love will submit the case to next grand jury. Harding will remain in jail unless his attorney can secure freedom on bail from Rodenback.

### 1 Out of 200

Of every 200 scripts submitted to Warners' Flatbush studio as possible material for Vitaphone Varieties (shorts), but one is actually accepted for production.

This ratio is the more notable as Abe Maza, in the Warner home office, first subjects manuscripts to a preliminary weeding out process.

## WB BUSHY ON SHORTS; FLEESON AS LYRICIST

Shorts recently produced at Warners' Flatbush studio include:

"Nile Green," with Helen Broderick, Lester Crawford, Walter Rean, Miss Gladys, "Mister Davis," Herbert Russell and Schuyler McGuffin; "At Your Service," with Jessie Joyce Landis, William Halligan, George Blackwood, William Casey, Phillip Hare, The Kangle, Stephy Diamond, Norma Nelson, Betty Weldon and Frank Hersome; "A Cafe in Algiers," with Edwin Bartlett, Allan Gould, Mear Morus and Henry Kelly; "The Head Man," with Hugh O'Connell and Kelly Kelly in the parts originally slated for William Demarest and Foster Kelly.

"Roger Imhof and Ryan and Lee also made shorts. Neville Fleeson has joined the studio production staff as lyric writer.

At Paramount production on shorts is practically at a standstill. About 35 were made in the recent "Experimental" spurt under the new Babylon reign. It still remains to be decided what type of shorts Paramount will specialize on and how many. This will be settled April 1.

Signs the opening of the Paramount studio a year and a half ago about 95 shorts in all have been produced.

## Agents Whitewashed

Vaude and cabaret agents been booking acts into the cafes and nite clubs of Atlantic City, N. J. were given a clean bill this week by U. S. District Judge Tamm.

It absolved them from any connection or participation in the white slavery revelations in the recent vice crusade against the theatre, published by Hearst's "Evening Journal."

### Edris Millar's Ballet Post

Edris Millar, premier dancer with Oukransky Ballet playing for RKO, has been appointed premiere danseuse for the next season of the Los Angeles Opera Company.

Meanwhile she continues in vaudeville.

## Talking to a Towner

By JOE LAURIE, Jr.

Hello—didn't I see you playing at the theatre? I thought so... You do a pretty good stunt... You make up all them jokes yourself don't you?... I thought so... But the Mrs. said she read a lot of the jokes that the actors tell in "College Humor"... The fellow next door to us gets all them joke books and he lends them to us—some good stuff in them too... He isn't an actor but he ought to be one—he makes everybody laugh—he is in the hard-war business and he leads the singing at the Rotary Club luncheons—whenever they need some fun they call on him—he ought to be on the stage... Much better than a lot of actors we see at the theatre.

A couple of weeks ago there was a fellow playing at the same theatre you are... I forgot his name—I'm not much on names anyway... The guy came out without any paint on his face and he had a

## Hempel Charge

Claiming that Frieda Hempel illegally secured \$10,000 worth of her jewelry, Halse Schaeper, Miss Hempel's sister, has brought action in the Brooklyn Supreme Court to secure the jewels.

Miss Schaeper, through Attorney Harry H. Goebel, alleges her sister secured the jewels through pawn tickets placed in her keeping.

## Bob Murphy's Offer

With Bob Murphy having invested around \$10,000 in his road house on Robertson avenue, near Culver City, he is now confronted with an offer of two years of continuous booking, as in the RKO, Radio City.

Charlie Freeman, the RKO western booker, when here caught a hunk of ham and cabbage at Murphy's restaurant. Before finishing it Freeman made the proposal to Murphy, who is now trying to figure out how to run the place by long distance.

## OLSEN-JOHNSON FOR W.R.

Olsen and Johnson have been granted a five-week release from vaudeville bookings by Keith's to do some picture work for Warners on the coast. Previous report had the comedians signed with Radio for films.

They resume for Keith's April 26 in the west.

### Mangan Suit Settled

Suit of Hazel Mangan, of the Mangan Troupe, against Virginia Douglas (professionally, Virginia Shipp), was settled out of court last week for \$500, sum demanded in the suit.

Miss Mangan, through her attorney Lou Handin, claimed the money due as a personal loan.

### HEALY-MAYO TEAM

Los Angeles, March 4.  
Betty Healy is teaming for vaude with Frank Mayo, currently in "The Nut Farm" at the Vine Street.

They are expected to appear as Mayo finishes in the show.

### RED HEAD'S SHORT

Babe Egan and her Hollywood Red Heads, back from a tour of Europe, will make their first short for Warners in the East.

## First RKO 4-Act Unit Plays at Golden Gate, S. F., and Pleases

### Art Objects Selling

Reported in Variety some months ago that RKO had decided to dispose of the innumerable art objects in and about several of its former Keith theatres, the sale has been proceeding.

Nearly all disposal to date has been done privately. It is said the Albee, Brooklyn, has been about washed up on its expensive and useless "art." The RKO Memorial, Boston, and Palace, Chicago, are a couple of other heavily laden art for sight theatres, given the spread in the days of E. F. Albee.

Costly art stuff never drew a dollar and became a matter of loss for the minor guy to lift pieces.

## CONCERT DANCERS SAY SUNDAY DISCRIMINATION

A committee of concert dancers, representing the Concert Dancers' League with a membership of over 300 performers, with headquarters at Carnegie hall, called on District Attorney Thomas C. Crain last Saturday to protest to the activities of the Sabbath Day League, which they claim are forcing them to give up their profession.

The committee was composed of "The Marie," Agnes George DeMille and Sara-Mildred Straus.

The dancers told Assistant District Attorney James Day that the Sabbath League people were discriminating by preventing them from appearing in New York on Sundays. They pointed out that although the book is called "The Sabbath Day," the statute books prohibiting the performances of all kinds from showing on Sunday, burlesque shows, pictures and artistic performances are conducted without interference.

The complainants assert that they are prevented to appear on the only day they can obtain an empty theatre. If the discrimination continues, they say, they will be forced to abandon their work.

Mr. Day told the committee he was sorry as the law was on the books. He could take no action against the Sabbath League. The only recourse they had, he informed them was to apply to the Supreme Court for an injunction restraining the police from interfering with their performances.

## Greta Nissen's Act

Latest picture name to come to vaude is Greta Nissen. Actress was knocked out of talkers by her Swedish accent.

Nissen opens for Keith's in Yonkers March 13.

### F. & M. ENTER SPOKANE

Spokane, March 4.  
With the opening of the Post Street theatre, formerly the American, by Ray A. Grombacher late last week all future road bookings will revert to the old Auditorium or Mason Temple auditorium.

Gertrude Huntington, who handled the police from two seasons relinquished her lease to Grombacher. He opened with Fanchon and Marco to capacity business. First time Fanchon and Marco have showed here.

### N. V. A. CROWN NIGHTS

Crown nights have again become a regular Sunday night feature at the N. V. A. club.

Minstrel show will be staged next Sunday (March 3) with Billy Clark and Nat Burns in charge.

### Dunedin Return

Dunedin Troupe, old-time bicycle turn which has been disbanded for years, reorganized. Act will open at the Franklyn March 27.

Jim Durkin, under the reorganization of the turn, was an agent.

### MARCO IN NEW YORK

Hollywood, March 4.  
Marco of Fanchon & Marco is due in New York this week. He will engage a few acts.

### San Francisco, March 4.

Currently at the Golden Gate, is the first four-act vaude unit bill, booked by Charlie Freeman in New York, to play this territory. The stage vaude, running 55 minutes, plays more so than the five-act bills preceding and especially the immediate five turn show of the previous week.

In this combination RKO show, First National's "Purles" is the talker feature. At the preceding day's first complete performance, the house held nearly capacity, although no stress had been given the altered vaude policy in the publicity or advertising. Consensus here is that if the incoming four-act units will play as fast and entertainingly as the opener, more space should be given the vaude end in the billing and newspaper ads. Now they are almost wholly devoted to the picture end. This need of added publicity locally is made more apparent as the Golden Gate is the single house in the city with audience behind its stage, and this always has been known as a vaudeville town.

The collective four acts hold no outstanding smash. Jack Pepper and his two boys in the club act at the spot were expected to come through more strongly than they did. The Peppers, Madeline Pirelli, rating the act with Gullarini and sister as the star acts and hits. The bill suffered somewhat through a substitute in for Madeline Pirelli, and the absence of spontaneity that Madeline would have given the mixed two-act. Credit goes to the boy for his work under the circumstances. Madeline is ill and may be out of the act for a couple more weeks.

**Lively Opener**  
Opening the show are the Lee Twins, with six dancers. It is a lively eight dancing turn, with the two girls doing their double dances but omitting the acrobatic dance here at the first show, whether to save themselves or gain time was not stated.

Another act, under the name of Lee Twins (not kids) made a flash and impression.

In running order the show had Lee Twins, Madeline Pirelli, Gullarini and sister, Jack Pepper and Boys, 15 people in all.

The Gullarinis have their musical act, and they play any any act, although Gullarini should hang his several musical instruments on a rack on the stage for the act. He stops at the drop each time to pick up another one of the many he plays. The music is a small but a rest but the stalling could be accomplished in some other way by the audience, while the ensemble musical instruments on a rack would be much more impressive.

At present Gullarini is enjoying the act, and the number one act on the bill.

**Too Much Spotlight**  
Another criticism of the show and the Lee Twins is too much spotlight. The Lee turn was built for the spotlight effect since there are illuminated dancers in it, but the spotlight here, as at other RKO houses, is badly overdone.

This four-act show came in from the northwest. It is the first Freeman RKO four-act booked by him out of New York. Others to rotate would be better off to come in by the same route, going from here to Oakland and then Los Angeles.

Four-act bills cost around \$3,000, gross salary, about \$1,000 cheaper than the five-act bill. Mainly booked in New York where Freeman assumed charge of the western RKO books. House managers in town booked the act, and under the present pace of framing the four-act units as he has with this one, RKO has something new out here in the ray of vaude that can stand plenty of plugging in the combo houses.

The bill before this one, of five acts, carried a 4-people farcical act at \$900 a week that couldn't have gone on for a week longer than the worst kind of a cheater. The same bill's headline, two-man singing act at \$1,250, did at the closing day's manies after four songs, without taking an encore.

**Irene Franklin Better**  
Irene Franklin has left the Fifth Avenue hospital, where recently operated.

She is due back into "Sweet Adeline" in two weeks.

# Radio Pictures Looks for Talent In Keith's Vaude—Easy Routing

Radio Pictures, of the RCA group, intends to help another branch of the family, Keith's and its artists, wherever possible by picking talent from Keith's vaude circuit. Artists will be drafted from the RKO radio hour, wherever anyone shows potential picture value and tests pan out.

A part of the general scheme in selecting talker people from Keith's is to enable the artists to play vaude dates to the west coast Radio lot and back to the east after pictures, when not placed under long termers. Latest picked from vaude is the John Tiller Sunshine Girls, ensemble of 16, current at the Palace, New York. Brought to the attention of Radio, the picture producer signed the troupe for three pictures, and so arranged that the act can play vaude dates to the west coast.

Taken out of vaude for Radio talkers already have been Ken Murray, Ann Greenway, Bert Wheeler, Three Brox Sisters, Margaret Padula and others.

## JIG MARATHONERS ARE STOPPED ON 109TH DAY

Detroit, March 4. In its 109th day a dance marathon at the Eastwood Ballroom was halted by State Labor Commissioner Eugene Brook and Sheriff Percy L. Moore, acting on complaint of the owners of the property, Max Kerner and Henry Wagner. Latter were peeved because the marathon had lasted so long, owners having figured 30 days as the outside limit when the 43 couples started.

C. F. Pressy, promoter of the event, announced a special 50-cent dance for the five surviving couples, each of whom will receive \$250 as their reward for over three month work.

Dancers had one 24-hour sleeping period during the 109 days, the result of a legal move.

## SONG AND DANCE IN COURT

Gaudsmith Boys Do It To Prove Mother Cares For Them

Chicago, March 4. Case of Henry Gaudsmith, vaude performer, against his divorced wife, Florence Gaudsmith, for the custody of their two children, was decided in court by the youngsters themselves. In reply to Gaudsmith's charge that the boys weren't being properly trained, they retorted that their mother treated them as if they were the kids did a song and dance for the judge, explaining their mother taught them.

The judge decided upon a compromise, giving the mother custody of the two children, Kenneth, 9, and Adolph, 7, but ruled that Florence Gaudsmith must move from New York to Chicago so the boys' father may visit them more often. Gaudsmith's request that the \$50 a month alimony be set aside was refused.

## BLOCK-SILLY WEDDING

Los Angeles, March 4. Jesse Block and Edna Cooper who open here at the RKO this Thursday, are slated for the matrimonial route.

Couple plan to tie the loop while in town.

## King's Steady Spot

John King, old-time minstrel man, in vaude 14 years partnered with Vaughan Comfort, has become an assistant superintendent of St. John's College in Brooklyn.

## Forgery Sentence

Chicago, March 4. Harry Burns, alias Cooper, who posed as one of the four Cooper brothers, vaude, was sentenced to 60 days in the Bridewell for forging checks as Harry Cooper.

## Gaufurina's First

Harry Gaufurina's first Public unit since he joined the production staff will be "Dancing Keys."

It opens in New Haven next week.

Jeff Davis Moves

Jeff Davis is moving over to the Billy Jackson agency from C. B. Maddock's. Both New York Keith agencies.

## Uncertain Cakes

Chicago, March 4. Newspaper running "hidden word" contest in its want ad column supplied to find 15 records daily from a certain address.

Curious, they found the address was a hotel inhabited principally by vaude lay-offs.

## 15 'BLUE CUTS' IN \$6,000 ACT

Type of material used by Ted Healy at the Palace, New York, last week nearly caused Keith's to cancel the \$6,000 comedienne before he finished the week. More than 15 cuts were ordered made in his act during the course of the engagement. Before he was permitted to start his second (current) week at the Palace, Healy was said to have promised to be good.

Some of the gags and biz, followed by reported disregard for orders, combined to incur the displeasure of Hiram S. Brown. The RKO president took personal cognizance of the material and advised Healy, through a booking official, that if he did not comply with the circuit's orders his services would no longer be required.

Mr. Brown regards offensive material on the Keith stages with extreme disfavor, and has often voiced his feelings in the matter to acts through the bookers.

Account was that Keith's feared setting of an unfavorable precedent by Healy's use of blue stuff at the Palace. Other comics and acts who caught Healy at the Palace would be justified in objecting to censorship of their material. It was said Healy has been approved for a third week at the Palace. A fourth week is even possible, with the booking department leaving it open.

## Disregard Vass' Will

Appraisal of the estate of Ephraim Cohn, vaudeville actor, known as Victor Vass, who died in New York last May, last week netted \$12,123 due to the payment of his debts, which included \$1,213, due the N. V. A. Vass' will was disregarded because it was written on March 2, 1928, when he was under going treatment for mental trouble. He bequeathed all his savings to the N. V. A.

N. V. A. waived any claim to the estate on condition that Vass' heirs would not dispute the organization's right to collect \$12,123 due. Under the agreement the net estate went in equal shares to Henry and Merle Casper, uncles of Vass, living in Long Island City.

## UNEMPLOYED MOB

RKO Usher Ad in Providence Starts Riot—Police Called

Providence, March 4. Unemployment condition here is so bad that when the RKO Victory movie advertised for an usher last week \$300 applied for the job and caused a near riot.

Informing that the job was filled, the crowd milled about the house in a threatening attitude. Police called and the mob was broken. When the mob refused to move Manager Storin called police.

## Bert Wheeler's \$3,000

Bert Wheeler has his new picture glass from Radio Agreement in force for one year at \$3,000 a week, play or pay.

Roscoe Arbuckle has been given a contract by this same company as gag man.

## Soph Resumes April 15

Sophie Tucker's Loew time, canceled because of illness, will be resumed April 15. She expects she will be fully recovered by then.

Lita Grey Chaplin is subbing for Soph at Loew's, Kansas City, this week.

## AGENT SAYS WILL FIX BOOKING OFFICE'S NO

One of the 10 RKO agents declared out in the current wholesale disenfranchisement has written to all the acts he represents advising them to disregard anything they might read or hear regarding his loss of status on the Keith floor. It stated that by the time the exit date (April 1) rolls around, he will have squared himself with the booking office.

The same agent is said to have asked Keith's to extend his time on the floor 30 days, or until May 1. Account is the booking office, consulting agents request for more time with the booking letters to his acts, refused an extension.

Due to his past record, according to Keith's, this agent has no chance of returning, back to the contrary notwithstanding.

## Frances Williams Sued In Alienation Action

Pittsburgh, March 4. Frances Williams, appearing here last week at the Alvin in "Scandal," was sued for \$100,000 in Common Pleas Court by Mrs. Bertha Jones of Pittsburgh, who alleges alienation of the affection of her husband by the plaintiff with "The Calligraphic College in Paris, Million Frenchmen." Miss Williams admitted her engagement to Jones, stating he had proposed last December, and exhibited an engagement ring he had given her.

Jones was a former taxicab driver here and in Beaver Falls, Pa., his wife says. They were married in December, 1927. Mrs. Jones claims, and until July, 1929, he was devoted to her. Her bill of particulars charges that while Jones once paid her \$200 weekly for support, lately he refused to contribute a cent and has satly ignored her.

Mrs. Jones says her husband has inferred that the remedy would be a divorce so he married Miss Williams. The plaintiff also claims that Miss Williams had been notified Jones was a married man, but that she has repeatedly ignored this fact by her actions since.

Miss Williams said here that Jones had not lived with his wife for almost three years and that she intended to marry him just as soon as he obtains a divorce.

A capias attached to the suit asked that the actress be arrested and held in lieu of \$5,000. Judge Moore reduced the bond to \$1,000, and this was posted.

## UNIT'S BATTLE LULL

Darickson and Brown Remain in RKO Lineup Unless—

Battle of Charles Darickson and Burton Brown against the rest of the Orpheum vaudeville unit composed of Stewart and Lamb, Di Gilmore, Foy and Jaret, The Cavaliers (band), and the two-man piano and singing act has apparently subsided. Keith's has changed his mind about taking the troublesome team off the bill, but the booking office still makes threat of removal if nasty words are tossed around again.

Agitation among members of the unit bill raged during the 10 weeks they have been out, and caused constant trouble on the show.

Following the arrest of one of the Di Gilmore in Oakland upon the two-acts' complaint in Oakland, the office stepped in to halt further battling.

## Sam Thall's Daughter

Chicago, March 4. Zabelle Thall premiered professionally as a danseuse at the Opera Club.

She is a daughter of Sam Thall, glass from Radio Agreement in force for one year at \$3,000 a week, play or pay.

## INJURY SUIT

Bridgport, March 4. Damages of \$7,500 are asked in an action filed in Superior Court this week by Flora Carpenter, dancing teacher, against Percy Anderson, real estate agent.

Plaintiff claims to have been seriously injured July 7, 1929, when she tripped and fell headlong down an unlighted flight of stairs.

# Keith's Lets Out 10 Agents; Cuts Number to 18, Lowest in History—Third Slice Within Year

The broom of the Keith office has swept through the agency ranks again; 10 franchised agencies are out. This general revocation of franchises by the booking office is complete on record and shaves the number of outstanding Keith franchises to 18. It includes some producers in and out, listed as agents.

## AGENTS OUT

Max Hays. Milton Lewis. Nadell & Gerber. Morris & Fall. Roger Murrell. Bart McHugh. Harry Conn. Rose & Manwaring. Paddy Schwartz. Henry Salitt.

Most of those let out have been aware of their coming fate, since announcement of the cut was made several weeks ago. Only those who have sought out agents to book their booking activities and have worked in harmony with the booking office remain. The others—those who are out—were considered non-productive, or an unfavorable element, and are out because their efforts were not considered by Keith's as sufficient to warrant the privileges granted agents on the booking floor. A year ago, with Keith's in the same shape as it appears to be now as concerns income available to the agents, there were over 60 franchises outstanding and close to 100 agents doing business under that number of permits.

## Third Cut in Year

Last week's reduction was the third in about a year and cuts the list of franchises to the lowest in modern records of Keith's. At the time E. F. Albee left, the Keith floor has dropped with about 150 agents and not more than 10% of that number booking enough acts solely with Keith's to derive a respectable living therefrom. The same condition has existed to a lesser degree since the first two cuts, this prompting the circuit to reduce to a better balance of agents for the number of acts played.

It is believed by Keith's that the late Jackson might opportunity for the 18 remaining franchise holders to eliminate any violation of the restrictions under which they are franchised. This is the booking office's "out" of the circuit, taking excess commissions, raising salaries against the best interests of the booking office, and otherwise cheating out of the booking office because a living could not be made by exclusively booking within the Keith office.

## Agents Remaining

M. S. Bentham. Charlie Bierbauer. Jack Curtis. Phil Morris and George Choo. Henry Fitzgerald. Mart Forkins. Tom Fitzpatrick. Max Gordon. Ned Gorman. Edw. S. Keller-Jack Walner. Charles Maddock. Morris Morris. James E. Plunkett. Harry Rogers. Ben Rosen. Les Stewart. Weber-Simon. Weeden & Schultz.

In addition, Keith's franchised agents are permitted to place acts with pictures and in legit. Opening of the two non-opposition fields has broadened the scheme for the agents, the cuts in the ranks broadening it further. Henceforth, any Keith agent found violating the rules in any way will immediately lose his franchise.

The "associate agents," those booking on the floor under permission of a franchise holding associate's franchise, who are out, can return to the booking office under some other name only by the approval of Ben Piazza.

Charles Freeman and George Gofrey.

In the future there probably will be an average of two associate agents doing business on the floor under each franchise, or a total of about 50 agents altogether. Many of this number will be minor associates.

Included in the list of agents released are several who as far as known have been loyal to Keith's under the rules of the restrictive franchise, but whose past business fails to call for further association with the booking office. Others, without any distinction made in the announcements, are reported to have incurred the wrath of the circuit by refusal to abide by the rules and adoption of a "sue me" attitude.

## Political Wires

As soon as the lists were made public and the agents notified as to their status, several lost no time pulling wires for a return. A few were said to have appealed to various political powers at Tammany Hall for help. Others have been fairly so badly on the booking floor lately that they took their notice as though they expected it and made no effort to protest.

Under the revised franchises there will be no distinction between agents and producers. All agents can now produce and all producers booking acts with Keith's under franchises are considered as agents. The older system of franchises for producers forced the act builders to book through another agent and often made Keith's buys more expensive due to the "declaring in."

## Associate Agents Out

Phil Offin. Bill Cowan. Malcolm Eagle. Jack Feingold. Jack Frank. Frank Donally. Leonard Romm. Wayne Givley. Nick Agnata. Joe Reider.

The changes in Keith's affects agents only. There is reported to be no immediate contemplation of any changes in the booking personnel.

Phil Schwartz, one of the disenfranchised agents, voluntarily turned in his franchise a few days before the cut to go with the M. S. Bentham office as an associate under Bentham's permit. This has been passed on by Piazza.

The releases are as of April 1, giving the departing agents a month to clean up and straighten out their affairs. On that date there will probably be a turnover to remaining agents of acts now represented by those who have been disenfranchised.

George Choo and Phil Morris, formerly classified as producers exclusively, have been teamed under one franchise.

Immediately after the identity of those out was disclosed, every second agent retaining his status hopped on the "out" agents' list of acts by phone, wire and mail. Return from the agency from the remaining agents, Keith's has reiterated its intention of entirely wiping out "direct booking" in order to buy all acts through bona fide Keith act reps.

## SEAL BITES ODIVA

New Britain, Conn., March 4. Lady Odiva was painfully but not seriously injured when one of her seals bit her arm. The seal was hurt while working at the Strand here and turned on Odiva.

Lady Odiva is in the tank until the curtain was lowered. She was given medical attention later and worked the next show.

## Brice-Baker Return Date

Fannie Brice and Phil Baker, who teamed for an afterpiece at the Palace, New York, three weeks ago, plan to return date together week of April 15.

Miss Brice started a 10 weeks' percentage route for Keith's at The Albee, Brooklyn, this week.

*Remick Telling You-*  
*that*

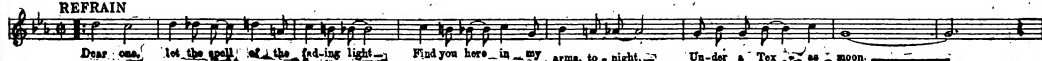
FROM  
 WARNER BROS. TECHNICOLOR  
 PRODUCTION "UNDER A TEXAS MOON"

# UNDER A TEXAS MOON

LYRICS AND MUSIC BY RAY PERKINS

ECLIPSES ANY "MOON" SONG EVER PUBLISHED.  
 A HAUNTING SLOW FOX-TROT THAT POSITIVELY WILL BE A RECORD BREAKER

REFRAIN



Copyright, 1929, by Remick Music Corp., New York

*that*  
 FROM FIRST NATIONAL PICTURE "SPRING IS HERE"  
**CRYIN' FOR THE CAROLINES**

LYRICS BY SAM LEWIS & JOE YOUNG MUSIC BY HARRY WARREN

IS THE SUPER HIT OF THE SEASON THEY'RE ALL CRYIN' FOR.

*that*  
 FROM FIRST NATIONAL PICTURE "SPRING IS HERE"  
**HAVE A LITTLE FAITH IN ME**

LYRICS BY SAM LEWIS & JOE YOUNG MUSIC BY HARRY WARREN

IS EVERYBODY'S FAVORITE FOX-TROT BALLAD - DON'T MISS IT!

*that*  
**ABSENCE  
 MAKES  
 HEART  
 FONDER**  
 (FOR SOMEBODY ELSE)  
 LYRICS BY LEWIS & YOUNG  
 MUSIC BY HARRY WARREN  
 IS ON THE WAY TO  
 HITDOM

**REMICK  
 MUSIC CORP.**  
 JEROME KLET-PRES.  
 219 W. 46 ST.  
 N.Y.C.

*that*  
 FROM FIRST NATIONAL'S  
 "FORWARD PASS"  
**HELLO  
 BABY**  
 BY MAGIDSON, WASHINGTON & CLEARY  
 THE HOT RHYTHMIC  
 TUNE IS "THERE"

# Publix Dropping Six Unit Weeks; No Route Stands West of Minn.

Publix unit route will lose Denver, Omaha, Des Moines, San Antonio, New Orleans and Dallas within three weeks. This cuts six weeks off the tour and reduces number of weeks for the units to 19.

Four of the six will go straight pictures. Remaining pair, Omaha and Des Moines, continue in presentations, locally staged with spot bookings of acts from the Publix office in Chicago.

Possibility of Denver, San Antonio, New Orleans and Houston later going vaudeville is held unlikely by Publix. There were reports that the four towns would be vaudebooked by the William Morris office in New York.

Loss of the six weeks follows a previous loss when Loew's pulled five weeks of its own towns off the Publix books. Publix units are left without a theatre west of Minneapolis all remaining playing time confined to the east.

Publix picture house unit route becomes about equal to Loew's after withdrawal of the six towns. San Antonio drops out March 13 and the rest at various other dates up to March 20, at which time Denver withdraws.

## \$5,000 FOR AIR TRIO

State-Lake Pays Three Doctors Record For Chi Radio Act

Chicago, March 4. RKO has booked the Three Doctors, radio act, for the State-Lake week of March 22 at \$5,000. This is more than was paid Amos 'n Andy for the same house.

High salary is for anticipated local drawing power, following results with Amos 'n Andy and the Hungry Five. In Chicago the Three Doctors over WMAQ rank with Amos 'n Andy as an air attraction.

State-Lake will be the first vaude appearance for the "nut" trio.

## VAUDE BACK IN TWO

Vaude goes back into the Strand, Niagara Falls, N. Y., and the Gayety, Utica, booked by the New York Fox offices (Jack Allen), March 22. Fanchon-Marco Ideas, now played in both, will be discontinued.

Utica show may be enlarged by Fox bookers to compete with the Keith theatre there.

**MILLER**  
AND  
**WILSON**

In a Comedy Skit

"I DARE YA"

This Week,  
Palace, Chicago

Booked Solid—R. K. O.

Direction—MORRIS & FEIL

## KEITH'S FAMILY DEPT. NOW WITH 9½ WEEKS

Direction of scout work and selling effort by Ben Piazza, with assistance from Jack Hodgdon, has built up Keith's formerly anemic Family Dept. book to nine and one-half weeks of playing time. The former "fifth floor" division, declared through at the start of the season, now has a healthy look in contrast to the shape it was in a few months ago.

Pending deal whereby the six Amalgamated-booked Comerford towns are to swing over to Keith's for bookings, would increase the Family time to 13 weeks. Latest definite additions are Canadian Paramount's two full weeks in Toronto and Hamilton, both formerly booked by Pantages. Bookings start March 15.

All but Albany, Troy, Schenectady and Union Hill of the houses on Hodgdon's book, besides four RKO theatres in New York, are independently owned and affiliated with Keith's under-vaudeville-bookings agreements only.

Scouts are currently on the road for additional indie time.

Family Dept. book now contains the Bushwick, Prospect, Royal and Franklin, New York City; Toronto, Hamilton, Utica, Albany, Troy, Schenectady, Ottawa, Quebec, Pittsburgh, McKeesport, Union Hill and Jersey City, Toronto, Hamilton, Albany and Pittsburgh are full weeks; Ottawa and Quebec, first halves. Rest are splits.

## Loew May Return to Mon.-Thurs. This Month

Loew's proposed return to Monday and Thursday opening days for vaude may take place March 17. Proposal has been up for some time with final settlement and naming a date due this week.

No benefits have been derived by Loew's from the change to Saturday starts. Loew's joined the general change by all vaudeville, following the picture house idea of getting the week-end business early.

Other vaude circuits are not considering a change as yet, perhaps waiting for results of the Loew move.

## Chi's Unlicensed Agents

Chicago, March 4. Booking of acts by unlicensed organizations, particularly by orchestras and dancing or acting schools, is getting the squawks here.

Practice has become so prevalent that regular agencies are planning to take the matter to the State Employment Commission.

## VAUDE BACK IN TULSA

Tulsa, March 4. Interstate's Orpheum theatre, straight pictures since the start of this season, returns to vaudeville March 11. Will play the Interstate road shows three days (Tues.-Thurs.) weekly.

This city will fill the present three day layover gap between Oklahoma City and Ft. Worth on the Interstate route.

## \$1,000 FOR 2 SONGS

Chicago, March 4. Maurice Chevalier received \$1,000 from B. & K. for a single appearance at McVicker's.

He sang a couple of songs.

## Lucas' Vaude Return

After working in talkers for Warner Bros., Nick Lucas is returning to vaude.

He opens for Keith's March 19 in Paterson, N. J.

## Tourist Tickets

Chicago, March 4. Sam Thall, general traffic manager for the RKO western office, is attempting to work out a scheme whereby all persons buying transportation through that office will be given an all-year tourist ticket. If this idea falls, plan is to inaugurate a special tourist rate during the winter months for acts.

At present the tourist rate begins late in May and expires in November.

## SPOT BOOKING BACK IN EAST

Spot booking of all Keith bills in the east commenced this week as a result of the eastern booking department's decision to abandon the unit show policy. At the same time all unit bills formed since this plan was inaugurated were scrapped and the acts in them re-routed.

Keith's eastern books are now back on the old week-to-week basis, with theatres uninformed of future bills for a week or less in advance. Return to spot booking takes the edge off the RKO publicity department's extensive campaign to exploit the eastern units well ahead of each theatre and in each town. Advance exploitation is still possible west of Cleveland, however, where the western booking department's four-act unit bills are playing. Policy will probably stick in that territory.

## MURRAY FEIL SET

Morris & Feil Agency Out—Letter to L. A. for Wm. Morris

Murray Feil (Morris & Feil) left New York Saturday for Los Angeles to take charge of the William Morris office on the coast. He replaces William Perlberg, who followed Walter Meyers as Morris' Los Angeles manager a short time ago. Perlberg is opening his own coast agency.

Joe Cornbleth, also of the Morris Los Angeles office, leaves and is now on his way to New York to line up acts he will handle through Perlberg's office which opens April 1. Before leaving Feil dissolved his Keith agency partnership of 14 years' standing with Hugo Morris, brother of William Morris. Hugo planned continuing the Morris-Feil Keith agency business alone, but the agency's name is on the list of agents disenfranchised by Keith's.

Prior to teaming with Feil in their agency, Hugo Morris was a booker of theatres in the William Morris office, handling at one time the Percy Williams' houses and Hammersteins. Reports are he may return to the Morris office as an agent.

## 8-Act Pop. Bill

Dave Beehler, RKO district head, is lining up an eight-act bill for next week at the Albee, Brooklyn. This will be the first time a pop neighborhood stand in the chain has used this many paid acts, with a feature.

Beehler is exploiting the extra show as a Spring Carnival, on the strength of last week's weather.

## N. Y. U. Band Date

Keith's has arranged a spot booking for the New York University band of 40 pieces at the Fordham, N. Y., for three days, starting March 12.

## Alma Rubens Indisposed

Owing to illness, Alma Rubens' date at Proctor's, Mt. Vernon, last half this week, has been canceled. She is reported with a severe cold.

# JOE TERMINI

"The Somnolent Melodist"

## CONCLUDING 15 WEEKS IN NEW YORK

at ACADEMY OF MUSIC

March 1 (Return Engagement)

and then—

MARCH 15—PALACE-ORPHEUM, ST. PAUL

" 22—ORPHEUM, WINNIPEG

" 29—GRAND, CALGARY

APRIL 5—ORPHEUM, SPOKANE

" 12—ORPHEUM, VANCOUVER

" 19—ORPHEUM, SEATTLE

" 26—R-K-O PAN., TACOMA

MAY 3—ORPHEUM, PORTLAND

" 17—GOLDEN GATE, FRISCO

" 24—ORPHEUM, OAKLAND

" 31—HILL ST., LOS ANGELES

JUNE 7—ORPHEUM, SAN DIEGO

" 21—ORPHEUM, SALT LAKE

" 28—ORPHEUM, DENVER

JULY 5—ORPHEUM, OMAHA

" 12—MAIN ST., K. C.

" 19—ST. LOUIS, ST. LOUIS

" 26—PALACE, CHI

AUG. 2—105TH ST., CLEVELAND

" 9—PALACE, AKRON

" 16—KEITH'S, YOUNGSTOWN



Direction  
WM. MORRIS  
R-K-O  
WEBER-SIMON

R. K. O.

**EDITH GRIFFITH & CO.**

In "LOVE IN THE RANKS"

THIS WEEK—PALACE THEATRE—CHICAGO

THANKS TO MESSRS. BEN PIAZZA and BILLY DIAMOND

Personal Direction, HARRY BEELER

R. K. O.

## Ad Co. to Teach RCA Subsidiaries Inter-Exploitation

Meetings with Lord, Thomas & Logan, advertising agency, at which representatives from all branches of the diversified "Radio family" will be present, are to be held every month in the future, it has been decided. Next meeting is scheduled for March 20 at the ad company's headquarters.

Agency is now handling the ad accounts for RCA, R-K-O, Radio Pictures, NBC, RCA Photophone, Radio-Victor and all other subsidiaries.

### REMEMBER

#### WANTED

Good comedian to join Al Trahan's act. To open in Spokane, Wash., immediately.

See:

Meyer (Basil) Gerson  
Sammy Tishman  
Jess Freeman  
Joe Bigelow, or  
Charlie Morrison

(Office of the President R.O.C.T.)

### AL TRAHAN

ENOS

### FRAZERE

"Acme of Finesse"

THIS WEEK (March 1)

Keith's, Yonkers

LEWIS MOSELEY & LEE STEWART

AT LIBERTY

Fine cultured tenor, pleasing in stage presence, will join high-class act, Paul Dietz, 28 Prospect St., Palisades Park, New Jersey. Phone Lennie 1582.

### Kitchen Panic

Hollywood, March 4. El Brendel paid a visit to one of his old hangouts eating joints in St. Louis and the proprietor insisted he go back in the kitchen to meet the dishwashers and hired help.

As El made his appearance, they all dropped dishes with the result the cost was tacked onto his check.

It's the first time an actor has had to pay for a personal appearance.

aries of Radio. Following two preliminary meetings, with representatives present from all companies, it was concluded that a monthly get-together for exchange of ideas, coordination of campaigns, exploitation, etc., would be profitable to all. While no important steps have been taken at the two meetings already held, the groupwork has been laid to induce members of the RCA family to help each other wherever possible, rather than help someone on the outside. Argument, for example, is that if RCA Radiotrons, in using pictures of film stars in advertising displays, uses stars on the Radio roster, it is helping one of its allies.

### Keith's Cutting Trailer Lengths in All Houses

Keith's will keep its vaude trailers to a minute and a half or two minutes in running time. This is for an entire bill. Decision to cut running time was caused by belief that trailer layouts already run overlong.

Cost also figures, with Keith's trailer bills more than doubling with sound and dialog screen ads for vaude shows.

Sudden elimination of instant shows in the east presents a difficulty, but it is understood trailers will be made of headline acts and, where possible, of whole shows, providing the eastern bookers are sufficiently in advance.

Vaude trailers covering Western units are now being made as the shows are put together.

Rosita Moreno's Film Contract  
Rosita Moreno, of vaudeville, given a five year contract by Paramount.

### Negro Act Asks Injunction Against About Everybody

Buck and Bubbles' troubles, on again, reached the New York Supreme Court yesterday (Tuesday) where they applied for an injunction against interference from RKO, William Morris, Nat Nazario, Louis H. Saper and Jacob H. Marcus.

Last week, upon application from Robert Broder and Milton L. Maier, attorneys for RKO, Supreme Court Justice Bijur vacated the temporary restraining order previously granted the colored two-act.

Although booked by Keith's to open in Albany, N. Y., last Saturday, they were found to be playing Fox's Audubon, New York. Instead, Fox's request, RKO permitted them to play Saturday-Sunday at the Audubon, but Monday the act was taken out.

Week of Feb. 22, at the Scollay Square, Boston, for which Buck and Bubbles were booked by the Morris office, was cancelled when RKO notified Morris and the theatre of an exclusive contract with the team.

Buck and Bubbles are alleged to be bound to Keith's under contract with Nat Nazario, their former manager, agent and sponsor. Nazario is charged by Keith's to have signed the team for three years expiring in September, 1931. Under the agreement with Nazario, say Buck and Bubbles, the salary is \$850, out of which they pay \$250 to Nazario.

When Nazario went into bankruptcy a short time ago his contract with Buck and Bubbles was sold at referee's auction to Jacob Markus, New York hotel man, for \$250. Keith's claims its agreement for the team's services still holds good, despite the change in intermediary.

In addition to the injunction the colored vaudevillians sought to be relieved of any connection with Nazario's bankruptcy proceedings. In the suit Buck and Bubbles' right names were given as Ford Lee Washington and John W. Sublett.

### TWO CLAIM SAUCE-LEPPS

Claiming priority contract on the troupe of saucer-lipped Negresses from the Belgian Congo, Terry Turner has announced they must play vaude in the big saucer-gauged Ringling circus contract. Ringling office, through Frank A. Cook during his recent European trip, had signed the troupe for the circus.

Both the Turner and Ringling contracts were signed by Lombard, the troupe manager, Ringling's put up \$9,000 cash bond and arranged for their transportation to this country. Girls are now in Buenos Aires.

Turner, who sails Friday for Paris, has turned his contract over to his attorney. He claims he and Lombard signed the contract in Bandol, France.

Bedini Doing Act

Jean Bedini, who spent most of the season censoring Mutual burlesque shows, has returned to vaude. Doing a series of blackout skits. Assisted by Louis Edward.

Started a Fox tour in Jersey City last week.

### NEW ACTS

Frank Sinclair, "Kidding Thru" (6).

Murray Briscoe and Jean Waters, two-act.

Old-Morgan and Co. (16) including Lowell Sisters, Jack Brown and Clara Bennett, in "Dr. Hoke."

After an absence of over a year Whiting and Burt are framing an act to return to vaudeville.

### Repartee

Abe Lastfogel, trying to persuade the Gaudsmiths to accept bookings which they had declined, wrote them to explain that they were getting a good break. He finished: "Talk it over with the dog. He has to do all the work and I know he won't kick at the salary."

Act finally signed the contract and returned it with a letter ending: "Talked to the dog about the commission and he won't pay it."

### FLOYD STOKER BACK

Snowstorm Buries Former Agent's Hardware Business

After trying operation of a hardware and plumbing supplies store at Sandy Creek, N. Y., Floyd Stoker, oldtimer here vaude and for many years a Keith agent, is back to crash show business. Stoker has already seen some of the RKO execs about his planned return. He has been an agent and manager.

A recent snowstorm in the north wrecked the hardware emporium, cleaning Stoker out in that business.

### Contract-Mixup

Contract mixup over the booking rights to "Chinese Whoopie Revue," playing the Riverside, N. Y., this week, with both Keith and the Fanchon and Marco office claiming first hold on the act. Yesterday (Tuesday) both Keith and P. & M. were instructed by Major Donovan, of the V. M. P. A., to present their claims before him for a settlement. P. & M. obtained a prior contract, signed by Erwin Corbely, said to control the act. Keith contention comes through another contract signed by one Wing, of the act and appearing in it, with the William Morris office. Morris agreement was obtained by Abe Lastfogel, who had planned to send the act through the Public houses following its Keith bookings.

### TALLEST-SMALLEST TEAM

Combination freak act composed of the two extremes in masculine physique—Jim Turner, world's tallest, and Major Mite, world's smallest—has opened for Keith's. Team was formed by H. R. Emde, RKO exploitation man and division manager in Westchester.

Tarver is eight feet, six inches tall and weighs 450 pounds. The Major's highest point is 26 inches from the ground.

See Jung goes with Harry Krevin's "Femme Follies" revue over the Fox time, joining at the Orpheum, Tulsa, Okla.

Al Friend, who quit vaude a year ago to enter the agency business, is forming a new act with Jack Wells.

### AL BOYD AFTER INDIE RKO-BOOKED CIRCUIT

Without financial backing but with moral support from RKO, Al Boyd, Philadelphia showman, is touring the states of Pennsylvania and New Jersey in an attempt to line up a circuit of vaudeville theatres.

The proposed string of indies would be vaude-booked by Keith's while remaining independently owned. Boyd, from reports, proposes to operate for the managers.

Louis Walters' out of Keith's club department in New York

### Back At The Palace New York This Week

## Marie Marion

Clifford and Marion

### The Most Imitated Girl In Showdom

## JOSE MORICHE

Brunswick Recording Star (In Person)

After playing a successful engagement at the Palace, New York, last week as a feature by Rosita Moreno, Jose Moriche, famous Spanish tenor, will make appearances at both the Palace, Cleveland, and Palace, Chicago. His many record followers now have the opportunity of SEEING their favorite.

## Maryland Collegians

### FROM THE 1930 CLASS OF JAZZOLGY

WITH

KIT KRAMER as

"THE SWEETHEART OF SIGMA CHI"

CHARLIE GOULD, Cheer Leader

EDDIE BALTZ, Mgr.

BOOKED SOLID RKO TILL JUNE

THANK TO MAX TISHMAN (Jas. Plunkett Off.)

NOW (MARCH 12-14), KENMORE, BROOKLYN

WEEK MARCH 15, HIPPODROME, NEW YORK

Musical

Acrobatic

Comedy

Rhythmic

Comedy

**billy m. greene**

Harmony

Quality

of Films

Thanks: AL GROSSMAN

RADIO-KEITH-ORPHEUM CIRCUIT OF THEATRES

Vaudeville Exchange  
General Booking Offices  
Palace Theatre Building  
1564 Broadway

R-K-O FILM BOOKING CORP.  
General Booking Offices  
1560 Broadway  
NEW YORK



1560-1564 Broadway, New York  
Telephone Exchange Bryant 3300  
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

## 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 BLD'G

JOHNNY JONES

IN CHARGE

## CHI-CLEVELAND PALACES BOOKED IN EAST AGAIN

Keith's Palaces in Chicago and Cleveland, now booked by the east division, will be switched to the eastern book March 8. Thereafter they will be booked by George Godfrey in conjunction with the New York Palace and modified "big time" of the east.

With the Palaces in New York and Chicago, Godfrey will be the bookers of the only remaining straight vaudeville theatres in the country. Besides the two two-acters and Cleveland, Godfrey is personally booking the Albee, Coliseum, Kenmore, Flushing, Madison Fordham, 81st, 68th, 68th, Chester and Riverside theatres, New York, and Providence and Boston. His lone assistant, not booking, is Dolph Laffer. Arthur Willis and Bill Howard have the remaining eastern time between them.

Godfrey states the only probable change in the eastern booking program to be caused by the acquisition of Chicago and Cleveland will be assignment of another assistant to his book.

Orpheum department's road shows play the State-Lake, Chicago, and 105th Street, Cleveland. Arrangement gives both booking divisions an out in the two cities. Cleveland Palace will continue its vaudeville policy.

## Fannie Brice Stopped In Par Broadcast

Fannie Brice, playing the Albee, Brooklyn, this week on a 10-week Keith percentage route, was restrained by R-K-O from participating last night (Tuesday) in Paramount weekly radio broadcasts from the stage of the Paramount, Brooklyn.

Par wanted Miss Brice to plug her United Artists picture, "Be Yourself," which opens this week at the Rivoli, New York. No salary was offered Miss Brice for the radio work.

R-K-O objected on grounds Miss Brice's vaudeville contract calls for exclusive services. Miss Brice stated she consented to go on in the Par broadcast, known as "Nite Owl Frolics," without knowledge that the actual broadcasting was to be done publicly on the Paramount theatre stage.

Paramount and Albee theatres are two blocks apart in downtown Brooklyn.

## Three-Act Combo

A three-act combination to work in fact in Keith houses has been organized. Turns are "Sunkist" Eddie Nelson's act, the Hollywood Collegians and "A Night in a Day Nursery" with the Bethel Glee Club. Combo opens today (Wednesday) at Proctor's 58th Street.

## SACRAMENTO DROPPING IDEAS

Los Angeles, March 4. Reported the Senator, Sacramento, now playing F. & M. ideas, will shortly go straight ahead. The Senator is operated by Fred West Coast on a partnership and has been using the F. & M. units for several years.

## YOUNG ROSENBLATT AS ACT

Josef Rosenblatt, son of Cantor Rosenblatt, himself a cantor, is entering vaude via Fox. First date set for the Polly, Brooklyn. Like his father, Josef will be unable to play the first show Saturday as he must be at the Temple for service.

## AMATEURS PUSH OUT VAUDE

Regulation Keith vaude is out at the Coliseum, N. Y., for an entire week, evenings only, beginning March 15. "Coliseum Frolics," containing 50 young amateurs and staged by Gertrude Bigelow, will be substituted.

Esther Ralston's Route A western RKO route to follow several months of time in the east, winding up this week in Paterson, N. J., has been arranged for Esther Ralston. It covers 15 weeks, starting at the Palace, Cleveland, Saturday (8).

Bobby Agnew Agent Bobby Agnew, the former picture juvenile, has the right to make. He will manage Louis Shurr's Los Angeles office.

## Matter of Ashes

RKO is investigating one of its house managers about the attention being paid the furnace.

Theatre has been using 15 tons of coal on each loading, but when the boys checked over the account they found a charge against the house for removing 25 tons of ashes. Novel, if not exactly new.

## TALKING TO A TOWNER

(Continued from page 38)

was pretty good at it once myself. I still can do a handstand... I learn my kids all that stuff... Do you like this town?... I guess they are all alike to you fellows... But this is a hard town to get by in for you fellows... they don't like to clap much... But they enjoy it... It you get by here, you can do it by any place. There's a lot of people that go to New York and see all the shows and you can't fool 'em... This is one of the richest towns in the United States... You ever hear of Bixby, the soap man?... Well he has a home here... The theatre you're playing at costs six million dollars and they tell me its better than the RKO... not as big but the paintings in the lobby and the carpets cost more.

## About That Dog Act

Say, I was gonna ask you about that dog act on the bill... Does he get the dog out on the floor when they already trained?... We have a dog home, a fox terrier, he does a lot of tricks and we hardly ever showed him anything... just picks it up and he does it... I think the dog would like to buy him. If he would train him he'd be better than the ones he's got... I'd hate to lose our dog, but he's as smart as a whip... I think he ought to go on the stage... Do you think he'd buy him... I think I'll go around to see him... I was gonna go on the stage once myself once with another fellow... I was working in the same shop together and the firm gave a ball and we did German and tramp... I did the German... I started a pillow in my pants and we had wigs and everything... it was a scream. He had a good voice and I whistled... we sure went big—everybody wanted us for parties... There was a few act at the bill but my brother was an actor... Well, not exactly an actor. He was an electrician with some show that was playing in Pennsylvania and he said he would write him about us and we'd go in with him... But the old lady was alive then and I didn't want to leave her... I guess if we stuck we'd be away up now... I don't know what he'd do... Gee, you don't see any more tramp and German acts.

## The Kids Jig

I have a family now. I gotta a couple of kids. They jig. Only five and six, but they sure can jig. I saw them last week took them to the show. They saw the show and come back and do everything they saw—some-times better than the actors themselves... Maybe I'll let them go on the stage when they get older... I'd like to get them in pictures first... The Mrs. is going to take them out to California next summer, maybe they'll get in to that line.

I have a letter to a big man out there from our Congressman. He knows all them fellows out there—a great guy... Do you play golf?... I have the best course in the country here... that's why everybody says that played here... I don't go in for golf much. The Mrs. and I like to bowl... I have a plumbing place down the street here, here's my card, drop in if you're around... I guess you actors get pretty lonesome not knowing anybody in the different towns. But I guess you have lots of fun between yourselves.

You certainly must meet a lot of swell looking girls. I knew an actress once, nice woman too... I don't know what became of her. Well glad I met you... Tell the dog man I'm going to see him and bring my dog down before he leaves... So long.

## VAN-SCHENCK KEITH ROUTE

While playing a week for Loew's at the State, following their return from picture work for Metro, Van and Schenck were given a contract by Keith's. Reported salary is \$3,000.

Team opens at the Kenmore, Brooklyn, Saturday (8).

## ILL AND INJURED

Tommy Bell is in N. V. A. ward, French hospital. Bell is the acrobat and wire worker who for years coached Fred Stone in such work.

Richard Bosch, manager, Loew's Inwood, N. Y., after severe illness, able to be up and around the house. Herbert Hoey (Max Hart office), improved after rheumatic attack.

Max Hart, of east coast, reported having gained weight since recent return there. Extraction of teeth helped.

Jane Wise of RKO's radio department aured a broken nose in a cab smashup in New York Monday.

Low Golden's left arm injured in an auto accident last week in New York.

Minor Watson painfully hurt in an auto accident near Yonkers, N. Y., last week. Watson is with "It's a Wise Child."

Milan O. Welch, press agent for Rudy Vallee, discharged last week from Plaza hospital where he underwent an operation.

Paul E. Sweeney, releasing in "The Serenade" in Boston, stricken by appendicitis.

Frank Siden, entertainer, ill of tuberculosis in Montefiore Hospital, New York.

Mr. and Mrs. Jean Fox severely injured in train wreck at Kenosha, Wis., last week.

Professionalism as Katharin Ferris.

## Olympic Makes Money

Denying a report in Variety that the Hollywood Legion Stadium is the site of the Olympic games, making money, the Olympic has mailed affidavit from a public accountant stating it has shown a profit for each of the past four years.

Statement that the club has been sold out only three times is also incorrect, according to S. E. Masters, manager.

## Chas. Fox Sued

Milwaukee, March 4. Charles J. Fox, manager of the Gayety theatre, now at liberty on bond pending an appeal from his conviction in federal court on a charge of conspiracy connected with the defractions of Erwin P. C. Voelz, former savings bank official, found more trouble facing him when named defendant in a \$3,000 damage suit following an auto accident.

According to Phillip H. Raskin, the complainant, Fox, driving on the wrong side of the street in December, 1927, caused a complainant's truck, causing injury to Raskin and damage to the truck and its load of plumbing equipment.

## Stock Plungers on Wire

Los Angeles, March 4. Burbank, one of the two Main street burlesque houses operated by Tom Dalton, will go into operation March 15. Dalton is installing Western Electric equipment and says he's going on the air for around \$40,000 in fixing the house up.

Theatre has been running silent pictures with burlesque shows. House will be closed for five days starting March 10 for alterations. Dalton's other stand is the Follies.

## BURLESQUE CHANGES

Betty June Lee has closed with "Dainty Dolls" (Mutual) and hopped in as featured soub with stock burlesque at the Playhouse, Passaic, N. J.

Mile. Convey closed with "Girls From the Follies" (Mutual) last week.

Erignon Sisters, Kennedy and Nelson have been added to the roster of principals with the stock at the Gayety, Montreal. "Sliding" Billy Lee joined the "Sliding" Billy Watson stock (Mutual) this week, going in as added starlet.

## Town's 3d Tab Flop

Long Beach, Cal., March 4. Fourth successive musical tab to founder at the local Strand was the "Broadway" idea with Doc Morgan. It expired Saturday night. House will again revert to straight pictures opening with "Her Unborn Child" March 8.

## CONTEST BEAUTS SPLIT

Los Angeles, March 4. Fanchon and Marco spotted 14 of the 30 Graphic beach contest winners in "Chances" idea with Doc Baker. Opened at Pasadena this week. Other 16 girls remain with "Broadway Venus" idea, where the whole group started.

# Mutual's Season Closing Early; New Ideas and Methods to Come?

## BURLESQUE REVUE

(MUTUAL)

When stripping came into prominence and the strippers fronted business to pay all attention to the undressing women and none to the comedians, the latter naturally lost their ambition. They stopped trying to get laughs that weren't to be had.

The comics didn't exactly lay down the job they are doing against something they could not surmount. They went through the motions and didn't bother to think.

It seemed just as well. A burlesque show wouldn't be one with-out a comic. The strippers would laugh or could if they cared to at most of the stuff.

Now burlesque is undergoing another change. The stripping women are losing ground. They can go so far—they've gone that far.

It all leaves burlesque in quite a hole. The comedians forgot to progress while in their submerged state and the stripping women didn't think of learning anything but stripping.

The comedians now have a chance to regain their former prominence, but they can't take advantage of because they have been standing still. While the women are through with a thing about it.

Today there are not 10 principal women amongst all of the acting members of the Mutual wheel who can get by the legitimate number without accompanying strip stuff. In other words, there are not 10 women who can get by the legitimate number, and the coach is a herring.

John G. Jermon's "Burlesque Revue" finds itself in the same boat with the rest of the burlesque—the stripping picnic is over and the comedians are too far behind to call.

All of the principal women (four) are disrobing specialists. When it comes to reading a line they are inefficient or careless.

Chorus average. Digs.

## Fashion Tab for Elks

Nat Mortan, burlesque casting agent, produces a fashion extravaganza to play several weeks under auspices of the Elks in Vermont. It opens in Rutland, Vt. tomorrow (March 6), and will play split week dates under Elks auspices in other nearby towns.

The extravaganza given in conjunction with the fashion show is made up of burlesque players, carrying 12 principals and an equal number of choristers.

## Wheel Troupe Goes Stock

Louisville, March 4. The Gayety, formerly Mutual wheel house, opened Saturday week stock burlesque furnished by Matt Kolb and his troupe which closed last week previously at St. Joseph, Mo. Mr. Ed. J. J. house manager, has leased the Gayety and employed the stock company.

Principals are Maybelle Mellon, Ingenue; Ann Darling, soubrette; Rose Louise, specialties; Clark Moss, juvenile, and the following comic: Sammy Speare, Jack Little, Al Weber and Elvie Herndon.

## Stock for Hoboken

Stock burlesque goes in at the Long Beach, Cal., next week (March 10) as re lighter for the house after having gone dark several weeks ago with the collapse of Will Morrissey's revue "Hoboken Hoboken."

The stock troupe will be the first burlesque entertainment the locality has had in 10 years.

At the Empire, a few blocks away had formerly been the town's burlesque stand playing the wheel shows, but since scrapping has been operating with dramatic stock.

## Mutual's Stock Super

Tom Phillips, survivor of a trio of Mutual wheel corsos, has relinquished post with censorship of shows at the Mutual to Emmet Callahan, assistant to I. H. Herk, general manager of Mutual.

Callahan aside from main office duties is in charge of the stocks for the circus, as well as keeping a weather eye upon the wheel shows for remainder of the season.

Mutual Wheel's current season of burlesque is figured to hold early next month, about eight weeks prematurely to the regular wind-up of previous years.

Mutual's stock show at the Columbia, New York, is set for March 23. Hurlig and Seamon's Apollo, Harlem, will drop Mutual's the same date and go stock-burlesque under direction of Minsky. The Mutual, Pittsburgh, and Empress, Cincinnati, will also close at the same time with a majority of the other wheel houses now playing Mutual policy on week to week notice, agreed to follow, practically washing up the wheel for the season.

With the passport of Columbia, New York, gone for good to the wheel show, taken over by RKO for pictures, and the uptown Apollo, Mutual will be without representation in New York City. It's other end of the street, Irving Place, having scrapped the wheel shows for stock three weeks ago.

Prelim to above mentioned passage of the Gayety, Detroit, will change wheel shows for stock March 16. Several shows will also fold including "Flapper Follies," "High Flyers," "Paradise," "Flappers," "Dainty Dolls" and "High Models."

Other dropouts are figured as to houses and shows during the interim up to April 1. I. H. Herk and the Mutual crowd have working interest in operation of both American Music Hall and Irving Place, the latter in association with Charles Burns, but are content to continue stock policies in both, rather than complacent with wheel shows. It had been figured that the Mutual shows would be transferred to the American, New York, and the Columbia, but this is out now.

On the Chín

Mutual has taken it on the chin heavier this year than during its seven years of existence. Starting last August with 60 houses and 60 principals, the list has gradually diminished to about half that number now. There is no telling what will still be listed after next week.

There have been no soundings indifferently during the season.

Herk is reported considering a rotary plan on principals for next year, but he is not sure of it. He is reported operating expenses with some other rabid changes.

## 800 Layoffs

It is estimated that with each show carrying an average of eight principals and 16 girls, and with 60 shows, the list has grown to 1,200 stage people employed in Mutual shows at the start of this season. Since then about 16 troupes have closed, leaving 400 or thereabouts jobs.

According to the number of summer burlesque stock companies slated to operate this year, it may be that the list will be some 80% of the Mutual's 1,200 shows, meaning either 1,000 or enforced employment outside of burlesque, possibly outside the show business, for 1,600 principals and girls.

With numerous of the summer stocks already running and the parts filled by stock specialists, openings for the people whose season will be over in April this year instead of June, may be awfully scarce.

## Stocks Clipping

Equally depressing is that stock operators, taking the cue from the Mutual, are reported proposing reductions from some of the salaries paid last summer.

## New 'Stock Wheel' Stand

Stock burlesque will re-light the Opera House, Bayonne, N. J., March 14. After having been dark several months, it has been re-opened by installing the company.

Hurlig & Diefenback are currently operating the Playhouse, Passaic, N. J., with a stock policy, and will work a rotary stock arrangement on principals after the opening of the Bayonne house.

## DARK ON HOBO HAVEN

Star and Garter closed, March 4. Closing follows flop of three-way deal with Haymarket and Academy.

Other shows in the city, only burlesque stand on West 57th street, the hobos' haven.

## Ad Co. to Teach RCA Subsidiaries Inter-Exploitation

Meetings with Lord, Thomas & Logan, advertising agency, at which representatives from all branches of the diversified "Radio family" will be present, are to be held every month in the future, it has been decided. Next meeting is scheduled for March 20 at the ad company's headquarters.

Agency is now handling the ad accounts for RCA, R-K-O, Radio Pictures, NBC, RCA Photophone, Radio-Victor and all other subsidiaries.

### REMEMBER

#### WANTED

Good comedian to join Al Trahan's act. To open in Spokane, Wash., immediately.

#### See:

Meyer (Basil) Carson  
Sammy Tishman  
Jess Freeman  
Joe Bigelow, or  
Charlie Morrison

(Office of the President R.O.C.T.)

### AL TRAHAN

#### ENOS

### FRAZERE

#### "Aime of Finesse"

THIS WEEK (March 1)

Keith's, Yonkers

LEWIS MOSELY & LEE STEWART

#### AT LIBERTY

Fine cultured tenor, pleasing in stage presence, will join high-class act, Paul Dierks, at Palace Park, New Jersey, Phone Leontia 1324.

## Maryland Collegians

### FROM THE 1930 CLASS OF JAZZOLGY

WITH

KIT KRAMER as

"THE SWEETHEART OF SIGMA CHI"

CHARLIE GOULD, Cheer Leader

EDDIE BALTZ, Mgr.

BOOKED SOLID RKO TILL JUNE

THANK TO MAX TISHMAN (Jas. Plunkett Off.)

NOW (MARCH 12-14), KENMORE, BROOKLYN

WEEK MARCH 15, HIPPODROME, NEW YORK

Musical Acrobatic -- Comedy Rythmic  
Comedy **billy m. greene** Harmony  
Quality of Films

Thank: AL GROSSMAN

### Kitchen Panic

Hollywood, March 4. El Brendel paid a visit to one of his old hangout eating joints in St. Louis and the proprietor insisted he go back in the kitchen to meet the dishwashers and hired help.

As El made his appearance, they all dropped dishes with the result the cost was tacked onto his check.

It's the first time an actor has had to pay for a personal appearance.

aries of Radio. Following two preliminary meetings, with representatives present from all companies, it was concluded that a monthly get-together for exchange of ideas, coordination of campaigns, exploitation, etc., would be profitable to all. While no important steps have been taken at the two meetings already held, the groupwork has been laid to induce members of the RCA family to help each other wherever possible, rather than help someone on the outside. Argument, for example, is that if RCA Radiotrons, in using pictures of film stars in advertising displays, use stars on the Radio roster, it is helping one of its allies.

### Keith's Cutting Trailer Lengths in All Houses

Keith's will keep its vaude trailers to a minute and a half or two minutes in running time. This is for an entire bill. Decision to cut running time was caused by belief that trailer layouts already run overlong.

Cost also figures, with Keith's trailer bills more than doubling with sound and dialog screen ads for vaude shows.

Sudden elimination of intact shows in the east presents a difficulty, but it is understood trailers will be made of headline acts and where possible, of whole shows, providing the eastern bookers are sufficiently in advance.

Vaude trailers covering Western units are now being made as the shows are put together.

Rosita Moreno's Film Contract  
Rosita Moreno, of vaudeville, given a five year contract by Paramount.

### Negro Act Asks Injunction Against About Everybody

Buck and Bubbles' troubles, on again, reached the New York Supreme Court yesterday (Tuesday) where they applied for an injunction against interference from RKO. William Morris, Nat Nazario, Louis H. Saper and Jacob H. Marcus.

Late last week, upon application from Robert Broder and Milton L. Maier, attorneys for RKO, Supreme Court Justice Bljor vacated the temporary restraint previously granted the colored two-act.

Although booked by Keith's to open in Albany, N. Y., last Saturday, they were found to be playing Fox's Audubon, New York, instead. Fox's request, RKO permitted them to play Saturday-Sunday at the Audubon, but Monday the act was pulled out.

Week-end at the Seallay Square, Boston, for which Buck and Bubbles were booked by the Morris office, was cancelled when RKO notified Morris and the theatre of an exclusive contract with the team.

Buck and Bubbles are alleged to be bound to Keith's under contract with Nat Nazario, their former manager, agent and sponsor. Nazario is charged by Keith's to have signed the team for three years expiring in September, 1931. Under the agreement with Nazario, say Buck and Bubbles, the team is \$850, out of which they pay \$250 to Nazario.

When Nazario went into bankruptcy a short time ago his contract with Buck and Bubbles was sold at referee's auction to Jacob Markus, New York hotel man, for \$250. Keith's claims its agreement with the team's services still holds good, despite the change in intermediary.

In addition to the injunction the colored vaudevillians sought to be relieved of any connection with Nazario's bankruptcy proceedings. In the suit Buck and Bubbles' legal names were given as Ford Lee Washington and John W. Sublett.

### TWO CLAIM SAUCER-LIPS

Claiming priority contract on the troupe of saucer-tipped Negresses from the Belgian Congo, Terry Turner has announced they must play vaude and disregard a Ringling circus contract. Ringling office, through Frank A. Cook during his recent European trip, had signed the troupe for the circus.

Both the Turner and Ringling contracts were signed by Lombart, the troupe manager, Ringling's put up \$5,000 cash bond and arranged for their transportation to this country. Girls are now in Buenos Aires.

Turner, who sails Friday for Paris, has turned his contract over to his attorney. He claims he and Lombart signed the contract in Bando, France.

### Bedini Doing Act

Jean Bedini, who spent most of the season censoring Mutual burlesque shows, has returned to vaude. Doing a series of blackout sketches, assisted by Jules J. Ward.

Started a Fox tour in Jersey City last week.

### NEW ACTS

Frank Sinclair, "Kidding Thru" (6).  
Murray Briscoe and Jean Waters, two-act.  
Ott-Morgan and Co. (16) including Lowell Sisters, James Bowman and Clara Bennett, in "Dr. Hoke."  
After an absence of over a year Whitting and Burt are framing an act to return to vaudeville.

### Reparée

Abe Lastogoff, trying to persuade the Gaudmists to accept bookings which they had declined, wrote them to explain that they were getting a good break. He finished: "Talk it over with the dog. He has to do all the work and I know he won't kick at the salary."

Act finally signed the contract and returned it with a letter ending: "Talked to the dog about the commission and he won't pay it."

### FLOYD STOKER BACK

Snowstorm Buries Former Agent's Hardware Business

After trying operation of a hardware and plumbing supplies store at Sandy Creek, N. Y., Floyd Stoker, who has been in vaude for many years a Keith agent, is back to crash show business. Stoker has already seen some of the RKO execs about his planned return. He has been an agent and manager.

A recent snowstorm in the north wrecked the hardware emporium, cleaning Stoker out in that business.

### Contract Mixup

Contract mixup over the booking rights to "Chinese Whoopie Revue," playing the Riverdale, N. Y., this week, with both Keith and the Fanchon and Marco office claiming first hold on the act. Yesterday (Tuesday) both Keith and F. & M. were instructed by Major Donovan, of the V. M. P. A., to present their claims before him for a settlement. F. & M. claims a prior contract, signed by Edwin Connolly, said to control the act. Keith contention comes through another contract signed by one Wing, of the act and appearing in it, with the William Morris office. Morris agreement was obtained by Abe Lastogoff, who had planned to send the act through the Public houses following its Keith bookings.

### TALLEST-SMALLEST TEAM

Combination freak act composed of the two extremes in masculine physique—Jim Tarver, world's tallest, and Major Mite, world's smallest—has opened for Keith's team was formed by H. R. Emde, RKO exploitation man and division manager in Westchester.

Tarver is eight foot, six inches tall and weighs 450 pounds. The Major's highest point is 26 inches from the ground.

Bee Jung goes with Harry Krevit's "Femme Polies" revue over the Fox time, joining at the Orpheum, Tulsa, Okla.

Al Friend, who quit vaude a year ago to enter the agency business, is forming a new act with Jack Wells.

### AL BOYD AFTER INDIE RKO-BOOKED CIRCUIT

Without financial backing but with moral support from RKO, Al Boyd, Philadelphia showman, is touring the states of Pennsylvania and New Jersey in an attempt to line up a circuit of vaudeville theatres.

The proposed string of indies would be vaude-booked by Keith's while remaining independently owned. Boyd, from reports, proposes to operate for the managers.

Louis Walters' out of Keith's club department in New York

### Back At

## The Palace

New York

This Week

## Marie Marion

Clifford and Marion

The Most  
Imitated Girl  
In Showdom

### JOSE

## MORICHE

Brunswick Recording Star  
(In Person)

After playing a successful engagement at the Palace, New York, last week as a feature by Rosita Moreno, Jose Moriche, famous Spanish tenor, will make appearances at both the Palace, Cleveland, and Palace, Chicago. His many record followers now have the opportunity of SEEING their favorite.

## Marcus Loew BOOKING AGENCY

General Executive Offices

LOEW BUILDING

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## Broadway Chatter

Lee Posner is on a diet. Edgar Selwyn back from Florida, sooner than intended.

Buddy Rogers and Larry Spier dining at the Roosevelt Hotel.

Estes Mannoos, trumpet player in the band at the Krazy Kat Inn, is slated for pictures.

Murray Lewin, Mirror Sports writer, was once an usher at Hurlig and Semon's 125th St. house.

Carnera's managers won't let him pose for photos in short trunks. Reason—varicose veins.

Murray Roth, on a breathing spell from the Warner studio, has gone to Palm Beach.

At the very old Olympic, way up on 3d avenue around 100th street, a sign still adorns the front, reading "Gus Huffs Minstrels."

Francis Albertani, former sports writer on the Evening World, is now assistant to Frank Brun, g.m. of Madison Square Garden.

You mustn't sit too long in the East Side Plantation Cafe or the colored waiters will move the table from under you.

Finishing "Young man of Manhattan" at Paramount, four days ahead of schedule, Director Monty Bell spent the time saved resting in Atlantic City.

Mane regardless, Sandwina, the boxer, was born in Sioux City, Iowa. His mother taught him how to be a pugilist. She formerly was with

Ringling Bros. circus in the capacity of strong woman.

Wrestling's making a comeback hereabouts, and Jack Curley, mahout of the pachyderms, is all smiles. Richard Shillick, new heavy champ, is said to be the reason. He recently took on four bouts in as many days.

Loew's State is getting newspaper reviews for the first time in seven years. Oscar Doob did the trick. One sheet even catches the show that Doob can stick the notice out front on Mondays in blow up type.

Jack Stillman, nephew of James A. Stillman, the N. Y. banker, had been with the Mary Hay show a very short time, and was expected to join Ann Pennington's act, but instead was signed by William B. Friedlander, back week for his "Jockey" production.

In a 7,500-mile ride through all of the desert and plain western country not one cowboy was seen. The nearest came in a Texan ranger dismounted. Many cowboy hats were noted on auto drivers. But Hollywood is knee-deep in cowboys afoot.

Prof. Mike Hylos has not refereed a bout since he raised Canzonetti's right arm above Jack Berg. Last year Hylos appeared 33 times in the ring which was the most any referee rated. He lives in Haverstraw, N. Y., home of James Barley, chairman of the N. Y. Boxing Commission.

## Mexican Gambling Ban Doesn't Affect Border

Los Angeles, March 4. While Ruben Ortiz, president of Mexico, has decided against gambling and refused to issue any more permits for gambling resorts in the interior of Mexico, he sees no reason why the border resorts frequented by American should not continue as before. Promoters of gambling casinos trying to get capital around L. A. have been hit by the president's edict, but expect no trouble when it comes to getting permit to allow Americans to drop their dough in Mexico.

Jack Dempsey and Gene Normile, with around \$100,000 invested in property at Ensenada, will continue with the building of a casino and hotel there. Ensenada is about 120 miles south of Tia Juana. Most of the projects in the form of promotion have hopes that they will be able to cut into the business being done at Agua Caliente. Agua Caliente is the only spot where there is a race track, which accounts for most of its draw.

## JUST A TRANSACTION

Restaurant Patron Was Shy For Moment But Check Was Paid

George Yennington, bond broker, of 219 West 34th street, was arraigned in West Side Court on the charge of failing to pay a dinner bill of \$14.40 in the Hollywood restaurant, 1600 Broadway.

Yennington was with two women and a male companion. They ordered 3 bottles of ginger ale, \$3; bread and butter, 45 cents; war tax, 45 cents; and three fruit mignon, \$10.50. Total \$14.40.

Yennington's friends departed after they had dined. Yennington was confronted with the bill. He eyed it. He glared at the waiter, but they yielded not \$14.40. So Yennington went to the "can" in West 47th street. He was ridden to court the next morning in the van.

In court he explained to Magistrate Jesse Silberman he had never questioned the bill. "I just didn't have it," he asserted. "But I can quickly get it. The Court gave him permission to communicate with his friends. They hurried to the bar and Yennington paid his dinner bill.

Virginia Morris (Mrs. L. Nickson) has about six months leave of absence from the Warner publicity department. During that time she intends to surprise her husband. After that she will concentrate on grooming and prospect for A. F. Waxman's payroll.

## Chatter in Miami

By Wallace Sullivan

Miami Beach, March 1.

Ann Pennington's premiere at the Roman Fools Casino last night somewhat topped by the appearance of Jack Sharkey, who, fresh from toying with Phil Scott, made a speech, saying he was the "happiest fellow in the world," now he was near the heavyweight crown. Miss Pennington's dancing could scarcely have been the talk of a town bubbling over with chatter about the blarney business at the Stadium. She had a large audience, the Casino crowded with fight fans. Christo, the proprietor, expects to have her two weeks, but Miss Pennington says she'll be here but a week. Her hair is bobbed. Does two hot dances; the first in a white beaded costume, which conceals perhaps too much of her well-known plus. Aaronson's Commanders strong support here.

Christo was undecided last week whether to sign Miss Pennington or Jim Barton. He'll know by the end of the week if his selection was wise.

Mickey Alpert, operating the Coconut Grove up North, entertained Sharkey, and himself took the floor, vying two songs. Alpert's work tops any male night club singer in the South. He wouldn't let him off the floor until somebody spotted Frank McManus with his brother George. Frank was obliged to sing, letting loose sitting at the table.

Murray Roth and Mrs. Roth in Palm Beach and rouletting and dining with relatives at the Breakers. Roth is using a duplicate set of Bradley's for Helen Morgan's forthcoming film short. Set will be precise in every detail.

Commissioner Whalen catching in a baseball game given by society folks in Palm Beach, one side dressed as cops and the other as convicts. Takes a lot of nerve to catch behind the bat. The Commissioner did pretty well, even if he did fumble every other pitched ball.

Lillian Gish strolling the beach dodging the female reporters, who get in one's hair on the beach at the Breakers.

Carol Dempster, delightful figure in the swimming pools and other spots of Palm Beach. Mrs. Salling Baruch in floral gowns and umbrellas sunning herself on the walks of Spray Beach. John Tashko being pointed out by all the folks.

Plenty of laughs in Palm Beach. You should see all the sporty old men and girls in their seventies, motoring in snappy roadsters, rumble seats loaded with centenarians. Dolly Kay through at the Hollywood Country Club and Bee Jackson, now the stomping ground.

How quiet and deserted seem the Dade and DeSoto hotels in Miami Beach since all the sport writers moved north.

Irene Bordoni still the biggest hit of the resorts here. Aside from her stalling "Danger in Your Eyes, Cherie," she's doing "You Don't Know Paris," from "Fifty Million Frenchemen." Al Wohlman should get Miss Bordoni's comic interpretation of "Souvenirs" in French. Ties them up.

Val Vestoff will do musical shorts when he returns to New York after having been glimpsed at the Embassy club by Murray Roth.

No club for your hat and topknots. The checkroom had handled thousands of chapeaux and remembers everybody's.

One of the most delectable sights at the Royal Pontonico is the afternoon scene in the tea garden. Tens of thousands in the shade of the Bombax Celba Cotton Silk trees.

Joe Higgins of Wall street wears down the spectators when he starts piling chips on his favorite No. 17.

Mrs. Dahl of the Interborough Rapid Transit Line family wears those milk bottle sized gems.

The Colony Club represents about a billion dollars in wealthy patrons on a gala night. One walks knee-deep in pearls and diamonds to get to a table. Ermine wraps are as common as bathrobes in a cabana colony.

Anatole Friedland was m.c. at the Palm Beach benefit given at the Paramount theatre in Palm Beach. Irene Bordoni came over from Miami Beach to sing.

Helen Meany giving diving exhibitions for the society folks.

Mr. and Mrs. Wm. P. Ahnelt sunning, except during the intervals the movie of "Exotic" movie drops in to watch the ticker.

Folks of the most exclusive set dodging hotel quarters in Palm Beach. Spray Beach gets the cream. No one is running and running in open Miami Beach now, but all the folks wary. Few winners.

Sinny Selwyn gave up trying to teach Ann Pennington a system in roulette.

Biggest selling commodity here is oil to promote a deep tan. Remarkable how many folks are not prone to the dark skin, no matter how long in the sun.

Herman Milgrim returned to New York.

Sam Harris playing around Palm Beach.

Sid Strauss hitting the high spots of Miami Beach.

Mrs. Hayward could get a tan from the rocks she wears if she wore them in the sun.

Phil Plant a prominent figure all over Palm Beach, air, water, and land.

Mrs. Henry Dittlenhoeffer credited with the smartest tan in Palm Beach. She uses a certain oil with vinegar.

Edsel Ford lagooning in gondolas at the Nauticus.

Frankie Springfield drawing a lachrymal following of females who like to listen to him sing at the Elanitea. They sip tea and cry while he vocalizes.

The crowd here are disgusted with the season, money being so tight. One may observe them giving each other winks when well-dressed men and women place dollar bills on red or black or white. In when they win. This is true of Miami and Miami Beach. In Palm Beach, of course, the rich are as careless as ever with money.

Mrs. Frederick McLaughlin (Irene Castle) entered the Deauville the other night in a gown that had the women gasping.

Al Goldman and Christo were hosts to all the sport writers of the world last week, turning over.

(Continued on page 63)

## NEW YORK THEATRES

BROCK FEMBERTON Presents

## Strictly Dishonorable

Comeody Hit by Preston Sturges  
Starring: Atlanta Hall & Mr. Pemberton  
Theatre: 44th St., W. of B'way, Eves. 8:45. Mats. Thurs. & Sat. 2:30  
An average of 15 standing ovations since the opening, Sept. 18, 1928

Kenneth MacDonaw and Joseph Werner Present

## BASIL SYDNEY and MARY ELLIS in CHILDREN OF DARKNESS

By Edwin Justus Mayer  
Theatre: 44th St., W. of B'way, Eves. 8:45. Mats. Thurs. & Sat. 2:30

DAVID BLATSKO Presents

## It's a Wise Child

A New Comedy by Laurence E. Johanson

Good Seats in All Parts of Theatre Can Be at Box Office

## STREET SCENE

has moved TO ANOTHER THEATRE For further information see daily papers  
Eves. 8:45. Mats. Wed. and Sat. 2:30

## GRACE GEORGE

"FIRST MRS. FRASER"

with A. R. Matthews and Lawrence C. Cavanaugh

PLAYHOUSE 49th St., E. of B'way, Eves. 8:45. Mats. Thurs. & Sat. 2:30  
Extra Matinee Every Thursday until June 15

A THEATRE GUILD PRODUCTION

## METEOR

By S. N. BEHRMAN

GUILD Theatre, 65d St., W. of B'way, Eves. 8:45. Mats. Thurs. & Sat. 2:30  
LAST 2 WEEKS

A THEATRE GUILD PRODUCTION

## THE APPLE CART

Bernard Shaw's Political Extravaganza

MARTIN BECK Theatre, 7th St., W. of B'way, Eves. 8:45. Mats. Thurs. & Sat. 2:30

VILMA BANKY Talks (Arrangement Samuel Goldwyn)

in "A LADY TO LOVE" A Musical Comedy with EDWARD ROBINSON Stage Show-DAY SCHWOLER Broadway, Orchestra

ROXY 50th St. & 7th Ave. Dir. of L. S. Rothfeld (ROXY)

## LET'S GO PLACES

YON BRONX, World-Famous Dance Orchestra, and the other stars  
Yon Ballot Corps, chorus, Banquet, Remy Symphony Orchestra—Midnight Pictures

Coming Friday at Pop. Price

## MARILYN MILLER

in "SALLY"

New Playing, John Barrymore in "Gee, Crack"

WARNER BROS. THEATRE

## SONG OF THE WEST

(IN TECHNIQUE)

With John Boie, Virginia Segal and Joe E. Brown

WARNER BROS. THEATRE

## GEORGE ARLISS

in "The Green Goddess"

Winter Garden—B'way & 50th St.

Voted the Best Picture of the Year!

GEORGE ARLISS

in "DISRAELI"

CENTRAL Theatre—B'way and 47th St.

Daily, 2:45-8:45—Sundays, 3-8-8:45 at 3 Theatres

RKO THEATRES

in "PALACE"

TED NEALY & HIS BIG NEW REVUE

HENRY SANTREY & His Squad of Sleazebags

JOHN TILLERS SUNSHINE GIRLS

CLIFFORD & MARION, WHITE & MANNING

R-K-O PROCTORS

58th St. NEAR 3RD AVE.

## 'ROUND THE SQUARE

Reconditioning Greenwich Village Inn

Greenwich Village Inn, damaged by fire two weeks ago is undergoing reconditioning and will reopen when rebuilding is finished.

Originally "Polly's" and operated by Polly Halliday 10 years back when the Village was taking on its stride as opposit to Broadway as a night playboy's playground. Polly's gained yearly with Halliday later relinquishing to outside interests and the name of Polly's passing for the newer title of Greenwich Village Inn.

The Inn is one of the few old landmarks to survive the change of conditions in the Village and has prospered where others have folded.

A Relative Gets a Booze Break

A burn-up for a major studio head was the misdirection in a cargo of booze shipped to the Coast from the east. Film head's friends in New York arranged for nine cases of rare brands to reach him from Havana. Lad who undertook delivery was no bootlegger but knew the boys and was willing to do the favor.

Upon arrival in Los Angeles with the shipment, the boy called and called the exec but always got that "conference" answer. Not wanting to peddle the stuff himself, in desperation he called New York to ask what he should do. "It," The Manhattan participants told him to deliver it to his brother-in-law, a supervisor on the same film lot.

Did the studio head gnash his teeth when he found out, and was the supervisor surprised at the sudden arrival of nine cases at his home? Booze is booze.

Coast's Fifth Ave.

Hollywood's main stem, Hollywood boulevard, heralded as the Fifth

ave. of the West, is getting its share of razzing from the New Yorkers. Most of them claim the grind looks more like a bargain alley than anything they have seen.

A tab of the street shows a few exclusive shops but a guy wouldn't run short of girls coming in from the Chinese section, is one store with class but at no time in the six blocks of business section, is one out of sight of a red fronted 5 and 10. Men's stores where suits are sold at \$20 are well represented. There are three shops where shoes sell at \$6 top. Three \$1 stores are housed in two blocks.

Specialty shops that specialize in 10 buck dresses and have continual sales are dotted along the boulevard. A few stores are two joints where they grind out sausage while you wait. Twelve drugless drug stores are in the six blocks.

On the stem there are three class eating places, the rest of the 20 eateries are joints where eating off the arm prevails. There is no yellow peril here as the one Chinese restaurant has been getting by and is frequented only by high school kids. Branch stores of L. A. merchants have come and gone with only four of the larger downtown stores being represented in Hollywood. Most of the class establishments have left the boulevard for other locations, Beverly Hills now being the favorite spot for the exclusive shops.

Next to the stage door of the

Palace Theatre, the new home of

MRS. GERSON'S GRILL

After 11 Years on Broadway

# Aquarium's Tropic Fish Are Almost Native New Yorkers

New York's Aquarium seems to deal with strictly local products. Probably no one knows that most of the fish in the aquarium are caught off Sandy Hook.

In fact the Aquarium has great difficulty in obtaining and keeping alive fish from far-flung quarters of the globe. And as the Hook offers fine and varied specimens, scientific expeditions set off for the Hook at frequent intervals to replenish the Aquarium's stock.

Odd, brightly colored, Florida fish can be caught there at the right season. One called the Queen Trigger Fish, caught off Sandy Hook, looks just like the cover of the "New Yorker."

However, some fish even nearer home, those in one of Central Park's lakes, have been absolutely snubbed by the Aquarium.

The Aquarium, which is under the Park department's jurisdiction, was asked to rescue a number of fish from one of the ponds, which is now being drained. But in spite of a desire to co-operate as far as possible, the Aquarium turned down the Park fish because they were not native to the pond. Some slip up trucks from the Aquarium were not at the lake to gather in the fish, and the fish are still floundering about in the mud while the mud will most likely survive till spring.

The Aquarium officials are suspicious and even rude to reporters. They strenuously object to con- sider being made even of it. It's only on April Fool's Day that people call up asking for Mr. Fish; every reporter who ever came to the Aquarium has been ready to burst into hysterics.

"It seems," said Mr. Howley, fish culturist of the Aquarium, "that the very word fish is humorous to people's minds. But the Aquarium officials are so slightly interested in fish, and not in the human interest that reporters are always seeking."

If reporters would do something besides laugh they might discover several interesting things. Mr. Howley believes. For instance there is in the Aquarium what is apparently a live boiled lobster; just as bright red as any lobster in a restaurant. Some people might be intimidated by the high brow scientific fish at the Aquarium. But Variety's sober recognized Ambloplites Rupestris sometimes seen swimming in tanks in Broadway's restaurant windows. And, catostomus commersoni are suckers.

The fish in the Aquarium are a bit too crowded like everyone else in New York. They can't even breed because they have no place to hide their eggs, and their co-residents eat them up.

One of the most interesting sights in the Aquarium, says Mr. Howley, is the horseshoe crabs which were on the earth two million years ago and almost their present form. Which are really related to spiders instead of crabs. Yet no one wants to look at them because they are seen at beaches so frequently.

Alas if any one would like to know, an Octopus about which such terrible stories are heard, has a body as soft as an oyster, and is hardly dangerous at all.

The lone Penguin at the Aquarium is the pet of the place. He has a looking glass next to him so he can see himself, and not get lonely and every night he looks up at his upstair by himself. He is the only animal which the S. F. C. A. allows to be fed live food.

## Police Order Campaign Against Garden Specs

Speculators who frequent Madison Square Garden lobby Eight Avenue around 49th and 50th streets are to be given more attention. This warning came from Inspector Patrick McCormick of the 1st Inspection District as a result of letters to his office about the "gyps."

The speculators have rented every cubbyhole, space and store within square blocks of the Garden. They show their wares right in the lobby of the Garden, annoying patrons with their agents and runners. Plainclothesmen will be taken from their detail if they fail to correct the abuse and make no arrests.

## Lizzie Kelly—6 Months

Elizabeth Kelly, 21, of 310 East 26th street, who claims to have been employed as a night club hostess until her arrest, was sent to the House of the Good Shepherd to an indeterminate term by the justices of Special Sessions on her plea of guilty to shoplifting.

She was arrested in a department store Feb. 7 after trying to walk off with a dress worth \$6.

## De Luxe B'way Living On No Income at All

Broadway, the hard-boiled thoroughfare for rackets, may take the hinterland or the rest of New York pay, but it is always taken by its own. The Street has its own laws.

Everyone on the street has a string of friends who can get him a rake-off on this or that out of that.

Every time there is a change in the management of a Broadway hotel, a string of dead-end hotel residents are discovered. Persons who have gotten in on a drag with the first management and have sometimes never paid a cent. Recently one at a hotel just off the square, during a change in management, six such persons were found. One man had occupied a suite for two years without paying a nickel.

It is always Broadway characters, celebs of the district, who never leave the street, who are known as famous crashers. They're on hand at fights, shows, parties, all Broadway's festivities, and always on the cuff.

## Jack Blue Held for Grand Jury for Assault

After a lengthy hearing before Magistrate Silberman in West Side Court, Jack Blue, 48, dancer, 231 West 51st street, and Jack Gerard, 43, 3200 Broadway, physical culture instructor, were held in bail of \$1,000 each for the grand jury on charges of felonious assault.

The two men were arrested by Detective Fitzpatrick, West 47th street station, on complaint of Anthony Scott, a dancer, 413 Manhattan avenue. Scott charged that on Feb. 17 Blue struck him with a cane and that Gerard beat him with his fists, fracturing his jaw.

Scott said the assault occurred when he announced that he was going to quit as an instructor.

Blue denied having participated in the assault. Gerard did not deny that he had struck Scott, and said the dancer had attempted to attack him. Blue said the cause of the trouble was that Scott insisted on dismissing a dancing class 15 minutes before time, and was reprimanded for it.

## NAIL CAVIAR BOOTLEGGER

Chi Gyp Bought It in Woolworth's, Sold It As Soviet Import

Chicago, March 4.

A caviar bootlegger was given a bawling out here last week by an Irish cop. Coast Guard Captain, posing as a Russian, had built up a trade on what he claimed was imported caviar.

Price was way down, with the saloon doing his business since September. The housewife caught him in Woolworth's, buying his supply at 10 cents a can. He emptied the cans and then sold the stuff as coming direct from his brother in Sovietland.

## Scalpers Acquitted

Jack Harris, 28, clerk, of 159 West 48th street, was acquitted in Special Sessions of a charge of ticket scalping. Harris was arrested Feb. 7 by Detective Joseph Carberry in front of the Lyric theatre. Carberry claimed the man was attempting to stop patrons by offering to sell seats.

The same disposition occurred in the case against Mark Marks, clerk, of 155 East 182nd street, who was taken in by Carberry the same night. Carberry contended Marks was soliciting patrons in front of the Apollo on West 42nd street.

## Phyllis' Golf

Phyllis Haver holds the spring golfing record made on a practice tee at Pinehurst, N. C.

While down there for her health, Miss Haver, who also plays golf, Femme links star persuaded Miss Haver to try the game and take a couple of swings. The former picture luminary procured herself a driver, bag of practice balls and a very black caddy.

The lad, seeing Miss Haver walk over to the same tee with Miss Hicks, went miles down the fairway in preparing to chase the drives. Miss Haver swung and the caddy came in a little. She swung again and the caddy moved closer. He finished sitting on the bench next to her, reaching out to retrieve the balls.

## THE REAL STUFF, SAH; PRICES IN KAIN-TUCKY

Louisville, March 4.

Pay your money and take your choice down here.

This liquor price list is current:

Black Gold, 18 years old, \$50 per case.

Bourbon De Luxe, 18 years old, \$45 per case.

Kentucky Sunshine, 13 years old, \$42.50 per case.

Old Rosebud, \$42.50 per case.

Other announced brands and prices:

Old Grand Dad ½ pints.....\$39.50  
Old Grand Dad..... 34.50  
Old Taylor..... 34.50  
Old McHenry..... 34.50  
Fehlbauer..... 34.50  
Hill and Hill..... 33.50  
Cedar Brook..... 33.00  
Green River..... 33.00  
Babbling brook..... 29.00  
"Since 1783" (old bot)..... 29.00  
Jefferson (old bot)..... 29.00

## Civic Payoff

Chicago, March 4.

When a mounded traffic cop tried to tag a Kansas City car parked in front of the United Artists theatre the driver just drawled: "Say, Mounty, I hear you boys ain't been paid lately. How about going over and buying yourself a big meal?"

The mounty came off his high horse and sold a blank piece of paper for \$2 cash.

## Inaccurate Biographies

Florenz Ziegfeld

By Claude Binyon

Florenz Ziegfeld, producer of the famous annual "Scandals," was born in Minnetonka, Ia., the year before they passed a law. Elated over the event, his father sent the following wire to Mrs. Ziegfeld:

"Congratulations. Your loving husband, Florenz, Sr."

Three years later, while playing with his toys in the attic, little Florenz found the wire. Irritated, he scouted on his velocipede to the nearest telegraph office and batted off this message in childish scrawl: "Mrs. Florenz Ziegfeld, Sr. Dere Mama, was senny surprise to see the prefume man in which our respective husband and papa disposed of yure most nobel achievement the glorious experience of motherhood. If I had not took the time to check on a story like this insted of printing it without coming to me for verification of the facts and a possibul quotation from me it would have been more suitable tribut to you. Your grateful son, Flo. P. S. Did \$45,000 at the Amsterdam last week."

Grammar school was one long bore to the youthful genius. His career of letters ended abruptly when the teacher told the young mutts to dash off an impression of their most thrilling experience in 75 words.

"Outdoing anything of its kind ever before," after the worst Marks, Ziegfeld, "the most thrilling experience of Florenz Ziegfeld, Jr., will go down in history as the most lavish thrill of the ages. It was thrilling. It was massive. It was stupendous. Our hero came out of it changed boy weary of life and certain that it was the greatest thrill of his life. He was the most glorious thrill of his life," said Mr. Ziegfeld.

# Personality Makers on Coast Fail To Impress Mad Husbands or Cops

## Fourth West Postponement

The trial of Mae West and 13 other defendants indicted for participating in "The Pleasure Man," alleged obscene play, produced in October, 1928, at the Biltmore, New York, was again postponed until next Monday.

This action was taken by Judge Bertin in General Sessions Monday at the request of Assistant District Attorney James G. Wallace, who is engaged in another trial.

This is the fourth time the trial has been postponed, and the defendants are out on bail.

The charge is a misdemeanor. The defendants need not appear at the trial, but must be represented by counsel.

## Phoney Sailor's Poney Diamond Sale Swindle

Detectives Bernard Gunson and Mike Foley of the East 104th street station arrested Harry Evans, 35, salesman, living at the Times Square Hotel. Evans was charged with the crime of grand larceny. When the sleuths arrested Evans in the hotel they said they found in his room a loaded automatic pistol. He was also charged with violating the Sullivan Law.

Evans was arrested a suspect in the case of Mrs. Sarah Pross, 640 Southern Boulevard, who was robbed of \$2,000 in a "diamond switch" on Feb. 14 last, a bogus sailor, approximately 35 years old, 103rd street and Lexington avenue. The phoney mariner stated he had just got off a ship which arrived from a foreign port and that he had smuggled in 25 "diamonds," valued at \$50,000.

She could have them, the bogus sailor stated, for \$2,000. Mrs. Pross withdrew from a bank the \$2,000 and hurried home with her "50,000 worth of goods." The following day she raced to a gem dealer, who told her she had ten cents' worth of glass. She then told the cops.

Being unable to identify Evans in the case, he was freed in Harlem Court. He was arraigned in West Side Court on the gun charge and held in \$500 bail for trial in Special Sessions.

Los Angeles, March 4.

If you can't develop a personality or mental power in L. A. it's not the fault of swamis, inspirationists, seer scientists and others who sell their lectures hereabouts. There are more seventh sons and daughters to help your business or personal troubles than there are actors out of work, at the same situation here as in Chicago.

The fortune tellers by other names all claim about the same: to make you successful over night if you will follow their advice and buy their little book selling at \$1.49 or \$3, on sale at the door as you pass out. The lecture is free, private audiences and the little book are the money makers.

Swamis with turkish towels around their heads with some looking as though from Harlem, cut in heavy on the big dough.

One has built himself a temple and retired to the flowers which set him back a half million. He plays loose with some of his fellow followers and has lost the decision if a number of private husbands. But he still does business at the same spot.

His gag is to get the swell-looking to spend a few days at the resort, and then he will have the "dynamic power of will" developed. Others will bring personality to the front by eating carrots or not eating carrots. Spinach is a back number. If you don't care for carrots, they can help you with color vibrations. Not the ordinary or garden variety vibrations, but red, white, blue or perhaps lavender vibrations.

One color teller was going great for a number of months until his former wife came to town and announced that he had deserted her six years ago and that he is now living with another woman, the mother of three children by him. When the cops went to pick him up, they found he had color vibrations out of town.

Some have made big dough. They work with the people who have money. The others are content to pick up nickels and dimes from the more ignorant and guarantee them anything in the line of success as long as they follow the leader.

## "Free Lance" Magazine Peddler Goes to Trial

Charged with obtaining money under false pretenses, the trial of Kenna, 34, salesman, of 111 West 46th street, was held in West Side Court for trial in Special Sessions. Bail of \$500 was furnished by a surety company. Peter Wisnauer, an employee of the Hotel Astor and residing at 1049 Grand Concourse, asserted that McKenna had sold him for \$5 a year's subscription of the "National Hotel Review."

Wisnauer never received the publication and wrote to the magazine. He learned that McKenna was never authorized to collect subscriptions. Herman Flanger, promotion manager of the Gehrig Publishing Company, who publish the "National Hotel Review," urged Wisnauer to take criminal action.

While Judge Hedding presided, Kenna agent and while he had never received the official O. K. he had every intention to send the publishing firm the subscription money.

## Easy on Stag Bookers

Milwaukee, March 4.

Judge A. J. Hedding fined Mrs. Marjorie Lee Brooks, who furnishes talent for stag parties, \$100 on a charge of contributing to the delinquency of a 17-year-old girl. Two other similar charges were dismissed.

When testimony was taken two weeks ago, two of the girls testified that they had danced in the nude at stag party entertainments, mentioning specifically an affair at the Whitefish Bay armory.

While Judge Hedding expressed himself as satisfied of Mrs. Brooks' guilt, he felt that there were some mitigating circumstances in that the girl dancers had lied to their employer, and that their ages. One of the girls had lied previously to a burlesque theatre manager about her age when applying for chorus work.

# Clothes and Clothes

By Mollie Gray

## Palace Dance-Crazy

Where are the days of vaudeville? For those who are crazy, actually crazy, about dancing, the present Palace bill is a soul-stirring spectacle. All others will be bored to the last split second.

Ted Healy, M. C. C. (master comedy collector) knows not only his own business but everybody else's. Blonde with him looked best in pale yellow crepe with silk fringe trimming blue and skirt. Marie Marion (Clifford and Marion) furnished her customary comedy and the surprised in a gown of classic simplicity, full length skirt finished with deep scallops, string tie and most becoming collar.

Ewing Eaton still an engaging little show. White and Manning in their clever clowning the treat they were expected to be. Tiller Sunshine Girls—16 who dance as one—looked cute in their French sailor costumes. Those of Russian inspiration attractive, also, with gray hats blue banded, black trousers and sleeves of orange. White evening costumes seemed a bit jaded.

Henry Santrey and his great troupe presented practically an unchanged routine with such success it proves there no reason why it should be changed. Labeled Demetri troupe of tumblers show success. Mac had no reference to the younger generation but to Palace patrons who expect variety on a bill.

## Costume Lighting

Capitol presentation, "Color Rhythm," keeps splendid time. Most of the talent comes from Mr. Edison, but somebody else has adapted it to the screen.

Male open in satin smocks of changeable blue and green, doffing these for fringe of many colors and wig of many more. In their long ruffled trousers and their group dark and at the same time made other light, finally achieving those technicolor favorites of blue and coral. Ende a human rainbow of many crisp flounces, bodices yellow and feather headresses mostly so. Backdrop were a rainbow, too, of ruffles, the center was carried forward by a beautiful girl wearing a diadem all aglitter and a sense of importance. Dave Schooler must have been to dancing school while he was away, but he is still welcome for his handwork on the keyboard.

Three pianos in the Capitol grand orchestra, two of them played exceptionally well by girls in a duet. The picture is "Theology" of M-G-M hits.

## State's Track Meets

Every time one person leaves a front seat at a dance do a 50-yard dash for it. Then the 49 disappointed contenders slowly retrace their steps. Those on the aisle end get only fleeting glimpses of things.

Grace Smith and Four Buddies dancing an opening, Miss Smith wearing a pink velvet crystal flower brooch with a catch hem, followed later by a suspender dress of red and black satin. Tracey and Hay dance the closing, the girl's costumes including a black frock and tam, white for an adagio, and gray and red satin. Apache was cleverly and daintily performed, made the best numbers in their routine.

## "New York Nights" (UA) on the screen.

Evelyn Brent's Ensemble "Slightly Scarlet" isn't even pale pink as entertainment, much as it hurts a Brent-Brook advocate to admit it. Crook beat crook, and the boy with the arrow, and the too familiar. Olive Brook was only called a detective, really a jewel thief too, which was where all hope of originality faded. Miss Brent wore a beautiful evening dress with the bead motif of the short black velvet ermine collar worn carried into the white chiffon gown. Natural waistline, slightly bunched bodice and no hair on her face. Light colored suit buttoned its short jacket the full length with metal buttons. Black net gown with moulded hips and fullness near the floor still preserved at least a little straight silhouette, as did the soft white gown. Small circular fringe outlined the back decollete and continued over the shoulders to the back neckline. A narrow band at the waist the only ornament, many bracelets being enough brightness.

Helen Ware as a rich American

was naturally doomed to heavy metal brocades and flashy black and red costumes. Virginia Bruce also in metal cloth, one gown with hideous bow treatment on the skirt, happily getting but a brief appearance. Her white frock with stiff very full skirt was much more youthful and becoming.

Paucity of Clothes

Very little on the cloth line at the 56th Street the first half. Clifford Wayne and Co. confined themselves to their native Indian costumes. Color line switched from red to black with Dotson, who talked to himself to get the right answers.

Two girls with Arthur and Morrell. Had no longer change from sport frocks to evening gowns when "going to the dance" as they did when the act was new. Jimmy Savo does his best in that line, but Will still really outshines him sartorially.

## Heavy Hipp Attendance

"The Lost Zeppelin" found a Hippodrome audience climbing to the seats, mid-day for seats. They had to wait for a smoker to strike a match before they could find a seat. Those matches—later revealed sights usually seen under a moon.

Miss Patricia, on the vaude bill, looked slimmer than usual in an attractive gown of fine gold lace. Bodice went to the floor in front, several heads of the skirt finished with green net making a nice combination. An occasional rose, also. Lane Osborne and Chico try to make a picture of the sport coat and tie is noteworthy. Bright, distinctive costumes might have helped but they were not used, only an ordinary ruffled frock and again a blue and pink mistake and a rummage sale costume for a doll dance.

## Snubbing "Chauve-Souris"

The seven numbers of "Ballets" "Chauve-Souris" could be understood in any language so the Paramount audience is included. Nikita himself wasn't so easy in that big room, some of his lines he could not get over. Colorful and amusing as this entertainment is, the aisles were busy most of the time, faces pointed north.

## Screen hit a comedy with Buck and Bubbles in a jall story.

"In and Out," with some very interesting foot notes by the big fellow. Mrs. Jesse Crawford, a bright spot for other reasons besides her orange color frock with its cape collar scalloped, hem side pointed.

## Daring "Lady to Love"

Vilma Banky in "Lady to Love" about which there can be no argument: This is probably as strange a romance as the screen has had for some time. It presents a vast assortment of characters. Tony, the elderly and wealthy owner of a vineyard, decides to marry and falls in love with Lena, the beautiful, wealthy heiress. He never noticed him. He proposes by mail, enclosing the photo of a young man living with him. And the result is not as the first reel had the faint forecasting.

It's been a long time since the screen has had an Italian character so natural as Edward G. Robinson makes Tony. Robert Ames is the young man. Miss Banky's dark suit has the full length coat. Her printed chiffon had short sleeves and a real hem. This waitress must have spent her life saving on her wedding gown; it was never a ready-made with that perfect fit. Long tight sleeves, skirt of three tiers of maline, and a little frill softened the neckline. Assortment of dialects is interesting, too.

## Blue-Broadway

"The Blue Ghost," spending a week at the Boulevard Theatre in Jackson Heights prior—mayhap a long time prior—to Broadway, should be a mystery play to end all mystery plays. There is evidently nothing new to evoke a screen out of this kind of thin smoke; even a four-year-old watched it undisturbed. Lyle Stockpole is the woman in the case, wearing a black velvet evening gown ensemble. Coat is made with circular flounce and trimmed with chinchilla. Gown has crystal shoulder straps, irregular back-dipping skirt, with narrow panels from the shoulders tying at the waist in back. Denouement the only surprise, sending the audience away with a

## Studio Boots

Hollywood, March 4.

Two thousand boot shops, run independently by brothers, shoe the ponies and principles in most of the studio musical pictures.

Greatest studio sale was to Radio for \$2,374 for 200-plus pairs of shoes in "Rio Rita." Order called for 99 pairs of stiff very full skirts, the remainder theatrical ties.

Most expensive shoes for picture use were the \$188 pair worn by Betty Compson in "The Great Gabbo." Factor of expense was the buckles, \$90 worth of rhinestones.

Two stores are run by the Williams brothers.

laugh. And to sustain the smile beyond the lobby, trick envelopes are distributed.

## "Officer O'Brien" Quite Human

"Officer O'Brien" is surprisingly good despite that discouraging title. William Boyd as the title holder plays with little heroics and much human nature. Dorothy Sebastian has little opportunity here, makes her moments mean something. Her light suit with a cutaway jacket had a collar of broadtail, and satin blouse. Sport coat of rough tweed with a fur collar—very good looking. "Black felt" used for trimming. On a dark silk frock with filled collar a similar frill topped the deep cuffs of silk. Raglan sleeves of the sport coat and the self-covered buttons for the link cuffs in the suit.

## Sophisticated Pajamas

"Street of Chance" has chills and thrills and no use for seat backs. See Arthur Hays Sulzberger, who sophisticated in printed velvet pajamas with coat tied at the waist. A badge-trimmed tweed suit wasn't so typical. The perfectly groomed Earl Francis wore a very smart black suit with three-quarter length coat, fitted at the waist. Many diamond bracelets worn with a white chiffon and wide lace bow. The narrow belt at the natural waistline closed with a jeweled buckle. But, of course, the real jewel is William Powell.

## Shops

If the card players won't come to pictures the pictures will come to card players. New card game on sale at Sterns called "Kamera-Cards" with players contracting to make a picture in so many reels. Should create great sympathy for producers in general.

No excuse for a handbag not matching something these days. At Altman they are shown natural linen with colored eyelet embroidery; in lace tweed of light shades, one style with buttonhole flap closing. Those in broadcloth use a fine cord to tie around the neck. Pastel shades in shantung; a felt pouch bag carries a large monogram. Cinch cloth is applied, with a circle of plaid askin also used for a pull string on a sport bag; sponge cloth in bright colors trimmed with white.

To match shoes Lord and Taylor has snakeskin bags with metal chains and dark leathers. One style with braided leather handle and colored enamel ornaments. Entire display of beige in Macy's composed of many leathers.

Undershirts have naturally changed with the longer skirts, and now Franklin Simon also shows a silk nightgown with circular flounce, dark lace for trimming. Colors are pink and peach.

Knox has a tricky little frock of lustrous plaid silk of black, green and red background with tuck in the plaid, pleated skirt, wide flat bow of velvet from a corner of the square neckline and they call it a "shirtwaist dress."

## BIRTHS

Mr. and Mrs. Pat Flaherty, a son. Father is general manager Red Star Music Co. Mother is daughter of Humbert Fugazy, Brooklyn sports promoter.

Mr. and Mrs. Lester Pollock, Rochester, N. Y. (boy and girl), recently. Father is assistant manager Loew's Rochester theatre.

Mr. and Mrs. Edward H. Knopf, a daughter, Feb. 25, in Hollywood, (Cal) Hospital. Father is Paramount actor.

Mr. and Mrs. Sam Krinstein, a son, in Chicago, Feb. 21. Father, president of E. S. Sany Art Studio.

# Things Have Changed Since—

The following notice used to appear in theatre programs:

**THE ELECTRIC LIGHT**

The use in theatres of the electric light is fundamental. Its brilliancy is of incalculable advantage if it does not prove too intense; this may be obviated by flesh colored tinted mediums. It is our duty to give the purest light the fairest and fullest trial and to reach the

highest and best results attainable through experiment.

J. J. McCarty, across a lunch table in a little downtown restaurant, argued Harry Aliken and D. W. Griffith into putting "Birth of a Nation" into the Lumby, N. Y., for \$2.

Al Jolson used to hold up those Sunday night Winter Garden concerts.

S. L. Rothafel had charge of the Regent theatre, at 116th and Seventh Ave., N. Y., with the house staff decked out in white gloves.

Frank Lloyd played heavies for Otis Turner.

Hunt Stromberg exploited "Lying Lips."

Gertrude Olstad's reward for winning an Elks' beauty contest was the lead opp Hoot Gibson.

Patty Arbuckle made a picture called "The Life of a Party."

Nazimova was the highest paid player in pictures.

Will Hays played postoffice.

Jeanie MacPherson played leads in Criterion pictures.

Tod Browning was in R-M comedies as Tod Browning.

Mildred Harris wore curls.

Ruth Roland wore a butterfly bow as the Kalem Girl.

Francis Ford played Abraham Lincoln in "From Rail Splitter to President."

Brass railings made a classy lobby.

Viola Dana wore rompers.

A million was a lot of dollars.

Nobody knew the name of The Biograph Girl.

Penrhyn Stanlaws directed pictures.

Haverly's Mastodons played to 14,000 of a Saturday night in San Francisco and thought they were doing big business.

Lester Wallack played the title role in "The Colonel" when it came to his New York theatre after someone else had played it at the Boston Museum on its first performance in America.

Rube Bernstein was a billposting sniper at the Star, Toronto.

Ralph Ketterling did publicity for Jones, Linick and Schaefer.

Mort Slinger produced shows at the La Salle, Chicago.

Balaban and Katz put up the Central Park in Chicago, first deluxe house in the country.

Milt Schuster was a comic in burlesque.

"Dardanella" was about the only tune the band at Healy's Golden Glades ever played.

Montgomery and Stone played "The Wizard of Oz" at the old Academy of Music.

Samuel Blythe used what is supposed to have been the first typewriter in newspaperdom on a Rochester, N. Y., sheet.

Walter Reade was advertising agent for the old Metropolis in the Bronx, N. Y.

Tom Henry (Doston) was a lithographer with the Sells-Forrepaugh show.

Jim Barton was second comic with "Hello Three" (American burlesque).

George M. Cohan was a member of the Four Cohans with Hyde's Comedians.

Harry Kurtzman, now managing the Hyde and Behman Estate, managed the Gayety, Pittsburgh.

Frank Damself was a straight man on the Columbia circuit.

## MIAMI CHATTER

(Continued from Page 50)

their place to the scribes. Boys are much obliged for a great time.

Virginia Hawkins deserted Miami Beach for Palm Beach.

Col. Green, of the Hetty Green tribe, has a window awning for the top of his gearless car.

Folks of Miami Beach wondering who the gent is at the Roney-Plaza, who wears brown shorts, like the trunks of a bathing suit, day and night. Tall fellow with nothing to say. Prize mystery of the section.

Walter Howey flew back to New York after the fight.

Johnny Broderick, plain clothesman, known to all Bradwayites, was here.

Miami Beach dedicating the month of March to sporting events. One of the greatest programs yet, with polo first, then swimming and golf, a tennis regatta; LaGorce golf tournament, with a purse of \$15,000 to attract the world's best.

George Gershwin has written the music for the finale of the Circus d'Art. To be given the first week in March at the Miami Beach Garden theatre for charity.

Mr. and Mrs. Harry J. Powers at the Roney, far from Chicago's reverberations.

Bernard Gimbel, not only good at merchandising, but an aquatic ace. The merchant swims the length of 300-foot pool under water, which is a featured performance every Sunday by athletic club stars here. He does it for pastime. They get paid.

John Golden working now instead of basking. Helping the Miami theatre group to prepare his play, "Between Us Three," which he intends to produce in New York.

Mrs. John H. Davis, society woman, was the peanut girl at the Bath Club's opened.

Helen O'Shea opened at the Roman Pools. Formerly of the Casanova and other clubs.

S. S. Kresge spending his dimes hereabout.

David Lawrence guest of the Frank E. Gannetts in Collins street. He's a Butler goes for polo in a big way. He has seven polo fields at his establishment in Hinsdale, Illinois, and has two ranches in the west to raise his mounts. He spends his winter knocking the ball around in Miami Beach. Tough life!

Harry Payne Whitney, although not expected here this year, arrived at the Roney and attended the fight.

Everybody knows, of course, that Gene Tunney is around Miami Beach with Pully Lauder. In one night club the other night the orchestra took out a number, which is a travesty on the Dempsey-Tunney fight, when word reached the place Tunney was on the way over. Bernard Gimbel gave them a party at the Lido last week.

Charles B. Dillingham a guest at the Roney Plaza and, incidentally, his middle name is Bancroft, but no relative of George's.

Another fashion show, this time at the Flamingo hotel next Thursday.

Edward Shumaker, pres. of the RCA-Victor Company, guest at the Roney. Away from the cares of handling 200,000 employees.

Mr. and Mrs. David Reatty, Jr., at Daville.

Better big at the smart Embassy Club brought about Frank Ford's re-signing the artists, scheduled to be dropped.

Unlucky weather for the past seven days.

## MARRIAGES

Rheba Crawford, Salvation Army girl known as "Angel of Broadway," to Ray B. Crawford, local broker, Feb. 24 in San Francisco.

Helen Dean, pictures, to Dr. Myron B. Fractman, San Francisco surgeon, last week in Reno, Nev.

# Uncommon Chatter

By Ruth Morris

## Good Old Burlesque

"Ladies and Gentlemen. Now I want to tell you about a little book I have on sale. 'Hot Dog' it's called, and hot it is. The greatest little book ever printed—and only 16 cents. It treats of subject of sex with a laugh. Some of the funniest book funny; others may find it offensive, but if you're really broad-minded you're going to enjoy this collection of snappy stories. It has pictures of girls dressed just the way you like to see them. All for fifteen cents and money back if you think it's not the finest kind of a book you've ever seen."

So starts the entertainment at the Columbia, cathedral of burlesque. No matter how protestingly the reporter may go to cover the barker, it's always fun. Burlesque is so flagrantly itself—with its kinks, red-nosed comics, spangles, inaccurate music, impersonal run-around girls and childishly deliberate attempts at wickedness.

This week's attraction, "Burlesque Review," is just the type, starting off with a rapid patter chorus that gets the audience on their feet. The folks, we're here today to please you." Then follows something about copulation Tulling the nation. A truly representative specimen more characteristic by the fact that only one word out of five is enunciated. The production has Harry Pearce, who has everything that a burlesque comic should have (including the parenthesized middle name of "Pep"), but the divine gift of being funny. He's a likeable little fellow, with a Cowley accent, who keeps stippling on his jaws, white lips, perfectly beautiful red nose, and a hilarious ability to flatten his voice and make it sound as though it were coming through an imperfect microphone.

Style at the Columbia is easy to cover—it takes in so little territory. It adds to its working basis (the sariere and trunk) little elaborations of spangles, fringe and coy rosettes. If ever a burlesque comic had a new and fresh, that would be news. One of the best parts of the entertainment is furnished by a precision dance troupe, who are much too bored to work in unison, so they kick at random.

If the production should become boring while working its way up to some obvious gag, reading of the program offers some interesting forecasts next week's bill as "The Sensational Sporty Widows" with a "Fundingster Chorus" and the announcement that the show has been indorsed by a traveling salesman. Subtitle for the present attraction also makes worth-while use of the entrancing Potpourri of Humorous Incidents Enclosed in Melody." And over on the bill, next week, there's a note that Theatre Parties Can Be Arranged for Any Show—making it completely self-sufficient for the Drama League of New Passaic.

Good old burlesque!

"Flying High!"

George White's musical is "Flying High" without the slightest feeling of falling below box office standards. Its book is just one of the things—there are a half-dozen of them—about it. It's grand, continental air race—but it's grand entertainment. Trite plot not more compensated by the above-average personalities of its principals. Primarily there's Bert Lahr, who needs only to intone an impassioned "unong-unong-unong" to be awfully funny. Only a grand scene could supply the number of reprises occurring through the show. "Thank You Father" and "Without Love" stand up best after many renditions.

The chorus is dressed well with a nice blending of costume and dance design for indefatigable Bobby Connolly numbers. Grace Brinkley is a pretty ingenuite with a more-than-blah personality. Bert Lahr, in spite of her not so funny lines, is a cute comedienne who can step out with swell taps. Joseph V'ban sets are grand.

## Telling the Visitors

To insure a really good time at an opening night the spectator should contrive to secure seats in front of a "Resident" Housewife, a girl giving a theatre party for out-of-town friends. That is the surest way to have celebrities in the audience. It's pointed out that the lecture may sound something like this:

"Oh, yes, we get to a lot of openings. Would you like to have me point out some of the celebrities? Well, let's see—there's Miss Hand-don down in the first row. Oh, that's her. She's a famous dancer. See that old man she's sitting with. That's her husband. He has mil-

lions. He sells kodaks, or something.

"Does that blonde coming in? That's Frances Williams. Oh no. It isn't Frances Williams after all. Jack, isn't it funny how much that girl looks like Frances Williams? Well, I'll point her out when she does come in."

"Oh, my dear, this is a treat for you. There's Jimmy Walker. Yes, you know, he's our Mayor. I don't know who the fat man with him is. It's (the "fat man" being Dudley Field Malone looking his prettiest and unfattest).

"That little boy? Yes, he does look like Eddie Cantor—but I don't think—no, that isn't Eddie. Maybe it's his son, Jack, when you go outside see if you can find out if that's Eddie Cantor's son."

"Oh, look, Jack—there's Helen Kane. Remember the night we met her at Harry's party? Of course you remember. I don't know who the 'vo-vo-de-voop' girl! And that funny man who appears in pictures with her—no, not Conrad Nagel—oh, why can't I remember his name?"

"There's Otto Kahn...well, he looked like Otto Kahn and look right over in the corner..."

But the first act curtain ends the show.

## Mei Lan-Fang

Anything as different from Western concepts of the theatre as Mei Lan-Fang's company couldn't possibly be uninteresting. It's so utterly different, with its artificial garbs, gorgeous costumes, shrill incantations, and striking music. The most indignant scoffers at his posturing technique must recognize that Lan-Fang is a master of his art. That he is a supremely great actor and a fluid pantomimist. But it seems impossible for an Occidental to appreciate fully an art so buried in tradition that even the slightest gesture is studied and symbolic. Unqualified enthusiasm, which ignores the fact that Lan-Fang's acting at times must seem highly comic to a Western observer, or the lack of sympathetic understanding that a rude audience gave to La Argentina at her first appearance in America.

Much of the enjoyment of Lan-Fang's performance for American audiences depends on Miss Soong, who in pure soft fiction outlines the plots of the Chinese dramas as the background of her country's culture. Lan-Fang himself introduces a new fashion in lighting—the idea being to grow rigid, open the eyes wide and then let the pupils progress slowly toward the bridge of the nose. You, of course, won't be rude enough to laugh at it audibly, but there's nothing to prevent enjoyment of a silent chuckle.

His tremendous success has exploded the prevailing theatrical superstition in regard to peacocks. Many managers, who previously have brought hard luck, will not have even a representation of them in their productions. Lan-Fang has two magnificent peacocks embroidered on his front drop and stage backing and has been playing to capacity, suggesting that, perhaps, the jinx doesn't apply to Chinese actors.

## Roxy's Stage

There are interesting and lovely efforts at this Roxy this week in a variegated program going all the way from an imaginative snow machine to a southern lily under the "Lazy Louisiana Moon." Cozy times and backing contrive a beautiful scene for "Snowflakes"—the former, in blue, white and silver, dotted with puffy strands of marigold, backed with the cyclone lighted from white into deep blue. Ragged chiffon drapes create an upper frame for the picture, later brightened in the introduction of the Roxyettes in scarlet and black skating costumes.

Shift in mood offers a striking contrast in the next number—a mechanical solo by Von Grom, explained as the spirit of Lailay. It is an interesting interpretation, made more impressive by having the dance movements thrown in red shadow against a stiff white backing.

Whatever the Roxy does in the way of amplification to its orchestra should be stopped. It's a crime to have the work of such a

## Did You Know That

Betty Compton has the darkest coat of tan in town... Dave Stamper is said to have disappeared from the P.A. lot, having simply put on his hat and left... Boris received a tremendous ovation at the Metropolitan when she sang "Louise"... Grace Moore looked charming in a fur-trimmed hat and mink wrap, sitting in the audience... the Jack Warners are supposed to come east on a visit... Harry Puck is starring in the new Shubert opera called "Three Little Maids"... Louis Shurr, Louis Warner, Mr. and Mrs. Jack Whiting, Genevieve Tobin, John Handley, Bobbie Perkins, Herb Harris, Gertrude Macdonald and Herb Fields all attended a Mayfair farewell party for Irene Delroy... Joe Shea is here from Hollywood for a month on a business trip... Marietta Hooton's toe dancing should be preserved by the camera. It is said that Marion Davies gives diamond bracelets and other lavish gifts to her friends at Christmas time... Louise Parsons is in town to attend her daughter who is very ill... Harlan Thompson is writing Beatrice Lillies—new picture for Fox...

Jimmy Hall has a look-alike of Klieg eyes... Mrs. Roy Smeeck is wearing a new diamond bracelet... The guardposts in "Flying High" are said to be really two sets of twins... Mayfair furnished snowballs, streamers, beads, hats and other favors Saturday night and it was swarming with guests... Morehouse is going to Europe and Asia after dark news for the "Sun"... the craze for long evening gloves has not become popular as yet in California... prints will certainly be worn this summer, especially for evening... Lucille M. White looked very smart in chardreuse velvet at the Grand White opening... Johnnansen has a smart new brown linen hat... the cheer leader for Columbia basketball games looks like a real star... the opening night of "Flying High" Bert Lahr's dresser got a wire saying, "I know you'll be good."

good organization helped by sitting its tone through shrill microphones.

## Another Sally

A statistician might have an interesting session determining the number of times since the birth of the American moving picture that a love-lorn, incoherent hero, upon being told the heroine's name, has commented: "Gee, that's a pretty name—Sally." He lingers over the name with a vocal caress as his gaze lingers on her, empty toward the second balcony and his expression, which looks a little flippant, is supposed to suggest that he's glimpsing the most beautiful things of life. Sally could be any good girl.

"Underwood" is a film whose dreariness is worthy of Eugene O'Neill or any one of those jolly Rudin dramatics. A story in which the sweet Sally is brought by her husband to live in a lonely lighthouse and go politely mad from the loneliness of it all. Several dramatic situations at the end of the film do not compensate for its general dullness.

Mary Nolan photographs delicately as Sally. Dialog given her is so poor it's difficult to rate her performance.

## Hollywood Cycle

"Let's Go Places" is any criterion, picture adjectives are in for a cycle of films dealing with "background" glimpses of moving picture studios. Also, if "Let's Go Places" is any criterion, the eye is going to be not so diverting. There's nothing particularly bad in the film. Neither is there anything particularly good. It's pretentious, stereotyped, studio-type characterization. Lola Lane, Sharon Lynn, and Lee Corbin are the best they can with blah parts, and Eddie Kane and Charles Andrews are genuinely funny with moments of piquant French dialog.

# Wisdom for the Woeful

By Nellie Revell

This department, conducted by Miss Revell, has been instituted as a weekly feature and is placed at the service of any "Variety" reader. Matter submitted to Miss Revell will be treated confidentially. No attention will be paid to unsigned letters, but real names will always be suppressed.

Miss Revell may be addressed at the Hotel Somerset, West 47th street, or care "Variety," New York.

Dear Miss Revell: I am in trouble. I have been in New York a year and have been working in a night club. I like a musician in the orchestra. He can't or won't marry me and I can't take a baby home for my widowed mother to support. I am nearly frantic. Please advise me. Anguished.

Answer: Advice seems so futile in your case, but by all means have your baby and take care of it. It will be an incentive to spur you on to better efforts. You may be a big star some day and make the baby very proud of you. Some of our greatest stars got bad breaks in their youth. Do not let one false step discourage you.

Dear Madam: My son is 18 years old, very good looking and has a fine voice. He is also considered a very good dancer. He wants to go on the stage—but understands—he must start in the chorus. I have been told that chorus men are not respected. Would he have any future in the theatre? Mrs. M.

Answer: If he has looks and talent he has as much chance of a successful stage career as any of our musical comedy stars. In fact, most of them began as chorus men. A chorus boy is respected as much as any one else in the theatre, if he rates it. It is entirely up to the man himself.

Dear Friend: I have been working with a girl partner for three years and we don't seem to get ahead. I have a chance to team with a man partner. While he is clever and could get bookings on the strength of his act, he has an offensive personality and would probably make advances to me that would split the act. Do you think I ought to take a chance with him? Cautious.

Answer: If I were you, I think I would wait until another fellow comes along whose personality is not repellant to you and who possesses the same talents as the man you mention. If you have a girl partner for the present and try for a musical comedy or revue engagement. It might change your luck.

Dear Miss: My brother and I are working with a young lady who is very essential to our act. I am terribly in love with her but she never notices me. And he seems to like my brother, always saying nice things to him about him. He is married and crazy about his wife and baby. What can I do to make her transfer her affections to me, who is in every way worthy of her love? Acrobatic.

Answer: I fear your problem is beyond me. If the lady won't reciprocate your love, you had better

look elsewhere. However, if your heart is set on this one girl, you don't you try to make her jealous, or treat her with indifference? Probably your error was in letting her know too soon you loved her. It may be done that way in fiction, but in life different tactics are sometimes advisable.

Dear Lady: I am in the chorus of a Broadway musical show. The comedian is always trying to date me up. I am afraid if I don't go out with him I will lose my job. And if I do accept his attentions, I'll lose my sweetheart, who is in the chorus of the same show. What shall I do? Dora.

Answer: I believe if you tell the comedian you are in love with the young man he will cease his attentions to you, and probably help you both to advancement. I happen to know him very well and know he is just that type of man. Tell him the truth.

Dear Madam: I am an extra girl and never seem to get, any further than the mob scenes. I have been told I register well, and I am not hard to look at but still I just don't seem to advance. The directors are always promising me parts but they never materialize. I just don't seem to make the break. What can I do to better myself? Edna Girl.

Answer: Breaks is right, my dear, but luck will smile on you sooner or later. There is a great demand now for extra girls and, as you know, many of our biggest stars got their chance through an emergency. Keep on looking and doing your best and be fit to welcome opportunity when it knocks.

Dear Miss R: I am trying to get into vaudeville. I believe I have some talent. I am considered a very good tap dancer and have personality. I have a fair voice and my friends say I look and act like George Jessel. How can I land on the stage? Frank.

Answer: Send me a self-addressed and stamped envelope and I will forward you a list of agents and vaudeville producers who might help you, if you really have talent. Why insist that you look like Jessel? Postscripts.

Alice: I have no what salary he draws. Discouraged: If your statements are correct, you will find aid and comfort at the Actors' Fund.

Rose: The lady you see at opening night of the gentleman in his mother. Comedian: If your act contained as much humor as you believed your letter to me does, it would be working. J. H.: I don't want to discourage you, but I honestly do not see any future for your act.

# Oddities of Hollywood

By the Skirt

Hollywood does something to people's memories. Fantastic parties, all ending the same way, cards and dice. Go west, but dress close. The moving picture star who is said to be collecting dialects. Ermine and gum. Lee Morrison's night club. Sure of a crowd. Police in uniform conspicuous by their absence. Plain clothes men plenty.

One description of the town, "Done in Technicolor." Fortune spent sending flowers to visitors. The death knell one restaurant dealt itself by advertising, "Come and see the stars eat."

Huge solitary diamonds determine the social status. Fur coats and bare legs. The film star who receives a basket like box of flowers every week. The sneaking up of the husbands. High cost of divorce. Polo cost of ladies apparel. Fur coats and bare legs. No mo's in the Hollywood dictionary. London had in winter, so is Hollywood. Faces just as the Arthur Barker. The odd black star slipper left in a Caliente luncheon. A wealthy film name driving a Ford to save gas. Catherine Dale Owen, the studios' idea of oddity. Tennis and swimming. Projection room, once over. Carrying maps when visiting Beach Hills.

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## 15 YEARS AGO

(From Variety and Clippings)

Newest drift of the picture business was toward serials, due in part to the success of *Reliance's* (Mutual) "Mutual Girl." Serials were announced by Kalem and Universal besides the leader in the chapter story idea, Pathé.

General Film was still breaking up. New report was that its general manager, Percy L. Waters, would throw his fortunes with the film interests of Klav & Erlanger, who looked like a big future influence in the industry.

Record admission sale for pictures came from Cincinnati, where a tailor and a news dealer opened a store at 1200 Broadway, in the densest populated district with a scale starting at 3 cents.

Approached for vaudeville dates, John McCormack, the Irish tenor, mentioned that his firm was \$25,000 a week, based on his customary guarantee of \$1,500 a concert, which, figured on 14 performances a week, would make the total. Negotiations got no further.

Valencia Suratt promised to do a blackface sketch as her next, starting in Hammerstein's Victoria. Irving was to be provided by Muske Verlin.

One of the first ticket speculator scandals started in Chicago, where one of the Aldermen declared in open session the people were being asked for \$200,000 a year by the holdout of the best seats of hits which found their way into gyps' hands.

"The Birth of a Nation" opened at the Liberty, New York, first picture play to play at a \$2 scale.

## 50 YEARS AGO

(From Clippings)

Charles S. Farnell, Irish agitator, was touring the States lecturing and propagandizing the Irish Cause. Coming into Bridgeport, Ohio, an expected demonstration was absent, because the mob had mistaken Harry J. Claggett for Farnell. Barlow, Wilson, Primrose & West Minstrels, for the great Farnell and given him the reception on his arrival.

"Hearts of Oak," by James A. Herne, father of Crystal Herne of more recent fame, and David Belasco in partnership was produced for the first time at the Arch Street theatre, Philadelphia.

Jini Ward, one time boxing champion of England, now 30 years old, appeared at his own benefit in Shorelitch, England, and agreed to give a sparring exhibition. They picked a young opponent, who pulled his punches until the old man indignantly knocked him through the ropes to encourage him to mix it.

Terrace Garden in East 48th street, New York, was the height of its fame as a meeting place. Spot comes into the news at the time at the scene of a bonnet to George Rooke, contender for the lightweight title. (Garden was torn down only a few months ago.)

Purd newspapers even in that day aimed criticism against the state-subsidized Comedie Francaise, objecting that although the play was in its repertoire, the company held no less than 60 rehearsals of *Cornellie's* "Gid," whereas it should have been able to put the piece on at a few days' notice.

Offenbach, the composer, was in ill health in Nice, where he was the object of much sympathy.

## Inside Stuff—Vaude

Theatrical entertainments, to which latter affairs the general public is sometimes admitted, apparently are to continue as a regular part of the program offered in the prisons of New York State despite demands made, since the case at Auburn and Sing Sing, that they be stopped. Claim is these performances afford opportunities for the smuggling in of weapons.

Before a legislative committee probing into prison matters, Commissioner of Correction R. F. C. Kieb declared that he was heartily in favor of theatrical shows, radio broadcasts and similar amusement, on the grounds that they improved the morale of the convict bodies.

In the north of Berlin in the cellar of the Walhalla theatre, one of Berlin's most continually unsuccessful houses, a cabaret called "Carow's Laugh Theatre." Although upstairs the theatre is only sparsely filled, down below it is jammed every night.

Here Ernst Carow, a few years ago a clown in a small traveling circus, has established himself as a favorite. His undiluted knockabout is just what they want. This was all right until some of the newspaper boys discovered him and the tuxedos and décolletées began to make their appearance.

So the Scala has engaged him as the feature of its March bill at a salary said to be higher than that of Grock, who tops them all over there.

Fally Markus-Birman service-bureau in New York is placing numerous vaude layouts in non-pro jobs. Markus, the former indie vaude booker, receives numerous calls every day from vaude people seeking help. Many have sent many of them to Markus, who has been having been equipped from manager to ushers by Fally. A well known juvenile, out of work and broke, last week got a job from Markus as an elevator boy at \$80 a month.

Markus is reluctant to tell much of his efforts to place vaude lay-offs other than admit his agency had been a lot of acts out of work so long they were willing to take anything to keep from starving.

A theatre asked Markus for a sidewalk spielman. Man who took the job was a former pipe organist in a Keith theatre for years.

Max Belor Konorah has celebrated his 25th anniversary as president of the Internationale Artisten Loge (the German Vaudeville Performers Union). Konorah has been in vaudeville since 1889, traveling with his wife and doing the announcing for her mind reading turn.

He was not one of the founders of the union, started in 1901, but joined during the first year and was elected to the executive committee. In 1904 he became president. He organized the union with such energy that he was boycotted in Germany and had to play in foreign countries. In 1907, as he was too little at home, he gave up his career and settled down to running the organization. To him is due to a large extent the successful position which the association now holds.

As he is now taking over the new state controlled performers agency, which is taking the place of the former private agents, it is planned to elect him as honorary president of the union.

## Inside Stuff—Music

Because Witmark was in need of a plug song, Warners turned over the Remick number, "Slither On a Doorstep," to Witmark.

Tune, composed by Young and the Police, has been on the Remick catalog for four months but has not been given much plugging. Witmark will give the tune heavy exploitation.

Mechanicals have been kept alive, according to disc dealers, by the coupling of radio with phonographs. Were it not for this, many in the business state, there would be hardly any future market for discs.

Of the four better known radio-phonograph combination instruments, three are manufactured by recording companies. These were apparently started in realization that sales of phonographs were shot and would kill the disc business unless preventive measures were taken. Combination sells, on the average, for about \$100 more than a radio set alone.

On the Pacific Coast, the Jimmy Durante disc of "4 Up at Him" is popular. When "Rough House Nights," the Paramount feature with Durante in it, was announced for release, the San Francisco Paramount exchange hit upon the expedient of having the song record phonographically played to identify Jimmy as the singer and as one of the billed comedians in the talker.

This was done all over the main streets of the town and became quite a ballyhoo. "4 Up" is a prevailing record rage up and down the Coast. It developed into one of Columbia's best sellers after a slow start.

The original group who participated in the buying and selling of the world-famed drug, hard-boiled song, "Swing Low, Sweet Chariot," was the affair Thursday night. The song, written by Harry Armstrong and Dick Girard, was sold to Witmark's exactly 28 years ago and Thursday night the copyright on it expired.

That night the copyright was renewed and the group who sat in on the purchase of the song 28 years ago was present 100% on the anniversary. They consisted of the two songwriters, Jay and Isadore Witmark, the publishers, and Henry Hart, the notary public.

Devises employed by executives of NBC enables them to tune in on any of their company's local station programs or national studios by the mere click of a button attached to their office desks. It is expected the bosses often hear things not intended for their ears.

Attachment is expensive and at present is limited mainly to the chain's executives. Several millionaires in and around New York, however, are known to be in the music trade with similar installations. One eastern Millionaire has a fixture installed in his 15-room home so he can tune in any time in any part of his house.

Music men see a return to normalcy within the near future. The Hollywood bonanza is about over and while picture connections will continue to be a factor the dizzy ways of the past year and a half are giving way to a more substantial basis and a return to old principles.

At the present time the big hits are no longer predominately in and of pictures. Old styles in song plugging are returning and prediction is made that the music trade will be back to about where it was when the Hollywood fever hit it.

This prediction is not made by the small companies without picture hook-ups, but comes from the men most conspicuously identified with pictures. They point out the almost complete absence of soft hits from pictures coming to Broadway in the last several months.

Lack of intelligent spotting, proper developing, casting and plugging together with the acceptance of unworthy songs by writers under fancy long term picture contracts and the flooding of the market with trashy numbers has created a depression in the music trade that is expected to result in the music men going back to their old way.

There has not been a 1,000,000 sales song hit since Johnson's "Sonny Boy." This is accepted as reflective of the glutted market conditions. Music picked and okayed by experienced music men and not stuck into a picture at the whim of a Hollywood director or supervisor is the prophecy of the music trade to which the industry will return as the importance of Hollywood recedes and it is perceived there's not room enough for everyone at that banquet table.

## Inside Stuff—Pictures

(Continued from page 18)

adding a few scenes of burlesque and hoking the titles. Result was effective and the audience okayed the kidding. Author of the novel, however, takes himself a trifle seriously and protested the jarring up of his work.

Another outburst of malicious attacks on the personal lives of two well known screen stars in a national fan magazine has incensed the producers to a degree where they are devising means to stop repetition. In this case it was an out and out intention to become sensational in exposing the life of a father and son who are now both well known figures on the screen. Writer claimed the divorced mother of the son is coaching him to compete with his father for higher screen laurels.

Writer later became western editor for another national fan mag which won't do the publisher of the latter much good if the producers bar her from the studios.

Studio p. a. notified a downtown Los Angeles theatre that his firm would not co-operate in any more exploitation tie-ups involving the loaning of players, unless the theatre first placed a cash deposit to cover possible expense.

Edict followed a recent theatre tie-up with a local ballroom for which the studio supplied 20 chorines. Bill for new shoes for some of the gals and for cleaning costumes, amounting to more than \$100, was sent to the ballroom, the operators of which turned it over for payment to the theatre. Neither paid and the studio took the loss.

A foreigner, working on a foreign version in Hollywood as technical director, offered to translate a song that was to be sung in the picture. He was allowed to do this and then a college professor called at his home. Prof. said that he had been engaged by the studio to look over the translation. The prof. didn't know the language, getting the mission on a bluff, so merely asked the translator if it was all right and let it go at that. Technical advisor naturally okayed his own translation and the professor-musician was paid and took it back to the studio. Pay-off is that the prof. was well paid for his services.

To avoid accumulation of standees in outer lobbies, and to keep within fire rules, ushers in the Broadway picture palaces are almost giving patrons the rush act in practically dragging holders of orchestra seats to the balcony.

Come-on promise by the usher is that he'll get a seat for you downstairs as soon as one's vacant. You never hear from him again. The other day, at one of the big de lusers, a customer raised quite a fuss about it.

An actress recently arrived in Hollywood seeking picture work endowed with a mysterious fortune. She made it annoying for one of the local press agents in charge of a premiere opening by calling him several times to make sure he would identify and announce her over the radio when she arrived.

Each time the girl advised the p. a. she had changed her mind on her wearing apparel, but would be sure to drive up in an aluminum-bodied car.

First extended use of Metro's "rising and falling" stage was devoted to filming a violin musical number for "March of Time."

Stage was divided into 12 sections, each 10 x 10. Eight of these sections were made to rise 12 feet above the stage level and descend the same distance. Four ascended 18 feet and descended eight. The elevators carried 25 girl violinists who furnished music for a dancing ensemble performing on a platform built across a violin 60 feet in length.

Theatrical contest tie-ups are out as far as two Syracuse, N. Y., newspapers are concerned. "The Herald" has banned them as futile space grabbers of uncertain value.

The "Post Standard" will no longer countenance tie-ups, but uses an occasional announcement with no mention of its own association. Hearst's "Journal-American" alone has welcome on the doormat for the exploitation boys.

Although costing more, Warners has followed the example of Par in advertising separately the shows in the New York and Brooklyn houses when the picture is not playing day and date. WB held out against the added expense and the rough paper and ink to talk the two separate advertising on simultaneous runs. Now with Strand (New York and Brooklyn) and the Beacon no longer day and date, it is making the change.

Some 15 silent theatres and two others with indie wire equipment have closed in Philadelphia. One of the major electric companies made the survey, attributing the darkened condition to sound.

Among the silent spots now dark are: Alma, Bellevue, Belmont, Cedar, Chestnut Hill, Montgomery, Norris, Arcade Palace, Dreamland, Elks, Iris, Lafayette, Lyric, Mammoth, 24th Street and Viola.

Under a ruling by the I. A. it will not grant permission to New York stagehands and m. p. operators to attend one of the so-called "sound schools."

It has been provided that every local union should have its own sound class and arrange for the training of its members under the direction of practical experienced operators.

Hollywood writer turned in a story to a studio which came back rejected. Later, the author was engaged by the same studio. His first commission was to look over a pile of yarns to "get an idea out of them to weave a story around."

Chap found a copy of his own story; blew up and quit the same day he was hired.

Most popular star in Europe, so far as the paper cover authors are concerned, is Greta Garbo. Yarns purporting to be her "inside" life are being circulated in all of the European countries, in four different languages.

Books are prime gimmicks. The "inside" is all harmless stuff, culled mostly from studio s. p. copy.

Several hundred strikers of the Ladies Garment Workers' Union secured employment at \$7.50 a day as extras at the Paramount Long Island studio for the Tunney-Dempsey fight scene in "Young Man of Manhattan." Required all the extras to wear old clothes while the property department turned on a very literal rainstorm.

Because most everyone in M-G-M has been mis-spelling "Florodora," a note from above has gone out to remind publicists and others that the spelling, "Florodora," is incorrect. Press stories and most other material so far have had two a's in the word.

B & K will not install mechanical candy venders in the Paradise, neighborhood de luxe house. Man who leases the candy store next door waved his lease in the legal department's face.

So the slot machines have been moved to the Chicago.

For the first time since organized over two years ago, Radio's Photo-phone is out of the red and beginning a show profit.

Installations recently have averaged four a day, it is claimed.

# Erlanger Coast Stage Shows May Be Circuit's Forerunner

Los Angeles, March 4.  
A. L. Erlanger and Marc Heiman are reported back of a legit project for the coast which will send musicals and straight shows up and down this area. If over, the stage property will not be shipped east to take a stab at the big centers. Erlanger has a new house in Frisco and is building one here. It is at the northern stand that a revue will open this spring for which casting is now under way in New York. One Bessinger is understood to be engaged in lining up the revue with Sylvia Hahlo assisting in the casting. Bessinger and Miss Hahlo are in the east, as Erlanger is. He intends to establish a legit circuit out here is not known.

## Sunday Dance Test Up As Civil Suit Detail

A court test of the legality of Sunday night professional dancing in theatres is in prospect as a result of a suit filed in the New York Supreme Court by Charles L. Wagner, Carl Reed and Elisabeth Marbury, as managers for Harold Kreutzberg and Yvonne Georgi, against the Craig Theatre Corp., owner of the theatre in which the dancers have been appearing all season on Sunday nights.

The managers got a temporary injunction a month ago on the ground that the defendant was threatening to violate a contract by which the dancers were to appear at the Craig theatre on Sunday night and the defendant was to get 35% of the box office receipts. Mr. Wagner said that the dancers have been a box office success and have drawn between \$3,500 and \$4,000 a night, and that the only reason given by Mr. McGreger of the Craig theatre for refusing to permit a performance booked and advertised for February 7, for which many tickets had been sold, was that he had been notified that Sunday night dancing was a violation of the Sunday theatrical law and that he would not permit the theatre to be used for that reason.

Mr. Wagner said that he believed this contention was not justified and that the dancing programs given by Kreutzberg and Georgi are not in violation of the law.

## L. A. Bargain Ducats

Los Angeles, March 4.  
The Friday Morning club, owners of the Figueroa Playhouse, decided to produce a play, which they could not cut rate tickets. The club figured that "Moon Madness" and "Bad Babies" throwing out plenty of 50 cent service charge passes had put the theatre in a bad light. Hampton Del Ruth got the house for his production "The Latest Murder," only after he had promised the club he would not cut prices. After a week of poor business Del Ruth decided he would have to scatter the service charge passes if he wanted to get out of the deal.

After a conference the club decided to let him pass out the bargain tickets. The club is getting a weekly rental of \$1,000 from Del Ruth.

## New May Robson Play

Los Angeles, March 4.  
George T. Hood, former legit booker of the northwest and recently managing the Metropolitan, Seattle, for Errol Barer, released Walter Chenoweth as manager of the Hollywood Playhouse for Henry Duff.

May Robson in "Helen's Boys" follows "Salt Water" at the house instead of Hale Hamilton in "Her Friend the King" as slated.

## IRISH GROUP UPTOWN

The Irish Players may not fold as previously announced when they vacate the Greenwich Village, but may give a supplemental season up town under direction of the Shuberts.

Lee Shubert is reported impressed by the productions of the downtown group and may spot them at the Garrick.

## Art Standards Figure In Blaney Divorce Case

Norwalk, March 4.  
The Blaneys and the Spooners may play drama in rural opera houses and music halls on tank town circuits, they seldom play the Empire, the Henry Miller, the John Golden or the Plymouth, but they never play in inferior burlesque. Harry Blaney, son of the renowned Henry Clay Blaney, made that clear in the county court at Bridgeport when he testified in his divorce suit against Marion Melrose Blaney.

Blaney, who is manager of the Blaney Play company in New York, told the court that he married Marion Melrose in 1917, and took her home to New Canaan, where all the Blaneys and Spooners live in an old fashioned homestead when they are not working. They were happy for a year, when Marion spurned Blaney dramas and announced that she would have burlesque or nothing. She left the homestead and the theatre hall and went with a burlesque circuit, "a second-rate circuit at that," Blaney declared. She never returned to her husband. Blaney was quickly given a divorce.

The Blaney-Spooner household is one of the most picturesque in the village of New Canaan near here. Blaney and the venerable Mary Gibbs Spooner, who was a star three generations ago. Other members of the family are Cecil Spooner, Edna Spooner and Charles E. Blaney.

## Mary Lewis' \$185,000

Culver City, March 4.  
Mary Lewis, Metropolitan Opera star, under contract to Pathe, is enroute to New York to fulfill the remainder of her contract to the Metropolitan calling for seven more appearances.

She returns here in five weeks with her first picture scheduled to start next week later.

Several staff writers have been assigned to concoct a yarn. Pathe will pay \$85,000 to Miss Lewis for her first picture and \$100,000 for the second.

## "St. Scene" by Request

Chicago, March 4.  
Minneapolis is anxious to get "Street Scene" that John Turk, ahead here with the show, has been showered with requests. One group promised a guarantee in advance.

Having already made up his mind to play the Twin Cities, Turk gave in to them. The show leaves here the end of the week and goes to Minneapolis for a week there. A week each follows in St. Paul, Duluth, Madison, Wis., and Milwaukee.

## SHY-LAWLOR LINGER

Hollywood, March 4.  
Gus Shy and Metro remain together another year, option having been taken up on the Broadway comedian. Understood Mary Lawlor, also in "Good News," will have her contract likewise extended by Metro.

Shy's second picture, and the first under the new deal, will be "New Moon."

"Boundary" Week to Week  
"The Boundary Line" figured to fold at the 48th Street, New York, last week is sticking.

A provisional closing notice was hung last week which now gives management privilege of operating on week to week basis and closing without further notice to cast.

## CHI FUND SHOW

Chicago, March 4.  
Annual Actors' Fund of America benefit will be at the Erlanger March 21. William Hartwig is here handling the show for Daniel Frohman. There will be the customary 25-buck seats.

Butterfield Stock  
Grand Rapids, March 4.  
W. S. Butterfield's Powers theatre will open June 1 with a season of dramatic stock on subscription and guarantee basis.

## \$72,000 JUDGMENT IS AGAINST B. VEILLER

The American Play Co. was given a directed verdict of approximately \$72,000 against Bayard Veiller Monday in the Supreme Court of New York, Justice Carey sitting. The suit was the result of a loan through John Rummy of the play company to the author, who was given \$3,000, the latter, in turn, agreed to hold the company 10% of the royalties on his plays for three years, in addition to the usual 10% for placing a play.

"The Trial of Mary Dugan" came along and Veiller stalled on paying the extra 10%. When the suit was started A. H. Woods, who produced the show, was ordered to hold the money in escrow. The amount from that source amounted to \$32,000. Other money was held out by the author, such as royalties on the English presentation, which crossed something like \$400,000. Also the item of the picture rights, the author's share having been \$62,500, in which Rummy company was to participate. In all Veiller has made out to half a million on royalties from "Dugan." Veiller lost out in an arbitration on another matter concerning "Dugan." He had sold the Australian rights to the Williamsons prior to Woods having accepted the script. The Williamsons put in a claim for part of the picture rights for Australia, contending that the latter version might hurt the run of the show. The arbitrators, including a playwright (Arthur Richman) and a lawyer (Nathan Burkan) agreed with that view.

## "Gala Night" Paid Off

First week's intake for "Gala Night," which opened at the Erlanger, New York, Tuesday night, was insufficient to pay salaries Saturday. Cast was paid off at Equity Monday, contending bond and interest will continue this week with enough security remaining to pay off if business doesn't jump.

"Gala Night" is the initial production effort of Hutton Williams and is heavily hooked up through a large cast.

## O'REILLY RETIRING

Actor for 20 Years—Agent for 8—Closing Office

J. Francis O'Reilly, for 20 years an actor, and actor's agent for the past eight years, is closing his agency at 154 West 46th st.

He is retiring from the business.

## Le Gallienne Broadcast

With start of Eva Le Gallienne's Civic Repertory tour of key cities April 10, stations in the CBS network will broadcast the plays from the theatre in each city.

To be broadcast in Philadelphia. Broadcast arrangement is figured mutually beneficial.

## CHI. STOCK FADES

Chicago, March 4.  
Clyde Elliott took his final Pop of the season from the members of his stock company refused to go on at the Evanston theatre because of unpaid salaries. Doors were not opened and the patrons representing perhaps \$100 were turned away.

The Evanston venture was about two weeks old, and followed a season at the National here, at which latter place Elliott also found financial worry.

## MT. VERNON STOCK SET

Frederick Clayton and Joseph Solty have taken over the Westchester, Mt. Vernon, N. Y., and will install dramatic stock next week. Company includes Marianne Rindon, Gene Cleveland, Kitty Coggriff, John Pittman, Alice Hogan, Stewart Hinchman, George Penny, John Little, Tod McLean and John Pote.

## GORDON OPPOSITE GARBO

Hollywood, March 4.  
Gavin Gordon, legit actor, will make his screen debut under Metro auspices as Grete Garbo's leading man. Picture is the "Romance" remake, soon to start.

## COMMISSION AWARD

Leslie Morosco Given Award from J. Francis Robertson

The first case of arbitration on the new Equity agent's contract was decided in favor of Leslie Morosco, agent, against J. Francis Robertson, actor, before the American Arbitration Association, last week.

The contract, a verbal agreement, as it had been arranged during the time when the status of the Equity Agents' Contract was undetermined, called for 18 weeks' commissions amounting to \$180.

As Morosco's principal witness was absent, the case was compromised. Morosco was awarded 5% for the first 10 weeks instead of 10% for the run of the play, in commissions.

## "Green Grass" Withers

On Guarantee Default

"Tread the Green Grass" folded in rehearsal last week when William Blake, producer, failed to post guarantee for its opening at the Belmont, New York.

The show had been in rehearsal for a week and was originally scheduled to re-light the MacDougal (former Provincetown Playhouse) Greenwich Village two weeks ago, but was held back on Blake's subsequent default in bringing it up to the Belmont. Latter house wanted a cash-up guarantee instead of the first money arrangement proffered, and when the coin was not posted the door was called out.

Some weeks ago when Blake announced he would assume tenancy of the defunct Provincetown Playhouse, it was reported Otto Kahn was financing the new group, but turned out to be just another one of those things.

The cast are holding the bag for their lease in rehearsal through having agreed to commonwealth arrangement.

## Wiswell's Problem

Los Angeles, March 4.

Lou Wiswell to New York via boat March 15. Needs lots of time for thinking how to line up coast dates for "All That Glitters," play by Zelda Sears Wiswell and Tay Garrett.

Piece was penciled in the Belasco & Curran houses here and San Francisco until "East of Suz" came up. Since Wiswell has been figuring other arrangements.

## Eight-Year Stock Folds

Madison, Wis., March 4.  
Last stand of the stock company, enacted in dozens of cities in last year, closed here this week when Al Jackson Players folded after eight years at the Garrick.

Prices were cut twice during past season, but situation proved hopeless with six firm and one vaude house in city.

"Front Page," closing effort, packed them in, but was put down as a "splendid gesture."

Garrick, now owned by RKO, remains dark, opening only for William Gillette's "Sherlock" March 17 and 18.

## BLANEY DIVORCE

Bridgeport, March 4.  
Harry Clay Blaney, 2nd, 30, of New Canaan, manager of the Blaney Play company, with office in the Knickerbocker theatre building, New York, obtained a decree of divorce on grounds of desertion from Clara Beckett Blaney, 28, actress, former Broadway actress.

Couple were married March 1, 1922, and in July, 1923, Mrs. Blaney went on the road with a musical show. He received a letter from her a month later and has neither heard from her nor seen her since.

## PASSION PLAY IN CHI.

Chicago, March 4.  
Freiburg Passion will open May 4 at the Chi Civic Opera house here for run. Coming from Cleveland where it will open April 7.

Attraction is now in Florida and except in underwritten towns is in the red. Mr. H. C. Ingraham, formerly of Chi Stadium advancing.

## FRISCO STOCK SET

San Francisco, March 4.  
O. D. Woodward will try stock starting in three weeks at the Columbia, Eranger house.

## \$3,600 SPANISH FLOP ONE OF LESLIE'S ERRORS

Leslie wished himself into trouble when engaging Argentina, the Spanish dancer, for his "International Revue" which opened at the Majestic, New York, last week. Appearing late on the first night the heel stamper and finger snapper was hissed after a show of temperament and when at a considered routine Spanish dancing. Monday it was decided that she withdraw from the show, and it was announced that Argentina considered she had stepped into the wrong atmosphere, since her work was more in the line of recitals or concerts.

Argentina was not in the revue during its out of town showing and the show laid off a week for her to rehearse. Her arrival was ballyhooed, particularly because of another Spanish dancer, Argentina. Previously cable to "Variety" expressed surprise by people in Spain that Argentina should be engaged at \$3,600 weekly over there.

No Luck First  
The girl, who was no little disappointment in appearance, was booked through the William Morris office. Abe Lastfogel of the Morris staff almost begged Leslie to watch the impact at an audience before signing her for the show. Leslie made the cut answer to Lastfogel to mind his own business.

Under the arrangement for Argentina, Leslie was to pay the revue, she is to receive \$10,000 which was posted in a bank as a guarantee. She forgoes all salary claims. The \$3,600 weekly was to have been for 10 weeks.

Florence Moore is also out of the cast. It was announced she had laryngitis, but has been around. With the two names off, the weekly salary is lopped off the show's heavy salary list.

Leslie appears to have overstepped himself in other ways, going to big rehearsal with the orchestra for one thing in order that he could personally direct for Harry Richmond, Gertrude Lawrence and Argentina.

The production cost is about \$140,000. First week's business about \$31,000 at \$6.60 top is not big in the Majestic even in seven performances, as the show started with a \$16.00 first night when the top was \$16.50.

## Jolson's "Sons o' Guns"

"Sons o' Guns," now at the Imperial, is to be Al Jolson's first starring picture for United Artists. Rights to the musical, which was acquired by U.A. after they disposed of "Big Boy" to Warners. Latter will be Jolson's last for WB.

## Lobby Coffee 20c

Los Angeles, March 4.  
Newest kind of a theatre lobby racket is coffee serving at 20c a cup. At the Pasadena Community Playhouse, the theatre is giving it. Its unusual because nearly all other theatres of this kind going in for the coffee dishing thing, do it as a give-away. Recently some of the biggest vaude and picture houses installed the feature gratis.

## "SHOW BOAT" CLOSING

Washington, March 4.  
Ziegfeld's "Show Boat" finishes in Baltimore at Ford's this Saturday. Most of the cast returning to Manhattan except Sammy White and Eva Puck, who head for Florida.

## SCENARIST'S PLAY

Burbank, March 4.  
"They Never Met Up," play with a Mexican-U. S. border locale by Humphrey Pearson, First National scenarist, will be produced in New York by the Assembly Theatre Producers.

## ULTIMATUM

Chicago, March 4.  
Equity has issued an ultimatum to Hal Eddy giving the manager 10 days to accept arbitration. Clash on "After Dark" amounting to \$285 are involved. Equity holds a \$2,500 bond.

## JERSEY CHURCH DRAMA

"Veronica's Veil," religious drama with cast of 300, starts its 16th season March 9 at St. Joseph's Auditorium in Union City, N. J. It runs until April 16.

Literati

England's Newspaper Drive  
Latest move in the government of England direct from Fleet street is the formation of the United Empire Party, sponsored by the "Daily Express" and "Daily Mail," backed by all their supporting provincial dailies and London evening tabloids, and coupled with the names of a long list of political big shots who reckon they'd better swim with the tide.

Actual significance of the move is difficult to fathom. It started as a stunt to boost the "Daily Express" circulation and has grown into something which comes as near to being serious as is possible where British politics is concerned. Outside the Fleet street radius there was general surprise that Lord Rothermere, owner of the "Daily Mail," should have come into line with Beaverbrook's "Express" scheme. Idea that there is enmity between the two papers has been carefully fostered by circulars, drives and direct kicks at each other's sales figures.

During the past year the "Mail," with a sale always just under the 2,000,000 daily record, was the "Express" pull up almost level, and some reckon the new party's just a wheeze to shoot both papers past the record mark at more or less the same time.

Actually, the "Mail" and "Express," although rivals on the surface, are pretty closely knit. Each unit has big holdings in the other's stock, and one of two papers, among which the London "Evening Standard" has been mentioned, are held almost equally between the newspaper barons.

As a result of the enormous drive the combined chains have started, Beaverbrook has been freely tipped as the next Prime Minister of England, and the three established political organizations, particularly the Liberal Party, which has lately been nibbled between the two extremes, are mighty peeved. Whatever the result of the party, and apart from whether or not it solves England's unemployment problems out of hand, it's the biggest newspaper drive ever put over in this country.

Literary 10%

Speaking of literary agents, Brandt and Brandt handle more authors than any other agency. George Bye and Paul R. Reynolds are the snootiest, only selling to the heavy paper, illustrated magazines. Service for Authors, manager Leo Margolis, was first started by Bob Davis. It is the most successful. Frank A. Munsey Company and sells second serial rights to newspapers and magazines of stuff that Munsey bought all rights for over many years from authors before they became wise. Oddly enough, Service for Authors, though it handles a number of wood pulp authors, doesn't find the Munsey magazines a particularly good market. The editors feel under no obligations to buy because the service is owned by the same firm.

Then there is Robert Thomas Hardy, who handles mostly wood pulp authors. Every Friday he presides at a Dutch treat luncheon where writers tell their experiences. All of these agencies operate on a 10% commission basis.

There is another batch of agents who appeal particularly to newcomers in the literary field. They charge for reading and criticizing the rates being about \$1 a thousand words. An average manuscript runs five to six thousand words. Thomas H. Uzzell, formerly fiction editor of "Collier's," runs a successful service for amateurs. Another

is Laurence R. D'Orsay of San Francisco.

Marian Spitzer's Hot Book

"A Hungry Lady," by Marian Spitzer, is warm. Unlike other fiction novels that fade away toward the finish through padding or lack of pace, Miss Spitzer, knowing show business, held her seething scene for next to closing. Boy, it's hot.

Prototypes of "A Hungry Lady" may be found all over Broadway and Hollywood. They're near-society buds who want a stage or screen career and familiarity with Bohemians. Miss Spitzer also has placed a rather faithful picture of an unfaithful newspaper man in the story, with the juxtaposition, creating that volcano near the finish. Besides the taxicab rides and their descriptions.

But, best of all, the authoress, with meager show experience of her own and more ample knowledge of the show business through previous publicity work, has killed all of the buds' alibis. In this book Juliet Dexter has an alibi for her every flop, but before each the reader is aware that her limited talent is the actual reason.

Reids like a talker scenario through its platitude of soap. Takes in the stage, screen, society and, though a pity, the wronged wife goes to Europe and a happy ending.

Weight, and for \$2.50. Now a best seller in Hollywood and should reach that record nationally. It is written knowingly,

and "Talking Screen" contemplates a fourth fan mag to be placed in direct competition with Woolworth's 10-center. First issue said to be budgeted for 300,000 copies.

Another change in the fan field is the title of Fawcett's "Screen Secrets," which becomes "Screen Play" in an effort to get away from the scandal connotations.

Moorehouse Abroad Again

Ward Moorehouse, columnist for New York "Sun," is making an annual event of his foreign reporting. He will spend this summer delving into Asia and may get as far east as Arabia. His column will continue daily.

Moorehouse leaves March 28, stopping first in Paris and London before extending his travels. He will be away three or four months.

Kyne's Damage Suit

Peter B. Kyne, author, is defendant in a suit for \$31,000 damages filed in San Francisco by Henry U. Yip.

Yip claims that an automobile owned by Kyne, but driven by either D. M. Baird or A. Clarkson, collided with his car in Pacheco Pass last January and injured him.

"Western Front's" Record

"All Quiet on the Western Front," smash war book that has outsold anything published in the last five years, is off the best seller lists for the first time since it was published last spring. Book sold nearly 500,000 copies.

Remarque, the author, is now in Switzerland and refuses to see publishers or anybody else. He will not do another book.

Publisher's Distinction

For the first time since the book

BEST SELLERS

(Best sellers for week ending March 1, as reported by the American News Company, Inc. and branches.)

FICTION

Woman of Andros (\$2.50).....Thornton W. Wilder  
Passion Flower (\$2).....Kathleen Norris  
Young Man of Manhattan (\$2).....Katharine Brush  
Ex-Mistress (\$3).....Anonymous  
Great Gatsby (\$2).....Elizabeth Madox Roberts  
43 Parallel (\$2.50).....John Dos Passos

NON-FICTION

Is Sex Necessary (\$2).....James Thurber and E. B. White  
Lincoln (\$5).....Emil Ludwig  
Human Mind (\$5).....Karl Menninger, M.D.  
Mrs. Eddy (Popular Ed.) (\$2).....Edwin P. Dakin  
The Specialist (\$1).....Charles (Chic) Sale  
New Worlds to Conquer (\$5).....Richard Halliburton

snappingly and brightly, besides the nerve!

German Propaganda?

In the program of the Kuentner theatre in Berlin, where O'Neill's "Strange Interlude" was produced, a page is taken up with a photographed copy of Variety with the front page of the October 2, 1929, number and clippings from the inside. On the opposite page is an article entitled "What does Variety tell its readers?" Below is the following text:

"A glance into the most important theatrical paper of the United States, Variety, shows us what is offered to the American reader in the way of theatrical news and, therefore, what interests him. What is the obituary of a great actress like? How does one arouse interest for Warners, etc. Here are a few examples:

Below is a news article about Warner Brothers in which their fortune is estimated and their rise described. And an obituary on Jeanne Eagles in which the value of the jewelry she left behind is stated to be worth over \$350,000. This is evidently intended as a subtle crack at America, which is interested only in dollars and not in 'Art,' still supposed to be Germany's only meat, says Variety's Berlin correspondent.

Brentano's Plan

Final arrangements have been made for Brentano's through their financial trouble. It looks tough for the financially interested publishers, who have all been assessed 30 percent of the business they did with Brentano's last year as the basis for the credit they must extend for five years taking notes as payments.

Unless business picks up many publishers will not do much more than 20 percent of last year's business and will get nothing.

5 and 10 May Rival

George Delacorte, owner-publisher of "Film Fun," "Screen Romance"

clubs have been in existence, one publisher had two books chosen by different clubs for the same month.

Jonathan Cape & Harrison Smith, publishers, in business less than a year, had the Book of the Month Club take a novel written by Smith's wife for April, while the Literary Guild for the same month took a Russian novel.

Florence Ross, P. A.

Florence Ross, formerly in charge of women's features for King Features syndicate, also the "Graphic" and its syndicate, is now assistant to A. P. Waxman in the Warners publicity office.

Miss Ross is also a novelist and wrote a play, "With This Ring," in collaboration with Pierre de Rohan.

Cade Coming Over

Laurence Cade, of the Press Association (London), sailed on the "Berenaria," Feb. 26, to report for the English press the attempt of Kaye Don to break the world's automobile record. Cade is an expert on motoring and golf.

Incomplete Check

About \$150 was spent by the publishers of Emil Ludwig's biography of Lincoln to check on the German facts. People were sent all over the country looking up records to make sure that Ludwig has not pulled any bones.

Despite this precaution several mistakes are reported by eagles-eyes.

Sports Vet III

Bill Perrin, one of the oldest and best-known baseball scribes in the country, has been confined to his home in Providence, R. I., with a serious illness for some time. He was stricken while attending a baseball meeting in New York. Perrin has covered baseball for the Providence "Journal" for more than 30 years.

Hearst's Frisco Change

Shakeup on Hearst's San Francisco "Call-Bulletin" has a new

(Continued on page 57)

London As It Looks

By Hannen Swaffer

London, Feb. 24.

I forgot to tell you about Freddie Lonsdale last week. But perhaps you will see him by and by and so don't want to keep any more.

Suddenly, he was missing from London. Very quietly, Freddie had run away.

When, a few weeks ago, he started for America, he got off the boat at Cherbourg, this although he was sitting at Lord Rothermere's table on the way over, hearing, no doubt, about how to save the British Empire, and all that sort of thing, when, suddenly, he got afraid of you all and jumped off the boat.

This time, Joe Schenck, or whoever it is, must have put the price up, because Freddie suddenly decided to go again. This time I have not heard of his swimming home.

Freddie says he doesn't want money. But American dollars sometimes do more than talk—they shout.

The Wives of Vaudeville

You would have been very much amused to attend, as I did, the other night, the first annual dinner of the Grand Order of Lady Ratlings, who are the wives of the Grand Order of Water Rats. Judge from the bottles of champagne on the table, there was not much water about it and no one had the rats, when I was there.

Some of the oldest comedians in England were present, retired now, Joe Gorman, Harry Randall, Joe Elvin and Charles Coburn among them. There were scores of the younger men—Billy Garry, Nervo and Knox, George Clarke, Will Hay, scores of them like that.

It was such a change after the snobbery and humbug of most legitimate stage dinners. Everybody knew everybody else, and it did not matter whether a man was earning \$100 a week or \$1,000.

The Wooden Deck

The surprise item was a race on wooden horses, which you had to propel across the dance floor. But, like most staged jokes, it was not very funny, except when Charles Coburn, who must be nearly 80, fell off his horse, although I thought I saw someone push him. They were introduced to people, it was merely with the words, "Meet the Wife," with an expression which seemed to me, "Don't take any notice of her face."

This time, they were out for a lodge of their own. The husbands were no more important than lodgers.

Dying Vaudeville

I heard all sorts of hard-luck stories about the modern music hall, how it was dying. "If it is not dead, it sometimes walks in its sleep," said Percy Honri.

Artists told me that it was all the fault of the agents. Agents said it was all the fault of the artists. Both, of course, blamed the booking managers.

My speech, the only serious one of the evening, was an impassioned appeal against the wholesale use of American music.

"I cannot help it, American friends, but I must defend the products of my own country, if nobody else, if nobody else."

The Sob in the Throat

Seeing the sob in my throat, and the invisible tears falling down my cheeks, Jack Hytton, who was going to broadcast the next Friday, announced that all the 18 times he would play would be of British origin. Listening to me, were handmasters, some of whom, of course, are paid for every American number they play. What they thought, I do not know. But you have to tell 'em straight.

The Sister of Marie Lloyd

Marie Lloyd's sister, Alice, known, of course, on your side, was there, looking just like Marie. It was quite as noisy as any gathering of the Friars has ever been, although not so ritzy.

After all, it is a terrible proof of how vaudeville has fallen from its high estate to know that Talbot O'Parrell, who is King Rat, was leading a Water Rat's show on our so as to find work for some of the lesser known members of his order.

Percy Honri told me he was developing an estate to make money now. Other men have gone into other businesses. There is a very terrible outlook, although everybody pretends, of course, that things are as they were.

Tallulah—and Camille

"Camille in Roaring Camp" was badly received by the critics, although I am told the audience liked it. "A poor joke," said E. A. Baughan. "I saw the picture and I can see the sort of thing on the music-hall stage. Perhaps Sunday night playgoing societies have it."

Maurice Browne wanted to stage the play for a run, but I should not think he will do so after reading the notices. So Tallulah is safe for her "Camille." As safe, I mean, as if "Camille in Roaring Camp" had not been produced first. Still, I do not fancy any version of "Camille" in these days.

The New Dominion Show

"Silver Wings," which was done at the Dominion, proved to be a fine spectacle. The music is good enough, but that is about all.

If English managers are to fight the Americans over this sort of thing, they must insist on getting the best they can, instead of being content with what is written in their own offices.

Desire Eyllinger, making her first appearance in London in a musical comedy, was a bit smug for this enormous house, but she was charming.

Nipper Lane and Hollywood

Hollywood friends will be interested to know that Lupino Lane's dressing room is now filled with large photographs of film stars with whom he has been in San Francisco.

Nipper was making his first appearance after his film career. He was not very funny except when he fell about, but all that will develop.

The Too-Big Theatre

Whether "Silver Wings" will fill the Dominion for long is a matter for doubt. In such an enormous place that, frankly, I do not know what will become of it.

The Dominion, by the way, is no good for publicity. I mean that when Tallulah Bankhead went in, nobody took any notice of her. You cannot see the stalls from the gallery, and that is where Tallulah's fans had to pull any bones.

They cannot even see the people in the dress circle.

I heard lots of complaints about this gallery, but I went up there and I could both see and hear. Things were not nearly as bad as they said.

Sensible Vedrenne

J. E. Vedrenne, who died, was taken ill while watching a performance of "Michael and Mary." A. A. Milne's play which, I believe, failed in New York, but which is one of the few new successes in London.

"I am sure, of course, that Vedrenne has been overpraised in the flapdoodle which has been written about the theatrical people who die, was at least a consistent and sensible manager, who was famous for his punctuality.

The Too-Punctual Man

Indeed, he is the only man I ever knew whose time was so mapped out that he would arrive at the theatre at 11:30 and the next at 11:37. If you were late, you missed seeing him. One day he would not eat his lunch because it was two minutes late!

He used to sit in the front row of the stalls because he was short

(Continued on page 57)

JUST PUBLISHED

An Important Book on

THEATRE LIGHTING

A Manual of the Stage

Swedish

By LOUIS HARTMANN

A complete hand book by the man who has been for thirty years chief electrician of the Belasco. Discusses all kinds of lighting, including baby spots, flood lights, horizon lights, etc. Price, \$2.00. D. Appleton and Company, Publishers, 35 West 52d Street, New York.

# Inside Stuff—Legit

Story current around Hollywood that a director located finances for a mystery play production by means of a classified ad. Idea so simple no one had thought of it before. If the wants boys around town pick it up and their interest indicates, local ad managers will have to set up a WANTED—AN ANGEL classification.

Coast legit promoter got hold of the script of a prison play running in New York and decided it was worth production. Being all out of angels he offered a tip to another promoter who said he knew whereabouts of some dough.

Taking the script to show his prospect, the second promoter decided to split his piece and let another theatrical man in. This man read it and wired his partner, then in New York, to hook the rights quick. Play will have coast production soon.

While Noel Madison posted bond with Equity for the cast and is technically producer for "Rope's End," in Los Angeles, it is only technically. Ads will say "Presented by Wm. E. Smith." Smith, lessee of the Vine Street theatre, is actual producer and pays salaries of entire cast, including Madison.

What has happened actually is that an actor has posted bond with Equity to protect a producer. Situation results from the actor holding the production rights to the play.

Though John McCormack received \$500,000 flat for the Fox talker, about to be released, the tenor doesn't consider it any bargain for himself. It consumed 18 months of McCormack's time to complete the picture. During that period he gave but two concerts.

The claim is made by Dennis McWeeney, for McCormack, that the singer would have grossed much more in the year and a half playing his usual list of concert dates.

Still, McCormack will probably make another talker and for Fox.

N. Y. Appellate Division has decided that Mrs. Frederiek-Goutland Penfield, widow of a former Ambassador to Austria, must testify before trial in the suit of Dorothy Knapp, sometime star of "Floretta," against her, the angel, and George L. Bagby and the late Romilly Johnson, the authors, for \$250,000 damages because they caused her discharge from her \$1,000 a week job.

Mrs. Penfield, who angled the show to the extent of \$250,000, contended that there was no claim against her and no reason why she should testify.

Lessee of a Los Angeles theatre has been afraid to go near the house for a week. Already has two or three attachments against him, one over 20 grand, his car tied up, and he doesn't know what they'll come after next.

Several propositions to put productions into the house have been available, with the promoters having to sleuth to locate the theatre man.

He has an impressive private office, described facetiously in the profession as his etherizing room, in an out-of-the-way corner of the theatre. Not caring to use it present, however, one promoter contacted him this week and secured an appointment to talk big. Appointment was set for the corner of Vine and Sunset.

Casting agents licensed under Equity regulations will have to furnish definite proof of having actually obtained engagements for players before allowing any premise for arbitration at Equity, according to the latter's ruling.

Methods of some agents not actually enlisted in casting forthcoming productions of merely fortifying players with letters of introduction to managements will not hold up as evidence for collection of commissions when shown that the agent had not been authorized to submit applicants for cast and when player may have gotten job because of being the type.

Several cases in this classification have been awaiting arbitration at Equity with agents using posthumous names and again the chances are high they may be dropped entirely without ever reaching arbitration through the agents unable to produce proof of actually enlisting engagements.

Many eastern actors in Hollywood who have found themselves financially embarrassed by lack of employment, resent the police supervision that is kept over pawn shops here. Actors feel they are humiliated when applying for a loan on some article on account of the inquisition they must go through before "Uncle" will give them a little loan.

Police regulations there call for a minute identification and description of every person entering a shop in a pawn shop. Age, height, weight, color of hair, eyes, description of features, etc., are all put down on a slip given the police after each loan is made.

Quite a few actors when confronted by the regulations walked out of a Hollywood pawnshop, rather than go through the ordeal.

Production of "Strange Interlude" in Berlin was financial success. It was not an artistic one. What really drew business, however, was the row between the manager, Klein, and his star, Elisabeth Bernger. Seem the battle was on the level. It framed, it was a great spot.

After Fraulien Bernger had been playing the drama only 25 times she reported ill and that she would have to retire for her health. Klein immediately issued a statement to the press in which he announced that she was receiving a guarantee of \$6,000 monthly she had been trying to get out of her five months contract because she wanted to make a talker in England. Klein had agreed to reduce the rate to 75 per cent, but this was evidently not satisfied the actress. He had sent three specialists to examine her and they had reported her well enough to appear. Miss Bernger, of course, then denied the picture proposal and began sending her doctors' reports to the press. Finish was an agreement that she should play 25 more performances, and they packed her to Berlin. There she might have been a success, but not much the worse for wear, has now set off for Elstree and the studios.

In producing "The Green Pastures," the Lawrence Weber offices canvassed the Negro actors of all Harlem.

Jesse A. Shipp, who has been acting for 40 years but in recent years not hitting so good on engagements, plays Abraham. Sula Sutton, many years on the F.O.B.s (colored circuit) does Noah's wife. The Whitney brothers, Tut and Salem, who years ago were road stars in "The Smarter Set." They've been at the stage game 20 years or more. Salem in the show is Noah.

Other oldtimers are Wesley Hill as Gabriel, who was a colored stage celeb long before Bert Williams became famous; Charles Moore had about reached the conclusion that there were no more stage jobs since "Back Home"; Richard B. Harrison, who just about stole the show in the character of the Lord, a grizzled vet of the old days on the TOBIA and having also appeared in the south on the church concert circuit.

Alonso Fenderson, who plays Moses, is a New Haven, Conn., "boy." It happened the oldtimers landed their "Green Pastures" job through the Harlem colored booking office operated by Johnny Carey (colored), Malibu Fraser (colored) and Bernard Dart (white). Dart for many years was manager of the Lafayette theatre (Harlem).

Carey and Fraser are operators of The Nest, a Harlem Negro night club, and their booking office is on the floor above the club.

# LITERATI

(Continued from page 56)

publisher in the chair. Former publisher, Charles Sommers Young, is relegated to a "special advertisement capacity."

New publisher is Robert P. Holliday of southern California, formerly identified with the Copley newspaper interests.

## Too Sweet

Because she did not want to take advantage of family connections, Dorothy Ogburn placed her novel, "Sah-Plam," with Little, Brown. Her brother, George Stevens, is an executive of W. W. Norton, rival book publishers.

Book is now a best seller and Stevens has a headache.

## Reject All Prize MSS.

Longmans, Green has returned all the manuscripts entered in its prize movie contest, claiming not one of them is worth the prize.

Contest has been extended to April 13, however.

## Easter Rotos

First picture company to concentrate 80% of its bid for roto space in the Easter dailies with stills of church interiors is First National.

Charles, Einfield, publicity head, has a beautiful collection of interiors of the Mission, Riverside, Alice White poses as a nun and choir boy.

Only two get away from the religious atmosphere, and these have Miss White disappearing only a slight portion of calves to a stuffed bunny.

## What's "It"?

Dorothea Herzog's book called "Some Like It Hot" has just hit the stands.

## Douglas' Bio

W. A. S. Douglas has broken into "Who's Who." Biography of the Baltimore "Sun's" international representative appears in the new edition.

He is now located in Chicago.

## Robeson Biography

The wife of Paul Robeson, Negro singer, has written his biography. It is titled "Paul Robeson, Negro." Book will be issued first in England, where Robeson now is.

## Bye's Titles

George Bye sits in his office facing an autographed picture of Governor Smith, whose biography he sold to the "Saturday Evening Post."

His own suggestion for a title was: "Now-It Can't Be Told." The subtitle, "But It Can Be Said."

When Virginia Ross vacates her post in Warner's publicity department, Florence Ross will take over the position.

Miss Ross was formerly fashion editor for the "Graphic" and recently with King's Feature Syndicate.

Richard ("Rig") Atwater, who conducted the "From Pillar to Post" column in the "Chicago Evening Post" for 10 years, has joined "The Chicagoan." He will turn the magazine's Town Talk into a column.

Gene Cohen, N. E. A. syndicate columnist, who has been doing a daily New York column, theatrical news and a book letter, will change to a full page Sunday story and concentrate on show news.

Rap at picture censorship is taken by "Censored: the Private Life of the Movie Authors" are Morris L. Ernst and Pare Lorentz, the latter "Life's" picture critic.

Cape & Smith published it.

George M. Downs, who publishes "Thrilling Stories," will start a couple of new ones. They will be called "Sportland Stories" and "International Thrilling Stories."

James V. Daly will edit the latter. Downs may take charge of "Sportland Stories."

Shortly after Hlayden Talbot had joined the Fox string of writers on the coast one of the axes asked for his address. The boy returned saying: "Mr. Talbot said he didn't know where he was living."

The exec made the next call himself and immediately to inquire: "Some fellow calls for me each night and brings me here in the morning," explained Talbot. "No one yet has told me where I live."

Mr. and Mrs. Arthur Somers Roche, who love the spotlight, have as their houseguest at Palm Beach Irene Castle McLaughlin, of Chicago, who, despite the fact that she stopped dancing years ago, still figures in the newspapers, most recently when her dog-kennels were destroyed.

Before that when she was injured while hunting. Mr. Roche wrote the short-lived melodrama, "The Crooks' Convention," and Mrs. Roche, as E. Pettit, wrote the successful novel, "Move Over." Last summer they tried Newport.

## Kerry's Interest

Interesting is the report that Norman Kerry, of pictures, and Rosine Griffen will marry. She divorced him less than a year ago, and later it was rumored she had been divorced by her father. But now, back in Hollywood from London, Rosine is constantly encountered with Norman. They were first married in 1920. Norman's real name is Kellogg. Formerly, director, he was divorced by Lottie Pickford after he had been divorced by Ann Little. Lottie had previously divorced Albert Rupp.

## Many Divorces

Curious complications are involved in the recent surprise marriage of William Averell Harriman and Mrs. Norton Whitney. A son of Mrs. E. H. Harriman, he inherited many millions from his father, the late financier, and has greatly augmented this fortune. He is a brother of E. Roland Harriman, Mrs. J. Penn Smith, Mrs. Charles C. Rumsey and Mrs. Robert L. Gerry. Polo player and owner of a racing stable, he was divorced by his first wife, now known as Mrs. Lawrence Harriman, mother of his two daughters. Harriman backed the early productions in which Lillian Gish was starred, leading to her bitter litigation with Charles H. Duell. In 1925, his name was linked with that of Teddie George, musical comedy actress, who had divorced Joseph Raymond who died in an insane asylum. Miss Gerard was once courted by George Dronson Howard, playwright, who committed suicide. She was named as co-respondent when the late E. R. Thomas, millionaire sportsman, was divorced by Linda Lee, first of his three wives (now Mrs. Cole Porter).

The wife of Mr. Harriman has also been divorced, and also has two children. Daughter of Mr. and Mrs. Sheridan S. Norton, she is a granddaughter of the late Benjamin F. Einstein, of Harlem, and a niece of Abbott Einstein, who was the second of Dorothy Russell's four husbands.

She divorced Cornelius Vanderbilt Whitney, son of Payne Whitney, millionaire sportsman, and Gertrude Vanderbilt Whitney, millionairess.

# London as It Looks

(Continued from page 56)

sighted, and pick out young actresses, whom he would hire for a term of years and then farm them out. Best was one of his discov- eries, put under contract in this way.

## London's Greatest Season

About a quarter of a century ago, Vedrenne ran the Court theatre with Graville Barker and the English reached their theatrical peak at that time, the apex of its culture. Vedrenne found Galsworthy, whose first play, "The Silver Box," he put on at the Court. He put on "The Doctor's Dilemma," and "Major Barbara," first seen in that theatre, and he and Barker staged plays by St. John Hankin and all sorts of authors who afterwards achieved considerable popularity.

There was a sort of stock company, including Barker. The shows were really well staged, and the result was that really intelligent audiences were attracted to a London theatre almost for the first and almost for the last time.

## The Two Old Managers

During recent months, Vedrenne has been ill at Weybridge, near Arthur Collins's house, and the two old men have been sitting in the garden calling themselves "old gentlemen" and wondering what the boys were doing in London.

Arthur Collins, I am glad to say, is very much better. Vedrenne, alas, is dead.

## No Salary—Stops

Stock folded at the Casino, Grantwood, N. J., this week. The cast refused to go on Monday when salaries for the previous week were not forthcoming.

The stock, installed by Joseph Dunlin, had been in three weeks.

## "Broadway Interlude" Soon

"Broadway Interlude" dramatization of Achmed Abdullah's novel of same title, will reach production next month via Irving London. Abdullah has made the dramatization. Lande, one of the younger producers, formerly figured as a producer of "Carnival" and "The Crooks' Convention."

## B'way Trade Looks Down in Legit; Great Weekend for Moving Trucks

Broadway went into its annual business flop last week—as it always does immediately following Washington's Birthday.

The holiday week had not been so hot. Grosses dropped as much as \$5,000 and that took in some of the dramas.

Two new hits arrived last week in "The Green Pastures" at the Mansfield. Attendance leaped to capacity after a Wednesday start, the clicking of the colored cast drama being a surprise. "The International Revue" did not ring despite its names and ratings. Takings at the Majestic were \$31,000 and at \$8,500 could have been much more.

Shaw's "The Apple Cart" figures to be in the money starting with the \$18,000 for its first week at the Beck. "Gala Night" flivvered at Erlanger's and will close this week. Regardless of the trend there is a number of musicals getting big money. "Flying High," which opened Monday, may join that group. "Sons of Guns," still best with better than \$47,000 last week; "Fifty Million Frenchmen" and "Simple Simon" next at \$45,000; "Ripples" at \$41,000; "The Broadway Band" slightly off, \$34,000; "Bitter Sweet" and "Wake Up and Dream" around \$26,000; "Sweet Adeline" and "Heads Up" dropped to \$23,000; "Sketch Book" new for "Top Speed" still here but low money, except for "Street Singer" which leaves.

**Dramas**

"Strictly Dishonorable" held its pace at \$22,000 and with "Wise Child," which got as much, top the non-musicals, with "Green Pastures" appearing new for \$20,000. Several dramatic hits skidded. "Berkeley Square" and "Dishonored Lady" getting about \$17,000; "Rebound" was off but stood up much better, getting over \$13,500; "Death Takes a Holiday," around \$14,000; "June Moon" skidded to \$12,000; "First Mrs. Fraser" dropped to \$11,000, about the figure for "The Last Mile" and "Topaze" held to its opening \$13,000 pace; "Young Sinners," bit more; "Journey's End" slipped to its lowest mark since opening at \$8,500; \$8,000; "Street Scene," other heavy drama, estimated around \$10,000; "Those We Love," between \$7,000 and \$8,000; "Children of Darkness" got \$5,000; "The Infamous" skidded; "Bird in Hand" and "Broken Dishes" about \$8,000, with the others less.

**In and Out**

"Love, Honor and Betrayal," Eltinge "City Hall" closing again; "Penny Arcade" opens at the Fulton; "This Man's Town" moves to the Ritz with "Mendel" due to move or else; "The Blue Ghost" due at Forrest, with "Bird in Hand" moving to the 48th St.; "The Last Mile" moves from the 44th to Channing's 46th, "Top Speed" going from there to the Royale, and "Street Singer" leaving that house for the road; "Nancy's Private Affair," moved from the Hudson to the 48th where "The Boundary Line" stops; "Everything's Jake" moves from the Assembly (Princess) to the Bijou, "Apron Strings" going from the latter to the Cort.

All in all it looks like a heavy week-end for the transfer men. Added to last week's closings was "Phantom" at Wallack's.

### No Ballyhoo, No Trip For Fulton, Brooklyn

The dramatic stock scheduled to open at the Fulton, Brooklyn, Monday, failed to materialize when Al Spiegel, house owner, did not live up to his end of an arrangement on publicity and advertising on the change of policy.

The stock, headed by Kenneth Burton and Bee Morosco, had agreed to go in on commonwealth arrangement with provision that Spiegel would provide usual advertising.

The company, which was doing advertising in the Brooklyn papers Sunday announced their decision not to open.

With the mob on commonwealth Spiegel had no redress except to accept decision of the company which gave him another week to get the advertising money up or else.

Madelyn Killen and Dan Murphy for "Three Merry Maids" which went into rehearsal last week. Harry Puck, featured in the show, is staging the dances.

### 16-WEEK BUY FOR 'PASTURES,' COLORED

"The Green Pastures," the first indicated by the Mansfield had since the Channing built it several years ago, won a 16-week buy from the ticket brokers.

The agency men were skeptical about the colored cast drama, which has a religious trend, and stalled when Harry Klein, for the Channins, called on them to make the deal, following the show's rave notices.

The show is the first success for Lawrence Rivers, Inc., a firm that started last season, produced a flop and one day this season ("Margie the Magnificent"). The producer is really Rolland Stebbins, a downtown broker.

Charles Stewart, general manager for the Rivers people, was taken to the Post Graduate Hospital last week directly after the show opened. He was operated on by Dr. John F. Edmundo who will force a second operation as soon as the patient can again go under the knife.

### "Criminal Code" in List For Coast Production

Los Angeles, March 4.

Casting of the coast production of "The Criminal Code" awaits the arrival of Arthur Byron, who will play his original part. Byron now playing in Philadelphia, plans to tour the road and come into the Belasco & Curran production. Martin Blum, who is on the coast, is here.

"Code" not likely to go into rehearsal before May. Looks like the local Belasco for opening, then San Francisco. Meantime "East of Suez" playing the Curran, San Francisco, is due at the local Belasco March 24. "Journey's End" will wind up eight weeks at that house March 15 so far dark week makes the booking sheet.

Road show of "It's a Wise Child" comes to the Geary, San Francisco, in July for four weeks, then to the Los Angeles Belasco for six weeks. Belasco and Curran also have the coast rights to Elmer Rice's "Street Scene" and will prepare for its production following "The Criminal Code," but whether it will go on before or after "It's a Wise Child" has not been decided.

### FUTURE PLAYS

"Movies," a satire, by living Kaye Davis, will reach production next month via new production corporation headed by the author.

"Blind Windows," withdrawn after previous road trial, has been revised and will shortly be given another try by David Belasco.

Beth Merrill will again head cast and production is scheduled to resume rehearsal in two weeks. "Whatta Break" went into rehearsal last week and will reach production three weeks hence via Connors and Ravid. Cast on commonwealth and waived bond at Equity.

"A Month in the Country," next for the Theatre Guild will not open until the Guild, New York, as previously reported, but will now be at the National, Washington, D. C., next week and supplant "Meteor" at the Guild, New York, the following week (March 17).

Cast includes Alla Nazimova, Dudley Digges, Elliott Carter, Alexander Kirkland, Henry Travers, Douglas Dumbrille, Hortense Allen, Eunice Stoddard, Eda Hemenway, Minna Phillips, Louis Veda, Charles Kraus and Edward Wragge.

"Prima Donna," by Hatcher Hughes and Lillian Harris, is set as next for William H. Hunt. Now casting, and due for rehearsal in two weeks. George Civot and Farley Gales have formed a combine as legit producers, and are readying a new opera "Finker Town" as their first scheduled for production next month.

"In Command," a Shubert production, with Richard Bennett, Broadway house, is to have a tryout next week at the Majestic, Brooklyn.

"Out of the East" is being readied for immediate production by Charles Parks. Now casting and goes into rehearsal next week. It opens cold at a New York house April 8.



L. V. Kansas City "Journal," said: "Roscoe Ails is the comedian, and does a sprightly job of it. He can sing, and his eccentric dancing is great. He also made on a local vertical bow, ever made on a local stage. A ramrod is as a pretzel, compared with Roscoe's back, when he acknowledges vociferous applause."

### ROSCEO AILS

Featured Comedian with Schwab & Mandel's "New Moon" Co. enroute. Direction LOUIS SHURR

### 6 Shows Out

Broadway's closings are at least six in number. One of the group made a fair run and one other a moderate date.

Gala Night, presented independently at Erlanger's last week, will be withdrawn this Saturday.

### "GALA NIGHT"

Opened Feb. 25. Critics tossed this one to their assistants, who found it feeble fun.

"Phantom," also independent, stopped at Wallack's last Saturday. Six weeks. Less than \$3,000 during any week.

### "PHANTOMS"

Opened Jan. 13. Gabriel (American), the only variety scribe to catch it, said: "An incredibly stupid mess." Variety (Char) figured: "Problematic if even cut rates can keep this one alive."

"The Street Singer," presented by the Shuberts, leaves the Royal Friday for Chicago. Played most of its 24 weeks at the Shubert.

### "THE STREET SINGER"

Opened Sept. 17. "A good show, breezy and abundant," declared Garland (Telegram). Darnton (Eve. World) thought its dancing insured some prosperity. Variety (Land) predicted: "Moderate success."

"The Boundary Line," offered by Jones and Green at the 48th Street, will stop. Five weeks. Around \$5,000.

### "THE BOUNDARY LINE"

Opened Feb. 5. "Tedious, long-winded and obvious," reported Anderson (Journal), while Brown (Post) emphasized: "A colossal and unmitigated bore." Others regretted its wasted possibilities.

Variety (Rush) summarized: "Net result three dull acts, obscure chatter, and short stay on Broadway."

In addition "City Hall" will close at the Biltmore. Started at the Hudson. Played 10 weeks to small money throughout. Was announced to close several weeks ago.

"Ritz," presented by T. Lawrence Weber at the Longacre, goes to subway circuit Monday, four weeks.

### AHEAD AND BACK

Beauvais Fox and Clayton Hamilton, ahead; Walton Bradford, back. "Sherlock Holmes," Chicago.

Howard Smith, back. "Jenny," Chicago.

William Fields on leaving from Jones and Green is ahead of "Whoopee."

Harry Forwood now press agent for Stuart Walker's middle western stock companies, headquarters in Cincinnati.

## Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful, while the same gross accredited to others might suggest mediocrity or loss. The variance is explained in the difference in house capacities with the varying grosses. Also the difference in subsequent difference in necessary gross of profit. Variance in business necessary for musical attraction as against dramatic play is also considered.

Classification of attraction, house capacity and top prices of the admission scale given below. Key to classification: C (comedy); D (drama); R (revue); M (musical comedy); F (farce); O (operetta).

### Admission tax applies on tickets over \$3

"Apron Strings," Bijou (33 weeks) (C-605-\$3). Business beyond Broadway took expected slump last week, which followed Washington's Birthday; "Strings" rated lightweight; moves to Cort Monday. "Everything's Jake" coming here from Assembly.

"Berkeley Square," Lyceum (18th week) (C-150-\$3.40). Skipped last week for future at \$17,000; away out in front.

"Bird in Hand," Forrest (49th week) (C-125-\$3.50). English opera, eddy expected to run until summer; off last week, at \$5,000, but, by "Phantom," to remain in Cort Street, succeeded here by "The Blue Ghost."

"Bitter Sweet," Shubert (18th week) (C-140-\$3.50). English opera, has made good; big money when at Ziegfeld, but holding up okay here, too, at reduced price; about \$27,000.

"Broken Dishes," Atorque (18th week) (C-70-\$3.35). Will probably not last long, being a low cost show; probably bit with field, but \$8,000 quite profitable.

"Children of Darkness," Biltmore (18th week) (C-125-\$3.50). Slipped, but management satisfied at \$9,000, gotten partly through cut rates.

"City Hall," Eltinge (10th week) (C-89-\$3.35). Final week; supposed to have folded three weeks ago; guaranteeing house \$2,500, but last week, \$1,000, and that, "Love, Honor and Betrayal," next week.

"Death Takes a Holiday," Barrymore (18th week) (C-100-\$3.50). Maybe frank draw, but climbed to good money, with matinees big; "Time" in mind.

"Dishonored Lady," Empire (5th week) (D-109-\$4.40). After fine start slipped last week to something over \$17,000, may stick well into spring, however.

"Fifty Million Frenchmen," Lyric (15th week) (M-140-\$6.60). New musicals have not affected great place of this one; capacity last week, \$45,000.

"First Mrs. Fraser," Playhouse (11th week) (C-85-\$3.50). Took heavy drop along with some of other money shows; about \$17,000, even with extra matinee.

"Flying High," Apollo (1st week) (M-138-\$6.60). Presented by George White; opened Monday with \$11 in box office.

"Gala Night," Eltinge (2d week) (C-150-\$3.35). Final week opened last week, but management decided it won't do; house gets revival of "The Litvack" next week.

"Heads Up," Alvin (17th week) (C-138-\$3.50). Eased downward, but showing weekly profit; around \$25,000.

"International Revue," Majestic (2d week) (R-177-\$5.60). First night performance away under expectations; dailies panned touted musical; in seven performances \$8,000 to \$10,000; but last night; could have held great deal more.

"It Never Rains," Hayes (16th week) (C-80-\$3.50). Does not make much difference what this one gets because it costs so little to operate; now \$3,000 up last week.

"Journey's End," Miller's (51st week) (D-94-\$4.40). Downward again with gross slightly under \$8,000; but for last week, an over-draw which has run nearly even.

"June Moon," Bowdler's (22d week) (C-115-\$3.35). Prior lowered to \$3 Monday; business dropped last week to \$12,000 or less.

"Many a Mile," Little (5th week) (C-530-\$3.55). Not big, but has chance to stick at fair money; \$2,000 to \$3,000.

"Mendel, Inc.," Ritz (15th week) (C-945-\$3.85). Moves to Longacre March 10, \$3,500 to \$5,000; "This Man's Town" next week.

"Meteor," Guild (11th week) (C-91-\$3.35). Another week, though still making some money; \$11,000.

"Phantom," Wallack's (11th week) (C-140-\$3.50). Final week; goes out Friday, hopping to Chicago; "Top Speed" in mind.

"Rebound," Plymouth (8th week) (C-104-\$3.50). Held up very well last week; claimed better than \$15,500, not much of drop.

"Ritz," Longacre (4th week) (C-105-\$3.35). Final week goes to Longacre; "Mendel, Inc." moves in from Ritz.

"Ripples," New Amsterdam (4th week) (C-92-\$6.60). Third week saw relatively slight drop; around \$4,000, regarded as big week; business is capacity.

"Simple Simon," Ziegfeld (3d week) (M-152-\$5.50). Agency trade may not be as strong as brokers hoped for, by new musicals; still rated leader at better than \$47,000.

"Sketch Book," 44th St. (36th week) (C-125-\$3.50). Final week; Channing's 46th St. next week; revenue has been making pretty, even as much as \$20,000 during week.

"Sons of Guns," Imperial (15th week) (M-146-\$6.60). Like "Frenchmen," this musical, though affected by new musicals; still rated leader at better than \$47,000.

"Street Scene," Ambassador (61st week) (C-120-\$3.85). Around \$10,000 for long-run drama.

"Strictly Dishonorable," 48th St. (25th week) (C-80-\$3.85). Not off last week and closed to \$22,000 again; extra matinee.

"The Green Pastures," Mansfield (2d week) (C-1050-\$4.40). Opened Monday with \$11 in box office; notices; colored cast show climbed to capacity by Saturday, getting \$13,000 in five performances.

"The Infamous," Shubert (27th week) (M-126-\$5.60). Drop from the holiday week about \$5,000, but some dramas slipped that much; \$23,000.

"The Apple Cart," Beck (2d week) (C-140-\$3.50). Final week; this one is in; Shaw play got up to \$18,000, including subscriptions (Guild).

"The Boundary Line," 48th St. (1st week) (C-140-\$3.50). Final week; rate \$5,000 show, not enough; "Nancy's Private Affair" moves here from Hudson.

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# Chi. Walking Out on "Dishonorable"; Says Cast Inferior to Original

Chicago, March 4. Plenty of paper in circulation. Last week showed no improvement anywhere except at the Cort, where Uncle Duddy drew a crowd of 15,000 with party assistance. Even the first week of Gillette's revival of "Sherlock Holmes" defied expectation at the Erlanger, much under that done by Cohan with "Dishonorable." "Strictly Dishonorable" is not catching on. Comedy off another \$1,000. It's a matter of shipping wise Chicago an inferior cast. The second act as played here is neither dandy nor vulgarly risqué, a case of Edward G. Robinson's being a little completely as Count Dr. Ruvio. Another thing, Chicago doesn't appreciate the Jerome's. The two musical leaders, "Whoopee" and "Animal Crackers," left for the road. The Marxes were right steady for 10 weeks at the Grand. House in dark two weeks and then relights with "Scandals." Along the Illinois, "Whoopee" and "Nina Rosa" still hangs on at the Great Northern. "Let Us Be Gay" (1st week). "Strictly Dishonorable" is beginning to slip, but in its 18th week. "Scandals" is still running at the Apollo, and "Bird in Hand" is finishing at the Harris. "Sherlock Holmes" is booked in at the Erlanger for only three weeks, with Gillette giving no matinees, as he insists on his \$3,000 nap.

**Deadhead "Jenny"**  
A big supply of paper for "Jenny" which got a fair start at the Midway. The critics rained the piece, but it is building and only in for four weeks. The paper gag consists of letting the audience know the number of punched cards with the Oakleyites expected to put in their money. A good deal of the audience, as Chicago seems to like artificial society comedies, and has a Jane Cowl comedy, and has a "Princess" "Dear Old England" hasn't got going yet, and stays only two more weeks, moving into the loop unless plans are changed by E. F. Bostwick, the director-manager-owner. He doesn't seem to hit his stride, but this gaudy comedy until next fall. The Garrick opened with "She's No Fool" a new comedy tried in Detroit. Original script was by Mary Hay. H. H. Frazer, Jr. is behind it.

**Estimates for Last Week**  
"Animal Crackers" (Grand, 10th, final week). Closed at around \$20,000. Marx brothers consistent right along. St. Louis last week \$10,000. "Bird in Hand" (Harris, 11th week). Around \$9,000 with cutbacks, some, however, unusual this house. Leaves end of this week. "Jenny" (Selwyn, 2d week). Fanned by critics, but the public is good. Cowl's \$14,000, fair start. Promiscuous free duties opening night.

"Dear Old England" (Princess, 3d week). Satirical comedy, around \$8,500 with Sunday night performance added. Below what it should do on merit.

"Let Us Be Gay" (Studebaker, 4th week). May last 10 to 14 weeks. \$20,000.

"Nina Rosa" (Great Northern, 8th week). Musical holding up at best. \$20,000. "Scandals" (Blackstone, 15th week). First indication of slip at \$15,500, difference between that and regular \$18,000 or \$19,000 in new door sales. Balconies still playing. Main cast of "Scandals" is giving big punch in that powerful fifth act.

Strictly Dishonorable" (Adelphi, 4th week). Down another and to \$14,000. Mistake to put in cast with only Charles Richmond to maintain performance. "She Couldn't Say No" (Garrick, 1st week). New comedy with Lynne Bowman, replacing "Whoopee" at the Shakespear by the Stratford-on-Avon players.

"Sherlock Holmes" (Erlanger, 2d week). Public clamor for William Gillette in this revival did not open as heavily as expected. Though "Bird" good for seven performances.

"San" (Illinois, 1st week). Musical replaced "Whoopee" and went on a short tour, closing with around \$30,000. Another show below expectation for its limited six weeks.

"Street Scene" (Apollo, 11th week). Around \$16,000. Goes on road and week, opening at Minneapolis.

**Special Attractions**  
Majestic (Shubert, 2d week) of "Naughty Marietta" revival. First week, \$14,000. Goodman—Civic repertory favorites in "Holiday" with much ado about some improper casting.

## Boston Takings

Boston, March 4. The Shuberts, having the town all alone last week, got a break. The Shubert, \$28,000 with "New Moon," "The Little Show" at the Wilbur around \$25,000. At the Plymouth theatre "Little Accident" continues as a big winner. Gross \$25,000 week around \$17,000, at the Majestic, "Robin Hood" opening week good, everything considered, with \$18,000. "Young Sinners" at the Lyric (formerly the Apollo and once the Keith Lyric house), was a flop opening week, with gross about \$8,000. Estimates for Last Week "The New Moon"—Shubert, third week, \$28,000, the leader in town. "The Little Show"—Wilbur, third week, \$25,000. Show indicates strong draw. This, its last week, should play capacity. "The Merry Widow"—Majestic, last week, last week "Robin Hood" did \$15,000. "Little Accident"—Plymouth, fifth week, \$17,000. "The Ghost Train"—Copley theatre, \$15,000.

## FRISCO GROSSES

San Francisco, March 4. Two outstanding money-getters marked last week among the legitimate houses. The "Shubert" at the Suez, at the Geary, smashed \$60,000 for the season, gathering close to \$19,000 in his first week. Next week, it will be "Oh, Sissana," continued to build slightly over preceding weeks. This coast-practice of early California days, considered around \$16,000, which, coupled the length of its run in the city, is a satisfactory. At Henry Duff's Alcazar "Your Uncle Dudley" is getting ready to add \$5,000 to its fair pace. \$5,000. Duff's, President, with "Broken Dishes," also hit little above \$5,000, considerable gain. Green Street, with "The Peephole," dark owing to police interference, but will open next week, requiring show of being recent.

Old Rialto, Hoboken, remains under the control of Morley and Throckmorton. Previously reported that the house had reverted to Jules Leventhal.

# Two Duds in Three L.A. Starts; "Gone Hollywood" Poor, \$8,000

Los Angeles, March 4. Not much variation in figures from the previous week. Three new attractions opened, two of them premieres, neither showing much chance of getting to first base.

Roger Grey brought his musical concoction "Gone Hollywood" into the Biltmore. It is one of those things that go down and then trying to get anywhere despite a light salaried cast and low cost production. For initial week around \$6,000, which will hardly balance the overhead. The other new attraction "The Latest Murder" at the Figueroa, had one of those things. In on a "rain check," it hardly can approach the balance stages, with first week take of around \$3,000.

"Though 'Jenny's' End" skidded in its sixth week, but for friends and also it still was the town leader around \$14,500. Two weeks more to go and it will probably leave with satisfactory profit.

"New Moon" for sixth week at Majestic has plenty of room at all performances and may take to the road in three or four weeks. In that case the Mac Lons are getting down in "Desert Song" so that they can alternate bills on tour. Producers here that they thought "The Blitter Sweet" for this house next.

Civic Repertory group got around \$2,700 for the first week of "Bill of Divorcement" which will not mean more than chicken feed to the co-op group.

Mus. Box (Civic Repertory)—"A Bill of Divorcement" (2d week). This group have not enough subscribers to keep it over the hump. So this one (a good one) too only can check in with \$2,700.

Figures at the Biltmore (4th week). Kolb and Dill are doing better. Around \$5,000. Vine St.—"The Nut Farm" (2d week). Has a good cast which gets more commendation than the play. Around \$3,800.

## Shows in Rehearsal

"A Month in Country" (Theatre Guild), Guild.  
"Room 349" (Wm. S. Birnes), Lyric.  
"Jonica" (Wm. Friedlander), Longacre.  
"House Affire" (Arthur Fugate), Hudson.  
"Sliver" (Shuberts), Shubert.  
"Railroaded" (Keller & Dean), Bryant Hall.  
"Playhouse 94" (Abbe Productions), Mecca Temple.  
"Mayfair" (Richard Herndon), New Yorker.

## Pitt's Big Figures

Pittsburgh, March 4. Town went musical last week and good returns all along the line. "Scandals" took top money, getting close to \$30,000 at \$440 top at Alvin. Opened slow, but picked up. "Bird in Hand" coming in along nicely. Not up to usual gross for \$440 musicals here, however. Miral, at Nixon, in "San" surprised, claimed around \$22,000 at \$3. "Vanity Fair," formerly known as "Paddock," is \$100 coming in next week. Will give George Wintz shows three out of four weeks at this site. House currently dark. "Bird in Hand" not happy thought for George Sharp Players, and takings at Pitt off.

## Capital Improves

Washington, March 4. Town is encouraging legit. Last week "Bird in Hand" back where it first started, got about \$32,000, while Ethel Barrymore at Folie's grossed \$10,000. Checking back on the encouragement angle results here compared with Baltimore, two hours away. "Bird in Hand" with \$56,000 here and \$15,000 in Baltimore. Otis Skinner, \$19,000 here and \$6,300 in Baltimore. "Blossom Time" came in ready to close. Business ran to about \$13,000 a week. "Bird in Hand" is still one of the top shows. This one at Poll's while others listed were National attractions. "Show Boat" finishes in Baltimore this Saturday.

## Repairing "Cowardice"

"Cowardice" will not steer into Gansvoort, New York, next week for as per schedule but will fold for repairs.

The show, produced by Lashall Productions, had been out two weeks.

# Philly Goes Normal After Spurt; "Interlude" Sensation, \$22,000

## Wright's Production Splash Agitates L. A.

Los Angeles, March 4. Andy Wright, here to produce "Philadelphia," which flopped in N. Y., is looking for an office. Wright got himself desk space in the office of Scott & Roth, real estate dealers, put a 24-sheet stand in the Hollywood Legion Stadium telling the world he was about to do the production started the run started. First the office was crowded with actors all day and the real estate boys couldn't do any work. Then someone copied an overcoat belonging to Scott Wright evidently didn't know that he had an office, for he never showed up after the day he rented the office.

Soon creditors started to come around with notices of non-negotiable checks. They claimed the checks had been issued by Wright. They tried to locate him at the house where he was stopping, but the hotel people had not seen him for two weeks. In the meantime the actors kept coming around for jobs. Warren Millais, Wright's director, claims he has the play cast but would not say who was in it.

The real estate boys called a halt in Wright's production activities when they told Millais he and his actors would have to find another place to do their casting. Too many actors hanging around. Too much kidding of the stenogs and one overcoat missing was enough for them. Then again the real estate boys figured they might get a check.

Wright has been in other jams while operating in the cast and middle west. Last year he opened an office in Chicago and then walked out. Wright, son of a millionaire St. Louis man, gets his promotion dough from his old man, who gives him an allowance. He doesn't get much around Chicago putting out tab shots.

## Must Warn of Pay Cut Before Monday of Week

Shoestringers and short roll producers have been given another setback by Equity, which has ruled that theater casts must be notified one week in advance on proposed salary cuts. Heretofore some of the boys operating on their nerve have notified players at the last minute, and that the pay envelope bulge would be smaller than usual on Saturday. Too much of this sort of thing brought a plenty of squawks and finally caused action by Equity Council.

Equity claimed the former practice unfair, inasmuch as players were not consulted as to whether or not they would accept the cut in salary, with managers practically making such acceptance mandatory through the minute notification. The new ruling any proposed cuts in salary must be posted not later than Monday of the week they are to become effective.

## SIoux CITY STOCK

Iowa, March 4. The Rialto, which has been closed since the Boyd B. Trousdale players were put out, will be reopened with a new company March 6.

The new company will be the New Harvey players. The company numbers 21 persons, which is the largest that has been in the city for many years.

## AL HEAD WITH FOX

On Monday Al Head joined the New York Fox publicity staff. He may receive a special assignment on the McCormack picture out of town.

Head has been with the Theatre Guild.

## FRENCH COMPANY DUE

The French Company, now touring Canada, will open in New York with a repertoire of French musical comedies, starting on the 10th of March. They are now reported to be negotiating for the Casino.

Following the New York appearance, the company will tour through the U. S.

Philadelphia, March 4. Spurring strikingly after the Christmas holidays, business in the legit here has eased off again, but not as much as the week ending only one "smash," at least six of the nine offerings reported profit.

The second week of the week was not surprising, "Strange Interlude," at the Garrick, which opened its long-term engagement with capacity trade that reached a \$22,000 figure for six performances. Eugene O'Neill's nine-act is reported sold out for four weeks. It is set for the Garrick for two months and then must vacate because of Mack and Wig's hard-and-fast booking on April 21. At that time, it will probably move to the Broad if bookings can be arranged. Some of the wisecracks figured nearness of Philly to Broadway to reach the wide world piece here but that didn't show.

"Brothers" Good Month  
Other attractions that clicked smartly last week were "A Wonderful Night" which started mildly enough at the Shubert, but picked up steadily all week and grossed over \$22,000. "The first-mate" at the Walnut, which was reported that it will beat that mark by five grand this week; Fritz Leiber, who grand \$22,000 with the second week. "Shakespeare—Repertoire" at the Chestnut, figured at \$14,000, and "Brothers," which is now virtually certain to round out full week, took a run at the Walnut to profitable trade. First week's business figured around \$22,000 with indications of a quick gain.

"Blossom Time" on its empty-unpacked, but it got a big sale in its second and final week at the Forrest. Plenty of cut-rating, for the third musical in town was "The Matrilarch," which rounded out a fortnight's stay, and beating its first week's gross at Keith's by \$2,000. With the \$20,000 mark. Favorable word-of-mouth (the best of the light opera revival series) helped.

The Lyric, Adelphi and Broad, all with dramatic offerings, did not do as well. The first-mate, a scant \$5,000 with "A Roman Gentleman," which closed for good Saturday night. The Adelphi got around \$5,000 with the second week of "The Matrilarch," and the Broad reported about the same with "Brothers." "The first-mate" and "The Matrilarch" but failed to click.

Without anything out-of-the-ordinary except the heavy cut-rating, it was a moderately good week.

This week has three openings: "The Kingdom of God," with Ethel Barrymore, at the Lyric; "The Criminal Code," at the Forrest; and "The Playhouse 94" at the Keith's. Miss Barrymore is in for a month, two weeks for each of the other two. The Forrest is limited to fortnight engagements.

Next Monday brings the Stratford-on-Avon players, the Adelphi, and "The Little Show" to the Chestnut, the first-named for two weeks, and the latter for a month.

Professional players announce their sixth and last offering, "In Command," with around Bennett, at the Adelphi; "Follow Thru" at the Forrest; and Miss Barrymore's second, "The Love Duel," at the Lyric.

## Estimates of the Week

"Power" (Broad, 2d week). Great notices and no business; well under \$7,000. Stratford-on-Avon players next.

"A Wonderful Night" (Shubert, 2d week). Started mildly, but got going the middle of the week and the public kept putting a profitable month's stay; \$22,000.

"Strange Interlude" (Garrick 2d week). Real smash of the town. A record for four weeks; \$22,000 for six performances.

Fritz Leiber (Chestnut, 3d week). Another solid performer. The interest in the Shakespearean troupe surprised all the wisecracks.

"Brothers" (Walnut, 2d week). Another figure as good to click for a run. Expect for four weeks; over \$12,000 and big advance.

"The Criminal Code" (Forrest, 1st week). Fairly good start and fine notices. "Blossom Time" at cut-rates in final week.

"The Chocolate Soldier" (Keith's, 1st week). Another of the best of light opera revivals. "Merry Widow" boosted to \$20,000 in final week.

"Kingdom of God" (Lyric, 1st week). Ethel Barrymore opened well, although considerably under capacity. "Roman Gentleman" miserable at \$5,000 in last week.

"The Matrilarch" (Adelphi, 3d week). Another of the best of professional players' offerings; around \$5,000.

Warren Williams replaced George Abbott in "Those Who Loved." Abbott is going to the coast.



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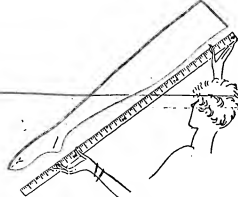
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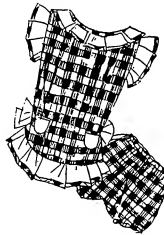
A luxurious two-piece outfit with smartly cut velvet trunks and blouse of finest quality baronet satin.

Trunks Obtainable in Navy, Black, Tan, Red, Lavender Green

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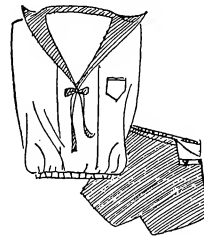
Alice Blue, Gold, Tan, Green, White  
 Select your own color combinations from above list. Dress size required.

Blouse, \$2.75 Trunks, \$2.75  
**\$5 the Set**



Charming two-piece gingham romper in large checks. Short dance bloomer with overfrock trimmed with organdie belt and ruffling around collar and armholes. In black, blue, green, pink or lavender with white checks. Dress size required.

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## GONE HOLLYWOOD

(Continued from page 60)

an hour and a half. Finale, called "The Lost Chord," a washout. Tunes in this will never clutter up the music stores. Nothing resembling a bit melody in the frolic. Closest is "Life's a Rainy Day," which serves as Miss Keltor's debut in the prima ranks and atmosphere for a toe gratiation by Mary Francis Taylor, capable and a looker. Show suffers from dearth of comedy, despite three candidates for the honors in Gray, Eddie Morris and Charlie McNaughton. Gray's work at best is comedy foil type, with same applying to McNaughton, who is okay with the English accent stuff. Morris is another vaude recruit with small chance of doing anything outstanding here. Of the other specialties the Aber Twins

probably shine out most because of looks.

Single solo by the girls had them going nicely with violin and dance routine. Glen Dale is a dapper juve with good pipes, but does too much and a lot of it is out of place. Particularly the song recital in the second act, which would be okay at a musicale or tea some afternoon. Buddy Lyman's "stew" dance got some attention, but brought nothing unusual though Lyman looks like a youngster who will develop.

Ensemble of 12 girls not enough to fill the stage. For a coast crop no beaut champs either. Wills' dance routines are cut and dried lines and formations with the girls not showing much on their own. And not a clothes parade all through.

"Gone Hollywood" looks very much like it's going out—soon! *Spon.*

## DUMMY HUSBAND

Los Angeles, Feb. 27.

Three-act comedy-drama by Alice M. Williamson and Howard Frasier, presented by Lawrence E. Sterner at the Theatre Mart, Feb. 25. No director credited.

Selle Manola.....Doris Morlock  
Harry.....Bernard Weiford  
Mrs. Serel.....Gladys Gansbury  
Mariss Serel.....Ruth Renick  
Celine.....Marlen Ray  
John Garlin.....Raymond Whitaker  
Earl of Severance.....Theodore Adams  
Motheren Moady.....Floie Snyder  
Billy.....Robert Martin  
Dah.....Elizabeth  
Filippo.....James Pollard

Unremitted trash, badly put on and badly acted. Only the fact that most of the cast are half amateurs can alibi this try. Supposed to be a dramatization of the novel, "Vision House," by Miss Williamson and Praelzer, but with no knowl-

edge of the book, it's hard to tell what that was like. Theatre Mart is one of those hidden-away garret things sponsored by Mrs. Alice Pike Barney, matron with plenty coin and a mania to back production regardless. Some of the actors get paid, while others work gratis for the sake of getting a crack at the stage.

"Dummy Husband" was made to order for the poor thespians. Outside of being thematically hokey and of the elemental kind, this opus, termed a comedy-drama, hasn't the inkling of merit. At best, with the radical rewriting it would still be meaningless. Some of the most incongruous situations and characters appear.

The heroine, a world-renowned actress with a tagging and nagging mother, is about to marry Lord Whoozis, when along comes a bozo

from Albuquerque and grabs the girl right from under the titled one's nose. All the latter gets out of the deal is a slap in the pa—and he says that's so funny, it's explained. Is that the Lord must marry a Greek princess in order to fall heir to a measly five or six million with the title? Have you heard of course, that the actress is already married to someone else. That's why it's so funny, huh? Comes for a consideration, however. A mere cool million.

The whole thing turns out a fake, as does the proper ending. At best, most three hours to unfold, with acts one and two taking up no less than an hour each. What happens in third act doesn't matter, as no one would want to stick that long. Of the cast Ruth Renick, who has a local dramatic school on the side when she's not playing leads, is the nearest thing to a performer in the lot.

Still, Mrs. Alice Pike Barney will have her whims and fancies. *Spon.*

## Pasadena Playhouse

("Lavender Ladies")

Pasadena, Feb. 25.

Probably the most significant among the little theatre and community movements around this section of the country. In a town of reputed millionaires, with plenty of rich atmosphere at least, Pasadena Community theatre has been up for about five years, struggling with ups and downs through most of it. Some very worthy contributions to dramatic art essentially and to the theatre generally have come from here, yet financially this group, as others over the country, suffer from the disposition of the Pasadenaans, rich, influential and probably high brow folks to patronize the picture houses rather than an arty theatre. Too bad, because the Pasadena Players are a worthy organization, with a training school for dramatic students that ranks among the best. There is no subscription attached here. A membership proposition instead, boasting of less than 1,500 supporters at \$2 a year. Best must come from the box office, scaled at \$1.50 top. No Sunday performances either. Strictly a matter of choice, not civic law.

"Lavender Ladies" is exemplary of the things they put on here. Technically it's amusing, light, English drawing room stuff, seen in the average little theatre. Comedy, in type, by Daisy Fisher. First time done on this side, though the play is reported to have seen a run of some sort in England, where it primarily belongs. Too strictly English for an American public. Which means that on Broadway it wouldn't get a look in. But the Pasadena players take their plays seriously and to them with sincerity. "Lavender Ladies" is not what the title might imply. A free minded niece of two maiden aunts is permitted to express her love theories to a pretty far extent. Background of the girl's free-love thinking is her author-father, who though advocating the most liberal of principles of morality in his books, is of another opinion when it strikes home. He ultimately admits his inconsistencies and daughter, disillusioned, goes the conventional way of matrimony.

Well written, with a humorous slant on worldly wisdom and prim, circumspect old age. Gilmore Brown's direction is excellent, while the two sets employed are as expressive as a bigger and more professional production would be. Of the 10 people cast the women have a wide edge. Ruth Corvill, youthful lead, stood out with distinction, both in histrionic ability and looks. Miss Covell, with professional stock experience behind her, is worthy of serious attention. Margaret Clarke and Lenore Shanewise, latter associate director of the theatre, secure in parts of the old maids. Re t of the cast still in the embryonic stage. *Spon.*

## SHE'S NO LADY

Chicago, March 2.

Faree in three acts by Bruce Sandberg and Anthony Ralfe, presented by H. H. Free, Jr., at the Garrick, March 2. Mary Stella Adams.....Bertha Greenhouse  
Julian Clark.....Pauline Mason  
Ethel Daly.....Lora Hays  
Tommy Holliday.....Friedrich  
Larry Collins.....Lawrence Tuck  
Max Gornstein.....Walter S. Gornstein  
Dorothy Banks.....Dolores De Monde  
Henry Ralfe.....Robert Cummings  
Leonora Draydon.....Mildred St. Louis  
Gloria Jordan.....Lynne Overman  
Gordon.....Lorraine  
Thilla Gornstein.....Louise White  
Gaston.....Lawrence Tuck  
Pierce.....William Griffith  
Madame Chair (a bioliter).....Josephine Jeffery  
Margaret.....Marianne  
A Yonville Comedian.....Edmond Gray

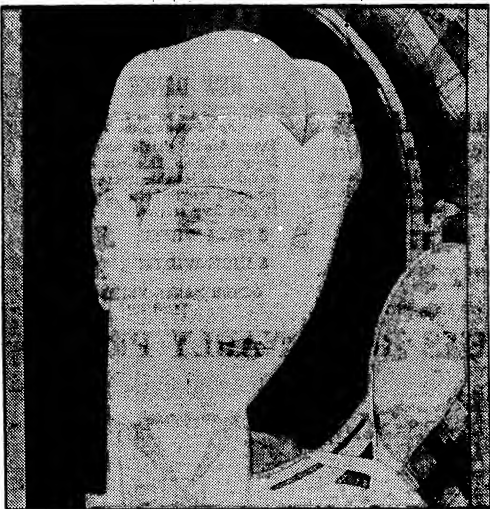
Lynne Overman in female attire for the first time in his career is the whole show in something which commences trivially, blossoms suddenly in the first half of the second act, and then fades by being overdone.

If the apparent burlesque in the second act, laid in a Paris hotel room, is toned down and a more plausible turn given the action in the third act, this farce should ride. Overman keeps it alive with

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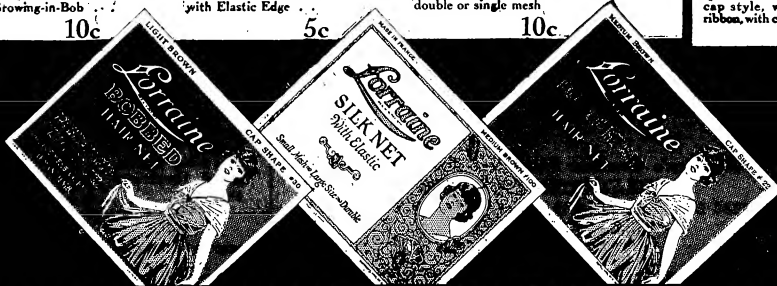
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# F. W. WOOLWORTH CO 5 AND 10c STORES

(Continued on page 71)

# The Air Line

By Mark Vance

Not much kick to some of the air programs lately due perhaps to much repetition, but not only numbers but in nature of periods.

WRNY seems to be having its troubles. Without any commercial periods it must ride its program on week in and week out appropriation. Hence the program flunkers face a vexatious program. And it's a low waverer and that works against the volunteers.

Lou Harold's orchestra WGSS didn't come over so well. Therond period (WMA) featured the Nichol Trio, an all-female instrumental group and one of the best programs. (WMA) gets its money's worth on the plug. Cities Service (WMA) changes musical pace; one minute a clarinet and the next hot stuff on a banjo or by the orchestra. Quartette, Jessica Drag-onette and orchestra did well by "Love's Old Sweet Song." Kinney orchestra (WOR) not far from beaten path. Fraternity Row (WOR) had one of its best programs, better selected numbers and not so much talk.

**Effective Story**  
Smith-Bellows orchestra (WJZ) over effectively. Slumber Music (WJZ) of familiar type that evokes the idea of "Sleeping Beauty" (WABC) had one of the most effective presentations of the year in "After Her Beauty." The story was immense. Continuity held tension and theme of general appeal.

Frank Cotton's band (WGSS) is anxious for variety and has the numbers sound brassy for the air. Echoe Mandolin Trio via (WPAP) had at all times a good selection has a T. Robin, Rosalind Clouds of Joy on (WPAP) apparently do on the lowdown symphony.

Yons & Lyons with their (WOR) period went in for more airy numbers and comedy. The Yons & Lyons, in two numbers including "Valentine," was a standout. Vernon Archibald played the "Mystery House" (WPAE) babbled along as usual.

**Maine Sends Stein Song**  
David Bratton, who wrote "Outside Listening In" for Brooklyn "Daily Times" was guest announcer on Vincent's program. He stayed his hour. Bratton showed no miff right and every word over the University of Maine with a song by Louis started his period off nicely. Will Oakland Terrace (WOR) is giving Landau's band a break. Tulsis Hoysak orchestra (WOR) clicked.

Edward Hoke during the "Prison" observed in the (WABC) a dash of announcing novelty that may start something. Using the newspaper funny writers for the hour, up the line features The Alpha and Omega Grand Opera travesty (colored) words hard enough for a comedy whiff, but somehow it misses; some of the music seems to run a hrode.

**Small Velveteen doing Peoman service** for (WOR) via pipe organ. Wandering Gypsies (WABC) came over favorably for musical direction of Leader Deusch. "In a Russian Village" (WAHC) got some heady native music from the Balkans.

Curtis Institute (WABC) ok for those who like to hear the Symphony Hall (WAHC) make a banjo solo a feature. Jan Garber on (WAHC) sent over something new. Lost on Sunday station will show a class at the console of the Philharmonic. Phil Solari with his forte songs and hand (WPAE) continued. The meted type of programs a big help: keeps brains blowing from leaving ways to the place. (WABC) Inn back on (WMA) after we took it off air with Marky Brock's hand the musical reason. The bandsters in old style of low numbers. Duke Ellington and band from (WAHC) got it. (WABC) closing again on announcing job.

## Newsstand Records

Dunham Record Co., handling 111 of the Week records out of town, will start sales in New York in three months. 111 of the Week records are flexible, with recording on one side only. One number is released each week.

Records will be sold to newsstand dealers only. Priced at 10c retail.

## WARNINGS AT WB

Hollywood, March 4. Warner's Pennsylvania plans to provide incidental band sequences for three forthcoming Warner pictures. Band is on the coast to appear in a stage musical.

**Coast Organists Change**  
Los Angeles, March 4.  
Oliver Wallace replaces Bob Hamilton as organist at the Orpheum here March 15.

Wallace will play a 15 minute solo before each show.

## EGGED MUSICIANS

Manager Settles Out of Court For Hen Fruit Revenge

Galveston, March 4. Spectacle of several of his musicians, on strike, riding in a band wagon on the street, showing placards telling about the strike and his theaters, irritated Will Horowitz, Houston theater owner, in November, 1928. He opened fire on the musicians with eggs.

Appealing a court judgment given one of the musicians later, Horowitz finally had the case dismissed last week with an announcement that a settlement had been made out of court.

## CASH BOND FOR MUSIC IN COAST INDIE FILMS

Los Angeles, March 4. Local musicians' union is clamping down on shoeing picture promoters in Hollywood. Ultimatum issued by E. L. Smith, head of the local musicians' union, to picture producer and studio to put up a cash bond in the future before any union musician is permitted to go to work for them. The dues are \$100 known and major studio.

Usual procedure for the any promoters is to start by grabbing off some angel. In most cases a favorer, who has \$100 or more to invest. Promoter will take less, but tries hard no to, because it costs him \$1,500 to \$2,000 rent for space immediate.

Then there are the actors, technicians, musicians, etc. The 10 grand is shot six hours after the picture is started. Then the promoter begins to wheedle for more dough, and either the chump near up and quits or talking to himself. Promoter starts looking for his next mark.

Complaints have been coming to the musicians' union, with several cases of unpaid wages now being handled by the local. Union believes that demand for cash bond will drive many out of the racket.

## B. S. Moss Named Among Proposed Chain Backers

At the hearing of WMA's wavelength complaint against WGSS, held before the Federal Radio Commission in Washington last week, it was disclosed that WGSS was purchased by its present owners from Gimbel Bros. for \$14,000. Daily Taskman, president of WMA, now holds 97 1/2 shares of stock in the station and a Louis Zimmerman the other 2 1/2 shares.

When Taskman, on the stand, was questioned to name those who had been in the station in founding a third chain in opposition to XEB and CBS, he named Dr. William S. Moss, a banker, and the banker's assistant known as Weinstein. Dr. S. Moss and Bernard Gimbel.

## Q.R.S. in Record Field

Q. R. S., piano roll and home talk recording equipment manufacturers, has entered the record business. First line of records was released last week.

Dealers' price on the records is three for \$1. It is reported, Mary's Bill will set at \$1.

Stanley Recording Co. is doing the recording and Columbia the pressing.

## MCCARDLE'S HOLIDAY

Brooklyn, Feb. 28. Bobby McCardell, who libbed by speaking of his latest book and greeting friends, CBS shut him off after seven of his scheduled 15 minutes broadcast for their newspaperman hour called "Going to Press."

McCardell entered the studio with no speech prepared. When asked about it he said: "It's alright; I'll ad lib."

Then started the succession of greetings and self-plugs.

## METRO WRITERS ON LOT

Culver City, March 4. Metro's music writing staff, now in bungalows on streets adjacent to the studio, will be moved on the lot this week. New music building on the site of the old carpenter shop has been completed.

Two floors of offices occupy the back of the building with the front devoted to studios.

## BERLIN CANNING PLAYS FOR RENTAL LIBRARY

Berlin, Feb. 10. The Breslau broadcasting station is experimenting with recording of play and broadcasting the canned version. Advantage of this method is that the play may be repeated at will, if successful, and rented out to other German stations. Bischoff, the director, had to bring all his actors on to Berlin, as Breslau has no recording hall. At Alandorf, suburb of Berlin, under the supervision of Elekta, a 90-minute play was recorded in four days.

## Heidi Doing Extra 2 Wks. at Empire, Paris

Paris, Feb. 22. Counting on the Paris prestige, Florence Heide's band is making a financial sacrifice to work two weeks at the Empire here. Date follows their Monte Carlo engagement and will be for \$4,000 a week. In return for this boys will have to pay their own fares back to America.

Edmund Sayag brought the Heidi outfit to Monte Carlo for eight weeks, with a fortnight's option, which has already been exercised. Sayag paid fares coming over and was obligated to pay the return at the stated time.

Heidi was propositioned to play the extra two weeks at the Empire at \$4,000, which will average things at the rate of \$100 a week, nothing financially, excepting these two weeks which they will work for practically nothing, since they must deliver their own return expenses.

The Monte Carlo rate is \$3,000. The \$1,000 a week extra (actually \$800 net weekly minus commissions) from the two weeks at the Empire will pay the passage back for the 15 men. This means the setting back of the boys' Public law, slated to commence May 8 in New Haven. It may be Public will not approve this arrangement.

Band was quick click at the Riviera resort.

## Rehearsals on Air

Berlin, Feb. 10. The Berlin broadcasting station tried a novelty which attracted considerable attention. Rehearsal of Schmitzler's play, "Professor Ben-Hind," was broadcast from the stage of the Kolongratzer theatre. Rehearsal seemed on the level, at least was argument between the director and one of the leading performers.

Extension of this idea will be broadcast of rehearsal and shooting of a Ufa talker.

## GERMAN RADIO PROGRESS

New 3,000,000 Listeners Registered—Numerous Tax Evaders

Berlin, Feb. 10. German radio industry has been on the upgrade since its start. Up to January first of this year over 3,000,000 listeners are registered with the government, an advance of 300,000 since last August.

This does not include the unregistered listeners, who evade payment of three marks monthly.

## A King's Tune

Cannes, Feb. 21. King of Denmark a regular patron of this resort year in and year out, also sets the local pace in song styles.

His current favorite, which Billy Arnold strikes up for His Danish Majesty, is "Bost-Clair" "Ode Luller" (French tune), which sounds like it had a chance internationally. Last year Feist's "It Goes Like This" was the King's preference.

## PAVILION DESTROYED

Waterloo, Ia., March 4. Fire, believed to have started from a park circuit, destroyed Electric Park dance pavilion Friday morning. Also lost was park equipment stored in the building.

Insurance covered the dance hall but not the equipment.

## Buddy Rogers' Discs

Four songs were recorded by Buddy Rogers for Columbia last week.

They were two from the Paramount "Safety in Women" and two from "Paramount on Parade."

## Along the Coast

By Bill Swigart

## FILM-RADIO RACKET

Selling Faked Records of Picture Studios Chats to Stations

Latest racket in radio is the selling of fake canned programs to small stations. Records are supposed to be made on the sound stages of picture studios while various of them are in production.

The gyp takes a phonograph record of a band or star working in pictures and surrounds it with talk. Pennie star's voice is dubbed (by the gyp's steno) and he does the male dubbing.

Entire program is produced on a 15 inch record. It consists of description of the supposed scene to be shot, request for the star to sing or play, re-recording of a released phonograph record, and the supposed blarney of the stars.

The gyp has made about 100 of these records and is selling them to small stations throughout the country.

## FILM'S MUSIC CONTROL UP IN BILL HEARING

Washington, March 4. Stating the time for stalling had past, Nathan Burkan and Gene Buck started the sixth year of the battle to get the compulsory license clause out of the copyright law. By an odd twist today's hearing marks the 21st anniversary of the enactment of the law with that famous two cents cost.

With the new proposition of talking pictures and the control of the music publishing companies by the picture makers before the committee, the arguments presented took a different twist then during the past five years.

The committee was informed that as the compulsory license did not apply to them, the talking picture makers and composers had sat down and bargained as to price, but that now the picture makers were buying the music publishers to get the profit from the recording.

John Payne, formerly arguing against the bill as representing Victor, is now arguing for it as representative of the music publishers. Another-like change was appearance of E. S. Murphy, also formerly with Victor but now representing Warner Brothers.

Burkan said he expected an announcement shortly of the merger of Brunswick and Warner. Burkan offered an amendment, which the committee accepted, clearly defining the new action for as to make the provisions retroactive. Anything now published and to be up until the subject of the bill would be in effect to the mechanical clause.

Arthur W. Wile, of Hayn's organization, will have a chance to appear. Wile is stated to be lined up with the mechanical manufacturers in effort to get bill thrown into general revision proposal which, it is admitted, would mean delay.

## Brown-Radio Can't Agree On Salary—Freelancing

Hollywood, March 4. After Nacio Herb Brown signed with Radio Music Co. for exclusive publishing of all its future songs, he returned to the coast, with his manager, to look for increased salary to write songs for Radio Pictures.

Brown wouldn't meet his figure. Studio was looking for a free lance composer.

## DOUBLING WITH BATONS

MGM has reconsidered dropping of Arthur Lange and Ernest Klapholt, music writers and arrangers, with expiration of original contracts. Under a renewal both will stay in the Metro music department with increased duties as conductors of orchestra for legions of stars.

New contract is for one year, with two options for a year each.

## NBC's Director

Ernest Sutting, formerly musical director for legions of stars, has been made the musical director of NBC's club department.

Bill Monger, previously in the music department of NBC, has been placed in charge of the publicity for the concert department.

Hollywood, March 4.

Songwriters today contend the present form of identifying numbers will soon be exhausted, and that in time they will be forced to double back on the millions of titles already used. Success of a commercial songwriter today depends largely on his ability to invent captions meeting with the universal appeal. Many tuneesters are forever on the alert to catch a suggestion for a marketable title, then proceed to write a set of lyrics and music around it.

Value in watching catch-lines used by national advertisers is evidenced in Dick Whiting's first song success, "Tulp Time in Holland." Title was suggested by a catch-line in an advertisement for a steamship company. Numbers record more than \$40,000 in royalties.

Selection of titles for picture songs is a much easier task than picking for a popular tune. Picture songs are written to fit a scenario and are captioned later according to the theme of that situation.

**Par Additions**  
Addition of four new members to the Paramount songwriting staff gives this organization a total of 11.

New members are Grant Clarke, Harry Akst, Ballard Macdonald, and Dave Dryer.

## Violinsky's Fatal Titles

Violinsky, now teaming with Dave Silverstein at Tiffany, wrote a number of titles for pictures. In "The Moonlight," and says it hasn't seen daylight. "That's Livin'" another of his compositions, is reported by Violinsky as dying.

## Song Manipulation

Manipulation of lyrics and music is being done at the picture studios in the same manner as the scenario editor revises scripts. Team is assigned to write a number for a picture and submits the song. It then may be picked to pieces by the director, writer, supervisor, and even the stars.

Somebody might like the melody and not the lyrics. Unbeknownst to the lyricist who worked with the composer on the original number, the melody is turned over to another lyricist or vice versa, to see if he can improve it. Man who submitted the original doesn't know his lyrics have been rejected until he sees a printed copy of the music or hears it in the picture.

## Fun With Trick Stomach

First official meeting of the Trick Stomach club was held this week with Chief Ucer Fisher in the chair. Wolfe Gilbert, secretary of the interior, listed applicants eligible for membership. Those who were voted in were: Fred Allert, gastric v. p.; Harry Akst, ad v. p.; Sidney Clark, binding sergeant at arms; and Tom Geraghty, who was assigned to make an x-ray picture of the guests.

## Fox-Campbell Deal Set

Final papers on the deal between Pat J. Maherty of Fox Red Star Music Co. and Campbell & Connolly, English publishers, giving the writer English releasing rights to the Red Star catalog for two years, was signed last week. Negotiations have been pending for the past four months. Deal will involve around \$500,000 over the two-year period.

Campbell & Connolly have already started publishing Red Star songs in England. Maherty says Fox will soon purchase a printing plant in New York for music printing.

Charles Harrison, former general manager and art director of Ted Brown Music Co. in Chicago, was made assistant to Maherty this week.

## WPCH GETS JUDITH

Supreme Court Justice Mitchell has directed judgment for \$9,925 in favor of the Peoples Broadcasting Corp. (WPCH) against the Georgia Baton Co., Inc., advertising concern, for breach of contract.

Baton company was to have broadcasted local baseball games on WPCH from New York for a commercial account, with understanding that the advertising concern had power to sell broadcast rights for the same.

WPCH was denied, with the Baton Co. later unable to deliver.

## Entire Sharkey-Scott Miami Affair Looked Just a Little Bit Nutty

urt in the groin. Magnolia ordered

But again Scott went down with the same claim of a terrible pain in his hip. He dropped in a new

Magnolia sent Sharkey away and then pointed to Jack as the winner. Scott was again dragged to his cor-

London newspapermen admitted being puzzled as to whether Scott was hurt as badly as he claimed. But they did believe Sharkey had fouled earlier in the contest and should have been disqualified. The explanation why Scott did not claim those alleged fouls was the use of a new style of protector.

**Other Bouts**  
The semi-final between Campolo, Argentine, and Johnny Risko, Cleveland baker, nearly centered the chief interest of the card. The New York state boxing board had refused to permit that contest in

Last match of the evening brought Tommy Loughran against Pierre Charles, Tommy winning on points gained principally with his left and head. He took punishment, however, and was plenty cut around the face. He hit Charles in that way many times, too, but the foreigner has a tough hide.

## Miami Fight Notes

In figuring the Garden's total expense, upward of \$225,000 and possibly more than \$250,000, the cost of the new \$150,000 stadium was partly an item. However, that outlay is to be spread over a period of 10 years.

Actual gross was \$198,000 at \$25 ap. The net, with the government's share off, was \$161,000. This is the basis upon which the fighters were paid off.

An hour after the fight rain fell in torrents.

Sharkey attended the supper club show at the Roman Pool after the fight. He got out on the floor, saying it was the happiest night in his life.

British sports circles are exercised over the alleged fouling of Scott and want to look over the fight pictures. When exhibited privately the next day they failed to

(Continued on page 71)

Turcotte, Geo., 90 Oranga St., Manchester, N. H.

V

Vagabonds, Oriola Terrace, Detroit.

Vallee, Rudy, Param unt, T., Brooklyn.

Original Georgia 8, Danceland, Jamaica,  
L. I.  
Original Yellow Jackets, Summerland  
Beach, Buckeye Lake, O.

Kay, Geo. Paramount T. N. Y.  
Kaysor, Joe, Merry Gardens, Chicago.  
Kegan, Ross E., 22 Gold St., Freeport.  
r. I.  
Koenmerer, Walt, Berks Trust Bldg.,  
Reading, Pa.

Kemp, Hul, Coral Gables, Fla.

Orlando, Nick, Plaza H., N. Y. C.

N. Y. .

Youngman, R., and G. W. B. Gray. 1992. *Problems in*

(Continued on page 11)



## BANK FAILURES HIT SHOWMEN

Shreveport, La., March 4. Morris & Castle, Rubin Gruberg, and Johnny J. Jones are suffering because of bank failures in the south. Numerous other small outfits below the M-D line have their spring funds tied up in banks that have failed or are near failure.

Of the three major outfits Jones is out, but experiencing bad business. Castle and Gruberg will go out as usual, except that the usual heavy bankroll, to tide over bad spring breaks, will be lacking. An effort has been made by Gruberg and Castle to line up business men who in the past have acted as bank-rollers.

## FOREIGN ACTS GETTING U. S. BOOKING BREAKS

According to present activities of American bookers with European connections, there will be more imported circus and outdoor acts in this country than ever before.

Quite a number have been booked for John Ringling outfits, but the majority are being lined up for park and fair dates. Few have any vaude bookings.

## CIRCUS PAIR'S TROUBLE

Champlain Jailed and Deportation Sought for Family

Bridgeport, March 4. Stranded here two years ago when the Ringling-Barnum & Bailey show left town, Mr. and Mrs. William Champlain are facing the drab prospect of support by the city. Formerly costume designers, the couple have been eluding out a meager living for themselves and their seven children, despite occasional conflicts with the law.

Champlain came from England to the United States five years ago. Supt. of Public Welfare Thorne went the family deported, and Champlain has been held in jail on a technical charge.

Supt. Thorne has received word from the Department of Immigration that it will be impossible to deport the family. As they have no means of support the city will care for the mother and children until other plans can be made.

## Fair's Protection Law

Davenport, Ia., March 4. City council adopted an ordinance prohibiting issuance of a city license to circuses or carnivals to show here between July 15 and Aug. 25 each year. Action was taken at the request of the Mississippi Valley Fair and Exposition Ass'n, which squawked last year when a circus played several weeks before the fair was scheduled to open.

Ordinance does not prevent the association from signing a carnival for the fair midway.

## Midget Circus

Miami, March 4. Edward Arlington and C. W. Finney are organizing a 40-person midget circus which will open shortly under canvas. Circus will work north and play lots in the east this summer.

Finney tried financing the Cole show in Chicago but gave up.

## MILWAUKEE PARK

Milwaukee, Wis., March 4. A new permanent amusement park capitalized at \$500,000 will open here about May 1. It is backed by Ed F. Buer, Eugene Waumant and Senator Melghan.

Place is on the Blue Mound road and will use former dog track, which is now out of the state of Wisconsin. In addition to regular amusements the new park will have an air field and will conduct daily meets.

## Ringling Truck Billers

Los Angeles, March 4. Advance cars of all shows in the Ringling combination will use two trucks to do the billing in outlying sections.

Trucks will be carried in an extra car.

## REQUEST NEW BONDS

Commercial Firms Looking For Out as Circus Bondsman

Peru, Ind., March 4. Firms and individuals who last year went bonds for various circuses when they were in trouble have been worrying the Ringling office here in an effort to be released. So far no success.

The American Surety Co., handling all this business for the former American Circus Corp., could not be reached in several cases, with the result commercial houses came to the rescue.

Now, for some untold reason, these people are clamoring for the out.

## Miller's Series of Suits Against Ringling and Mix

Natchez, Miss., March 4. Zack Miller and the 101 Ranch show began suit here last week against Tom Mix, Sells-Floto and John Ringling for \$150,000. Miller claims the Sells-Floto circus grabbed Mix and asks the amount in damages to sustain his claim.

Plea of the Ringling organization was that it is simply an operating company, with the Sells-Floto circus and owns no property. This was overruled and a jury trial will be held late this month.

Mix and Ringling are also threatened with a slander suit. Miller claims discrediting remarks were made by Mix about himself and his show and will open suit in Kansas. Erie, Pa., will be the spot for another suit when Miller tries to collect from Ringling for alleged stopping of a parade last season.

## Delayed Canvas Openings

Chicago, March 4. Ringling office here does not expect to open any circus under canvas before April 29.

Hagenbeck-Wallace outfit will be first to present plans stick. Robinson and Sparks will delay their openings until the spring storms are past.

John Ringling is reported as taking no chances with the weather and bankroll, preferring to keep the shows in winter quarters.

## FROM CIRCUS TO PEN

Sally Richards, One-Time Rider, Gets 20 Years for Robbery

Buffalo, March 25. Sally Joyce Richards, convicted of first degree robbery here this week and sentenced to 20 years in Auburn, is a descendant of a long line of circus performers. She was born with a tent outfit, raised on a lot and has been bareback rider with various outfits.

Miss Richards told officials that following a run of tough luck with tent shows she joined a house of call. She followed with a series of seasonal holidays in and around Buffalo.

Police say Miss Richards has the toughest and most picturesque vocabulary they've ever heard.

## BARTFORD'S REALIZERS

Hartford, Conn., March 4. Danny Shurton, former circus acrobat is now in the detective bureau here.

A former vaude actor is working as head waiter in a local restaurant. Also living here is a one-time burlesque man, now engaged in commercial work.

## FRANK COOKE RETURNS

Frank Cook, general manager for John Ringling, returned to New York last week from an eight week tour of European circus spots.

## CIRCUS MGRS. JOIN V. M. A.

Berlin, Feb. 22. Circus managers have decided to join the Vaudeville Managers' Association.

Sarassani, owner of the largest European circus, was elected to the board of directors.

## "WALTZER" COMM. SUIT

Chicago, March 4. E. H. Patriotic and Harry Witt, owners of the "Waltzer" ride, are fighting over manufacturing rights. Witt, who has been handling sales, is being sued for several thousands in commission split by Patriotic.

## Machine Age

Here's one Ripley missed:

Down at the American Museum of Public Recreation in Coney Island is a model, built years ago of an invention on which the Government granted a patent in 1886. It's a two-seat swing, operated by pedals, and the same action that operates the swing, churns butter, saws wood and washes clothes.

## INEXPENSIVE RODEOS AT MOST FAIRS THIS YEAR

Chicago, March 4. Rodeos will be featured at nearly every western fair this season. Spread is due to small cost of the attractions, which run about \$100 a day.

Numerous fair managers are going after the inexperienced riders and cows, figuring more falls and more laughs.

Around 200 rodeo trophies are said to be booked this year, with most of them appearing for one or two dates and then casing back to the ranch.

## N. E. PARK ELECTION

Former "Outlaw" Now Sits in With Family Group

The New England Amusement Men's Association made up of men and concessionaires of New England, and for its first three years considered an "outlaw" organization by the National Association of Amusement Parks, held its first yearly convention as a part of the N. A. A. P. at Springfield, Mass. last Wednesday and Thursday. In December this local association was admitted to the national body and absorbed by it, being now known as the New England Division of the N. A. A. P.

The ten-day session was a pretty quiet affair, and nothing more startling than an election of officers. The usual number of papers on subjects in which its members are interested were read.

James A. Donovan (Dodge) Corp.) was elected president; Charles Union, Old Orchard, Me., and Frank Terrell of New Haven, Conn., vice-presidents; C. F. Chisholm, Revere Beach, Mass., treasurer, and Will L. White of Rye, N. Y., organizer of the association, was re-elected executive secretary for a fourth term. New members added to the executive committee were George P. Smith, Jr. (Philadelphia Toboggan Co.) and Stuart Collins (Wirth & Hamill's Boston office).

About 130 members and guests from different parts of the country were present, among them Mrs. Beulah Hassard Sica, of Mid-City Park, Albany, N. Y., the only known woman manager of an amusement park.

## Circus Openings

Chicago, March 4. Following circuses open on the following dates:

April 26—John Robinson, Peru, Ind.; Hagenbeck-Wallace, Logansport, Ind.; Sparks, Macon, Ga.; Robbins, Newton, Ia.; H. G. Gentry, which may be called United States Circuses at West Baden, Ind. April 20—101 Ranch, Ponca City, Okla.

March 23—Al G. Barnes, Baldwin Park, Cal.

March 29—Cole Bros., Brehmen, Tex.

Ben Beno has arrived in the States from Portugal.

Alan Cahill, promotion manager of the New York Coliseum, Bronx, is scheduled to leave for Los Angeles soon to take charge of advance publicity for the Olympia games of 1932.

Floyd King is in Brehmen, Tex., preparing the Cole circus for the road. Opens late in March.

No yearly passes this season on any of the Ringling circuses.

Al G. Barnes spec this year will be "Persia and the Pageant of Pekin."

Dan DeBaugh of the Ringling office ran off four reels of film of

## Obituary

### KARL UNTHAN

Karl Unthan, armless performer, died in Berlin at the age of 33. Last years of his life were made comfortable by a collection taken up by numerous friends. Unthan's book, an autobiography, also netted him a tidy sum.

Born without arms he had to make his feet take their place. He gradually learned to carry out the most delicate sort of work, such as sewing and embroidery. He played the violin and several other instruments. He was a very superior sharp shooter, and an excellent swimmer. His ability as a linguist helped him in his successful career as a vaudeville performer.

He was one of the founders of the German Vaudeville Performers Union, but hadn't appeared on the stage since the war. He put himself at the disposal of the government to train soldiers, who had lost their arms, for a return to civil life.

### WILLIAM C. GALLAGHER

William Lawrence Gallagher, 73, one of the best known showmen of the old school in New England, died in the Boston City Hospital after a short illness Feb. 24. "Pop" Gallagher, as he was known, was born in Providence, R. I., and was one of the surviving members of the original "Uncle Tom's Cabin" company.

Later he joined George H. Batchelder, owner of theatre in Providence and Boston. Leaving Batchelder, Gallagher was a pioneer in opening a string of tab houses. He was also one of the first to book and present shows at summer parks open.

## IN MEMORY OF WILLIAM L. "Pop" GALLAGHER "May His Soul Rest in Peace" Joe Lee

erated by electric railroad companies in New England and Canada. Funeral services were held at St. James Church, Boston. Interment was at Holy Cross Cemetery.

### FRED E. WRIGHT

Fred E. Wright, dean of Boston theatre managers, died March 1 at his home in Brookline, Mass.

Mr. Wright at one time managed Haverly's Minstrels and handled them for the Drury Lane Theatre late in London. When he was with Liebler Co., he supervised the con-

the big show at the John Davenport circus fans' annual dinner last week.

Edward H. Stanley, arrested in Cincinnati and held at Macon, Pa., authorities on charge of issuing rubber checks, was one of Philadelphia's most active indoor circus promoters.

Ringling circus will play Brooklyn this year following its Madison Square Garden date.

This will be the first date after New York for the circus under canvas. Show will be ferried from Jersey to its New York opening.

Ringling office in New York denies the report that Herbert Evans has been offered for an executive position with one of its outfits.

Understood that J. N. Mayfield, secretary of the Waco (Tex.) Fair, will not be in charge this year. Fair has been in the red the past two seasons.

All games of chance are to be barred from midway of the Genesee County Fair at Batavia, N. Y., next fall.

West Texas State Fair, at Childers, week of Sept. 29, will have the Beckman Garrity carnival on the midway.

Madison Square Garden officials are still demanding that John Ringling play the Sells-Floto circus this spring as per contract made by old American Corp.

Naida Miller's suit against the Chicago Stadium for injuries received (Continued on Page 71)

struction of the Plymouth Theatre, in Boston, which he also managed for many years. He also managed the Cort in the Hub which became the Park Square and some years later the Selwyn. When the Selwyns disposed of the property as a site for the Statler Hotel, he went on tour for George C. Tyler. His last engagement was several months ago with E. E. Clive, in Boston, with the Corp. Players.

His widow and a sister, Mrs. William A. Littlefield, survive.

### EDWARD L. SWETE

Edward Lyall Swete, 65, actor and producer, died in London, February 19. Deceased had been in indifferent health for many years and was on the verge of retiring to live in the country.

He commenced his stage career in 1887 under Sarah Thorne's management at Margate, afterwards being associated with Benson's company, Sir George Alexander, Lewis Waller, Oscar Asche and the Lyman company. His last stage appearances were in "Outward Bound," "Saint Joan," and "Beauty." Chiefly famous as a producer, Swete went to America to stage "The Chin Choo," and returned there to produce "A Well Remembered Voice" for George Arliss, "Aphrodite" and "Mecca" for Morris Gest.

### COUNT SEEBACH

Count Seebach, 77, formerly general manager of the Dresden State Theatres, died recently. He was one of the few royal German theatrical officials who was more than a cypher.

Many modern dramatists and opera composers had their first performances in Dresden. An historic event was the first performance of Richard Strauss' "Rosenkavalier." Seebach was responsible for the building of the new state playhouse, a model of technical perfection. After the revolution he was unanimously requested to retain his post and, although 83, stayed on until a suitable successor was found. Up to the very end he attended all first night, although offered a box, preferred to sit among the audience.

### LEO W. STEIN

Leo Walther Stein, manager of the Triumphant Theatre, Berlin, committed suicide. He was the author of many successful farces, particularly "The Ballerina of the King."

In the provinces, especially in Dresden, he had been successful as a manager. For a year and a half he had rented the Triumphant theatre from the Rotter Brothers, but Collins had no success with it.

### HOXEY C. FARLEY

Hoxey C. Farley, one of the organizers of the National Association of Theatre Owners, and Montevideo, Ala., manager, died Feb. 26. He had been in ill health for several years with an incurable throat ailment.

He was 59 years of age. Surviving are his wife and two daughters, two sisters, and one brother.

### SAMUEL FENSTER

Samuel Fenster, 61, carnival man for 45 years, died in Leabon Hospital (Bronx), New York, Feb. 21, of heart trouble.

Fenster had been with all the big circuses, out at different times. His widow survives. Home is at 647 Caldwell ave., the Bronx.

### ABRAHAM MICHAELS

Abraham Michaels, theatre manager, 423 42nd Street theatre, New York, died suddenly of heart disease. March 4 at his home in Brooklyn, N. Y. His widow survives.

George Black, 57, with Ringling Bros. detective force eight years, and former Keith house manager, died March 4 at his home in Brooklyn, N. Y. His widow survives.

Frank Maddox, 60, manager, Ritz Theatre, Mansfield, O., died Feb. 15 of heart trouble. His widow survives.

The wife and baby daughter of Ernest Delaney, manager, Rialto, Joile 11, killed in auto wreck Feb. 26. Three other children survive.

James Ritter, 45, organizer of the Columbia Picture Operators' Union, died in National City, Cal., Feb. 27. His widow survives.

Mother of Ned "Clothes" Norton died in Boston, Feb. 19.

# AMERICAN CARNIVAL

## Promoters Use Mail and Express Keeping Within Law on Chiseling

The mail-selling idea has invaded the fund raising racket of late, the talent having doped out this new wrinkle as one way of ducking the tariff nut when the operators have to rely on campaign managers who have no conscience in making up the swindle sheet. Operators objected to their own mugs being used on their own pet racket, for they are experts at sharpening the pencils.

This new biz is strictly between Uncle Sam's post office and the operators up to a certain point, when they have to call in the express company in the final step of the game, the district manager, promoter, and individual campaign manager being eliminated entirely. Everything's strictly high pressure mail order.

### Horseshoe Book Intro.

The lodges and fraternalites of the country have been inundated with a forceful letter detailing the new scheme to the seas, the chief appeal being based on the fact that the lodges handle the selling and the seas taking all and not splitting with anyone. The come-on in the deal is a book die-stamped into horseshoes, each one of which bears the favorite fraternal logo and are peddled to the lodge for 20c apiece. If they cost a jolt apiece to print and die-stamp, somebody's beans are figured out on the usual basis of you take in so much cash and you give out so much in premiums, and the lodge pockets the difference. A regular "die-stamp" has been figured out, the details being set forth for the benefit of the sea and the brothers in the correspondence. The letter states you don't have to buy merchandise from the same place you buy the campaign books, but you can't buy the merchandise cheaper anywhere else than you can buy it from them. And they inclose a printed flash price list.

Checking up this flash four-page price list reveals lots of things. And the price of items that can be bought in any general merchandise store or from any of the standard concession supply houses for items are billed at 10c, 15c, 20c, \$3.00; items on which the established jobber's price is \$4 are given a 2 buck tilt and peddled to the auspices for 46. The whole price list is tilted in proportion to the margin they work on beats most wheels or joints. Of course the catch in the deal is that the secretaries and lodges of the seas are not going where to find the general merchandise and jobbing houses. So if they fall for the horseshoe books they will fall for the rest of the sea. You'd be surprised what stress is laid on that "you don't have to buy merchandise from us" gag; it's laid on heavily, the operators being great psychologists who know they may not know the word.

### Next Step, Question

Just what would happen if some lodge ordered a quantity of imprinted books and then failed to order any merchandise at all? The question is on heavy, the operators being great psychologists who know they may not know the word.

Some seven thousand letters, tender post cards, and what-have-you were sent out when this racket was doped, and at last reports only 73 secretaries had evinced even a faint curiosity about the deal. Return on the test totals aren't coming in so very fast.

One of the prime movers in this new take racket is a Chicago firm that has just written out the new year's campaign according to the old method, many of them in recent years being flops. On one campaign in the East, the bluffs and walk-around dough kneaded \$140 for the campaign manager, an arc man and an

## Adagio Under Canvas

One of the features of the Ringling-Barnum & Bailey circus this year may be four platforms of adagio owners, a new wrinkle for under the big top.

Idea was tried out recently at a one-night outdoor circus with a quartet of dancers. Customers liked it.

old hand at cutting corners and chiseling with the pencil.

This Windy City outfit is conveniently located in a corner building with addresses on two streets. When one racket dropped from under them, they changed their name, switched to the address on the other side of the building, and cut loose with both barrels on the new gag. But it's too early to say with what results. The change of name was quite necessary on account of the sharp angles contained in the contract they've been working under with the lodges for the past several years, for if the auspices knew it was the same old mob they would turn thumbs down on the new wrinkle, figuring it was loaded as the old one. This particular mob burned on the deal then the big quantity for the campaign has to be shipped by express and the books delivered individually at the lodge or by messenger upon arrival at the city the lodge is in.

### Express Co. Finish

The change book involved in this campaign is strictly a gambling gag and is, of course, banned from the mails, but it seems there is a clause in the law banning them that permits a "sample" to be mailed, so one is inclosed with the original letter that goes out.

When it comes to the fraternity put their letters in the mail, then the big quantity for the campaign has to be shipped by express and the books delivered individually at the lodge or by messenger upon arrival at the city the lodge is in.

## RAINY MEXICO

American Circus Troupes Can't Find Profit in Mud

American circus outfits which tramped into Mexico after the closing of the regular U. S. tour, bumped into such continued rainy weather they closed rather than attempt further dates at a loss. Some report breaking even, but none made any money.

One outfit venturing into Mexico was operated by the Codonas. Troupe called it off after several muddy stands.

## Norumbega Park's New Manager; Zoo, Acts Out

Boston, March 4, 1930.

Roy Gill, for years a ride operator and concessionaire in New England, has taken Norumbega Park, Auburn (just outside of Boston), from the traction company. He owns it and will operate it starting this year. Gill is reported to have backing from Massachusetts bankers.

Many changes are planned for Norumbega under the coming regime, principal of which are the conversion of the open-air theatre into a dance hall, part of the seats being retained so that Sunday movies can be given. This theatre as it now stands seats 3,000. A deal is said to be pending with RKO to operate the film end of the venture.

## NO COMPARISON WITH YESTERYEAR

Modern Outdoor 'Showmen' Stagnant—Finding Trouble Bankrolling to Move from Winter Quarters—Old-Time Outdoormen Gave 'Em Value and Made Them Come Again

### "GOING BACKWARD"

Carnival business is passe. In its present condition it's a business of yesterday.

Back in the days of Frank C. Bostock, Gaston Akoun, Francis Ferrar, E. J. Mundy and Frank Gaskill it was a healthy, thriving trade controlled by men of sagacity, ingenuity and ideas, with ability to foresee the future and keep one jump ahead of the changing time. They didn't pay much attention to the past, even to the fact that they had few rides, depending almost entirely on the few American-built merry-go-rounds; they imported English gondolas and French carousels.

These old-time carnivals operated within an enclosure in most cases; they were the value of free acts as a drawing card and had plenty of them on the lot—and good ones—and when they framed a show it had something.

When Gaston Akoun put on a "Streets of Cairo" it was the real thing, with all the stuff for it, as well as the people who worked in it. Imported for the show. His Egyptian dances were real Egyptian, and they knew their wiggles.

Francis Ferrar and Frank C. Bostock went in heavy for animal shows, real animal shows. They didn't call 10 head of stock a show; they had real trainers working the bulls, cats, and gave a show that was well worth the admission.

Present day carnival owners could put out a whole show for year after year. Bostock, Ferrar, Mundy or Gaskill spent for one midday attraction.

### In the Day of Tux

If you suggested any of the present carnival owners that they put their lectures in tuxedos, they call the wagon, yet there was a time when a tuxedo wasn't a novelty on the carnival lot. They wore them on the "World at Home Shows" when James C. Kline operated it.

There is nothing new about the carnival of today to appeal to the public. Europe's rides are a mere pound. In this mechanical age with kids making model airplanes as soon as they get into short pants riding a horse doesn't appeal. They want a mechanical device of some kind, preferably one that they can operate themselves.

Everybody has ridden the rest of the general run of riding devices; everybody has seen everything the carnival has to offer in the way of girl shows, in fact the local picture house offers better entertainment of that sort.

### Silk Stockings

Women used to ride the flying giraffe to show their silk hose, but they don't have to do that now, while the return of long skirts isn't going to improve the situation any either.

There was a time when many of the big shot carnival owners could have retired from the racket with a big enough bank roll to do them for the rest of their lives, but they stuck to a slender ship and have chiseled themselves out of their sugar. If any operating a rag b'ry today has a personal fortune, the bank would like to know where he is.

Most don't know where the dough is coming from on which to get out of winter quarters.

Many in different parts of the country have been bankrolling some of the boys, but two that have been known to do this are in bad shape this year, so no more coin will be forthcoming for the kids they've been underwriting. Some of the

## Forecast Slot Machine Chain Stores on Play and Spend Idea

### Lean Arabs

Arab troupes as circus features seem to be passing, with one of the big circus operators known to be prejudicial against using the tumblers. There are plenty of Arab troupes in New York, none of them with contacts for the coming season.

When asked what was to become of them, one outdoor booker stated:

"All the good ones have become waiters, and I have the other one as a partner."

owners will be selling a juice plant or two or a ride to get a bank roll to get them out of the moth balls.

### Some Smart

Some owners have been smart enough to see and are attempting to revamp to meet the changes, but it may be too late. Inclosures with a pay gate and free attractions have been added by a few shows in the past season or two, but the muggs just aren't educating the public to the ideas of quality, so the standard of the stuff they are putting on is about on a par with the rest of the show; not much draw to it to pull the chumps on the lot. The entertainment value of the stuff they're adding is nil.

Still dates have been falling off year after year. It's just a case of any port in a storm to hold the show together for the big clean-up that usually came when the fair season opened, but they don't get the heavy dough on fair dates as of yore. They're giving up heavy for the spots instead, as the prices carnival owners have been paying for fair dates have been coming steadily in recent years, out of all proportion to what the dates are worth. After they count up in the office wagon at the end of a fair date these days they find they haven't even gotten off the nut, in many cases.

### Fairs and Parks

A peculiar situation has been developing in the fair end of outdoor amusements in recent years that has been most of all the fault of themselves but tough on the carnys playing them; that is many fairs have been turning their plants into permanent amusement parks. The fairs' faces have come to realize that maintaining expensive fair grounds for 52 weeks a year when it is only in operation for one week or two is a very poor business proposition, so they've been installing riding devices, dance halls, shows, concessions and all the trimmings.

Result is that when the carnival hits the fair it finds the natives don't go for the rides and shows. It brings in as they've been going for them all summer in the fair parks. The number of fairs that are installing permanent parks is fast increasing.

The portable riding device is about the only thing anyone different about the many carnivals have to offer. Some rides can be built portable that aren't so feasible as a permanent park attraction. When a showman has one of these he stands a chance of winning a little.

There are many showmen with carnivals who will tell you they know the business backwards, that they don't like to know what is going these days.

## L. A. Beach Games Test

Los Angeles, March 4.

The L. A. police commission has started its annual grinch against the beach games and the amusements at the beaches. Squawks were originally placed by the merchants of the beach towns, who claimed that the beach games on the pier were taking away their business.

The commission will make a trip to the pier and play all the games. Where they cannot beat the glim-pers they will revoke the joint's permit.

Chicago, March 4.

Automatic merchandising has turned to show business for its latest and today the flashiest industry in America. Anything from a tube of tooth paste, a hat or a stamp can be bought by dropping a coin. Each machine is a small stage, set for the customer with plenty of scenery. Machines that turn out sheet articles are usually flanked by play machines. Both net the same amount over a year.

Large companies such as those selling toothpaste and chocolate have developed vendors that offer the choice of any of their products. All of them are built for attention and with the act-line uppermost. Next to each one is a spy and a nice snatcher. While the customer eats he plays and spends. If he plays the shooting gallery at 5 cents for a hit he does so amid urban scenery and trick moving animals.

### Any Game

Some of the larger companies are turning out 2,000 machines of various kinds weekly. A gum machine today offers a bird for a cent. It's next to a collar machine that offers any size for 15c. Both are loaded with gilt and colors. The old-time card wheels are still in the ring, but they've changed. Dressed and dolled it's sometimes hard to see the cards. But the fannies like 'em. Basketball, baseball, golf, football, horse racing, radio shooting galleries, fortune telling machines using life-sized picture stars, huge wheels that offer a choice of the market's candy bars are all automatic and scented for the customer. One company even has out an automatic pool table that gives all the balls without an attendant. Shaving soap, tooth brushes, soap, handkerchiefs, socks, shoelaces, perfumes and other commodities are being peddled amid scenery and color and games that cost from 1c. to a nickel.

Two manufacturers have had bids for the Atlantic City, Pacific Tea Co., and the Walgreen drug stores. The companies want to see what can be done with combination merchandise and playing machines. Both have plenty of showmanship in the designs, although one wants to see what can be done with standard five cent foods in packages. Machine card wheels are still in the ring, but they've changed. Dressed and dolled it's sometimes hard to see the cards. But the fannies like 'em. Basketball, baseball, golf, football, horse racing, radio shooting galleries, fortune telling machines using life-sized picture stars, huge wheels that offer a choice of the market's candy bars are all automatic and scented for the customer. One company even has out an automatic pool table that gives all the balls without an attendant. Shaving soap, tooth brushes, soap, handkerchiefs, socks, shoelaces, perfumes and other commodities are being peddled amid scenery and color and games that cost from 1c. to a nickel.

## Knight Tries Waterbury To Pay Off Ansonia Flop

Herbert Knight, one of the promoters of the recent ill-fated indoor circus at Ansonia, Conn., opened another Saturday at the Armory, Waterbury, under backing of the National Guard.

Waterbury has had a dearth of circuses and carnivals in recent seasons. Circus reader is \$300 a day. Waterbury has had a dearth of circuses and carnivals in recent seasons. Circus reader is \$300 a day. Waterbury has had a dearth of circuses and carnivals in recent seasons. Circus reader is \$300 a day.

Knight show opened March 1 and runs to March 8, with 60c general admission and another two-bits for reserved seats. There will be no gambling games, wheels or games of chance.

Knight has several more weeks in Connecticut and one in Mass. to follow this spot. Note's given some of the acts who played the Ansonia date are due on demand during the Waterbury show.

## PRINTERS BEHIND COLE'S

Brenham, Texas, March 4.

National Printing Co. of Chicago is running the Cole circus, which will again open here March 23. There will be 10 cars.

Floyd King is manager and Jean Schmitt is promoter. Same program as last season.

# News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

## HOLLYWOOD

Helen Rand, actress, arrested on a hit and run charge. Car she was driving struck Eddie Booker.

Lichtig and Englander, agents, filed suit against Gary Cooper for \$1,875 commissions, alleged due from his Par. contract.

E. Darling filed suit against Lawrence Tibbett for \$206 alleged due from a copper heath installed in the singer's home.

Mrs. Vera Kornman has been appointed legal guardian of her daughter, Mary Kornman, former "Our Gang" heroine, in order to care for \$10,000 saved by the child.

Suit filed by William La Plante, theatrical attorney, and part owner of the Berwilla Film Corp., against W. T. Hooper asking for a receivership on charges of fraud and mismanagement. La Plante alleges that Hooper is trying to freeze him out of his 25% interest.

Paramount will star Jack Oakie in the remake "Merton of the Movies," modernized to answer to the title "Merton of the Movies."

"The Dummy Husband," dramatization of "The Vision House," by N. N. Williams and Howard Pfeiffer, will have a premiere stage appearance by the Theatre Mart at the Actors' Theatre, Feb. 27.

When Sono-Art, contemplating a series of Westerns, endeavored to rent the late Fred Hunter's horse, "Silver King," it was discovered that in the player's will was a provision that only a son of Hunter's horse could ride the horse after his death. If Sono-Art goes through, then the son of the horse will be engaged as star of the pictures.

Paul Sloane given a two-year contract at Radio for his good work in "Radio Revels." Negotiating for "Chocolate Soldier" as his first assignment.

"Happy Days," opening at the Circle Feb. 23, refused to give a press preview.

Ruth Renick opens Feb. 27 with "The Dummy Husband" with the Theatre Mart, known as the Actors' Theatre.

Marshall Nielsen talking to Columbia for a directorial spot.

Leatrice Joy will go abroad in time to take up a six weeks' vaude engagement at the Paladium, London.

Actors waived Equity's ban when Hamilton Del Ruth's "Latest Murder" opened at the Figueroa Playhouse.

"The Academy becomes a perpetual peace conference" by its formal acceptance of responsibility in administering the new actors' contract. The phrase is William C. de Mille's, issued in Hollywood.

Article formulated for the contract is generally understood to have an Academy activity, the Academy's contract with the Academy official only on Feb. 21 when its executive committee undertook administration of the new basic agreement between actors and producers in the Los Angeles production district.

Hollywood will have a new \$2,000,000 hotel. Eugene Stark, actor, and Zerkow and the Gershwins interests are behind.

"Bossy" Gilla, mayor of Newburyport, Mass., is in Hollywood. Claims he is looking for a wife. Wants a brunette because blondes soon get sloppy after marriage, is his claim.

The Maurely Love, sentenced to 180 days in jail on a petty theft charge in connection with the Iran studio he operated. Five months of the sentence was suspended.

Fletcher Norton, pictures, arrested on a drunken driving charge.

Jim Tully, hobo author, sued for divorce by his wife, Mrs. Margaret Meyers Tully, in Las Vegas, Nev.

"Mocking Bird," a desert fantasy, is to be presented at the El Peridito estate in Peris, April 5, 6, 12 and 13.

Alex. A. Arons, Arons & Friedberg, to produce a play for Fox. Ben Stoltz will direct.

Sono-Art's "Reno," story by Cornelius Vanderbilt, will be used as a screen comeback for Ruth Roland. Production starts March 15.

Reorganization of FN's publicity department has Robert Donaldson back as unit p. a. Kathryn White,

from L. A. "Times," as magazine editor, and Margaret Kimball on fashions.

Assistant directors' union voted to abandon the A. P. of L. charter for a strike in the event of resignation of George Boies, president. Final action to be taken at next meeting, March 10.

Picture people are becoming affiliated with the L. A. Junior Chamber of Commerce. First batch are Carl Laemmle, Jr.; John Mack Brown, Ben Lyon and Hubert Veit. Idea is to promote good will between local biz and film industry.

Columbia has added two more execs. Bud Barsky, formerly production manager with Tiffany, replaces Sam Hays, who moves into production department.

Glenn Brunk opened his tent theatre company at Colton, Cal., with "What Mary Married," by John C. Brownell.

Charles Dorian and Mark Brooks directing dances for Metro's "March of Time."

Fred Beers, former Metro casting head, joined John Lancaster in the agency biz.

Returning from location in Mexico with M-G-M's "See You Tomorrow," Gibson Gowland, British scout, being held at Nogales, Ariz., by U. S. immigration authorities due to technical errors in his passport.

Adolph Zukor and Jesse Lasky leave for London with the New Yorks accompanied by several Paramount executives.

May Miles Minter has lost 35 pounds and plans a screen comeback.

Antonio Moreno's debut in a Spanish picture will be the principal part in Paramount's "Benson Murder Case."

Fidelity Construction Co. filed suit against Columbia Pictures for \$10,000 resulting from an unfilled contract for the construction of a sound stage and office.

Alber DuMont writer for Universal, promoter to produce and given a five-year optional contract.

Station KMPH will move into the new Mayan theatre building as soon as alterations have been completed.

"Journey's End" will play several dates around here showing in high school auditoriums after it comes to the city.

Harry Pollard begins his last picture for Universal in May with "The Flirt." To be released on 1930-31 program.

Illness of Helen Chandler, now confined in a Hollywood hospital, has been kept secret. She is married to Cyril Hume, writer, three weeks ago at Agua Caliente.

With the closing of "Oh, Susanna" in Frisco last week, Franklin Warner, producer, found himself \$130,000 in the red on his first production effort.

J. Herbert McIntyre, formerly manager of the Pathe Minneapolis exchange, has been made western division manager, replacing Les Wein, deceased.

Nils Asther-Vivian Duncan romance seems to be off. Asther, just back from Mexico, let it be known that he was all for a gal he met in Mexico City.

Mrs. Phyllis Daniels, mother of Belle Daniels and Marie Mosquini, pictures, injured in an auto accident.

Olga Badanova sued for \$1,052 for damages done to a rented house.

Ben Turpin, pictures, signed for a two years' tour of Europe for Frank Mollenhauer, German impresario. He will leave in May.

Mac Murray sued by Natchez Publishers for \$15,525 for clothes ordered which were not accepted when delivered.

Sigmund Moos, head of Universal's leaving department, quit for a similar post at First National. Horan Scullins will take his old job.

Harry D'Arrast, after working at Universal for 10 years, has left the company. George Fitzmaurice takes his place. Credit will go to D'Arrast.

Suit of Max Hart against Nats Welford for \$1,100, asserted due from securing picture work, has been

taken under advisement by the court. Decision due next week.

Paramount will collect \$25,000 in promissory notes with the settling of the estate of Theodore Roberts.

David Burton replaced by Jack Conway as director of M-G-M's "The Circle." Burton, stage director, objected to working with a film director.

Roger Marchetti, attorney, is preparing a book of motion picture law.

Hunter Keasey, legit producer, held in jail on lack of \$1,000 bail for passing a \$15 bouncing check.

Tod Browning's first directorial effort for Universal will be a melodrama on the regeneration of crooks. Cast to include John Nolan and Edward Robinson. Production begins May 1.

Radio bought the original French version of Victor Sardou's "Scrap of Paper," after the English translations proved too expensive. Earl Derr Biger's "Inside the Lines" was also acquired this week.

Guinn Williams will do Jack Dempsey's original role in "The Big Fight" for James Cruze. Ralph Ince will play the heavy.

When Lester Gibson, janitor, tried to separate Audrey Ferris and her husband, Archer Huntington, during a fancy fight, Huntington socked the janitor on the head with a bottle. Huntington has not been located by the coppers.

Lionel Belmore pleaded guilty to a charge of liquor possession and was fined by Municipal Court Judge Wilson.

Ines Withers, former wife of Grant Withers, charged with the support of their six-year-old son increased from \$60 monthly to \$25 weekly.

Fifth annual Rodeo at the Baker Ranch, Sagus, will be staged April 27. Some \$5,000 in prizes.

Margaret Morris, pictures, and her husband, Charles Morris, president of T. A. T-Madux Corp., filed notice of intent to marry.

Resetting of the trial of Dallas Van Cleave, pictures, on charges of burglary, was postponed a week. This will take the trial first, two juries disagreeing.

Robert Ames, pictures, held on a charge of driving while intoxicated following a traffic accident in which three persons were injured.

Edith Mayer, daughter of Louis B. Mayer, and William Goetz, picture executive, are to be married March 19.

King Victor will direct a film based on the life of Billy, the Kid, western bandit, for M-G-M. Lawrence Stallings and Maxwell Anderson are writing the story.

M-G-M's attempt to star John Gilbert as the man yarn of '49 is temporarily off.

State's negative film taxation of \$4.10 per \$100 based on one fourth of the valuation of the production, is blamed for the temporary lull in film production. Taxation is due March 1.

After spending eight years with Paramount, during which time he spent six as an assistant director and the balance as director of exteriors, Otto Brower signed his first contract with the firm to direct features.

Eddie Sutherland will direct "Merton of the Movies" as Jack Oakie's starring picture for Paramount.

Frances Marion, widow of Fred Thompson, western star, will fight any move to have her husband's horse, "Silver King," used in pictures. She is rather than herself, recently made a move to rent the horse to producers.

Carl Ellnor, musical director at the Carthy Circle since it opened, has been given the job of director by Fox to superintend music production on talkers and score silent.

"Ropes End," opening at the Vine Street, March 9, will take to the road after its local run. Fox West Coast is figuring on a tour for it in San Diego, Santa Ana, Long Beach and Riverside.

Eddie Cline's next assignment at FN will be "Alan Crazy" for Alice White.

"Tempered Justice," angled by Mrs. Margaret Briggs, 65, failed to open at the Carthy Circle Theatre scheduled. Non Equity cast, working for car fare, the trouble.

National radio broadcasts proving a flop to local stations. With operating out top heavy, some claim there's little chance to break even. Only profit maker of the bunch is KNX, which has no chain teletype outside of Paramount.

## LONDON

Kirkby Lunn, famous contralto, died in London Feb. 17.

W. J. Gell and Simmy Rowson appointed to board of Gainsborough Pictures, which cannot combine. Both men are directors of other branches of the group.

Grafton theatre, converted cinema just outside the West End zone, will open in May with stock and student audience. Idea is to make it a student theatre at cheap prices.

Latest sign of the American invasion occurs at the Royalty March 10 when production of "The Appearances" is due. Does Doe Green and Nathan Shindell to star.

Dennis Neilson Terry and Mary Glynn are due in "Traffic," authored by Nell Scott. Expected in town in May.

Birmingham Repertory theatre has celebrated its tenth birthday. Under Barry Jackson it has produced 239 plays, excluding revivals, and staged 5,732 performances.

Robert Haslam, 25, died of pneumonia following an operation. He was regarded as a rising young actor, recently playing in "Thunder in the Air."

Basil Dean's first talker for Associated Talking Pictures-RKO will be "Escape," adapted by the author. Edna Best and Colin Clive starred.

Described as one of the cleverest actors in the theatre, the poetical Helen Doyle, 36, landed 13 months' after lifting jewelry out of London's classiest dives.

By order of English Football Association, who come down like heat on clubbing infringements, Queens Park Rangers, one of London's dozen professional teams, have been ordered to close their front gate for tonight because spectators raised a row during a league battle.

Fire broke out backstage during performance of touring revue at Grand theatre, Clapham, suburban London, last night. Fire got the first space break through doing Punchinello out front.

Old Vic has started a rep run of Shaw plays, first time the non-commercial theatre has taken on the traditional South London playhouse.

David O'Gorman, of the O'Gorman Brothers, accused of having remarried his divorced wife, Pearl Dawn.

"Daily Mail" has started a play criticizing stunt. Giving first nighters a chance to show the critics how it should be told.

## NEW YORK

Natalie Chadwick, former show girl recently in pictures, jailed on charge of carrying a stolen horse of her friend, Polly Lux, in Mineola, L. I. Home was stripped of everything and left with only the furnishings were sold to an auctioneer for \$300.

Dr. William T. Manning re-elected honorary president of the Episcopal Church's Guild of America. All other officers also re-elected.

Survey of the Standard Statistics Co., New York reports the picture business in the U. S. in 1929 activities and estimates the largest aggregate business in history for 1930. Increased production, however, are reported liable to cut this year's profit under 1929.

Witnessing several boxing bouts and later a series of dances by six bare girls, 133 men were pinched and the promoter, Isaac Bernson, was held on charges of staging bouts without a license. Girls climbed down a fire escape and got away in taxis.

David George, Virginia mountaineer, has started litigation against Guy Bolton, playwright, for accounting of profits on recording of "Wreck of the Old 97," which he and Bolton produced. The case is against Victor, in Federal court at Camden, N. J.

Robert Geddes, actor, is asking the New York Supreme Court to confirm award of \$25,000 made against Guy Bolton, playwright, by the American Arbitration Ass'n. Claim is based on a managerial contract in which Bolton is alleged to have guaranteed the actor 15 weeks' work in his newest play, "Beppo."

Georgianna Irruta, dancer, showed Supreme Court Justice photographs of her husband in suit and tie, valued at \$100,000 damages against the Troy Savings Bank and the bank's cashier, Clarence T. Weaver, owners of the "Troy Savings Bank."

Ruth Taylor, of pictures, announced her engagement to Paul S. Zuckerman, New York broker.

Macdougall Street Playhouse announced last week that it has disbanded as a producing group and

will not attempt Paul Green's "Tread the Green Grass." Insufficient funds the reason.

Trial of Mae West and her "Pleasure Man" cast postponed again to March 10. Prosecutor is otherwise engaged.

Refusing to open Loew's 86th Street theatre safe, John Ludge, assistant manager, was killed by a head with a revolver but by two holdup men. Frightened when the men sank to the floor, the two men fled.

Tommy Guinan, Tex's brother, sentenced to four months in jail and fined \$500 for aiding and abetting a nuisance in maintenance of the Chez Florene saloon, a suspended jail sentence, but must pay the fine.

Donald Shriner, whose wife is suing him for \$10,000, and William Gray, showgirl, named as correspondent, last week filed a voluntary petition in bankruptcy. Shriner recently spent several days in jail when unable to pay alimony, and was released from prison from Miss Gray, who told reporters she had been living with him.

Charles (Navras) Nary, operetta tenor, is petitioning for annulment of his marriage last September to a woman named Karna Navras, who was touring with him in the Chicago Hungarian Theatrical Co. Nary claims to have killed his wife, and that she married him to get even with a guy.

Filing suit to collect \$250 for services rendered in investigating Lionel West as a "financial expert" and local politician in bankruptcy. Shriner claims the same West scammed with money turned over by several hundred youngsters who were told West to teach them to act for pictures.

It is claimed West operated, and recently dissolved, the Lionart Picture Photoplays studio at 66 Fifth avenue.

Told his former wife is planning to petition for annulment of the divorce he secured in 1925, Harry Richman called the move "an attempt to cost him \$10,000." Maivena Yvonne Richman called on him at his club recently, he said, and she told him, "I don't care if you didn't fork over that amount for a trip to Europe."

Stay-away contest held in Nutley, N. J., was won after 111 hours by Michael "Squeaks" Pettito. Contest was held to raise money for a radio continuously. Pettito is continuing alone, anxious to beat the 262-hour world's record set by a woman in Dayton, O.

Jury awarded Georgianna Uretia, dancer, \$10,000 for burns received in a Troy, N. Y., music hall fire more than a year ago. Verdict was against the Troy Savings bank and its cashier, Clarence T. Weaver, as owners of the hall.

Claiming her lawyer said he could secure dismissal of a case against her for \$150 extra, Ann E. Thorn, actress, was sued by her attorney, J. L. Blumenthal, for causing Attorney John Blumenthal to sue her in court. Case against the girl has been postponed.

Suing for separate maintenance, although her husband already has sued her for \$10,000, Mrs. Mae Ayer claims her husband was lying when he told the New York Supreme Court he had secured the divorce by force and fraud. Correspondent. Ayer is known to the tab as the "chemise" or "brassier" king.

## CHICAGO

Louis Vallecillo, 18, picture actor, and Frank Uretia, 18, son of governor of Pueblo, Mexico, were held by police last week as burglars.

J. L. Francis was awarded \$5,500 against a local store for an injury received when Joe Kirkwood, golf champion, fell from a chair at Francis' while demonstrating trick shots.

Burglar robbed apartment of Violet Meeker, colored entertainer at the Cotton Club in Cicero, and took \$100,000 in cash. Meeker's brother discovered to be her brother, Wilbur.

Marian WCX, who claims she appeared in pictures as Marian Ward, was arrested here and held for a charge of police. She was said to be wanted for manslaughter as the result of the death of a man in an auto accident.

Catherine McGinly, widow of Dan McGinly, former manager of Bob Fitzsimmons, lost her life against his wife. McGinly left his entire estate of \$30,000 to his second wife and a daughter.

Harold Cusack, stepson of the late Thomas Cusack, outdoor advertiser, was arrested for the control of \$25,000, which he claimed Cusack placed in trust for him.

Mrs. Carleton Randolph, Evanston picture censor, balked at supporting a motion which opposed placing Sunday pictures on the ballot.



# HOLLYWOOD and Los Angeles

"Variety's" Office, TAFT BUILDING, Vine St. and Hollywood Blvd.  
Phone Hollywood 6141

Dance marathon at Hawthorne, suburb near here, is now in its seventh week and cleaning up. John Pollitt and Russell Lawrence are promoting it. In old dance hall, with about 1,000 capacity, is being used at 60c, straight admittance, and the natives are flocking. Reserved stalls and boxes sell for an extra two-bit piece.

Frederick Harrington is resident stage manager for the Civic Repertory Theatre at the Hollywood Music Box. He acquired the post while acting in "A Bill of Divorcement." It's a salary job.

Tests of studio generators were started Tuesday night (25) by municipal power engineers co-operating with the producers-technicians sub-committee on arc-silencing. Individual "silencing" prescriptions will be written out following the tests.

"Song of the West" (WB), directed by Ray Enright, will follow "She Couldn't Say No" into the WB Downtown. "The Other Tomorrow" (FN), with Billie Davis, is next into the WB Hollywood after "The Green Goddess."

## Grease Paint No Longer Necessary

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INSTITUTION & INTERNATIONALE

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP—1552 BROADWAY

Andre Ferrier, director Frisco French theatre, will present a series of French plays at the Egan theatre week March 17.

Warner Bros. Huntington Park theatre has provisions for magnifico scope screen.

Sylvain Notick, concert master Hollywood Bowl, has signed for five more years.

"Ingagi," an African film featuring a tribe of natives that yearly gives one of its women to the gods. Its premiere at the Spreckels theatre, San Diego, Feb. 21. Film has sound synchronization and was made by Sir Hubert Winsted's expedition.

"Journey's End" leaves the Belasco on March 15, heading east instead of playing through Texas as originally planned. Company will disband when reaching New York.

Next two shows at the Pasadena Community Playhouse will be "Our American Cousin" and "The Merchant of Venice." Later is Martin Plavin's new play, due in New York next season.

Irving Epstein, formerly assistant to the manager of Fox Coast Theatre's real estate department, now in charge of the insurance department. Succeeds Harold Cousin, resigned.

Eddie Peabody opens as m. c. at Loew's State March 6.

M-G-M will build new exchanges in San Francisco, Portland, Ore., and Butte, Mont. All buildings of same style as new exchange in L.A.

M. H. Fisher succeeds Irving Epstein in real estate department of Fox West Coast Theatres.

Hai Horne has been released as manager of the Granada (Public), San Francisco, with John Smith of the Portland Public house replacing him.

Larry Dourmont will complete the 13th and last of his series of two-reel comedies, "The Record Breakers," this week. Pictures are being released through Radio.

## SAN FRANCISCO

BY WALTER RIVERS

Sid Goldtree and cast in "The Peephole," Viennese farce, twice acquitted by a jury in police court here last week. First jury selected disagreed, but second jury took less than an hour to decide show was a fake. Pending the court decision the Green Street show is dark.

R-K-O spending \$5,000 installing acoustical felt in Golden Gate Theatre to improve sound effect.

Many of the smaller picture houses in the districts, showing talkers with cheap equipment, are throwing out the installations they rushed in a hurry when sound films first came in and are replacing them with standard systems.

Selby C. Oppenheimer is bringing the German Grand Opera here for a week in Dreamland auditorium.

Vaudeville bills coming into the Golden Gate here during the past two weeks have been working under difficulties owing to sickness in several acts. Rose Alexander (Three Alexander Sisters) was laid up in Portland and act had to play here and Oakland without her. Medley (Medley and Duprey) re-

ported sick, and Jimmy Sargeant was put in to fill for him. Mrs. Ken Christy (Ken Christy and Co.) was another out by illness.

## DETROIT

Case—"The Royal Virgin."  
Wilson—"Carnal Lust."  
Civic—"The Music Master."  
United Artists—"Futur in the Ritz."  
Fish—"Seven Keys to Baldpate."  
Mishkin—"Streets of Chance."  
Fisher—"Seven Keys to Baldpate."  
State—"The Green Goddess."  
Edison—"The Music Master."  
Albino—"Anna Christie."  
Paramount—"No. 10, Nanette."  
Oriental—"Woman Racket."

S. J. Stebbins, former manager of the Fox theatre, has organized a corporation to take a lease on the Regent. He plans to operate the house as a first-run picture and presentation policy. House will be retooled.

John Kunskey and George Trendle have opened real estate offices in the Madison theatre building under the name of Madison Realty Co.

The latest house in the Detroit district to come under Public control is the Ramona, 2,000-seat second run, operated by the Woodward Theatre Co. since opening three years ago. Public took over the operation on a lease from Woodward.

The Bonstelle company will do "Ten Nights in a Barroom" at the Civic theatre the third week in March.

## PITTSBURGH

BY HAROLD W. COHEN

Afrin—"The Fortune Teller."  
Nixon—"Dark."  
Pitt—"The Little Water" (Sharp school).  
Academy—"Burlesque (Musical)."  
Penn—"Anna Christie," stage show.  
Stanley—"Strictly Modern," stage show.  
Aldine—"The Love Doctor."  
Pitt—"Daily Press" (scripture week).  
Olympic—"High Tension."  
Pitt—"Behind the Make-up," stage show.  
Harris—"Cameo Kirby," vaude.  
Shubert—"Square Sargent Gricha."

Jack Simons, manager Aldine, was an active ballplayer at the funeral of the late Alexander P. Moore, whose body was brought here from Los Angeles for burial. Simons was star reporter for Moore when the latter published the now defunct Pittsburgh "Leader."

Department store ads out of Pittsburgh, "Daily Press" (scripture Howard) for two months because of rate war, resumed Sunday.

Adole Curtiss has joined floor show at Winter Garden Roof.

Nixon dark this week, first time before Christmas, with "Vanity Fair," Let Us Be Gay," "Hot Chocolate" and two weeks of "Stepping Interlude" to follow in order named.

Twelfth week of taxi strike and town's still walking or riding the trolleys. No apparent settlement in sight.

Bon Bernie and band at Nixon cafe for four weeks.

Cus Forbes, character man of George Sharp stock, out of cast a month, seriously ill at St. Joseph's Hospital.

## MINNEAPOLIS

Metropolitan—"Dark."  
Shubert—"Romance" (Baldpate script).  
RKO Orpheum—"Let's Go Places," vaude.  
Fanchon—"Vengeance," vaude.  
Palace—"Artist Model," (2d week).  
Minnesota—"Son of a Gun" (Stepping High) (Public unit).  
Mishkin—"Anna Christie" (2d week).  
State—"Dangerous Paradise."  
RKO—"The Love Doctor" (Sue Men Are Dangerous).  
Lyric—"The Kluge."  
Aster—"The Night Night."  
Grand—"The Love Parade" (2d loop run).

Florence Reed opens fifth guest star week with Baldwin's picture March 9 in "East of Suez." Gladys Turbut, present loan, returns to New York.

"Street Scene," here March 10 at Met, has a \$3.30 top.

Frank attraction, "Artist Models" at Palace, revealing "psychology of love," drew well enough at 50c first week to warrant second week.

The Minneapolis Symphony has returned from a long road tour and resumed its weekly concerts at the Lyceum.

## SARANAC LAKE

By "HAPPY" BENWAY

Among those who left the Saranac colony as nursed back to good health are: Myrtle Hammerstedt, Chester Rice, Anna Plais, Frank Walsh, Paula Campbell, Keith Craig, Jr., Mae Johnson and Kelly Lundberg.

Frank Garfield was told he must stay there three more months.

Tommy Abbott, new arrival, is at 66 Lake Placid Avenue. He is a member of No. 1 IATSE.

Irving Bloom is gaining weight and expects to soon be back leading that band.

Olga Kallinlin successfully operated on at the French Hospital, N. Y. A line might help.

George Neville, after a three week setback, is again up and around.

Keith Lundberg, who rested here for nine months, leaves for New York to sail for Sweden the latter part of March.

Oscar Loraine is back to his normal weight.

Dave Hall, Jr., son of D. D. H., is rehearsing a new hoofing act.

Roy E. Gordon (Gordon and Healy), accompanied by Roy E., Jr., motored here to visit Mrs. Gordon, resting at 50 Sheppard avenue.

William Morris shot into town unannounced, took a peep at Camp Inverness, deposited the Harry Lauder commissions, got his shoes shined then vamped back to New York City.

## Weekly Passing Show

Thomas White and company okay... Lilly Leonora getting permit to attend talkers... Oscar Loraine able to go down town twice a week... George Harmon sporting a new gold headed cane... Dorothy Johnson wearing a new sweater... Nellie Quealy increasing daily exercise... Eddie Voss moving back to 80 Park avenue... Edith Cohen about to announce her engagement... Every one at 80 Park avenue doing so well now have re-rolling chairs... Gladys Bishop wearing a ski-ing outfit, but no ski-ing... Benway's X-ray... showing a little burnt cork on the upper apex... Fred Rith improvement in three months is 100%... Harry English wondering why the delay, feeling great... Andrew Molony beating a setback, now moving around... Augustus Cannon's extra fat has added more exercise... Valentine Kincaid eating standing up... Angel Puga and Xela Edwards now called the two curing midgits of the sanatorium... Nell Gordon's wonderful comeback... Christina Keenan now at 66 Lake Placid avenue... Write to those you know in Saranac.

## KANSAS CITY

BY WILL R. HUGHES

Shubert—"Journey's End" (scripture).  
Orpheum—"Spread Eagle" (stock).  
Fanchon—"Peacock Alley" (stock).  
Bridge stock.  
Loew's Midland—"The Bishop Murder Case," vaude.  
Mainstreet—"This Thing Called Love," vaude.  
Newman—"Roadhouse Nights."  
Gaiety—"Dangerous Paradise."  
Gaiety—"Burlesque (Musical stock)."

Marx Bros. at the Shubert for week, starting March 9. Top prices \$4.40.

Johnny Johnson's orchestra at the Hotel Muehlbach has been replaced by Don Bestor's band.

Paxt Baxter, orchestra director, ill in St. Joseph's hospital here.

This town getting plenty of opera. After four nights of German grand opera, last week, the Chicago Civic Opera comes March 28-29.

## INDIANAPOLIS

BY EDWIN V. O'NEEL

Kendall—"The Love Doctor" (scripture).  
Apollo—"South Sea Rose."  
Lyric—"Lost Zephir."  
Fanchon—"Dangerous Paradise."  
Palace—"The Ship from Shanghai."  
Gaiety—"Love Comes Along."  
L.H.—"Condensed."

L. W. Alexander, president, and Bruce Godshaw, member, of Indiana Federated Theatres Corporation, have purchased a share of Oliver Theatre, South Bend, from Clyde Armstrong, manager, stock appear-

ing there. Sound equipment to be installed.

"Seventh Heaven" to be presented by Duzer Du at DeFauw University, March 7-8.

University of Wisconsin Haresfoot Club coming to English's April 11.

Charles Berkell, in city on business, may bring his stock here this summer.

Reported Charlie Davis, m. c. at Indiana, goes on tour with Publick.

"Journey's End" at English's March 10.

## BIRMINGHAM, ALA.

By ROBERT H. BROWN

Ritz—"The Love Doctor" (scripture).  
Alabama—"She Couldn't Say No."  
Strand—"Roadhouse Nights."  
Empire—"Seven Keys to Baldpate."  
Palace—"Peacock Alley."  
Lyric—"The Ship from Shanghai."  
Fanchon—"The Love Doctor" (scripture).  
Edinger—"Dark."

Freiburg Passion Play comes to Temple March 10-12. Churches all sponsoring it.

The Ritz at Lafayette, Ala., has been purchased by William J. Brown of Birmingham. Name changed to Faramount and house wired.

"Sunny Side Up" ended at Tranon last week after a record-breaking run of six weeks at the city hall, and money records for Birmingham.

Royal, downtown grind, has been wired.

Spring weather is hurting evening shows. People are spending their evenings riding. Picture broke all, however, with lots of shoppers in town.

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NEW YORK "TIMES"  
SANTREY'S MUSICIANS PLAY, SING AND DANCE

*His "Soldiers of Fortune" a Feature of Palace Bill—Ted Healy and Band Continue Hilarity*

"Henry Santrey's 'Soldiers of Fortune'—a prolix way of saying that Mr. Santrey has an orchestra—are the foremost importation on this week's new bill at the Palace."

READ   
WHAT   
THEY   
SAY 

# HENRY SANTREY

COMMANDING HIS "SOLDIERS OF FORTUNE"

R K O **PALACE, NEW YORK** N W

COMMENDED UNANIMOUSLY BY THE NEW YORK DAILIES

NEW YORK "EVENING POST"

"One of the most imaginative acts seen at the big vaudeville house this season is produced by Henry Santrey, the bandmaster. His 'Soldiers of Fortune,' as well as proving themselves capable musicians, blend perfectly with Santrey's ideas of presenting a tragic Broadway episode, a Hallelujah scene in a night club, a revival of the old minstrel days and a dance fantasy. Santrey makes splendid use of the lighting facilities of the theatre, something which too few acts in vaudeville do. And the leader sings, acts and introduces his performers in a manner that well lives up to his name as the 'Supershowman of Vaudeville.'"

WHAT   
PRAISE!

WHAT   
NOTICES!

Direction JACK CURTIS

#### NEW YORK "AMERICAN"

"At the Palace Theatre it is called vaudeville. Some producers organize the 'me sort of thing and call it a revue and charge higher prices. And look at this present Palace bill and you see it is more than mere vaudeville acts just thrown together. For there are Henry Santrey's 'Soldiers of Fortune' for melody and novelty.  
"The Soldiers of Fortune' offer just about everything."

#### NEW YORK "HERALD TRIBUNE"

"Interesting feature on the new bill is the offering of Henry Santrey and his orchestra, the 'Soldiers of Fortune.' This act, with its singing and dancing and a bit by Mr. Santrey, who reverts to the dramatic for a few moments and tells of the influence of 'The Great White Way,' is a revue."

#### NEW YORK "EVENING GRAPHIC"

"Henry Santrey's 'Soldiers of Fortune' and Ted Healy share the honors at the Palace this week, topping a bill which features music, dancing and comedy.  
"Santrey's band gave a splendid performance which did not lag at any time."

#### NEW YORK "WORLD"

"Henry Santrey presents his orchestra, a group of frail and exquisite young men who on the program bear the rough appellation, 'Soldiers of Fortune.' They don't have to fight, however, and, confining their efforts to their playing, singing and dancing, they are excellent entertainers."

# VARIETY

PRICE

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## CHICAGO'S WILD SPENDERS

### Paris as Chumps' Best Paradise Now Getting Razz from Tourists

Paris, March 2. The Perroquet, perhaps the best known nite club in the world, closed the other day. No biz.

Many others closed or are closing, including a new vodka joint that had another of those ex-Romanoff granddukes behind it.

The Perroquet's closing, coupled with the adjacent Florida's shutdown on the first of the year, indicates to veteran Americans in Paris that all's not swell on the Parisian front.

The market has figured primarily. But the tradesmen themselves, including those with strong American affiliations, admit they ruined the racket. The average American tourist was treated coldly at the smartest, hotels. If he huffed, there were other dollar-laden chumps in line, so they didn't care. Ditto the jewellers, couturiers, perfumers, furrers and any of the luxury trades. They thought it a smart psychology to play hard-to-get for sales; figured the nouveau riche American boobies would like that.

It might have been a successful psychology for a time, but now, with everybody economically sobered, the tourists just ain't.

And how they miss 'em!

With the passing of Monte Carlo, the ruin of the Riviera, the passing of Paris as far as tourist trade is concerned is not an impossibility unless something is done to offset past experiences. Paris has too much natural beauty, too much historic background and character, too many art treasures and too much picturesque advantage for it to be completely ruined, but at this writing there is an unmistakable indication of very material damage.

Luxury shops complain that some of them haven't done any real business for weeks. Even those poppy-eyed Burma and bauble syndicate stores, always getting a floating patronage because of their moderate charges, are complaining considerably.

### Aimee Switches with Some Dough in Sight

Los Angeles, March 11. Aimee Semple McPherson broke into pictures through the "Voice of Hollywood" shorts.

Aimee talked for a full reel about what a great thing talking pictures are.

Prior to this time she has panned pictures in her sermons.

Louis Lewyn, producer of the shorts sold the evangelical drug-getter on the idea for personal publicity and as a plug for the picture she is thinking of making.

### Second-Handed Gum

Toronto, March 11. When the local Paramount was closed for renovation 100 pounds of chewing gum were scraped from underneath its seats.

### CIRCUS FREAKS HOPE FOR UNION

Labor unions are about to invade the outdoor show business apparently. Show banner painters in the east have been receiving orders from carnivals from all of the country and from as far as the Foley & Burke Show out on the West Coast, but orders from circuses have been slow in coming in.

They blame the situation on the fact that the circuses are having difficulty in lining up attractions for the sideshows, the freaks having been bitten with the unionism bug and joining the ranks of the hold-outs. They want more money and better working, living and transportation facilities.

The move seems to have gotten started in Coney Island last season when the inside and outside lecturers got together down there and organized into a union. They managed to stick together in their demands with the result that they forced the sideshow owners to accede to the demands so that lecturing on the Island last summer wasn't such a tough job, all things considered.

The freaks got the idea from the grinders. Sideshow operators, not only on the Island, but throughout the country are experiencing difficulty in signing up attractions for the coming season.

If the lecturers unionize and freaks unionize it may be only a matter of time until everyone connected with the outdoor amusement field will belong to some union or other.

### Fleta Will Know in Year From Now About Test

Hollywood, March 11. Miguel Fleta had his Spanish tenor tested by a U Mike before sailing for a Central American concert tour.

Due back here in February, 1931, to find out what Carl Lennette, Jr., thinks of his warble for pictures. And they say the Latins are extensible!

### CITY EMPLOYEES GET \$74,000,000

Salaries Several Months Overdue Paid All at Once—Women and Men Overcrowd Department Stores, Shops, Theatres, Speakeasies and Nite Clubs

100,000 PAID OFF

Chicago, March 11. Neither Chicago nor any other city ever witnessed before the wild spending spree 100,000 city employees started last week, when receiving \$74,000,000 in back salaries.

Most was several months overdue. Over half of the amount was paid within 24 hours. All of it immediately started into circulation.

Women packed the department stores, only forced out by closing time. Shops saw their first good trade in a long while. Spring styles became abundantly noticeable in the Loop.

Speakeasies got their first trade in a long time from the wearers of the new flashy clothes. Night clubs ready to pass out suddenly found trade immense. With the owners wise to the cause, prices soared. Theatres benefited through taking care of the overflow from the stores and the speakeasies.

Not one of the 1,000,000 and their families seemed to remain at home. The overdue salaries must have been split up and everybody started for downtown. They wanted to spend. Nothing stopped them.

It had been so long since any of the town's payroll workers had seen any sugar, meanwhile working along in despair and hope, that it appeared as though all had decided to get rid of the coin in case Chicago wanted to borrow it back.

It was Armistice Day for a week all over again for the Chicago spots where you can buy and buy.

### Only Chink Gig

Paris, March 11. The one Chinese gigolo in the world is at the Franco-Chinese-American restaurant on the Left Bank, on the rue des Foulles de Medicine. Oriental gig is a male looker and spels the Sorbonne students as well as the French girls around.

A novelty and a big self-grosser, even from the slender femme students' allowances.

### Lobby Ideas to Hold Stand-outs Given Widest Range in Detroit

#### One Mugg to Another

One of the first-line panhandlers around the 47th street corner has moved to another spot in diagnet.

Layoffs started to show him their press clippings when he wanted dough.

### DEPT. STORE'S TALKING SCREEN

Rated as the world's third largest department store, Mandel Bros., Chicago, will be the first to boast a full size talker screen. Sound pictures for customers will commence the week of March 17 when the brothers are celebrating an anniversary.

Big stores are seen as the media through which can be projected numerous industrial reels which are now going begging because of the average theater's inability to feed paying fans any part of advertising propaganda.

Big Figures

Two facts in favor of such a plan from the viewpoint of the department store is that their gross intake is so big the miniature theatre can be charged up to exploitation. Should the stores wish to enter it upon a commercial basis, they can charge a small fee which in effect will be much lower than the regular theatres demand.

Department stores are in choice locations, and within the entertainment area of any town. There are approximately 8,150 department stores in the U. S. Of this number approximately 1,500 can do similarly. Of these over 200 gross an annual biz of \$1,000,000 or more.

Statistics show New York City to have 267 department stores; Chicago, 132; Philadelphia, 36; Detroit, 25; Boston, 54; St. Louis, 16; and Cleveland, 10.

In connection with the De Forest wired inauguration of its theatre, Mandel Bros. has invited Dr. Lee De Forest to come to Chicago to attend the opening.

### 35-Cent Nite Club

Los Angeles, March 11. Latest wrinkle in night life out this way is the "Jungle Club," downtown spot transformed from Solomon's penny dance hall. For 35 cents top, the boy friend can take a thrill here and get four hours of dancing, a girl revue, floor show and a buffet lunch.

No cover charge, of course.

Detroit, March 11. The local houses are doing the lobby idea up brown. At the Fox the giveaway is Beechnut coffee and gum. And also Robert Epee will sketch you free.

At the Michigan you can be instructed in bridge, play a game of checkers with an expert or listen to Tracy and Duncan play the piano and sing all the songs the public remember. They agree to sing any song from memory. If unable to do this they obtain the number and learn it before the next performance.

At the Fisher you can play ping pong in the beautiful Mayan Gardens in the basement of the theatre.

At the State in conjunction with the showing of "The Green Goddess," you can have your fortune told from a crystal.

At the Annex theatre you can have your fortune told by Mme. Zoe Dysco.

At the Paramount tea leaves are read on the mezzanine.

And United Artists is experimenting with the idea of dancing in the lobby of that theatre. Meantime several models from a local dress show are displaying the latest in women's apparel. More lobbyists than in Washington.

### ACTRESS WILL HANDLE OWN CASE IN COURT

San Francisco, March 11. Edith Ransome, actress, will do a genuine Portia when her suit for \$100,000 against Richard Tucker, film actor, comes up for trial before Superior Judge Goodell here March 14. Miss Ransome said she was unable to find an attorney to take her case and asked permission to handle it herself. The court gave her permission.

Actress is asking \$100,000 damages from Tucker, alleging that he injured her while she was playing opposite him in "White Cargo" at the Wilkes theatre several years ago. She recently got a \$20,000 default judgment against Thomas Wilkes, owner of the theatre at the time, and Lionel B. Samuel, house manager. She had charged them with cancelling her contract and forcibly ejecting her from the theatre.

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# Film Colony's News Will Be Generally Released Under Agreement of Studio P. A.'s

Hollywood, March 11. News scoops are no more with the studio press agents. After two months of wrangling pro and con and listening to threats of certain syndicate and news writers, the studio men got together at a meeting in the Association of Motion Picture Producers headquarters and voted unanimously to eliminate all exclusive news stories in the future. Plan worked out calls for simultaneous release to dailies and wire services on all news matter.

Releases are being made direct by the studio men and started this week. Any newspaper violating the release date on matter released will be called before the ethical committee of the p.a.'s. Whose employees are affiliated with the Producers' Association, and informed that if in the future they violate the trust, they will be eliminated from the list of those to whom news is furnished.

Efforts will also be made by the studio men to get others who are members of the Wampas and not bound by the agreement of the Producers' Association to participate in their agreement.

No sooner had the p.a.'s decided to eliminate the exclusive news stories than the United Press made it known that they were going to file daily Hollywood letters and that all press copy would be acceptable for its news value.

Several of the local chatters have squawked regarding the fact that they were not consulted about the new matter of release before it was put in effect. A couple implied that they will carry the matter over the heads of the p.a.'s, but they will find that the studio executives approved the move before it was made.

**Announcers**  
Dissemination of coast studio news has been handled in a haphazard manner, with no uniform system or previous understanding between the various publicity departments. This has led to two situations, both annoying in their way to the studio publicity staffs.

One has been the very considerable time consumed by visiting newspaper people, who often accepted the publicity offices as lounging rooms. The president of the endeavor to be courteous could only shift about. Most of these calls will be rendered unnecessary by the general news releases.

Another situation developed was that of chatter writers trying to sew up news sources. This acted to the detriment of the general circulation of the news matter. Whereas it will now go out to the writers of the great news services without being withheld for any one, heretofore in some instances a chatter writer has "denied" an "exclusive." One syndicator even went so far as to "demand" that the "exclusive" be withheld for 48 hours after first publication by this syndicate.

It is a future possibility that the studio heads of publicity will decide on a co-operative news clearing office in Hollywood, from which all news will be sent out. Reception rooms in the office may be utilized for newspaper interviews with the films' celebs, that likewise relieving the publicity staffs at the studio of the messing around loss of time when an interview is arranged for on the lot.

At present there are about 150 newspaper and periodical writers in the picture producing col ny. Many never visit the studios, but feel their home papers with matter lifted from the local sheets or trade papers. Some of the writers cover for any number of important dailies. With the uniform release of news matter, they will now break evenly with all others. The Associated Press and United Press quickly detected the universal demand for picture news by proposing to take the daily news as mentioned in the story from Hollywood.

**DIRECTING OWN "FIND"**  
Hollywood, March 11. Josef von Sternberg, back from Europe, will direct Marlene Dietrich, in German "find." She will be in a story with a Moroccan background.

## Dusting the Attic (Ina Claire)

One of a series of reprints of "Variety's" New Acts notices of years ago. This series is of show people since grown more or less prominent on the stage or screen or elsewhere.

**INA-CLAIRE**  
Singing Comedienne  
13 Miss. One  
American, New York.  
(March 13, 1909)

Ina Claire is sweet and winsome looking and youthful. That's nearly always about 60% of the vaudeville battle for females, these necessary attributes to the "single woman act" composing the prescription as a rule for "magnetism" or "personality."

Miss Claire has played about outside New York. This is her first local showing. She is listed as an impersonator, with Harry Lauder and Eva Tanguay on the program. But Lauder was shown Monday. In it, as the Scotchman singing "She's Ma Daisy," Miss Claire executed the imitation in costume as well as it has been done, and one might say, without considering the vocal resemblance (which Miss Claire cannot secure) as well as it could be. She scored immensely with it.

Opening the girl sang of "Barney Magee" very prettily with a bit of brogue and had she thoroughly worn a green dress while warbling the number, Ina would have looked a bewitching colleen. She wore a handsome affair of a shade of pink instead.

The other song, a "kid" selection with Miss Claire in a short dress, should be taken out. It is not strong enough for the others. The reason is that as Miss Claire looks a kid naturally, it is almost impossible for her to give an acceptable "kid" impersonation. Ina will do nicely now. She might cling to Lauder only allowing other imitators to imitate her. She has been imitated so much, and go in for simple ditties of a character nature always careful that the melody shall be of the jingling sort with the costumeing calculated only to bring forth her girlish sweetness.

She is doing a great deal for a "single act" (without having come to New York from London) and Ina is capable of a great deal more. Same.

The Ina Claire who just missed being a bewitching colleen because she wore a pink dress instead of a green one, is now, as Mrs. John Gilbert, no longer a single act nor a single woman. But Ina Claire made a name for herself before Gilbert made another one for her.

## SAM KATZ SUDDENLY SAILS FOR PARIS

Paris, March 11. Sam Katz is due here daily to discuss with Bob Kane the advisability of making German and Italian versions of full-length talkers and shorts over here. Head of Public is understood to have sailed from New York Friday (March 7).

Mrs. Katz (Eleanor Ambrose), who came over to make the funeral arrangements for her former brother-in-law, Oscar Mouvet, is here awaiting her husband.

Sam Katz suddenly sailed from New York Friday (7), without announcement. His associates thought he had gone to the west coast, to be with Adolph Zukor. Leaving for abroad caused Katz to miss the Public convention in Chicago this week.

With the proposed alteration of the Paramount corporation's title to Paramount-Public, Mr. Zukor will continue as president, and Mr. Katz, now president of Public, it is said, will become the vice-president of P-P.



## WILL MAHONEY

In Earl Carroll's "Sketch Book" Chanin's 46th St. Theatre, N. Y. C. The New York "Times" said, "Chief among Mr. Carroll's performers in 'Sketch Book' is the slipping, sliding, tumbling Will Mahoney, who sings and dances with rare low comedy merit."

**RALPH G. FARNUM**  
1560 Broadway

## WEALTHY ACTOR DISOBEYS M-G-M

Hollywood, March 11. Charles Bickford, who owns several gas stations, whaling boats, markets and what not around here, and doesn't have to worry about his career as an actor, is causing some irritation to Metro executives because of his stubborn refusal to work nights on "The Sea Bat."

When Metro officials pointed out that his contract called for such work if necessary, Bickford offered to buy back his contract from the company for \$100,000.

Saturday Louis B. Mayer sent Bickford a letter calling his attention to his obligations and that he would be expected to report that night at 8. Everybody showed except Bickford, whose absence compelled the dismissal of the entire company.

Meanwhile Metro must decide what to do with and about their wealthy actor. They say there's no chance of selling their contract and letting Bickford go elsewhere.

## Wanger After Writers For Par's New Crop

Hollywood, March 11. Paramount, consistently a major importer of writing talent, is after a new crop of playwrights.

Walter Wanger, who has returned to New York, has a commission to pick up a few odd lots of authors.

Wanger has Martin Brown and Dennison Clift already. Brown is due on coast March 20.

## SAILINGS

March 21 (New York to Paris), Robert Alberta, Fred LaReine (Paris).

March 19 (London to New York) "Poodles" and George Hanneford and the Hanneford Family (Le de France).

March 14 (New York to Paris), Gibbs Twins (Majestic).

March 12 (London to New York), Mr. and Mrs. Con Colleano (Aquitania).

March 12 (London to New York) Ethel Waters (Aquitania).

March 8 (New York to Los Angeles), Mr. and Mrs. James R. Gruener (California).

March 8 (New York to London), Kenneth Smith, Philip Tiltman, Tommie Woods (Minnekabada).

March 7 (Capetown to London) Three Australian Boys, Les Alexys (Carnarvon Castle).

March 5, (London to New York), Robert Lindholm (Majestic).

## Hall Not at Studio

James Hall has been out of "Dangerous Nan McGrew" for past week with Kleg eyes. Hall's absence has not stopped the production of the picture in making at the Paramount studio, Astoria, La. I.

# Coast Agents Grow Fearful as "Franchising" Time Looms in View

## Break for Fat People

Hollywood, March 11. The fat boys and girls of the screen are thankful to the inventor of Grandeur film. It gives them a break and no more worries of covering up the screen when they turn their backs to the audience.

## Hays' Mrs. Winter In Bad With Club Women Meeting

Baltimore, March 11. The General Federation of Women's Clubs, meeting in Baltimore last week, adopted a resolution opposing the appointment of Mrs. Thomas G. Winter to a position in the public relations department of the Motion Picture Producers (Mays) Association.

The adopted resolution decries the alleged exploitation of the women's clubs by "organizations in business for profit."

It is understood that Mrs. Winter is down on the M. P. P.'s payroll for \$8,000 yearly.

## German Girl "Discovered" Given Par Contract

Berlin, March 3. Marlene Dietrich, who played in the Jannings picture, "The Blue Angel," which Josef von Sternberg has just finished directing for Ufa, has been engaged by Paramount for America.

Working with her, Sternberg found her a very original type, full of European sex appeal. He drew Sidney Kent's attention to her when the latter was in Berlin a few weeks ago. The result is a six months contract for Hollywood.

Marlene Dietrich played in the English version of the Jannings picture and her accent was quite satisfactory.

She is sailing for New York April 2 on the "Bremen."

## Harry Weldon Dies

London, March 11. Harry Weldon, about 48, died here yesterday (Monday) following a long illness.

Weldon, husband of Hilda Glyder, was a favorite and veteran vaude comedian.

## Wolheim Starring

Hollywood, March 11. David Burton will direct "Sea Fang" for United Artists. It is a story by John Considine, Jr. who will also supervise.

Film will star Louis Wolheim. Burton recently quit Metro while directing "The Circle."

## Comics Want Price

Clark and McCullough are reported holding up Paramount's deal with Edgar Selwyn for the talker rights to "Strike Up the Band."

Paramount desires to produce the musical in their Long Island studio with Clark and McCullough starring, but the two funsters won't sign until they get the price desired.

## Carle-Agnew in Shorts

Hollywood, March 11. Pathe will have Richard Carle and Robert Agnew as collegiate shorts. Carle went this week in a two-reeler, "Rich Uncles," directed by Fred Guiol.

## COUPLE OF ENGLISHMEN

Hollywood, March 11. Bramwell Fletcher, English actor, is unable to get away from the Goldwyn lot to appear in "Solid Gold Article" for Fox. The role goes to Walter Byron. Latter also English and a Goldwynite.

Hollywood, March 11. Not being able to figure what might happen next in the probe of the producers to clean up the hectic situation which has existed in the handling of players, writers and directors for the past few years here, a group of agents met Monday night at the office of Grant Dolge, to organize themselves to combat any endeavors of the producers to eliminate them from the industry by refusing to issue franchises to any.

This group of agents decided to band together after conferring with M. C. Levee, of the producers' committee, which is investigating conditions brought about by unethical and arrogant agents. Levee had brought them in to discuss matters, but being grouped instead of individual, none offered a remedy for what has been going on.

Those who participated in the meeting at the Levee office and then met Monday night besides Dolge, who for some time has been trying to clean up the situation, included: Freddie Fraick, Eddie Shilton, Harry Licht, Frank Joyce of Joyce & Seznick, John Lanchester, George Nathan, George Frank, of Small office, and Arthur Landau.

**Old Agents**  
Practically all of these agents are known as the old line group and have been in the business several years.

During the current week the members of the committee are interviewing other agents as well as actors, directors and writers, who are being asked to give a report on methods employed by some of the agents. Efforts are also being made by the committee to ascertain definitely what connections certain agents have with studios, and also if relatives of certain studio executives are given privileges not granted to other agents. It is hardly likely that franchise will be awarded to the agents that are okayed during the probe much before May 1.

**No "Monopoly"**  
Producers' Association has given an advance kibosh to any plan concocted within the ranks of agents cooped within the ranks of agents designed to create a clique or monopoly to a meeting of eight agents called for tonight (Tuesday) at the office of Grant E. Dolge.

Word immediately got around town that these boys were to be the air-haired coterie as they were called into conference last week by Mike Levee. When producers learned of the prevailing impression word was sent to Dolge that if his coterie of agents were on the level they would call off their select fraternity get-together and instead hold a general meeting of all agents.

Efforts of some of the agents whose reputations are not overly sanitary, to maneuver themselves into advantageous positions while spreading the idea that only a coterie of agents were included, would get by, raised havoc in the rumor market. Producers burned and let it be known that they would only recognize the actions of a general meeting.

## Harding, Not Claire

Hollywood, March 11. Ann Harding instead of Ina Claire will be starred by Pathe in "Holiday." The company has just paid \$40,000 for the rights.

## 40 Colored Extras

Hollywood, March 11. After milking the Los Angeles colored belt of available singing talent to form a chorus of 40 colored voices, Radio finally found enough after testing more than 500 applicants.

Chorus will be used in "Dixiana" to form a chorus of 40 colored voices, under the supervision of a contract for duration of the production.

**MR. AND MRS. JACK NORTH**  
130 West 44th Street  
New York

# LEADING FILM CRITICS

## Film Critics' Box Score

SCORE AS OF MARCH 8

Key to the abbreviations: P.C. (pictures caught), R. (right), W. (wrong), O. (no opinion expressed), Pct. (percentage).

### CHICAGO

	P.C.	R.	W.	O.	PCT.
ROB REEL* (American).....	100	84	14	2	.840
CLARK RODENBACH (News).....	100	84	14	2	.840
CAROL FRINK (Examiner).....	96	78	12	6	.818
DORIS ARDENT (Times).....	104	74	28	2	.712
MAE TINEE† (Tribune).....	103	61	42	..	.592

\*Hazel Flynn. †Muriel Vernon. ‡Frances Kurner.

### NEW YORK

	P.C.	R.	W.	O.	PCT.
QUINN MARTIN (World).....	115	87	21	7	.757
REGINA CREWE (American).....	127	94	27	6	.740
BLAND JOHANSON (Mirror).....	156	112	37	7	.718
GEORGE GERHARD (Eve. World).....	131	94	29	8	.717
ROSE PELSWICK (Journal).....	129	93	22	14	.733
JOHN S. COHEN, Jr. (Sun).....	122	100	36	7	.704
JILL A. SHAW (Graphic).....	128	85	50	..	.580
MORDAUNT HALL (Times).....	112	75	22	15	.670
RICHARD WATTS (Her. Tribune).....	118	76	33	9	.644
IRENE THIRER (News).....	120	76	44	..	.633
WILLIAM BOEHNEL (Telegram).....	48	25	6	..	.595
THORNTON DELEHANTY (Post).....	21	12	7	2	.571
MARGT TAZELAAR (H. Tribune).....	40	22	10	8	.550

### Variety's Own Score

	P.C.	R.	W.	O.	PCT.
VARIETY (Combined).....	173	140	33	..	.809

## CHAUVE-SOURIS FLOPS HARD FOR PUBLIX

Once Legit Stage Sensation, Canceled as Non-Mass Draw

First Publix unit to turn out a flop, necessitating its withdrawal, is "Chauve-Souris," stage show adaptation of the Russian production brought over several years ago by Morris Gest, and a legit stage sensation over here for years. The unit folds tomorrow (Thursday) on conclusion of its last performance, Brooklyn. When the unit reached New York from the Boston engagement, Publix was satisfied it wasn't a go. It handed Nikita Balet and supporting artists the customary two weeks' notice. It was found the unit failed to draw sufficiently well to warrant further playing, the Russian type of entertainment, apparently lacking popular appeal. Salaries of \$5,000 were involved in the operation of the presentation show. While the original cost of production ran into handsome figures, much of the scenery and costumes were obtained from Balet's others with the original "Chauve-Souris." There is no great scenery and costume loss as a result. On washing up tomorrow, unit will have played only four weeks for Publix.

**New "Sunny Days"**  
A special stage show, "Sunny Days," has been produced by Carlton producer, assistant unit producer for Publix, to fill the gap opened by canceling "Chauve-Souris." Special show opens Friday (March 15) at the Stanley, Jersey City, to fill out the Publix tour. Although this is the first unit actually produced by Winkler, he will not permanently join the regular producer staff in Publix.

Harry Rose, Billy Myers, Helen Thompson, the Andersens, Three Gobs and the Fred Evans Girls were hurriedly lined up for "Sunny Days."

Ash Back at Par  
Paul Ash is set for a repeat date of five weeks at the Paramount, New York, opening March 28.

## MAUGHAM'S "FLAME" INFLAMES VATICAN

Rome, March 11.  
Somerset Maugham is afool of the Vatican through the Italian version of his play, "Sacred Flame." The "Observatore Romano," official organ of the Holy See, characterizes the play as dangerous to the young and morally repugnant, in that its premise is that murder is sometimes excusable. A Vatican publication two-columned its condemnation of the Maugham work, but the local dailies are divided on the play. They concur on its immorality with a minority finding in it the "full poetry of humanity."

Paris, March 11.  
Horace DeCarpucci's adaptation of "Sacred Flame" is due here at the Porte St. Martin as a full presentation.

## One of Peggy's Ex's, Count, Now Working

A count who crashed publicity in a big way by marrying Peggy Hopkins Joyce, has actually gone into the p. a. racket. It's Count Gosta Morner, of the Swedish nobility, who married and was divorced by the much-hooked-up Peggy. The count is selling publicity contracts for Holman Harvy, publicity service. Peggy is expected at the vaudeville theaters with the original "Chauve-Souris." Just what's Peg's price or when for displaying her s. a. on the twice daily stage isn't mentioned. R-K-O thinks it's going to get Peggy for under \$5,000 for a week. Reports say Peg's money figure as a freak exhibit is around \$5,000 or \$6,000. The Joyce girl recently wrote a book, or they say she did.

**ZOE AKIN'S ON "ROSE"**  
Hollywood, March 11.  
Paramount has designated Zoe Akin to write the screen treatment for "Rose of the Rancho." It will be made on a large scale. Frankie Harding and Leo Robbins will write the music score.

**Directing Boles**  
Los Angeles, March 11.  
After completing "Beyond Victory" at the, John Robertson will return to U. He will direct John Boles in an opera on gypsy life being written by Conrad Berovici.

## 'ROB REEL' IN CHI. QUINN MARTIN, NY

Chicago Girl Reviewer Leads All with .840, Exceptionally High—Three-quarter Season's Score—Trio of Chicago Critics Lead All New York Entries

### HIGH HAT WRITING

Quinn Martin at the three-quarter post is out in front of the New York critical film division, hotly pursued by a tightly packed squadron. In Chicago the gal that's known as Rob Reel, to her friends, Hazel Flynn, is glimpsed in a cloud of dust appraised at .840, a strong offer. Both have stepped ahead since the last score, replacing former leaders. Regina Crewe (American) was the Manhattan bellwether usurped by Martin. Her diminution of pace is slight, however, and now in second place she may regain her lost leadership.

Agate of the Windy City percentage range far higher than the New Yorkers. Three of the mid-west reviewers' top .800, a matter of 43 points better than Martin's winning total in the east. True, his explanation continues to be the Chicago reviewers' habit of writing for the flapper trade, ignoring high brow angles which greatly preoccupy the Gotham scholars to the detriment of their commercial perspicacity.

There is slight evidence of any curtailment of no opinions among the chief offenders in New York. Whether or not more straddle reviews were written prior to "Variety's" box score can, in the absence of statistics, be surmised but not proved.

New York critics inasmuch as "Variety's" score annoys or interests them seem not to understand that no opinion business. These demerits are picked up ordinarily when a reviewer runs into a picture he or she would like to pan but hedges for reasons best known to themselves. Common practice is to comment on the audience "seeming" to like it or of listing the qualifications of mind, culture and background necessary to enjoy such a picture. The result of such a review is to give the reader a blurred, unintelligible and worthless impression and "Variety" invariably interprets it as no opinions.

High Forehead Bunch  
It may be reiterated that "Variety," since dialog changed everything, has revised its criterion somewhat. Profitable pictures from the producer-distributors' standpoint are not necessarily rated as successes. Circuit affiliations, artificial respectability and other factors are discounted and the quality of the picture as entertainment is taken into consideration. Because of this altered approach in classifying pictures "Variety" no longer places such dependence upon sales departments' figures as before. It is now more alike to the drama grading.

Few changes of importance have occurred since the last tabulation. Thornton Deleahanty (Post) is a newcomer in the Manhattan group. He is a former press agent and writer rated with the lofty forehead fraternity. In Chicago the Post is dropped through its reviews now appearing unsigned. The first case of the 1930 season will be published in "Variety" the first week in June. It will bring to an end the third year of the film section of what William Boettinger called "the oldest score." Fourth tabulation follows immediately without the summer interlude that characterizes the legit critics' guesses.

## Foreign News in This Issue

Commencing with this issue of Variety the foreign news is segregated. In this picture department weekly will be all of the foreign film news. In the legitimate department will be found the foreign news of the speaking stage.

## Fox Studio Stock Company Will Be Raised to 90 People in All

### Sheehan's "Sensation"

During the hectic meeting of Fox stockholders last week, Winnie Sheehan suddenly presented a plan which caused an unanimous uprising. Proposals for the \$50 worth of coffee and sandwiches.

## FRENCH STARS GO TO PAR FOR BIG MONEY

Paris, March 11.  
Sacha Guitry and Yvonne Printemps are favored for a talker feature for Paramount in return for 1,000,000 francs or about \$40,000 at current exchange. Figure is looked upon as extraordinary for the stars of a French picture version, since the salary named is about what a picture used to earn in French territory in the days of silent film. Paramount also has contracted Saint Granier for a year and may be grooming him as a second Chevalier if the actor-author's English proves satisfactory. Saint Granier is runner up to Chevalier in popular regard here.

### Weather

Washington, March 11.  
Weather Bureau furnishes "Variety" the following outlook for week beginning tomorrow (12): Generally fair next several days, except some probability of showers Thursday or Thursday night. Colder by Friday and warmer by Sunday (16). Mild and a strong hint of spring here. Yesterday's (Monday) rain was the first in weeks. Business conditions generally unchanged. Good legit shows are doing well, the new ones are doubtful and there have been numerous withdrawals.

### Edgar Selwyn's Film?

Paris, March 11.  
A chill that called for winter overcoats has followed a balmy fortnight. Town tonight spring was here, but instead they are getting harsh winds and rain. It is reported Edgar Selwyn may direct one picture for Metro over the summer. Next fall Selwyn will produce Frederick Lonsdale's sequel to "Last of Mrs. Cheyne," Lonsdale is now at work on it.

### "Unholy Three" Talking

Culver City, March 11.  
Metro is going to make "The Unholy Three" talk. This is the first Browning script which Chaney did as a silent with Browning directing. Some trouble clearing the dialog rights, but the studio fixed. It will remake with Chaney and Harry Earls, the midget who played the cigar smoking baby in the original version.

Jack Gardner, casting director for Fox Films in Hollywood, is in New York, for the purpose it is reported, of increasing the current Fox stock company of players at the studios to 90 people. It now has around 50. Gardner has been at the Fox studio on 10th avenue daily since reaching New York about two weeks ago. He will remain another two weeks. The increased Fox stock list contradicts reports from Hollywood about a general reduction in all studios there of what are known as contracted players. Mr. Gardner arrived in New York with his wife, Louise Dresser, rather not having seen the big street for seven years. Miss Dresser had to return to the coast to commence a film engagement. She reached there Sunday night. Before Gardner stepped into the important post at Fox's casting office, he was an agent in the film colony, one of the first. Previously an actor, juvenile, in nearly every stage branch, Gardner became peculiarly well equipped for his difficult position.

## LENORE ULRIC SPLITS WITH FOX—PAID OFF

Hollywood, March 11.  
Lenore Ulric will not complete her contract calling for two more pictures for Fox. Neither she nor the studio is satisfied with Miss Dresser's "Frozen Justice" and "South Sea Rose." A cash compromise was agreed upon. The present Miss Ulric will confine herself to the stage.

**Box Bell with Par**  
Box Bell, cowboy star formerly with Fox, goes with Paramount. His first Par role will not be that of a cowboy, but rather as a job in Clara Bow's "True to the Navy."

**Leads in Film Musical**  
Nancy Carroll and Buddy Rogers will co-star in the musical talker of "Follow Thru," to be placed in production by Par the end of the month.

INDEX	
Pictures.....	2-39
Foreign Film News.....	8-9
Picture Reviews.....	21-33
Film House Reviews.....	49
Vaudeville.....	40-46
Vaude Reviews.....	47
New Acts.....	48
Ellis.....	50-51
Times Square.....	52-53
Editorial.....	55
Women's Page.....	54
Legitimate.....	56-63
Foreign Show News.....	60-61
Music.....	64-66
Obituary.....	68
Correspondence.....	69
Inside Pictures.....	55
Inside Music.....	55
Inside Vaude.....	55
Inside Legit.....	55
Talking Shorts.....	21
Lit.....	59
Legit Reviews.....	63
Parques.....	46
Radio.....	64-65
News of Dailies.....	48
Outdoors.....	67-68
Letter List.....	71
Sports.....	45

# Lansing, Mich., Made Sillier by Congressman Hudson's Neighbors

Lansing, Mich., March 11. Efforts of a committee representing the Lansing Council of Church Women to take some of the heat out of "Hot for Paris," showing for a week at the Capitol here, failed.

Fin Dorsey, Victor McLaglen and El Brendel fought and loved their way across the screen of the State theatre at East Lansing several weeks ago. Members of the Council of Church Women, who saw the picture, considered certain parts too warm. A communication was sent to the Butterfield headquarters in Detroit asking that the film not be brought to any Lansing theatre.

When the picture was booked for the Capitol, the Church Council asked for a special screening before the police censor board. Local thespians were somewhat surprised, saying a survey of film censorship revealed Lansing to be the first city in the country to question the screening of "Hot for Paris."

Following the special screening, John O'Brien, both of the Lansing police department, said they saw nothing wrong with the picture and permitted it to open the regular run. The group of church women who had attended the pre-view were not satisfied and for the first two days of the run—Friday and Saturday—divided their time between conferences with John Wendell Bird, county prosecuting attorney; police authorities, H. J. Daly, manager of the Capitol, and Edwin Shields, Lansing attorney for the Butterfield interests.

The demand for suppression of the film was modified to a demand for deletion of certain scenes. Unsuccessful at every turn, the women announced they would carry their fight to the floor of the city council, the halls of the state legislature and even to Congress. Among the committee members were the neighbors of Congressman Grant M. Hudson, representative of the Sixth Michigan district, and author of the film censorship bill now before Congress. The Lansing branch of the League of Church Women has a membership from both East Lansing and Lansing.

The publicity on their "silly" fight was picked up about the state, enhancing Lansing's unpopular reputation for reform and fanaticism—reputation acquired through being the home of Fred Palm, who was sent to prison for life for possession of one pint of gin, the home of Mrs. Etta Mae Miller, aged grandmother, who was sentenced to a liquor law violation, and through being the home of Congressman Hudson's neighbors. The censorship and picture censorship activities in Congress have rubbed the liberals the wrong way.

That the failure in the local censorship fight meted by the League of Church Women appeared certain this week, when a number asked to withdraw from the organization because "it had been played in a ridiculous light through its meddling in things outside the church." Among the leaders of the group with the militant reform urge are Mrs. P. A. Johnson, Mrs. L. Snow, Mrs. B. H. Thompson and Mrs. Earl Hathaway. They constituted the group at the censorship showing of "Hot for Paris," and have been spokesmen for the organization in the matter of carrying their censorship to the floor of the city council at once and to the halls of the state legislature next January.

## 4 SHOWMEN DIED IN AUSTRALIA LAST WEEK

Sydney, March 11. Four theatrical deaths here last week. David Dalziel, picture actor, was killed in an auto crash while on his way to a location, and the 40-year-old American actor, succumbed to a lingering illness. Frank Fitzgerald and Arthur Wood were fatally stricken by heart failure. Fitzgerald was married to Brisbane manager and Wood was, at one time, sales manager for Fox films here.

## Shubert's Own Report

Lee Shubert issuing personal statements in Chicago that his legit firm is about to hook up with a picture company, seemed to be reflected in the market advance of the Shubert stock early this week.

A story came out in a daily that the Shuberts might join with Paramount and Warner. Previously the Shuberts were about to be taken over by Pathe, but the downtown bankers declined to underwrite the proposition. R-K-O about the same time also turned down the proposal to buy Pathe-Shubert if that deal were closed, which was another cause of its fading away.

The Paramount-Warner juncture in the report suggested the Paramount and Warner deal is again coming up, although that is denied by those most interested. The fact that Adolph Zukor and Harry Warner have been together on the coast for the past week not accepted as anything beyond a visiting coincidence.

Nothing is reported in inner film circles about any Shubert connection recently started by the Shuberts. Its stock is meagerly held by the public or show people, with the likelihood any rise in its quotations would be created by the Shubert group's own dealings.

More talk since the death of A. L. Erlanger, has centered on the possibility of an amalgamation now of the Erlanger and Shubert legit theatrical properties, such a coalition could be effected without a provision that the Shuberts, themselves, retire from the legit picture.

## \$800,000 "QUEEN" SCRAPPED BY KENNEDY

Hollywood, March 11. Players who had guarantees of employment on Gloria Swanson's "Queen Kelly" have been called in and told to make ready. Indicates that work on this picture will not be resumed despite the production cost, now estimated at around \$800,000 to date.

The picture has been released by United Artists with J. P. Kennedy the producer.

## MISS MACKAILL AS "GIRL"

Reported Star for First National's Special Talker

Hollywood, March 11. Despite that Dorothy Mackaill's contract has not been renewed by the Warners, it is understood she will be starring in "The Girl of the Golden West."

It is to be made by the First National subsidiary.

## Gershwin's Offer

Despite Aaron's and Fredley and Sam H. Harris negotiating for the services of George and Ira Gershwin, it is said the Gershwin boys may go pictures if they can get an agreeable offer.

Film company wants them to write an original musical, but the sum offered is holding up the deal.

## Desmond in Vaude

Picture lights of a former day, are now being recruited for R-K-O engagements. Latest star or the old days brought in is William Desmond, who went to vaudeville, March 15, at the Chester, Bronx, in "The Right Man," sketch by Charles Smith and John T. Doyle. Mary MacVior (Mrs. Desmond) and Harry Shuman in support.

Following the vaude tour Desmond says he is returning to Hollywood to go back into pictures.



## MAX AND HARRY NESBIT

Two full-of-pep boys from South Africa, at the most talked-of cabaret on Broadway, Hollywood Restaurant. Just finished eighth week and held over for four more weeks. Doubling in vaudeville. Now playing eighth month in America. Opening in Berlin in November.

## "DIRTY POLACK" POLISH INSULT

Buffalo, March 11. A remark by Winnie Lightner in Warners' "She Couldn't Say No" at Shea's, in which the star verbally attacked another character in the picture, using the epithet "Dirty Polack," brought a formal protest from the Polish Consul to the theatre.

The Consul stated that he had received a score of complaints charging the words were a direct insult to the Polish people and asked that the passage be deleted.

"This protest is made as a representative of the Polish government," said the diplomat, "because the use of such epithets is in bad taste and makes for international hostility and misunderstanding." The management of the theatre stated it could do nothing to delete the remark as the picture was merely rented for a week and the rental entailed no privileges of ownership.

## MILDRED BROWN SAYS HUSBAND IS INDISCREET

Bridgeport, March 11. Mrs. Mildred Brennan, daughter of a distinguished New Haven family and known as a pianist, has filed action for divorce against her husband, Mrs. Brennan was Mildred Brown, daughter of a prominent dentist.

Mrs. Brennan is at present making her temporary home with Dr. Brown at 859, Edgewood avenue, west Haven city. Mrs. Brennan has been accompanied to Leatrice Joy for a long time.

According to the writ filed in New Haven, Mrs. Brennan charges her husband with intimacy with an unnamed woman in Kew Gardens, Long Island. Information divulges that she charges her husband with being indiscreet on various occasions dating from October 1, 1929. They were married in New Haven on July 8, 1925.

While the woman whom Mrs. Brennan charges that her husband has been holding an affair with is mentioned as "Jane Doe," the post office slip attached to the writ discloses that apparently Brennan has been living with the "other woman" as man and wife in an apartment house.

The "signature requested" slip discloses that the papers served on Brennan by registered mail was signed by "T. Stanley Brennan by Mrs. T. Stanley Brennan." The address of Brennan is given as 119-20 Union turnpike, Kew Gardens, Long Island.

Brennan is said to be employed with the General Outdoor Advertising Company. It is said Miss Joy contemplates a tour of Europe soon and Mrs. Brennan may accompany her. It is believed the screen actress is waiting the disposal of the divorce action brought by her friend and companion.

# Lecture Course for Club Women On How to Critically Pre-Review

## B. S. Moss' Story

Saturday p. m. B. S. Moss invited the newspaper boys to drop into his office and hear a story.

That story got on some of the front pages Monday. What B. S. said he was going to do is to build or secure 40 or more theatres anywhere and return to the show business.

What B. S. has done so far is to make up his mind to take back and operate his Colony theatre at Broadway and 52nd, now under lease to Universal at what is said to be the fastest profit making rent of any Broadway theatre. U's rental annually for the Colony is \$225,000, net.

After that B. S. thinks he may build at 8th avenue and 23rd street.

Before that F. S. sold out his theatre holdings to Keith's for \$3,000,000. Before that he was noted as quite a theatrical site picker. Before that he didn't have \$3,000,000.

It's the itch come back.

## Thin Edwina Booth Must Get Fatter For 'Trader Horn'

Hollywood, March 11. Completion of "Trader Horn" at Metro is indefinitely postponed, because the fattening up of Edwina Booth, femme lead. Studio discovered that she was looking emaciated, due to the effects of fever contracted while in Africa, on location.

Metro has the young woman at a mountain resort trying to pick up those lost pounds. Company is paying all expenses, despite Metro's contract specifically absolving Metro in case of tropical distempers.

Metro had some difficulty in casting the part originally because of the African hardships involved.

## 22 FEATURED PLAYERS IN "KING OF JAZZ"

Universal City, March 11. With shooting completed on "King of Jazz" this week at Universal, the picture will be released with 26 featured players getting credit. Line up as they will appear has Paul Whitehead, John Boies, Laura LaPlante, Glenn Tryon, Jeanette Loff, Merna Kennedy, Kathryn Crawford, Olga Harlan, Slim Summerville, Stanley Smith, Billy Kent, Grace Hayes, Sisters "G." Rhythm Boys, Brox Slaters, George Chiles, Jacques Carter, Al Norman, Frank Leach, Leslie Lang, Charles Irwin, Paul Howard, Marian Statler and Don Ross, Tommy Atkins Sextette and Nell O'Day, Wilbur Hall, John Fulton and Russell Market dancers.

## Tyler for Pathe

Hollywood, March 11. Pathe is to make a series of western shorts with Tom Tyler former an FBO cowboy. Mona Ray will be opposite. Bob Delaney, who directed Tyler on the other lot, will again have charge.

## Pivar Returns

Hollywood, March 11. Morris Pivar returns to Universal as film editor, following the resignation of Del Anderson. Pivar will be three months ago to join Columbia.

## Magician as "Spider"

Fred Keating, magician, recently in vaude and musicals, now at the Casanova Club, may go taller, appearing in "The Spider" for Par as his first.

Hollywood, March 11. Three lectures have been given in the school for picture reviewers arranged by Mrs. Thomas G. Winter, associate public relations director of the WFDU.

Idea of the course is to give 150 club women of the Preview committee, issuing pre-release endorsements to their national bodies, coaches of entertainment value. Lectures so far by Paul Bern on "What Previewers Need to Know Concerning the Producers' Viewpoint," by William C. DeMille on "Basic Principles of Criticism," and by Ralph Block on "Motion Pictures and the Other Arts."

Dr. Margaret Carhart of the drama department, U. of California, lectures March 17 on "Motion Pictures and the Audience."

Arthur Hornblow, Jr., set for April 3 to talk on "Motion Pictures and the World."

January will speak April 17 on "Problems of Criticism."

A special meeting March 31 will give the women reviewers a chance to ask questions and have them answered. Course concludes May 3 with a forum conducted by Mrs. Winter.

The previewers' school meets twice a month in the assembly room at Association of M.P. Producers' headquarters here. Mimeographed resumes of the lectures are sent out to members after each meeting.

Junior League of Los Angeles has joined the women's preview committee sitting five mornings a week under auspices of the Hays organization.

There are now six groups represented, with endorsements broadcast to national organizations. The preview committee has reviewed 353 pictures since starting April 8, 1929. Five women represent each group at the previews at Academy headquarters, with each group's total membership on the committee 60.

## ACTORS CAN'T CAMERA THEIR OWN PICTURES

Hollywood, March 11. Still or motion picture photography within the studio or on location by any person not authorized by the studio is strictly prohibited. Orders are that any one caught filming a motion picture set or studio building for the picture will meet with immediate dismissal.

The order, generally adopted by the studios, was instigated through the increasing habit of actors taking the hobby of amateur picture photography. One of the studio contract players recorded a complete picture in which she played the featured part and thought it great sport to take pictures made from her negative and sent them to friends and relatives back east. Scenes that she could not photograph herself were recorded by her maid who stood on the side lines while the actress emoted.

## Jannings and Veidt Back on Foreign Stage

Berlin, March 2. Jannings and Veidt, two prodigious sons from Hollywood, are returning to the legit stage through talkies. Emil Jannings is beginning with some revivals of former roles at the Deutsche Theater in Vienna. He is afraid of presenting himself first to the critical Berlin public and wants to work in again in good-natured Vienna.

Conrad Veidt will make his first appearance shortly at the intimate Tribüne, when he will play the leading role in "He," by Alfred Savoir.

## Fitzmaurice's Price

Hollywood, March 11. With George Fitzmaurice's U. A. contract expiring this month Metro and Universal are after the director. Fitzmaurice is asking \$60,000 a picture. He got \$75,000 for "I. A."

## Wrestler Clock-Engaged

Nat Pendleton, wrestler, engaged by Warners through Doc Stevens for "Darius." Took part in the fight with Pendleton staged for the coast April 1.

# FOX FIGHT STILL IN AIR

## Courtlandt Smith Reported In On New Newsreel for Warners

The official okay by the Warner Brothers has been put on the subject of a Warner newsreel. Courtlandt Smith, it is heard in Warner, Fox and Hearst offices, is to shortly move his staff of A. Sponable, engineer and inventor, and Jack Connelly, former Fox fourth Movietone contact man, into 448 street headquarters.

There is no interest in the move on the part of Hearst. The publisher, under his Metrotone-Movietone understanding with Fox, is legally bound to refrain from any other sound newsreel activities. Hearst last fall was associated with the Warners in a deal for a reel. This was before the Fox move, and the brothers turned it down. At that time, an even a month ago, their executives took the stars that the newreel field was crowded.

Smith, who has been a frequent visitor to the Warner plant of late, was reported immediately after his letdown by Fox to be standing by awaiting the outcome of court proceedings.

Smith joining forces with the Warners is regarded from a more significant perspective by those on this "in" of Smith's activities while head of Fox Movietone. They recall that it was Smith who was largely responsible for the success of the 100% newsreel theatre, which the Embassy has personified with much success that "Variety" since the house opened is charged with underestimating its box-office receipts by \$1,000 and \$2,000 weekly.

The friendliness of Warners and Paramount comes in at this point when it is recalled that Fox-Hearst is now conceded to have the newsreel theatre situation in their lap. Should the first two companies reach a similar newsreel understanding, where they would co-operate and not duplicate, it is admitted by the present powers that their present hold on the situation would be broken.

**Another Interest**  
As things now stand, expansion of the Hearst-Fox theatre programs will materialize regardless of what happens after the Fox session April 15. Hearst, according to authorities, will assume the theatre end on his own responsibility.

What other interest besides Warners may be behind the proposed Smith-Warner newsreel deal is not interested. That there is such an interest is rumored.

## Alma Rubens Opens Her Act in Yonkers

Yonkers, N. Y., March 11. Alma Rubens opened here at Proctor's as the start of an expected RKO tour. Her debut and break in salary here for the first half and this last half at the Coliseum, New York, is \$1,000. Miss Rubens is a popular dance player who has received much publicity over her health. On the stage she looks exceedingly becoming with no trace of illness.

Her turn is divided into two parts. First Miss Rubens appears with a pianist, doing some songs. The act then goes into a skit, with three people in support. During the later section, Miss Rubens does an "All there is" impersonation of Ethel Barrymore, and another of Helen Kane.

Miss Rubens' mimicry and songs go a sort of conversational recital, with the Kane impersonation really her own number.

Miss Rubens is due at the Coliseum, N. Y., the last half of this week.

## FARNOL'S ADDED WORK

Lynn Farnol, eastern publicity director for Samuel Goldwyn, now combines the additional duties of scenario editor and eastern casting director.

He is looking at plays and players for forthcoming Goldwyn productions.

## Without Make-Up

Tia Juana, March 11. Stranger walks into the San Francisco bar, says "Hello, Charlie!" Charlie Goldie says "Hello," with that where've-I-seen-you look.

Stranger—"Don't you know me, Charlie?" Charlie—"No." Who are you?" Stranger—"Lon Chaney."

That's all. The only point is the stranger was Lon Chaney.

## PRESIDENCY OF FOX REFUSED BY DR. KLEIN

Washington, March 11. Dr. Julius Klein, Assistant Secretary of Commerce, confirms reports that he had been offered and declined the presidency of Fox Films and Fox Theatres. To make a direct statement as to why he declined, Dr. Klein said, would be unfair to the film and theatres company. He preferred anything in that line "to come from New York."

He did admit the offer was an attractive one as to compensation, "the \$150,000 a year reported being about the right figure." When questioned as to which faction in the present controversy, Fox or Halsey-Stuart, had made the offer, Dr. Klein answered by stating "It was a combined group. That is, it should have been made by Dr. Klein are not surprising. He is the one government official known both in financial circles and throughout the country as not only a great organizer, a wizard with statistics (carrying most of them in his head), but also as being very well acquainted, through years of experience in his commerce assignments with the business end of the picture industry.

In making observation on his refusal of the offer, Dr. Klein's comment was in effect a wise concealment of any specific reason. This is very likely the result of his desire to not "cause the Fox interests any embarrassment."

Plenty of explanations and rumors are floating hereabouts. One is as acceptable as any other, though the most plausible, because the fact that he has turned down many other commercial offers principally because of the love of his job, is that Dr. Klein's political star is in the waning under the present G. O. P. regime. Those always willing to predict look for him to be elevated to higher Cabinet honors—in the short, word "assistant" may be dropped from his official title.

Dr. Klein would say nothing as to whether William Fox, personally, knew of the offer made to him.

## The Grangers by Boat; Conferences with Sheehan

Mr. and Mrs. James R. Grainger left New York Saturday to sail to Hollywood. The trip is about 15 days.

It will be in the nature of a rest for Jimmy Grainger, general distribution head for Fox.

While in the picture colony Grainger expects to hold his annual conferences with W. R. Sheehan, Fox production chief, now in New York. Sheehan will return west by train when leaving the metropolis after his long local stay occasioned by the Fox situation. Probably next month.

## UNLESS SETTLED MORE LITIGATION

**William Fox Claims Victory for Blair-Bancamerica Financing Plan, but Trustees Remain Under Court's Decision—April 15 General Meeting Next Big Day Claimed Unless Adjustment Meantime—Financing Plan Prepared**

## SHEEHAN'S ATTITUDE

After the two sets of Fox companies' stockholders had finished their tumult Thursday, the William Fox business affairs seemed as far up in the air as ever. William Fox claimed a personal and banking victory for the Blair-Bancamerica-Lehman-Dillon-Read financing plan, while the Halsey Stuart opposition and plan alleged that under New York Supreme Court Justice Levy's decision refusing Fox's application to restrain his two co-trustees against voting the William Fox personally-owned class stock that the trustees, Harry Stuart and J. E. Otterson, remained as co-trustees with Mr. Fox, and would vote his majority of the voting Class B holdings at the Fox annual meeting April 15, next.

An outstander of last week that caused as much trade talk as the stockholders' meetings was the attitude taken by W. R. Sheehan and James R. Grainger, in publicly announcing their preference for the Halsey Stuart plan. Joining with Sheehan and Grainger in the printed proclamation were John Zandvoort, Saul Rogers and Clayton Sheehan, other Fox executives.

It appears from information that the Sheehan group within the Fox organization decided the Halsey Stuart financing plan entailed a lesser expense upon the companies than the Blair-Bancamerica, and they favored it for that reason.

Whether it is an open break between the Fox and Sheehan factions can not be ascertained. Like William Fox, W. R. Sheehan is not firm in his convictions and not back as the Halsey Stuart manifesto attested. Sheehan has been most frequently mentioned as the next president of the Fox companies, if William Fox should resign. Sheehan's close friends say he would not accept that post; that he is wedded to the producing end, where his Fox value apparently has been accurately appraised by both banking factions as well as the trade.

Sheehan and Grainger are given huge credit for the part they have taken in the upbuilding of the enormous Fox enterprise. Though his attorney, Milton Cohen, has indicated he is familiar with distribution in which Grainger is an ace, Sheehan having established the Fox foreign sales system, the most extensive of any film company's, Sheehan does not want to make New York his headquarters, his friends emphatically state.

## Wm. Fox's Retirement

That William Fox may sell his personal holdings in the Fox companies and relinquish the presidency of both Fox Films and Fox Theatres still seems to be the main idea of the trade's insiders. In that connection it also was said that a general adjustment of the entire Fox situation may arise any day, through outside interests intervening. Mostly mentioned in that respect is General Theatrical Equipment Supply Company and its president, H. I. Clarke. Clarke is reported favoring the Halsey Stuart plan.

Despite reported bitterness existing between the banking sides to the Fox mess, a belief is held by banking bankers and with meaty profit in sight from the Fox manipulation to come, that the bankers will get together on a common footing if

(Continued on page 12)

## Stage Hands Expect No Trouble Through Labor Day Contracts

## Had to Wire

Alhambra, Harlem, New York, has been wired. It began this week offering talkers as part of the combo of pictures, tab drama and musical tabs.

The house projects colored players in both the dramatic and musical tabs. It wired through inability to get enough silents to keep going, which prompted the house wiring for talkers.

## DIRTY PICTURES BY AMATEURS SUGGESTED

**But Hays Office Says, "Glory Be, No, No"—200,000 Home Cameras**

Where do the bad pictures that the censors never see and are projected through the blue haze of some smokers, stags and other such assemblies of evil boys, come from? The Hays office doesn't know. Such things are in the class of all other obscenities over which the police alone have control and last word.

The Hays office admits receiving no complaints about the really naughty prints, but it is certain that none, at any time have been made during early morning or exclusive hours in Hollywood studios.

With 16 millimeter film, the home size, now being used in over 200,000 cameras by unregistered amateurs, and with 400,000 projection machines also in as many homes, there looms an illegitimate association with the film industry, many times its size, which can quietly do this and that with nary a thought for the blueboards or clerics.

It is quite possible that some home-size cameras are being turned to naughty work, or that their film is either magnified or exposed into the regulation screen size for obscene imaginations.

This much the Hays office concedes, although it has heard nothing which would indicate such practice. In fact, the Hays office seems to know nothing about smokers other than the singing and tobacco end.

But the Hays office is decidedly in sympathy with any move to arrest any evil which might reflect on the professional picture business.

## Roy D'Arcy Spilling Dirt In Wife's Divorce Suit

Hollywood, March 11. Roy D'Arcy, former picture actor, has indicated he will change his mind about his wife's divorce action. He now promises, through his attorney, Milton Cohen, to spill dirt in a cross complaint answering Laura Rhinock Guasti, who married him twice.

She is a daughter of the late Joseph Rhinock.

## Banker Confers

Hollywood, March 11. Elisha Walker, of the Blair-Bancamerica, spent three days here conferring with J. P. Kennedy and other pictures executives, in whose organizations the Blair company is interested.

Walker then left for New Orleans.

No serious trouble is anticipated by the stage hands' international union over the adjustment of contracts for the period after Labor Day, next. That is on the authority of William J. Canavan, president of the International Association of Theatrical Stage Employees.

About 60% of the IATSE outstanding theatre contracts will expire on or about Labor Day, said Mr. Canavan, speaking to a "Variety" reporter. They will be renewed with little or no difficulty, he said, if the managers assume the attitude the union intends to take.

"I can't see a single reason," Mr. Canavan stated, "why we won't be able to get together. Although the picture and combination theatres now are highly prosperous, we have no demands to place before the managements that will in any sense alarm them."

We trust they will meet us in the same spirit. If they do, neither of us will be annoyed in the slightest, I am certain."

## Nothing on Coast

Asked about the objects of the trip made by the west coast by Canavan and Dick Green, Mr. Canavan said that was for the purpose of selecting a hotel for the IATSE convention in June and to confer with the American's Union out there, now a part of the IATSE. Nothing developed in a news way, the speaker stated, other than the convention's place, Hotel Alexandria.

Messrs. Canavan and Green added if there had been any complaints of late from the shooting galleries, which claimed some time back they felt oppressed through the stage and musicians' unions either placing an extra man in the booth or if the exhib was cheating with sound, for a union musician to turn the disc records. No formal such complaints had died out, both mentioned they were unlikely to recur as far as the unions are concerned.

Messrs. Canavan and Green appeared to have a clear view of the present struggle through the talker wave of the very small independent house.

Hollywood, March 11.

Cameras and producers met today (Tuesday) to go into questions of status.

Cameras object to classification with I.A.T.S.E.

## JOE SHERMAN NOW WAMPAS PRESIDENT

Hollywood, March 11. Wampas' affairs have been sent in as president Joe Sherman now holds position.

Other elections, with battles for the spots, were: Hank Arnold, first vice-pres.; Joe Steele, second vice-pres.; George B. Brown, sec'y.; Paul Snell, treas., and R. S. McCurdy, sergeant-at-arms.

Board of directors consists of Tom Batley, Arthur Zoellner, Mark Larkin, George Thomas, Neville Ray and Russell Phelps.

## Rowland Buys WB Stock

Richard Rowland is buying heavily in to Warner Brothers. From brokerage sources familiar with his operations, it is reported his purchases are returning from a winter holiday in Florida have already run into thousands of shares.

Other brokerage houses specializing in film transactions assert that there is veracity in reports that J. J. Itaskoff is also going heavily for Warner stock.

Frank McCue lands

Frank McCue, left, is under a term contract to First National, following his work in two pictures.

His first film under the agreement will be in the musical "Top Speed."

# Chas. O'Reilly Loses Park Lane and \$250,000—Bank Now Running House

Bankers are becoming exhibitors. One of the biggest independent ventures, the \$1,500,000 Park Lane, is already in their hands. Before the end of the summer it is officially admitted they will become the involuntary owners of a chain of theatres now figured to exceed 10.

Over estimating neighborhood draws and plunging too heavily in gilt and mortar in an effort to be recognized as de luxe competitors is the chief reason attributed by professional money lenders to the failure of regular exhibitors.

Theatre owners in the business for years who have amassed comfortable fortunes from sanitary grounds and have become imbued with the idea that only film palaces can survive are the ones suffering.

The 10 theatres, admitted to be a tentative list and this confined to Greater New York, are only a drop in the number of similarly over-ambitious and mortgaged theatres which may come in the national net at the end of the year.

Chas. O'Reilly, in losing the Park Lane to the Bank of United States, took it on the chin for a loss far in excess of \$250,000, it is O'Reilly's long time executive leader, had been one of the earliest and strongest advocates for only class houses surviving in the new industry.

The Park Lane building nut, with the 10c top it set upon opening, was not enough to meet interest on the notes. The bank, through the stock brokerage firm of Ira Haupt, has been operating the house on a straight picture policy 15-30 admission for the past two weeks.

## First Yukon Talker, Tiff's "White Trail"

Hollywood, March 11. Tiffany will send a camera and sound crew to the Yukon for "The Great White Trail," by David Graham Stewart.

Picture will be the first talker based on the Yukon trail, favorite of the old sleds.

Film will be partly musical. No director or cast as yet. Idea is now in the scenario stage with Jack Neford writing the continuity.

If weather agrees, much of the outdoor stuff will be shot in color.

## Experts on Plagiarism

Hollywood, March 11. J. Stuart Blackton, Owen Davis and Ingle Carpenter head a committee of seven experts appointed by the Federal Court to pass on Sade S. Witwer's claim that Harold Lloyd infringed on "The Emancipation of Rodney," story by the late H. O. Witwer, with the picture, "The Freshman."

Committee must look at the film three times before deciding whether or not there is an infringement. Their finding will be reported to the court when the case comes up here June 13.

Davis has an infringement suit of his own against Lloyd regarding the former's "Nervous Wreck."

## Metro's Multicolor

Hollywood, March 11. M-G will use Multicolor for one sequence of "Good News," and in one, possibly two, sequences in C. S. DeMille's "Madame Tarnish."

Harriscolor has started production on color cameras. Twenty of the cameras are in the work and it is expected they will be ready for shooting around Aug. 1.

It has completed four cameras used for color shorts.

## U's First at Roxy

That first Universal picture in some time to get into the Roxy will be "Marsellaise," March 22, for a week or more.

John Boles, who appears opposite Laura LaPlante in the talker, will appear on the Roxy stage during the run.

U is negotiating with RKO for second runs on "Marsellaise" for its Greater New York chain.

## Some Feet!

Hollywood, March 11.

A survey made on sizes of shoes worn by the screen players show: Al Jolson's seven the smallest, and Charles Chaplin 12DD, the largest among the men.

Women, Gloria Swanson 2½ as against Billie Dove's 6½ AAA.

## WARNER-FOX OFF CANADA

Toronto, March 11.

Warner Brothers has gone cold on Canada. All plans for a Canadian distribution and exhibition scheme with headquarters in Toronto were scrapped at a New York conference, according to denials made here following an announcement that Massey (concert) Hall had been sold to the Warners for \$1,250,000.

The Hall seats 5,500 and is on a side street, close enough to the New York for stars but inexpensive entrance foyer. Dailies jumped the story when options were found against the properties.

New York advised options had been taken as initial step in proposal to form a Canadian chain. This had been tossed overboard at last minute.

Fox unofficially backing N. L. Nathanian also dropped plans for a Canadian chain just before its financial jam grew hot.

## TROUBLES WITH SHORT MAKING GAG MATERIAL

Lack of material is not the only drawback from full production of shorts by the major companies. In turning vaude acts into shorts the producers have plenty other headaches. It's mostly from gag copyrights. With the gag stealing art and the plundering of jokes that started way back with New York music so highly cultivated today, the film producers have become trigger quick in spotting the wrong guy for the right gag.

The danger to film producers is big from any angle viewed. Making a short with cullied gags may mean that at the last moment the subject may have to be left in mid-air right in production or laid on the shelf either permanently or until the particular controversy is definitely cleared.

Determined not to risk this danger, which means considerable from the production angle of cost, legal staffs are especially delegated to survey every act and story to be considered.

In the case of Paramount the department has it down so pat that in one instance where an act was signed for a short the legal division went before production discovered that another turn had used the same material in 1934. Further investigation revealed that the team which was to make the short had contracted to permit the 1934 team to use the material.

This situation has made the film companies seek original material more and more.

## USHERS AS ENGLISH OFFICERS

Syracuse, March 11.

Local houses under chain direction are running a race in the matter of ornate uniforms for house attendants.

The staff of the Strand bloomed last Sunday in a smart uniform of English officer's dress modified with enough gold braid to supply a tankie admiral or two.

Jackets are dark blue, trousers are light blue, slashed at the sides with stripes of dark blue and gold. Vests are white. The jackets have heavy epaulettes of gold braid. This is the second time the Strand boys have been outfitted since Warners took over the house.



BENNY ROSS

Just wrote a song with Eddie Dowling and John Sorrentino entitled "I'm Happy If You're Happy." Looks like sure-fire material.

Hear Eddie sing it this week at the Stanley, Jersey City. Till sing it the week of March 14th.

By the way, still mastering the ceremonies.

## MAE MURRAY'S TIFT AT TIFT ON NO. 2 'PEACOCK'

Hollywood, March 11.

Mae Murray's tiff with Tiffany, bringing about her damage action for \$175,000 against the producer is said to have arisen directly over the talking revived "Peacock Alley" Miss Murray made. She agreed upon a percentage of the net profit from that picture without a flat salary or guarantee, the account states.

"Peacock Alley" in its new talking version, an entirely new story, has not been displaying much gross power in the theatres so far played by it. The picture already is known as an in and out at the box office. If cost Tiffany around \$250,000 and its probable ultimate gross estimated at \$500,000, from which must be deducted the usual 35% of the gross for distribution cost.

Miss Murray alleges she has been damaged professionally in every way by the Tiffany studio in the making and distribution of the "Peacock" film. And, again, that Tiffany has failed to exercise its option upon her screen services for six more pictures.

"Peacock" was made at the Tiffany studio when John M. Stahl was in charge. Marcel Desane was the director. Robert Leonard directed the silent "Peacock" for Miss Murray some years ago, released by Trouble On Set.

During the making of Tiffany's "Peacock" trouble was reported between Miss Murray and her leading man, George Jarraud. Miss Murray is said to have claimed the prerogative of a star and ordered that close-ups of Mr. Jarraud be destroyed. This impromptu scene on the set brought about the immediate departure of Jarraud, although he later returned.

Miss Murray's contract with Tiffany is said to have been optional, for one picture at a time, and the option to be taken up successfully for the next by given dates, if exercised.

Phil Goldstone, Tiffany's present producer, was quoted in quite a snappy interview about the Murray legal action. He mentioned what he thought was Miss Murray's age in that story.

## Stage Drawing Card

The first and silent "Peacock Alley" with Mae Murray was a very big commercial success. Miss Murray has appeared in the talking pictures since then and previous to the talking "Peacock." She has become known as a drawing card on and off the screen. Her personal stage appearances command as high as \$5,000 weekly in the variety theatres.

About eight months ago Miss Murray started a damage action against the Fox theatre circuit, asking for \$100,000. She claimed damage through an accident on the stage of the Fox-theatre, Brooklyn, where she injured her ankle. That action is pending.

## 1st Runs on Broadway

(Subject To Change)

Week March 14  
Capitol — "Anna Christie" (Metro).  
Colony — "Cohens & Kelleys In Scotland" (U).  
Gramercy — "Sarah and Son" (Par).  
Roxby — "Such Men Are Dangerous" (Fox).  
Strand — "Son of the Gods" (FN).

Week March 21  
Capitol — "Anne Christie" (Metro).  
Colony — "Dames Ahoy" (U).  
Paramount — "Honey" (Par).  
Roxby — "Siky Hawk" (Par).

\$2 Runs  
April 1 — "Journey's End" (TIF) (Gaiety).  
May 1 — "Hold Everything" (WB) (Hollywood).

## \$32,500 Damage Laid on Downs, Trick Cameraman

A considerable wallop was administered to the bankroll of Charles W. Downs, \$10,000 a year trick cameraman, when he was arrested in New York City on the "New York" Supreme Court returned a verdict against him for \$32,500 in a suit by Edward Ward for \$100,000 damages.

Ward's story was that in November, 1928, he stopped at the scene of an automobile collision in Bronx Park to aid in lifting a car from one of the victims, when Downs' machine, driven at a high rate of speed, struck and knocked him under the car. Ward's left leg was amputated at the hip, his right leg was fractured and permanently crippled, and he was in the hospital for four months.

The trial of the case was speeded up because he said the sole income for his family, consisting of a sick wife and two-year-old child, was the meager sum earned by his wife, for which reason they were compelled to live in a cellar at 435 Fort Washington avenue.

Downs, who was served with the papers by mail at 2017 North Argyle road, Hollywood, defended the case and contended that Ward was negligent.

## Clara Bow Grieves Over Her New York Hideaway

Clara Bow, who gave Paramount her first kiss during her recent vacation in New York, even to checking out of the Park Central without letting them know where she was, is now sorry about it all, according to advices from the west coast.

In a letter from a studio official to a Paramount in New York he was told the regrets were thusly tendered:

"Clara Bow said when she was in my office how sorry she was because she didn't see more of you; how sorry she was over the way she treated you or something like that. She gave me a half dozen reasons. I guess it was on her conscience. I didn't bring it up; she said."

In one instance during the red-head's stay in the east Paramount had an important telegram to her from E. F. Schuber, head of production on the coast, but were unable to deliver it for several days because the star couldn't be located.

Far has decided to add Miss Bow to "Paramount On Parade." Aside from adding a scene here and there it is practically completed.

Clara Bow is expected for release as one of the spring group.

## N. Y. to L. A.

M. A. Shea.  
Claude Binyon.  
William Le Baron.  
A. G. Jackson.  
Grace Moore.  
Marle Saxson.  
Sid Silverman.

## L. A. to N. Y.

Verne Porter.  
Larry Darmour.  
Sigmond Romberg.

## Talking Travelogs

Los Angeles, March 11.

Tom Terrils will make some one-reel travelogs for release.

Pictures were originally made five years ago as silents during world tour with Terrils. Dialog will be dubbed in.

## HOLLYWOOD CHATTER

Whispering Jack Smith is sporting Ford car in Hollywood. Charles Irwin started his stage career at Tien Tsai, China. Alice White has high blonde pressure.

Regrettably reported no silent of Alice Temple McPersson, daughter, E. Stair of Detroit, lingering in Hollywood on way to Honolulu. Jeanne Wood, daughter of Sam, the director, quits school to become a screen actress.

Prince Henry of Russia here, costing the picture colony plenty of money for pink teats.

Picture stars are now getting free coffee at the studio.

Joe Zell, Paris cafe owner, giving the Hollywood night clubs a look, Ivan Kahn, guide.

Ruth Shepley, another Broadwayite, come Hollywood; present status, visitor.

An extra in Hollywood resembles William Fox so much, he can't get work at the studio.

Piffi Dorsay calls on Rex Bell everytime she needs a mechanic to fix her car.

Two stars were arrested in Hollywood for walking on the wrong side of the street.

Eddie Kane is again growing a mustache and nursing reverse toe.

Bossy Gills claims he has remained strictly Prigida during his visit to Hollywood.

New group of what Philippine district sells preserved mangoes and snake-skin belts.

Julian Sande arrived here from England expecting to meet a flock of Hollywood people.

Production schedule calls for 5,300 extras to be used in "Dixiana," Radio.

Charlie McClintock readying for his annual European pilgrimage as soon as "Journey's End" closes.

Couldn't get enough carriage horses for "Viennese Nights," FN. So they had to resort to saddle and wild west brinks.

Fred Coppins, former Canadian private with a Victoria cross, playing a German soldier in "All Quiet."

Eddie Nugent's sister Mary, J. C. Nugent's daughter, is here from New York left to see if there's anything ingenue.

Mystery of who got Daniel Blum's yacht partially solved. Seaboard Surety Company accepted it on "Bambino" bond.

Jack Francis claims he gave all the material to Donald Henderson Clarke for his book on "Louis Beretti."

Several of the U. S. C. football stars are taking the popping training at the Fox studio hustling props and acting.

Wally Craig teamed up with Jack Francis for a test at F.N. It's Craig's second inoculation out here.

George Bancroft can still remember his first picture. It was "East of Broadway," made by Bill Howard seven years ago.

Millonaire father's one criticism when his son dropped 7 grand on a show was that the show was un-hip-financial.

Fox made screen tests of the 30 contest winners brought here from New York to appear in Pancho and Marco ideas.

Hubert Voight now identified as the photographic press agent. Tells his story with pictures instead of the typewriter.

Neil Hamilton is running for Mayor of Malibu Beach. Other candidates are Eddie Southernland and One-eyed Connolly. One-eyed won every election.

Howard Green claims to fame is that he is the only living human who has actually looked into a hand mirror extended by the barber after a haircut.

Jack Benny threw the marriage supper for Jesse Block and Eva Sully, when the vaude couple decided to go into personal partnership also last week.

## U's Economy Wave

An economic wave which started in Universal's studio is beginning to be felt in the home office.

Morton Van Pelt is the first to feel it, Lou Metzger, general manager, also assuming sales duties.

Darmour in N. Y.

Hollywood, March 11.

Larry Darmour, heading a comedy producing company, is due in New York.

He will confer there with Radio officials on next year's program.

# Big Week for Extras—6,617 Used; 742 in MG's Picture's Prison Scene

Hollywood, March 11. Film production is picking up nicely. If you ask any extra this week, more than a thousand a day working was the average last week, with the total placements of 6,617 figuring 13% above last year's average and the heaviest week of mob work in six months.

Saturday topped the week with 1,580 sent out to the lots. George Hill used 742 in a San Quentin prison scene for "The Big House" at MG. Late calls that didn't get into the regular figures were for a department store crowd in "Solid Gold Article" at Fox Saturday night and a troop of French husbands to work for John Dillon at Warners Sunday.

The week started off modestly, 125 in a street scene for "High Society" at Par being outstanding Monday, and 63 in a cafe scene of "Mlle. Modiste" at FN Tuesday.

D. W. Griffith called out 21 for a street scene in "Abraham Lincoln" and that was the heaviest set Wednesday.

Thursday a mob of 432 worked for Joseph Santley in his cinema at Pathe and Friday Alan Crosland had 315 in an opera house for "Viennese Nights."

## PARK AVE. PICKED FOR PICTURE PLACE

Park avenue, boulevard of the up-stagers and more restricted than any other lane in New York, is to have a theatre within a stone's throw of the castle of the wealthy. On the site of the Anderson Galleries at the southeast corner of 59th street and the swell street, Walter Reed contemplates a 1,400-seat picture house costing \$500,000. It should be ready for opening in about eight months, he says.

Restriction on the building of a theatre of any kind at the corner of 59th and Park was lifted only five weeks ago. Reed's idea is to preserve the dignity of the monied alley and to avert squawks from apartment and house owners by making the picture house thoroughly uncommercial in appearance. There will be no marquee and lights on Park, the entrance from the avenue being an awning as to an apartment house. Also, although it would help chisel down the high rental of \$130,000 a year, there will be no stores.

The Anderson Galleries building will not be torn down to make way for the picture house, the walls to stand as a shell of the theatre structure. Plot of ground is 125 feet (on Park) by 90 feet (fronting on 59th). Reed takes possession of the leasehold April 1, at which time work of reconstructing the building into a theatre will begin.

Thomas W. Lamb is the architect.

Three shows daily (one matinee, two at night), with plans for subscription and reserved seats, is planned, with the scale figured at 50c. afternoons, and 75c. and \$1 nights. Changes will probably be daily according to trade.

The Savoy on 34th street is the only picture house Reed operates in New York. He has had that for 20 years. His chain in New Jersey and New York states, including the Savoy, includes 39 houses.

**Crafts in Divorce**

Revelations are promised in the divorce action brought by William J. Craft, picture director, against his wife, Dora Mae. Craft filed a counter complaint after her husband started suit charging jealousy and extravagance. Under a stipulation agreement out of court, Craft is paying \$150 a week, and also made a property settlement.

Craft's weekly earnings are estimated at \$750. Neger Marchetti is representing Mrs. Craft.

## LIFE OF FALLON

Late Noted Criminal Lawyer Impersonated on Screen

Hollywood, March 11. Having successfully adapted the life of Rothenstein in "Street of Chance," Paramount will use the exploits of the late William J. Fallon, late lawyer for prominent criminals, in a story being written by Oliver H. P. Garrett.

William Powell is to be starred with Julian Johnson supervising. It's Johnson's first under his new title.

## AMPA Advertising Position Against Unethical Ads

Illness of a member helped to incapacitate the AMPA's special committee on salacious advertising from making an appearance at the organization's last meeting. As a result, the society was unable to frame itself into an attitude on the subject.

A resolution drawn by the committee was read, but tabled. The directors will read it over again and make further recommendations at its next meeting. This resolution called for a clause to be inserted in the distributor-exhibitor contracts whereby the theatre owner promises to refrain from salacious or misrepresentative advertising of films.

Question of the propriety of such clause was not entered into. It is understood that under present contractual conditions between distributors and exhibitors the latter are privileged to reject a film booking if accompanying exploitation and advertising material from the distributor calls for salaciousness or misrepresentation.

No feasible plan of judging salaciousness nor how to guard exploitation has been offered. Argument also was overlooked in the respect that the local newspapers are really the judges of last resort so far as advertising is concerned.

AMPA is assuming that by its right to condemn against such exploitation will provide the industry with an argument to refute cranky criticism of film advertising. These critics in most instances are based on isolated cases which in the majority of situations are beyond the control of the industry. These instances are not indicative of the industry's position as a whole.

It is likely that at the organization's next meeting a blanket resolution will replace the present one, which will be stated simply that the AMPA stands firmly opposed to unethical film advertising—by distributors, producers or exhibitors.

## \$110,000 "Sons o' Guns"

Hollywood, March 11. United Artists has paid Bobby Connelly \$110,000 for the talking hit on Broadway, "Sons o' Guns." It will be an Al Jolson picture for U. A.

There is a report Connelly also may be added to the U. A. producing staff.

The Morris agency engineered the rights deal.

## AUTHOR DISAGREED

Hollywood, March 11. Harold Atteridge, author of "Big Boy," last on the Warner program for Al Jolson, was loaned by Fox to Warner to write the screen treatment.

Warner execs' idea and his on how to play should be made as a talker didn't jibe. After two weeks he returned to the home lot.

# TOO MUCH—W. E.; EXECS DISAGREE

"Father of Talkers" Thinks Silence and Music Should Break in More Often—Distributing Offices Report Hollywood Current on Situation with W. E. 3 Months Behind

## THAT "LOVE" TALK

Pictures are talking too much. They should be interlarded, especially the ones selling for dramatic reaction, with a little of the old fashion silence which even the legit stage regards as essential.

Western Electric, the successful father of talkers, is making this plea for slightly less dialog. The propaganda is on the most ticklish subject yet touched upon in the electric's relation with the film industry, since this time the big paying producers are involved and not the installment-plan exhibitors.

But, and paid employees in important posts are spreading the opinion constitutionally, many pictures already have been made ludicrous burlesques instead of dramatic successes by too much talk and not enough music at the crucial moments, W. E. says.

One picture counted upon at the outset as headed for exceptional success, since it featured a favorite Lothario in his first talker role, flopped because said Romeo insisted upon crowding in an "I love you" after every kiss. Where his osculation was recalled by Westernites as having worked up audience female heaves, and gasps before the electric did its work, the same demonstrations were ruined by the

Continued on page 48

## Mass. Censoring Mayor Barred "Party Girl"

Somerville, Mass., March 11. "Party Girl," which is supposed to show what happens to young girls who go out with merchants has been banned from Somerville by Mayor John J. Murphy.

Murphy bids fair to establish a "banquet" for himself. This is the second time he has exercised his censoring power.

## Prolog for "Birth"

Los Angeles, March 11. A dialogue-prolog will be added to "The Birth of a Nation" when it is released with sound.

The prolog will consist of an old man telling a young boy the story of the Civil War, and the end of each reel of the picture, the old man will be brought back for a short sequence of talk to illustrate the coming sequence.

In its new form, the "Birth" will be 12,000 feet in length.

## Inefficient Operators

Montreal, March 11. H. E. Rilly, professor of physics, McGill university, inspected all houses in Montreal for sound defects. He stated at least 40% of all distortions are because the operators are inexperienced.

## Featuring Pert Kelton

Hollywood, March 11. Pert Kelton, of vaude and musical comedy, will be featured by Tiffany. Three-year agreement signed.

Miss Kelton appeared in First National's "Sally" with Marilyn Miller.

# Less Wide Film Liveliness Now With Producers—May Rest Awhile

## STAHL FRAMING NEW CO.

Reports Say Producer to Organize for His Own Productions

Hollywood, March 11. Reports here say John M. Stahl, lately selling out his interest in Tiffany-Stahl, is proceeding to organize for his own talker productions.

Stahl is a recognized producer and director of the industry. It is thought he will draw a capable staff to his venture.

No financial interest is disclosed in the stories.

## U STUDIO EXECS TAKE HALF PAY FOR 8 WEEKS

Hollywood, March 11. Executives at Universal have agreed to accept half salary for eight weeks, starting April 1, during the period the studio will be inactive.

This salary cut is accepted despite that all of the execs will have work to do during the period involved.

## FOX LIABILITY IN PLANE CRASH COMES UP

Hollywood, March 11. State Industrial Commission will hold a meeting this Friday (March 14) to determine the liability of Fox Film Corp., in the aeroplane crash of Jan. 2 in which 10 people, eight of whom were studio employees, were killed.

Investigation is being made at the request of the attorneys of Ben Frankel, cameraman, who was killed. They have engaged Philip Cohen here to secure a ruling whether a common law action can be taken against the picture company about the charge of responsibility rest there.

Planes did not belong to the studio but were rented, the owner being insured against all liability of the passengers.

## Nancy Welford Will Appeal From Commish Verdict

Advices received from the Coast indicate that Nancy Welford, former musical comedy actress now in pictures, will appeal the decision of the Superior Court in Los Angeles which rendered judgment for \$1110, against her in an action for back commission brought by Max Hart, New York agent. Hart was represented by correspondent counsel of Attorney Julius Kendler, agent's legal adviser in New York.

The basis of the agent's action is a managerial contract alleged executed in the fall of November, 1924, calling for 10% commission, and a supplementary agreement made in 1927, whereby Miss Welford is alleged to have admitted her indebtedness for commissions to Hart.

The supplementary contract was drawn following certain differences that arose between Miss Welford and Hart.

Under the latter contract it is claimed Miss Welford promised to pay the amount due in weekly instalment of \$60. After paying \$100, she is alleged to have reneged. The actress' defense was the New York State employment statutes governing agents' fees. She claimed Hart was only entitled to 10 week's commission of 5% each, notwithstanding her contract with him.

The wide film era has suddenly lost all hecticism except for Warners. All-around indications and predictions now are that the industry will let it sleep throughout the summer.

Even Fox, the pioneer in that field, is pulling the halter on Grandeur. It is not only delaying installations in its theatres, which were to have been made by now, for another six months, but Fox has just re-assigned regular \$5 millimeter duty the five crews which had been commissioned earlier in the season to concentrate on the Grandeur phase of the talker newsreel.

The Society of Motion Picture Engineers has decided to advance with greater caution than ever on its wide film standardization debate. While all producers have agreed on the same picture frame and sound track as Fox, it is admitted they are deadlocked on that five millimeters which Fox reserves for margin.

Radio Quits Down

Radio has called off all active marketing of the Spoor method, either at the studio or in the theatre. This is conceded officially, with the addition that the only activity is that having to do with experimentation.

Reports of Paramount and some others are considering 56 millimeters as the most practicable are denied by engineering forces, who say that such device has been misinterpreted. The 56, worked out as the most feasible between Par and Radio.

Ten owners of neighborhood houses are now authoritatively reported dicker for the Warner device. The fact, according to those who have seen it, that it does not require booth enlargement or scrapping of present ceiling standards, its biggest feature as a puller for the small house proprietor.

Dies and discs of the new parts to make a machine geared for 35 possible to take on 70 are reported to have already been cast by the brothers.

Engineers who are sitting in on Cohen sessions for the industry, as promoted by Will Hays after meetings in his own office on the subject failed, report no knowledge of the Warner method. They claim that the Warner plans are not represented at the meetings as having an individual system.

## PRICE ONLY STANDS BETWEEN W B and B-B

Returning to Chicago where he had been dispatched by the Warners to close the brothers' deal for the Brunswick-Balke-Collender interests, Herman Starr, executive head of several sub-studios, stated "They want to sell and we want to buy."

The price is the only item delaying the acquisition, it is reported. What the figure is was not disclosed.

Attendant with Starr's trip are also reports that other Warner Film men coming here claim that the brothers are in back of the Marsh laboratory property, Chicago, and intend to produce there.

At the Warner home office the idea of mid-western production was scouted by executives. They agreed that the acquisition of First National is putting considerable strain on their laboratory in New York and that if the Marsh plans materialize they will be for an inter-coastal printing plant, rather than a studio.

## Two Legits In

Hollywood, March 11. Bertha Cooley will become part of the Fox "Colliers of 1930" after her flight from the cast set with Ludlo Pictures is Tommie Jackson. Both went through Leo Morrison.

## East of Suez Just Too Angelic, Censors-Cops Purify Singapore; Stop 'B'way Melody—News Check

Singapore, Feb. 19.

East of Suez it's too decent for words. Night life in Singapore just isn't, as far as Europeans and Americans are concerned. When the time tickers approach midnight, orchestras blaze forth "God Save the King." Even the Prince of Wales couldn't buy a drink after that hour.

Some strange paradoxes in this metropolis of the Malay Peninsula. Native almond eyes may buy opium from the government stores, yet a film censor has authority to suppress posters showing bathing girls. Scenes of drinking are deleted from imported films, yet fireworks and shopgirls are found on every corner.

Sound pictures are on the pan. All principal houses are wiring. The "Victoria" (RCA installation) is showing a censored version of "Jazz Singer" (WB). Though enthusiastically hailed by the press at a preview, it was coolly received by the European population. "Broadway Melody" (M-G-M) due to open in March at the Alhambra (W. E. wired) has been thrown out by the censor. Local managers are in a panic wondering what product will be decent enough to live through Singapore's censor.

Officials give as a reason for their ruthless taboos of pictures (and posters) that if the native Malays, Tamils and Chinese see the white man or woman misbehaving on the screen there will be real yellow peril. They figure the native will see the white man's treatment of women.

But if there are no films worth seeing there is an abundance of UG—  
(Continued on page 63)

## KINOTON WIRE CHEAPER FOR GERMAN EXHIBS

Klangfilm has appealed the decision given by the lower court against it and in favor of Lorenz-Kinoton.

As reported to "Variety" by cable, Kinoton has won the right to use amplifying tubes in the theatre equipment which it is selling, and Klangfilm is prohibited from warning exhibitors not to equip theatres with Kinoton as it conflicts with Klangfilm patents.

Kinoton is being offered to exhibitors at a considerably lower rate than the Klangfilm set and has proved satisfactory.

## Trying All Wiring

Copenhagen, March —

Copenhagen cinema owners are in a great dilemma as to what system of talking plants they prefer. Different cinemas have now been installed, Western Electric, Powers' Cinephone, Patent and the Danish Petersen and Poulsen equipment. For the first time, the German equipment, Tools-Klangfilm, will now be tried at the Alexandra Theatre close to the amusement centre of the town.

## Boucher's Acting Deal

Paris, March 3.

Victor Boucher, local matinee idol, set for talks at the end of "O-tave," one-act play by Yves Mirande, which Jacques Halk will produce in Paris.

Boucher will receive \$4,000, but will have to pay the rest of the five characters in the cast, besides himself.

## WB's French Shorts

Paris, March 11.

Warner Bros. is flirting with the idea of French talking shorts.

Looking over the local talent. Fancies the idea of assisting on the block-bookings, men having the advantage of sound newswreaths such as Fox, Metro and Paramount, as an inducer, and counts on the French shorts as an extra wedge in selling the feature product.

## Mexico's Demand

Hollywood, March 11.

It is estimated that 8% of the Spanish speaking population of the world live in Mexico and reports are that the demand for Spanish talkers there is far in excess of the supply.

Mexico City has 31 wired houses. Spanish version pictures are cleaning up, but the theatres are so pressed for pictures that they have been buying everything they can get even in English.

That patrons will not be in ignorance, interpreters explain the dialog through a megaphone.

## BIG LOSS SHOWN BY EMLKA, GOV'T-OWNED

Berlin, March 1.

At the meeting of the board of directors of the Emlka Picture Company, controlled by the German government, a report of the financial standing of the firm was issued.

It is entirely different from those that the old board turned out. For 1928 it had reported a profit of 117,000 marks; for the first half of 1929 the present board admits a loss of 960,000 marks from the picture producing end and 360,000 marks from the theatre owning section of the corporation.

It is clear that this big loss is not entirely ascribable to this short period of six months, but is motivated by a desire to get down to bedrock and value the assets of the firm at their true worth. The pictures owned by the company have been estimated in a considerably less optimistic manner than formerly. Particularly the special "Waterloo" is admitted to have been an almost total loss.

The business was bad because Emlka was not able to get rid of several badly paying houses which they took over from the Phoebus trust when it went bankrupt.

The investment of E. A. Dupont, director of "Variety," as supervisor of production, shows that the company is out for quality productions in competition with the former grind house pictures which it produced. Dupont has also had experience with the talkers. His "Atlantide," made in Elstree on RCA, did well in both Germany and England. Dupont is in the midst of work on a second picture for British International.

## U Takes German "White Hell" for Over Here

Berlin, March 2.

Universal has bought the Ada Sokal film, "The White Hell of Pilsen" for American distribution.

Although a silent, it will take in as much as any talkers despite their novelty and will clean up an enormous profit out of Germany alone.

It was offered to the Ufa for \$50,000 for all German-speaking countries.

It is not stated whether Universal has bought it outright or is merely handling it on a percentage basis for America.

## Versatile Luguet

Culver City, March 11.

Andre Luguet was brought here by M-G from the Comedie Francaise for the lead in the French version of "An Unholy Night," to be released in France as "The Green Ghost."

He will be spotted by the same studio, in both the English and French version of a musical.



## FIRSTS

Two important social events given by the A. Atwater Kents and the Clarence H. Geists in Philadelphia—the music by two MEYER DAVIS ORCHESTRAS, 100 musicians in each.

Super orchestras are often the link between Meyer Davis and many of the nationally known social and business leaders.

## CANADA'S '29 ADMISSION TAX STANDS AS RECORD

Ottawa, March 11.

The amusement tax collected in the Province of Ontario during 1929 beat all records, the amount being \$1,315,655, according to the annual financial statement just presented. The increase was due to talking pictures, increased admission prices and opening of larger theatres.

The Ontario government lost considerable money on its moving picture studio at Trenton, Ontario, the expenditures for salaries, equipment and supplies amounting to \$107,416. Revenue through the rental of government films totaled \$15,275.

No new taxes or changes in the ticket tax or license fees for 1930 were announced.

## SENSATIONAL TITLES HURT

Berlin, March 2.

The Spitznotorganisation, an association of film producers headed by the Ufa has issued a resolution against the use of cheaply sensational titles. In this are included those referring to court processes, murders and sex.

They claim that these titles harm the reputation of the whole industry and keep the respectable middle class, their chief customers, away from the theatres.

The sensational title picture may help business one week, but will hurt it on the long run, it is claimed.

## 3 Hurt in Auto

Berlin, March 2.

Curtis Melnitz, the German representative of United Artists, was in a serious automobile accident while on the road between Hanover and Bremen. The auto skidded at a corner and slid into a tree.

In the same car was the Hamburg representative of United Artists and the theatre owner, Blume, of Hanover. All three were badly cut.

Melnitz is one of the best liked personalities in the industry here.

## Paris' Neighborhoods

Paris, March 3.

Paris is in dire need of de luxe neighborhood picture houses.

Present high taxes said to have been one deterrent.

## Gaumont's New Paris House

Paris, March 2.

Gaumont interests have contracted with the Societe Immobiliere de l'Etoile, owner of a building on rue Quentin Bauchart, for a theatre to be built there. House will be equipped with Gaumont wire.

Theatre is in a choice neighborhood location.

## S. A. LIKES "SPEEDWAY"

Metro Opens Eiadrones in Buenos Aires—"Ladrones" Gets Over

Buenos Aires, March 11.

Metro has a big opening at its Eiadrones theatre here with "Speedway." "Single Standard" and "Bride of San Luis Rey" have also done well.

Paramount is bringing in "The Patriot" and "Love Parade" to the Cine Astral on March 18 upon which date United Artists will release "The Trampasser" followed by "Bulldog Drummond." Fox has already released "Salute" and "The Black Watch."

"Ladrones," the Laurel and Hardy comedy in Spanish, was very much liked here.

## WB SAYS 'NO,' AND CABLES 'YES'

"All the Warner capital would be insufficient to acquire, or even buy in to any large extent, the German talker interests."

This was the reply of a high executive of the brothers, when it was brought to his attention that, before sailing for Europe, George Quigley, Vice president, had entered negotiations in this respect through Tobis-Klangfilm interests here.

Warners, the only American producers reproducing talking pictures over German apparatus, and the only one, as the result of the mandate of the German government, showing pictures in that country, are now claimed to be interested solely in getting an agreement in writing.

Heretofore, Warners maintain, the brothers' agreement with the powerful foreign talker interests has been purely verbal. In New York representatives for the foreign interests declare Warners have paid for the dispensation by giving the Tobis talk a portion of the take-in at each German theatre.

Formal denial is made by the Warner men of such a split. They admit Quigley, recently joined by H. Bondy, a Warner foreign representative in the home office, have gone to "find out what those boys over there actually have."

The Warners are anxious to arrive at some "permanent arrangement" with Germany. If this is effected, they admit, we may have to pay the price for licenses.

The Warner dicker with the German electricians is known to be in direct opposition to the stand taken by all other members of the Hays organization.

Amsterdam, March 11.

Provisional contracts have been executed here covering sound exhibition. Parties involved are Warner Bros., Tobis-Klangfilm and Kuechenmeister.

Charles and Milton Diamond, who distributed the Warners in the transaction, leave for New York tomorrow (12).

Berlin, March 11.

Despite denials here, the story persists, based on advices from Amsterdam, that Warner Brothers have closed an arrangement with the Tobis people, substantially settling sound patent disputes in Europe.

Report from Amsterdam says there was a meeting in that city of Kuechenmeister, Nolle of Tobis on one side and Quigley, atorney for Warner Bros., on the other. At the meeting, with Milton Diamond also present, the story is that Warner Bros. took over an option on 68% of the Kuechenmeister stock holdings in Tobis, the stock representing control.

That the Amsterdam version to be true, the result would be the end of the patent litigation here in which Tobis Klangfilm has successfully exhibited the exhibition of pictures sounded by the two American systems, Western Electric and RCA Photophone.

## One-Reel Par Plug

Hollywood, March 11.

One-reeler in Hungarian with Tobis-Luguet showing the inner workings of the Paramount studio is to be duplicated in French, German, Spanish and Italian for plugs in those languages.

## PLAYS' RIGHTS MAKE FOREIGN AUTHORS RICH

Paris, March 11.

Sale of territorial sound rights are proving a bonanza for French authors, and even German authors, of works which have been successes in other years here, through the opening of new avenues of income.

Since the decline of the stage world rights for dramatic works have been small, but now sale of territorial talker rights are more than making up the difference. French and German musical comedy material, particularly French, even when but mild success and now forgotten by the public, have suddenly assumed commercial value with film producers bidding for rights actively.

For the present the demand is only for French territorial rights, with outside regional demand limited.

## ITALIAN POLITICS MIX IN WITH CENSORING

Rome, March 11.

Distributors of American pictures are having their troubles in Italy with this radical censoring. On top of that having to encounter difficulty from political reformers.

The politicians assume the attitude that the censor should be educated through screen precept to high ideals of citizenship and are making an issue of the American censorship.

"Alibi" (United Artists) is a sample. Picture was held up and subjected to drastic censoring before permitted to be shown.

## Par's Shifts in Europe; Plenty of Transfers

London, March 11.

With the arrival here a few days ago of J. C. Graham from New York, radical changes loom in the executive lineup of Paramount officials on this side.

It is expected Melville Shauer will not return to Europe as Paramount's foreign representative, but instead Graham will take over that company's European interests, assuming general charge of production, distribution and exhibition on this side.

Richard Blumenthal, formerly Shauer's assistant, has been transferred to a similar responsibility to the Robert Kane Production unit in Paris, and Edward Ugast, formerly assistant to Francis Mangan (European stage producer for Par), moves to the head office in Paris, while Adolph Oss, head of the distribution branch in France, takes charge of the Kane productions.

Mangan, in turn, has been assigned to direct three talker shorts in the Kane series (whole Kane enterprise has Paramount's backing), and to the head office in Paris, a dialog music feature in French.

## Belgian Film Field

Brussels, March 1.

"Broadway Melody," shown for first time in Belgium at the Cameo, Brussels, this theatre caters to runs. Recorded held by "Ben-Hur."

At both the Monnaie and the Victoria, Brussels, "Broadway," Universal sound film, has captured the public. That it has "not been passed by censor" is an additional draw.

"The Triumph of the Silent Film" is how "Monte Cristo" (Monopol) is billed at the Marivaux. Showing for the first time in its second week, the exception rather than the rule in this city.

"The Kleptoman Family," first all-Belgian talker, four weeks in Brussels, is now touring provinces. Its one-week booking at Noorderkerk, Liege, has been extended to two.

The Coliseum, Liege, is doing record business with "La Chanson de Paris," Maurice Chevalier's songs make a particular appeal to the Walloons. Coliseum, and results are tip-top.

## Foreign Films Getting Better Break Here—Market for Silents

Even though the arties are removed, temporarily at least, as outlet for silent foreign product, the market for the European producers is claimed improving on this side. That is due in part to the ability to get play dates of importance and good rentals outside of the arties on foreign talkers seems to be the opinion. This goes for Germany as well as British talkers, foreign exchange sources say.

Before foreign producers were lucky if getting anything but pin money on silents. Prevailing high rentals over here on anything except the worst dialog has operated toward getting a break for the foreign producers, while other claims are that the talker product now coming from abroad compares much more favorably with the domestic stuff than silents from abroad did with their Hollywood competitors.

Even the German dialog pictures brought over are said to be showing (Continued on page 63)

## QUEEN'S NECKLACE NOT PASSED IN LONDON

London, March 11. Palace made a quick twitch of film booking when the censor declined to pass "The Queen's Necklace," first scheduled for Dyott's pictures. "Hustling Tigers" with sound effects introduced by one of the independent systems called A-W-H. Picture opened today (11).

This is a native reproducing device, to be handled by the British and French Photophone companies headed by George Smith, now out of PDC (Producers Distributing Co.). Tom Deleahanty is in London reorganizing the PDC, with the prospect that Reginald Smith (not related to the George mentioned) will be named as managing director. Reginald is the present secretary of PDC.

It is also likely that Speermain, Berlin representative of the Pathe corporation, may stay in London, where he is temporarily to act as general manager.

## Theatres Little Affected by Disastrous French Floods

Paris, March 11. Floods in southern France have caused heavy loss of life and enormous financial damage.

Theatre interests have suffered but little, according to the head of the Richlie circuit, whose houses are chiefly in that territory.

An exception is at Lyons, where the whole town is dark, due to the destruction of the power house.

Parliament has voted \$400,000 for flood relief. Nice observed a day of mourning for the flood victims Sunday. All places of amusement were closed.

The whole Riviera is engaged in arranging benefits for the stricken area.

## Plenty of Word Latitude For German Version

Culver City, March 11. Stage play, "They Knew What They Wanted," which M-G filmed, with considerable emendation of lines, after Will Hays had kept it off the screen for two years, doesn't have such a careful treatment in the German version, just completed.

Without a worry as to domestic censorship, the studio had more leeway for Continental consumption. Studio figured at first on distributing the German version also in German-resident cities in this country. This looks good now.

"Film will go out under the title, 'A Lady to Love.'"

No relation to the Sheehans of Fox.

Booth Fire in Rome

Rome, March 11. Over \$2,000 damage was done to the Rialto Bridge when a film being previewed burst into flames. Audience and two men escaped unhurt.

Word spread to the auditorium and caused further loss.

## BELGIUM WIRE

Non-Wire Agreement Expires—Antwerp Houses Go Sound

Paris, March 11. Antwerp Exhibitors' Association agreement not to wire prior to next January having expired, Western Electric is now stringing the Dixie theatre in that city.

Antwerp, March 11. Palace, Coliseum, Empira, and Roxy cinema are all going sound simultaneously. They open with dialog films March 28. The Eden, at Namur, Belgium, is also being equipped by Western Electric, as are the aforementioned houses.

## Think Italy May Put Bar on All But Own Films

Local perturbation continues among continental men heads and agency representatives over the reported official plan to bar American pictures in Italy. French exes are steamed up because they see local specie discrimination against America and figure they'll also be in on the Mussolini edict, which afford a native Italian monopoly along the Duce's usual patriotic lines.

Discussions are still unofficial but are being widely aired. American distributors propose that an Italian producer-distributor assume the agency to represent U. S. pictures. As it stands the Yank distributers in Milan, Rome, etc., are having all kinds of difficulties selling sound product because of Mussolini's declaration against foreign language films which includes song lyrics.

## "Zeinab," Egyptian-Made

Cairo, March 11. Egyptian film, "Zeinab" will be simultaneously screened tomorrow (Wednesday) in two houses. Theatres are the Jossy Palace, at Alexandria, and the Metropole, here.

## PIDGEON FRENCH DUBBED

Am. Film Comedy Showing in Paris Suggested From Spanish Show

Paris, March 11. The Laurel and Hardy comedy subject, "Blotto" (called "Night Hawks" in the States), with pidgeon French dubbed on the original, stole the honors of the show at Metro's Madeleine cinema, where Greta Garbo's feature, "The Kiss," was billed as the main attraction. The Garbo picture, directed by Jacques Feyder, who is French, was mildly received.

The Laurel and Hardy subject, in four reels, also had been dubbed in travesty Spanish and was a clean up in the land of the torador, the unexpected success there suggesting the idea in comic French for use in this territory.

Harvey Sheahan in N. Y.

Washington, March 11. Harvey Sheahan, for five years in Mexico City in charge of Latin America sales for United Artists, is to be in the Nev. York office of the Commerce Department.

Sheahan's principal job in his new assignment will be in connection with the furtherance of sales in foreign countries of American pictures.

No relation to the Sheehans of Fox.

1,000 for "Jazz Singer"

Brussels, March 11. An extraordinary picture marathon record has been hung up here by "The Jazz Singer" (WB).

Picture has now played 1,000 performances at the Trianon Aubert Palace.

## 3 HITS IN SYDNEY

Musical Talkers in Australia—Fuller's Using "Roxy"

Sydney, March 11. With 12 weeks to its credit in Melbourne, "Desert Song" is now accompanied in the hit class by "Hollywood Revue" (M-G) and "Rio Rita" (Radio). Metro's revue is also doing big business, locally at the Roxy.

Fuller company is adopting the Roxy name for almost all of its former vaude theatres.

## FRENCH INDIES FORM THEIR OWN GROUP

Paris, March 11. French independent producers have quietly organized themselves into a body. Among the principals are DeLac and Vandal, Gallo and DeRovera, Jacques Halik, Jean DeMerly and Kameno. Productions. Idea is to avoid competitive price-bidding on stories and talent and to also develop their own sound studios at Epinay, just outside of Paris.

Charles DeLac, president, is agitating for the selection of scenarios especially written for dialog films rather than the taking of poor stage plays to adapt them. DeLac estimates that there will be 1,000 wired houses in France within the year chiefly using Gaumont equipment because of its low cost, \$8,000.

## BACKER BALKS AFTER \$80,000 IN GANCE FILM

Paris, March 11. Work was suddenly stopped last week on Abel Gance's "End of the World," being made in four versions, after 2,000,000 francs (\$30,000) had been expended. Serge Ivanoff, Gance's Russian backer, curtailed further financing and spotted a lawyer at the Pathe-Natan studios, where Gance was working, claiming that Gance had a habit of shoving up an hour late. In reply Gance had his own attorneys witness that he works an extra hour nightly.

Gance's local rep is similar to that of Von Stroheim, spending money prodigiously with apparently no conception or care for its value. French producers state they could make three features for the amount of coin poured into the Gance picture.

## Belgium Theatres Taxes Relieved by Reductions

Brussels, March 11. Amusement taxes governing all types of theatres are being reduced here. New financial slap is a 5% minimum and 10% maximum against the former charge of 8% to 15%.

Picture houses are dealt with separately. For the cinemas the maximum is being curtailed from 18% to 15%, computed on boxoffice receipts.

Comprise deductions follow a proposed simplification of duties, but the annual income of \$157,140 was deemed too great to be entirely eliminated.

Besides these state taxes, every town has its own scaled municipal taxes which in many cases reach to 35%.

## Italian Co. and Films

Los Angeles, March 11. Itabotone Productions will start production on its first feature, "Georgette and I," on March 20 at Tec-Art. Aldred Sabato and Guido Trento will direct. The picture is taken from a current legit production in Italy and will be made in Italian.

Financing of the company was done through local and San Francisco Italians for the production of two pictures in their native tongue. About \$400,000 was raised.

## Hays' Banning of British "White Cargo" Film Probably Court-Tested by Producers

### AUDIENCE DIVIDES

Italians Boo and Applaud "Show Boat" in Milan

Milan, March 11. An audience at the Corso here came to blows over division of opinion on Universal's "Show Boat." Part of the crowd was hostile to the picture. Their audible criticism aroused the anger of the remainder of the audience, who applauded the picture out of perversity.

The Milanese generally were not enthusiastic about the film, retitled "Mississippi."

## Dutch Press Calls On Native Made Film—U. S. Flops

Amsterdam, March 11.

Local press is sharply attacking the censorship on sound pictures and is insisting that someone make Dutch talkers. Meanwhile, U. S. films continue to flop in struggling against the handicap. Among the talkers failing to get anywhere in this area are "Sonny Boy" (WB), "Four Fighters" (Par), "Red Hair" (Par), and "Woman of Affairs" (M-G).

Pictures which have done well are Dupont's "Piccadilly" (English) and Ufa's "Liebeswalzer" (German).

The Dutch opera also took it on the chin here.

## DE BULOW SENT TO JAIL IN AFRICA FOR FRAUD

Capetown, March 11.

Birger de Bulow, notorious for his operations here in mysterious film enterprises, as well as for his connection with phoney film acting schools and film producing enterprises, has been sentenced for fraud to 12 weeks at hard labor.

He was arrested on a charge of obtaining \$200 by fraudulent means from a local bank. Sentence was imposed on two counts. The other involved raising a check from one pound to 40 pounds.

## WBT AND RCA Jam On Capucines' Wire

Paris, March 11. Wilton-Brocklins-Tiffany is about to sue RCA over the Photophone installation at the local Capucines. Tiffany's boulevard show-case.

WBT refuses to pay \$11,000 as the balance on an \$18,000 equipment, alleging that the RCA apparatus has caused the destruction of projected films and damaged the sales of Tiffany pictures through poor reproduction. Firm will ask \$10,000 damages.

RCA engineers at first blamed the projectors, but the theatre management doesn't deny all RCA equipment, stating that the same films reproduce all right on other Photophone and W. E. installations. Theregouch is against the Capucines own layout.

## Pathe-Natan Now Sole RCA Agents in France

Paris, March 11. Auscher Company, formerly the RCA local equipping organization, has turned its Photophone franchise over to Pathe-Natan, which is now the agent for RCA.

Idea is to equip the independents and also sell them P-N product. Pathe-Natan houses are mainly wired by RCA.

Physically testing for the first time its own censoring power, the Hays' Office, in ruling out the English version of "White Cargo," has proved it is greater than even those of state and national censoring boards which have approved the film.

The action in forcing the Cameo, New York, (R-K-O) to cancel its booking of the picture for March 14, where it had been publicized in house programs for that date, is politely attributed by Haysites to the newness of Hiram Brown in the industry and the RKO president's lack of knowledge that the producer body had reached an agreement on the disposition of certain plays and books as early as 1926.

In regard to W. B. Films, Ltd., the British company which made the picture, the Hays office is blunt in asserting belief that England merely wanted a test case, and sent the forbidden version over "as a slap in the face of the American industry."

Denial is made that the Hays block is interposed for any other (Continued on page 63)

## Amsterdam Biz Dull; Silent Film There

Amsterdam, March 11.

Ufa's "Liebes Walzer" ("The Love Waltz"), in its third week at the Rembrandt theatre here, continues big.

At the Royal cinema, a Universal subject called "The Wagon Master" here, was a failure.

The Corso cinema is showing "Week-End Wives," British International silent picture, mediocre in quality and likewise in box office strength.

Business at the picture places is generally dull and sluggish.

## PROTEST GERMAN FILM

Dutch Audience So Hostile, Protests Followed Showing

Amsterdam, March 11.

German "Kondors" picture, backed by the Emelika interests, flopped at its premiere in the Tuschinsky theatre here. So hostile was the audience public protests were made over the performance.

Cutting and revision helped somewhat and the film is being held in for the time being.

## Move to Buy Maxwell's End of F-N-Pathe, England

London, March 11.

Harry Bandy, First National foreign sales manager and thus a Warner executive, is here, understood to be negotiating to buy out John Maxwell's interest in First National-Pathe.

Belief in the trade is that distribution of Pathe newswear and short subjects would then go over to the Vardour Co., Maxwell's native releasing unit, and First National-Pathe would shut down, with Warners handling the material together with its own product.

Idea is to eliminate Warner and its allies in one distributing agency.

## Communist Students Break Up Czech Film

Prague, March 11.

Six young students, including a girl Communist, interrupted the Czech film "Coelenee" at the Fenix theatre here.

Demonstration included cries of "shame" and the throwing of handbills from the gallery to protest the presumed capitalist keynote of the picture. Two of the disturbers were given from six to 14 days in jail.

## BROADCAST FILM

Brussels, March 11. Radio-Solva has broadcast the songs and portions of the dialog from the French talker, "La Route est Belle," as a publicity stunt.

It's the first time a sound film has been put on the air over here.

# Vagabond and 'Grischa,' Opposites

## In L. A.; \$37,000-\$13,000—High-Low

Los Angeles, March 11.  
(Draw, Pop. 1,500,000)

"Vagabond King" in the Paramount at advanced prices gathered \$37,000, the town's big arithmetic. Elsewhere grosses were, in general, fairly good.

An exception and a disappointment was "Sergeant Grischa," which opened smartly at the Orpheum, only to sag \$10,000 the second day, and then going into the red for a so-so \$10,000 week's Friday. It will be withdrawn this week, with "Rio Rita" to begin a pop scene engagement.

State closely tagged the Paramount, getting a nice \$33,000 with "William Haines" "The Girl Said No," and Eddie Peabody, the plant-sized, banjoist-m.c., returned to town and shared billing with the picture.

**Estimates for Last Week**  
**Boulevard (Fox), "Sly Hawk" (Fox) (2,164; 25-50).** Did nicely, \$7,300.

**Carthay Circle (Fox), "Happy Days" (Fox) (1,500; 30-15.50) (2nd week).** Industry tremendously interested, and looking for lot of K. M. "Cameo Kirby" extra ordinary at this house.

**Chinese (Fox), "Rogue Song" (Metro) (2,028; 40-15.50) (8th week).** Last weeks another \$10,000. "Rogue" again mentioned for house. "Rogue" has done splendidly from start. Ribbitt's "Sergeant Grischa" interest. Last week still able to accomplish \$22,000.

**Criterion (Fox), "Men Without Women" (Fox) (2,028; 40-15.50) (8th week).** Preceded by alert publicity, but masculine taste does not dictate theatrical locality. Moderate at \$15,000 and fortnight probably ample.

**Egyptian (UA) (Fox), "New York Nights" (UA) (1,800; 25-75).** Norma Talmadge picture worth \$11,000, okay.

**State (Loew-Fox), "Girl Said No" (Metro) (2,028; 40-15.50).** Against heavy competition promised \$30,000, very pert.

**Million-Dollar (UA) (2,300; 35-50).** Typical gross, \$5,500.

**Orpheum (RKO), "Case of Sergeant Grischa" (Radio) (1,500; 35-75) (1st week).** Ladies don't fancy it. Sharp decline after big and hopeful opening day. Conclusion, \$12,000.

**Paramount (Public), "Vagabond King" (Fox) (3,585; 25-75).** Usual house scale boosted to \$11,000. Paramount-Public publicity artillery concentrated on putting this one in. Two weeks only decided. Opened to \$37,000.

**RKO — "Murder on the Roof" (Col) (2,850; 30-65).** Against heavy competition promised \$30,000, very pert. Neither screen nor stage could develop a profit.

**United Artists (Pub-UA), "Condemned" (UA) (2,100; 25-41) (2nd week).** Screen to \$10,000.

**Warner Bros. (Warner), "She Couldn't Say No" (WB) (1,800; 50-75) (2d. final week).** Down to \$18,000, so vacated.

**Warner Bros. (Warner), "The Green Goddess" (WB) (2,756; 25-75) (2d. final week).** Second week, \$17,000.

## LENT HEAVILY FELT IN BOSTON HOUSES

Boston, March 11.

(Draw, Pop. 600,000)  
Weather: Fair

Keith-Memorial pulled some heads up stiff last week when realizing that, somewhat well, it was to be done to overcome the lull of "Vagabond King," opening at the Fox. Uptown (Fox) (1,500; 35-75) "Happy Days" (Fox) (1,500; 35-75) second week and stage "Men Without Women" in, starting Thursday. The "K" had a gross of \$10,000 for the week; not so good.

At the Keith-Albee "The Careless Age" (FN) (1,500; 35-75) did strong from the start and beat the Memorial.

At the State, uptown in the apartment house belt, "Not So Dumb" (M-G-M) got \$17,500. House figured first week of Lent had eaten into the gross.

At the Metropolitan, "Roadhouse Nights" (Par) did \$24,000, considerably below what the house can do and rather light business. This house probably felt the full brunt of "The Vagabond King."

**Estimates for Last Week**

**Met. (Public) (4,380; 30-75)** — "Roadhouse Nights" (Par), \$34,800.

**Keith-Memorial (4,000; 35-50-60)** — "Happy Days" (Fox), \$22,500.

**Keith-Albee (3,000; 30-60-50)** — "The Careless Age" (FN), \$21,500.

**Loew's State (4,000; 30-40-50)** — "Not So Dumb" (M-G-M), \$17,500.

## "DAYS," \$35,000 WASH.; "GRISCHA" DOES \$16,500

Washington, March 11.  
(Estimated White Pop. 450,000)

Weather: Fine and Best  
One thing about the Fox—when it plays a special it gets down and plenty. And when that special is backed with liberal advertising it has been demonstrated that the dough is in the bag. "Happy Days" was no exception, though toward the end of the week things slid somewhat. This creditable to the Fox and Lent. That got everybody.

Other houses rather spotty. Fairly average lower than some place. Week not so forte with "Dangerous Paradise," but the habit came to the rescue. Other Loew house, with "Anna Christie," in a second week, that stanza was slightly better. "Sgt. Grischa," spent liberally and not enough to go a second week. Much interest here in the picture. Rialto's, though, was a revived run. Official announcement from house is closing to install cooling plant.

**Estimates for Last Week**  
**Columbia (Columbia), "Anna Christie" (M-G) (1,232; 35-50).** Much discussed, but not air tight on second week; dropped six grand to \$11,000.

**Earl (Warner), "Laughing Lady" (Par) (2,244; 35-50).** Up to about \$17,000.

**Fox—"Happy Days" (Fox),** stage show (3,434; 35-50-60-75). Picture shot (3,434; 35-50-60-75). Stage show, then pulled to the grand and then let go without it. At \$35,000; stage show, "Sweeping Melodies," deserves share in credit; both held second week.

**Met. (Warner), "Son of Gods" (Par) (1,385; 35-50).** Held up rather well considering.

**Palace (Loew), "Dangerous Paradise" (Par),** stage show (2,383; 35-50). Picture, stage show, regulars saved it with final count not more \$15,500.

**RKO (Keith's), "Sgt. Grischa" (Radio)** (1,500; 35-75). External advertising campaign; picture held for second week; \$16,500.

**State (Loew-Fox), "Girl Said No" (Metro) (2,028; 40-15.50).** Against heavy competition promised \$30,000, very pert.

**Million-Dollar (UA) (2,300; 35-50).** Typical gross, \$5,500.

**Orpheum (RKO), "Case of Sergeant Grischa" (Radio) (1,500; 35-75) (1st week).** Ladies don't fancy it. Sharp decline after big and hopeful opening day. Conclusion, \$12,000.

**Paramount (Public), "Vagabond King" (Fox) (3,585; 25-75).** Usual house scale boosted to \$11,000. Paramount-Public publicity artillery concentrated on putting this one in. Two weeks only decided. Opened to \$37,000.

**RKO — "Murder on the Roof" (Col) (2,850; 30-65).** Against heavy competition promised \$30,000, very pert. Neither screen nor stage could develop a profit.

**United Artists (Pub-UA), "Condemned" (UA) (2,100; 25-41) (2nd week).** Screen to \$10,000.

**Warner Bros. (Warner), "She Couldn't Say No" (WB) (1,800; 50-75) (2d. final week).** Down to \$18,000, so vacated.

**Warner Bros. (Warner), "The Green Goddess" (WB) (2,756; 25-75) (2d. final week).** Second week, \$17,000.

## LOUISVILLE'S WEEP WEEK

Mostly Cry Films — \$12,000 for "Lumux" Is Loew's Lowest for

Louisville, March 11.  
(Drawing Population, 500,000)

Weather: Rain  
Business completely off last week. Grosses at a new general low. Theaters jammed the week, plenty, besides which lots of "cry" films around.

"Lumux" failed to entice the younger generation or the males and left a very restricted patronage. "Case of Grischa" (Radio) and "Heroes" both ended tragically, on the screen and off.

**Estimates for Last Week**  
**Alamo (Loew), "The Other Tomorrow" (3,200; 25-50).** Picture lessened. "Rich" enough to off-set Lent and weather. Stage unit with Leon Navarra m.c'ing good. Navarra, on time resident m.c. at the Stanley, has local following. After good start eased off and finished with about \$15,500.

**Stanley (Loew), "The Other Tomorrow" (3,200; 25-50).** Picture lessened. "Rich" enough to off-set Lent and weather. Stage unit with Leon Navarra m.c'ing good. Navarra, on time resident m.c. at the Stanley, has local following. After good start eased off and finished with about \$15,500.

**State (Loew), "The Other Tomorrow" (3,200; 25-50).** Picture lessened. "Rich" enough to off-set Lent and weather. Stage unit with Leon Navarra m.c'ing good. Navarra, on time resident m.c. at the Stanley, has local following. After good start eased off and finished with about \$15,500.

**Met. (Public) (4,380; 30-75)** — "Roadhouse Nights" (Par), \$34,800.

**Keith-Memorial (4,000; 35-50-60)** — "Happy Days" (Fox), \$22,500.

**Keith-Albee (3,000; 30-60-50)** — "The Careless Age" (FN), \$21,500.

**Loew's State (4,000; 30-40-50)** — "Not So Dumb" (M-G-M), \$17,500.

**Warner Bros. (Warner), "The Green Goddess" (WB) (2,756; 25-75) (2d. final week).** Second week, \$17,000.

**Orpheum (RKO), "Case of Sergeant Grischa" (Radio) (1,500; 35-75) (1st week).** Ladies don't fancy it. Sharp decline after big and hopeful opening day. Conclusion, \$12,000.

**Paramount (Public), "Vagabond King" (Fox) (3,585; 25-75).** Usual house scale boosted to \$11,000. Paramount-Public publicity artillery concentrated on putting this one in. Two weeks only decided. Opened to \$37,000.

## \$25,000 FOR "CHRISTIE"

Leads Providence by Wide Margin—Majestic's Two Films, \$11,500

Providence, March 11.  
(Drawing Population, 315,000)

Weather: Fair and warm  
Not a bad week. Advent of Lent had its effect, but the excellent fare kept business brisk the early part of week.

"Anna Christie" was the biggest thing to come, bringing in about \$25,000 to Loew's State.

**Estimates for Last Week**  
**Loew's State (3,580; 15-50)** — "Anna Christie" (M-G) (1,500; 35-75). Garbo knocked the rabble for a row all week; slightly over \$25,000 big.

**Strand (2,500; 15-50)** — "Street of Chance" (Par). William Powell brought many raves; closed week Thursday night with reported \$12,500; feature held over until last Sunday, when house closed for six weeks; reopened Easter Sunday under Fox management.

**Majestic (RKO) (2,200; 15-50)** — "Sky Hawk" (Fox) and "Rich People" (Pathe). Only double bill in town; former feature best liked; house average at about \$11,500.

**Victory (RKO) (1,600; 15-50)** — "Happy Days" (Fox). Feature pulled out Thursday night for Friday opening of "Sgt. Grischa" (Radio); house plans full future. Features on Friday about \$6,500.

**Fay's (1,600; 15-50)** — "Murder on the Roof" (Col). Feature pulled out Thursday night; also closed; close to \$3,200.

**Albee (RKO) (2,500; 15-50)** — "Office Lady" (Pathe) and vaude. Fair near \$11,000.

**State (Loew-Fox), "Girl Said No" (Metro) (2,028; 40-15.50).** Against heavy competition promised \$30,000, very pert.

**Million-Dollar (UA) (2,300; 35-50).** Typical gross, \$5,500.

**Orpheum (RKO), "Case of Sergeant Grischa" (Radio) (1,500; 35-75) (1st week).** Ladies don't fancy it. Sharp decline after big and hopeful opening day. Conclusion, \$12,000.

**Paramount (Public), "Vagabond King" (Fox) (3,585; 25-75).** Usual house scale boosted to \$11,000. Paramount-Public publicity artillery concentrated on putting this one in. Two weeks only decided. Opened to \$37,000.

**RKO — "Murder on the Roof" (Col) (2,850; 30-65).** Against heavy competition promised \$30,000, very pert. Neither screen nor stage could develop a profit.

**United Artists (Pub-UA), "Condemned" (UA) (2,100; 25-41) (2nd week).** Screen to \$10,000.

**Warner Bros. (Warner), "She Couldn't Say No" (WB) (1,800; 50-75) (2d. final week).** Down to \$18,000, so vacated.

**Warner Bros. (Warner), "The Green Goddess" (WB) (2,756; 25-75) (2d. final week).** Second week, \$17,000.

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# 'Chance,' 'Blaze,' 'Zep,' 'King,' 'Grischa' Ad Down; Days, 'Anna,' 'Phantom' Big

## "ANNA" NEAR \$40,000; PITT STANLEY, \$29,000

Pittsburgh, March 11.  
(Drawing Population, 1,000,000)

Weather: Fair  
Penn went up again last week with a sizzling \$39,000 for "Anna Christie." Cricks raved and house staff went nuts trying to keep mob in line.

Nick Lucas, on stage, enabled the Stanley to pick up several grand to approach a highly satisfactory \$29,000. Picture, "Strictly Modern," figured light. Aldine had filler, "Love Doctor," and slipped under \$10,000 for the first time in week. "Green Goddess" held up in second week, but not as well as Warner, exiting with \$14,000, or over \$10,000 for fortnight. Arliss set here now. "Song of West" opened big Thursday.

Olympic made a quick booking of "Melody Man" when censors, at last, turned them down. "High Treason," British-made "High Treason." Final three days of "Troopers" three at \$13,500, with new picture claiming around \$32,000 for next four days. Harris turned in around \$14,000 with "Cameo Kirby."

Out in East End, Sheridan Square had "Sergeant Grischa," which pulled finest notices of year. Aldine made full week, slightly better than expected, and a holdover. Bright did a fair business in "Behold the Makeup."

**Estimates for Last Week**  
**Penn (Loew's-UA) (3,300; 25-35-60-75)** — "Anna Christie" (M-G). Aldine made full week; between \$39,000 and \$40,000, and capacity almost continuously; marquee simply read "Garbo talks" and "Behold the Makeup."

**Stanley (WB) (3,600; 25-35-60)** — "Strictly Modern" (FN) and Nick Lucas turned out to \$29,000, credit going to Lucas. Lucas worked independent of Public unit.

**Albee (RKO) (2,500; 25-35-60)** — "Office Lady" (Pathe) and vaude. Fair near \$11,000.

**Fay's (1,600; 15-50)** — "Murder on the Roof" (Col). Feature pulled out Thursday night; also closed; close to \$3,200.

**Albee (RKO) (2,500; 15-50)** — "Office Lady" (Pathe) and vaude. Fair near \$11,000.

**State (Loew-Fox), "Girl Said No" (Metro) (2,028; 40-15.50).** Against heavy competition promised \$30,000, very pert.

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**Paramount (Public), "Vagabond King" (Fox) (3,585; 25-75).** Usual house scale boosted to \$11,000. Paramount-Public publicity artillery concentrated on putting this one in. Two weeks only decided. Opened to \$37,000.

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Philadelphia, March 11.  
Business eased off for downtown pictures last week. To be expected with the beginning of Lent, but some of the drops were more than expected.

Mastbaum slumped from \$58,000 to \$40,0

# Roxy's Bad Drop to \$73,400 Last Week Sent That House for the First Time Under Par.—\$75,900

Last week will be memorable, if at all, for the low gross of the Roxy rather than any high marks anywhere else, although exception must be noted in the case of the Strand, which had a neat \$40,400 with "General Crack".

Those empty seat blues were checked at the Roxy in the retarded trend of \$73,400, close to low tide for this mammoth grotto.

Vilma Banky's "A Lady To Love," although deemed a good entertainment, did only \$70 at the Capitol. Paramount's siffo with "Slightly Scarlet" presents in view of the prevailing situation, wholesomely okay.

Of the 22 pictures insignificant matinees were generally felt in totals. Two new ones, "Mamba," and "Song Of The Heart" (4th week), will have extended the run of the English melodrama "White Cargo," at the Cohan, one week by favor of its high disapproval. Picture proceeded to bill itself as "forbidden by Will Hays" but on view twice daily at this theatre.

**Estimates for Last Week**  
Astor—"Rogue Song" (Metro) (1-120; \$1-42) (7th week). Picture will be released for local exchange runs immediately. First engagement of type started Saturday in Cleveland. Book bookings in 50 cities contemplated along with Paramount's "Vagabond King." How this will affect Astor engagement problematic. Demand had been good to consider. Metro not overboard on pictures of \$2 weight at present, although "March of Time" and another are being lined up for entries. Last week "Rogue" around \$18,000. Liberal.

Capitol—"A Lady To Love" (Metro) (4,620; \$5-50-75-150). Newest version of "They Knew What They Wanted." Vilma Banky pinch-hitting with Metro and liked in part. \$57,300.

Carroll—"Puttin' On The Ritz" (RKO) (1,018; \$1-42) (4th week). Finding box office response at scale and standing up nicely against budding Spring weather which socks matinee. Week-end reports better than previous similar period. Around \$12,000.

Chicago—"Disraeli" (WB) (922; \$1-42) (22nd week). Dean of reserved seats has yet to develop any serious fatigue. Off little but remarkably steady in sixth month. Around \$11,000.

Cohan—"White Cargo" (W. P. R.) (1,490; \$1-42) (4th week). Low scaled with heated theatre magnetized some male patronage. Not \$5,000; house may get more show next week.

Colony—"Undertow" (U) (1,900; \$5-50-75). Mary Nolan in heavy melodrama. "Cohens and Kellys in Scotland," current, will be held over.

Criterion—"Vagabond King" (Par) (1,000; \$1-42) (3rd week). At this stand, \$16,400 complimentary.

Embassy—"Newsreel House" (Fox) (588; 25). Grosses for 25 months. Grosses fairly steady within \$7,000-\$8,000 bracket.

44th Street—"Song Of My Heart" (RKO) (1,400; \$1-42). Good matinee picture opened last night (Tuesday). Handled by J. J. McCarthy and Joe Shiley.

Gaiety—"Mamba" (Tiffany) (808; \$1-42). Tiffany's best cast since taking house, Eleanor Boardman, and Herschell and Ralph Forbes. Plugging it as first dialog drama in Technicolor. Opened Monday night following "Troopers" which finished its third week under \$200.

Globe—"Sergeant Grisham" (Radio) (1,065; \$5-50-75). Opened Friday and generally panned. Too sombre, of common.

Paramount—"Slightly Scarlet" (Par) (3,665; \$5-55-81). Very acceptable \$15,900 gross in 9th week. The lady and gentleman jewel thieves. Stage held Russian "Chauve Souris" troupe.

Radio—"Be Yourself" (UA) (2,000; \$5-50-65-75). Fannie Brice picture opened Thursday. Divided \$40,000 gross. \$14,000 for "Street of Chance" down to \$17,700 on exit week.

Rivoli—"Love Parade" (Par) (2,300; \$5-50-65-75) (2nd week). Considering long previous \$2 run at Criterion \$40,000 good business. "Way-We-Go" (Fox) (1,300; \$5-50-75). Names to bolster this one; \$13,400 close to Roxy's low record. Currently big picture in exhibitors' hands.

Savoy—"The Great Divide" (WB) (1,000; \$5-50-75). Versary with one of those splendid birthday parties and "Such Men Are Dangerous."

Strand—"General Crack" (WB) (2,900; \$5-50-75). Invoked considerable turnout at pop scale, going to \$40,000. But not holdover.

Warners—"Song of the West"

## ROADHOUSE NIGHTS' NO SEATTLE PANIC, \$10,000

Seattle, March 11. (Drawing Population, 450,000)

Weather: Cool and Dry. Good attractions ruled and receipts weren't bad last week. Seattle announces name change to Paramount, March 14, celebrated second anniversary the past week with added "evolution" show, showing progress of films, talkers and stage advertisements heavily along with "Roadhouse Night" (Par).

Liberty is still using plenty of printer's ink for colorful billing on "Say It With Soners." Again surprised showmen with big draw. It's second run. "A Great Day at the Music Box" many months ago. Dave Heimlich is the new manager at the Coliseum.

**Estimates for Last Week**  
Seattle (Pub) (3,105; 25-50-65) "Roadhouse Nights" (Par). Bally-wood's extraordinary observation: \$10,000; ordinary.

Fifth Ave. (Fox) (2,500; 25-50-65) "She Steps Out" (Fox). Jackie Saunders and "Desert" Idea; fair at \$12,000.

Fox (Fox) (2,500; 25-50-65) "Devil May Care" (M-G) (2d week). Should have been big; \$5,200; holds over for 3d week.

Blue Mouse (Hamrick) (900; 25-50-75) "Murder on the Roof" (Col). Did \$4,000.

Music Box (Hamrick) (1,000; 25-50-75) "Green Goddess" (WB) (2d week). Started to weaken, and at \$15,000, held over 3d week.

Liberty (Jensen-Von Herberg) (2,000; 25-50-35) "Say It With Soners" (Fox). Considered remarkable for second run at \$10,200, good.

Coliseum (Fox) (1,800; 25-35-50) "The Furies" (RKO). Good for \$10,500.

## WOMAN RACKET FLOPS; TAKEN OFF IN PORTLAND

Portland, Ore., March 11. (Drawing population, 400,000)

This burg has become "lobby-minded." No house has yet put in "long" picture, but the Public Portland looks like a carnival in decline, littered up with gadgets and "flops." "The Furies" (RKO) brought out its stage band for 10 p.m. to midnight, Mondays. Stunt proved so popular that Wednesdays are now added. Floyd Maxwell, Fox city manager, met the Public and Orpheum (opposite) to discuss new paper ads and more exploitation.

Event of the week was the quick flop of "The Furies" (RKO) (2,700; 25-50-65) "The Furies" (RKO). Good for \$10,500.

**Estimate for last week**  
Broadway (Fox) (2,000; 25-50-65) "Devil May Care" (M-G). Drew well, getting mat crowds; big at \$15,000, top for town.

Orpheum (RKO) (2,000; 25-50-65) "Grande Parade" (Pathe), clicked; \$11,500; good.

Portland (Public) (3,800; 25-50-65) "Roadhouse Nights" (Par). Okay, public weary of gangster films.

United Artists (Parker-Fox) (1,200; 25-50-65) "Happy Days" (Fox). Drew good and will hold for short run; \$10,000; big.

Alder (Parker-Fox) (1,200; 25-50-65) "The Furies" (RKO) (2,700; 25-50-65) "The Furies" (RKO). Took off after 2 days. 2d run "Anna Christie" finished week.

Rialto (Public) (1,500; 25-50-65) "Other Tomorrow" (M-G). Failed to get much attention; \$2,500; bad.

Blue Mouse (Hamrick) (900; 25-50-75) "Murder on the Roof" (Col). Fair hit; \$5,800.

Blue Mouse (Hamrick) (900; 25-50-75) "Green Goddess" (WB). Good week at \$4,200.

Orpheum (RKO) (2,700; 25-50-65) "Awful Truth" (Pathe). Well enough; \$4,500.

Dufwin (Duffy) (1,400; 25-35-50) "Way-We-Go" (Fox). Not named.

Peggy Steps Out, with authors, Ethel Clayton, in lead; good week at \$5,100.

## DENVER TAKES WESTERN Other b. o. Pictures Did but Fairly Last Week

Denver, March 11. (Draw Pop., 400,000)

Weather—Fair. America turned in a gross better than average on "The Lone Star Ranger." Folks liked "Happy Days" at the Aladdin.

**Estimates for Last Week**  
America—(Huffman) (1,500; 20-35-50) "Lone Star Ranger" (Fox). Westerns going fairly good; \$5,000.

Aladdin—(Huffman) (1,500; 20-35-50) "Happy Days" (Fox). No reason to expect \$5,000.

Rialto—(Public) (1,040; 20-40-50) "Dangerous Paradise" (Par). \$4,100.

Denver—(Public) (2,300; 25-40-65) "Anna Christie" (M-G). Okay, \$13,100.

Aladdin—(Bennett) (2,200; 25-40-60-75) "Second Wife" (Radio). Better than average; \$5,500.

## Minn. Up Again; \$30,500 Top; 'Anna' Slips Off \$9,000

Minneapolis, March 11. (Drawing Population, 500,000)

Weather: Favorable. Grosses staged the sort of revival that covers managerial maps with smiles. Prosperity in evidence again almost everywhere.

Seems that business comes in spurts these days. Patronage is not steady, but even distribution. This condition betokens general conditions below par and gives rise to uncertainty regarding the outlook for the next few weeks.

Long week the palm went to "Son of the Gods" at the Minnesota. Gross soared above \$30,500. Like old times, Orpheum couldn't get out of the red and the Seventh Street is also having a tough pull.

**Estimates for last week**  
Minnesota (Public) (4,200; 75-) "Son of the Gods" (PN). Outstanding magnet; stage show also pleasing; biggest week in months; slightly over \$30,500; great.

Century (Public) (1,600; 75-) "Anna Christie" (M-G) (after record breaking first week of \$19,000, slumped sharply to \$7,800.

State (Public) (1,600; 60-) "Dangerous Paradise" (Par). Failed to excite much enthusiasm; around \$11,000.

Orpheum (RKO) (2,890; 50-) "Let's Go Places" (Fox) and vaude. Weaver Brothers' act the real draw; net \$14,000, big at low scale, but means red.

Seventh Street (RKO) (1,400; 50-) "The Furies" (RKO). Picture pleased, but not enough to carry house over to winning side of ledger; around \$4,500.

Grand (Public) (1,000; 25-) "Vengeance" (Col) and vaude. Satisfactory, but minus boxoffice lure; around \$4,000.

Lyric (Public) (1,300; 40-) "Kibitzer" (Par). Drew fairly well; maybe \$4,800.

Unholy Night (M-G) (900; 35-) "Unholy Night" (M-G). One of houses very best weeks; \$2,200.

Grand (Public) (1,000; 35-) "Show of Shows" (WB) first half; "Love Parade" (Par) second half. Around \$3,000, satisfactory.

2d week "The Bridge" (stock) (35-1) "Romance." Poorest week of season; \$3,000.

## LEGIT IN ST. LOUIS

City Had Several Stage Shows Last Week, but Pictures Held Up

St. Louis, March 11. (Drawing population, 1,000,000)

Business pepped up at most houses last week, despite special legging. Rialto, Eddie Cantor at the American and Guy Bates Post at the Orpheum (stock) packed them in.

"Lumaxxon" (C.A.) Excellent drama; shorts. \$16,500.

Missouri (3,800; 35-50-65-75-) "Only the Brave" (Par). 2d week shorts. \$9,200.

Grand Central (1,500; 50-75-) "Phantom of the Opera" (M-G). Better with sound; shorts. \$3,400.

## 7 Days Leave, \$54,000, Chn. Surprise; 'Anna,' \$33,900—Parade Down \$10,000

## "BLAZE GLORY" GOES FLOPPY IN FRISCO

San Francisco, March 11. Generalization is possible about what San Francisco was in the money. Others were not. As usual, the big capacity Fox tilted the greatest share of the available currency.

"Sergeant Grisham" fell down at the Orpheum, while "Vagabond King," a tremendous publicity shove behind it, set a new mark at the St. Francis.

**Estimates for Last Week**  
Fox (5,000; 50-65-75-11-) "Girl Said No" (Metro). Biggest grossing house on the coast had good bet and clicked \$51,000.

Warfield (Fox) (2,872; 50-65-90-) "Blaze of Glory" (Sono-Art). Eddie Dowling picture flopped. House dropped to \$22,000.

Granada (Public) (2,698; 35-50-65-11-) "Only the Brave" (Par). Gary Cooper in person opening day. Nice engagement, \$15,000.

California (Public) (2,200; 35-50-65-90-) "Roadhouse Nights" (Par). San Francisco didn't know names of picture. Users not looking when ticker shows \$13,000.

St. Francis (Public) (1,375; 35-50-65-90-) "Vagabond King" (Par). Scale slightly tilted to \$20 with opening priced at \$250. Over \$20,000 for house record.

Orpheum (RKO) (2,770; 35-50-65-90-) "Case of Sgt. Grisham" (Radio). Barely \$7,000, and yanked at end of first week. Simply failed to ignite.

Grand (Public) (2,485; 30-40-60-65-) "Other O'Brien" (Pathe). With four acts of vaude, combined value at \$18,000, immensely okay.

Embassy (Wagnon) (1,365; 60-65-90-) "General Crack" (WB). Crowded houses implied by \$14,000.

David (Wagnon) (1,150; 35-50-65-90-) "Second Choice" (WB). Average house take, around \$7,000.

Casino (Ackerman & Harris) (2,400; 40-60-) "Ship from Shanghai" (M-G). Very big for here, \$11,600.

**Estimates for last week**  
Montreal, March 11. (Drawing Population, 600,000)

Weather: Mild. Another poor week. Lent, and the outlook is not particularly good for the next month or so. Neighborhoods, on the other hand, are doing town picture biz, a number breaking records.

Loew's hi-hatted the rest of the first runs with \$17,000 on "Navy Blues" (UA). The venue accounted for a big piece of the receipts. Palace has been running musicals lately, and "Navy Blues" was a winner. "Hit the Deck" had capacity first three days, but Ash Wednesday nose dived and "Navy Blues" only fair.

"Happy Days" (Fox) at the Capitol, attracted by reason of big array of favorites popular here, but could only bring in around \$15,000. Princess had trouble some nights with sound, but on whole did well with "Awful Truth."

Imperial picked up \$9,500 with "Strictly Modern," and the Orpheum took \$4,000 on "Painted Faces." Roxy held over with \$4,000 for "Verdun." WB picture, that of being held for second week. His Majesty's (legit) not so good first three days, but good with Harry Lauder.

**Estimates for Last Week**  
Palace (FF) (2,700; 40-75-) "Hit the Deck" (Radio). Too many musicals lately at this theatre: Lent combined to bring down gross to \$12,000, much below average.

Capitol (FF) (2,700; 40-75-) "Happy Days" (Fox). Array of mimes brought in good crowds first three nights, but faded later in week; \$15,000.

Loew's (FF) (3,200; 35-50-65-) "Navy Blues" (M-G). Held up well; \$17,000; good.

Princess (CT) (2,300; 30-55-) "Awful Truth" (Pathe). Came through pretty well with \$10,000.

Orpheum (RKO) (2,700; 35-50-65-) "Strictly Modern" (FN). Split \$9,500 with good vaude.

Orpheum (CT) (1,200; 40-) "Painted Faces" (TF). And \$1,900 about average.

Roxy (Hid) (600; 50-) "Verdun" (British). House has built up good-sized home old country fans; \$2,000 usual here.

Chicago, March 11. The Chicago came back strong last week, grabbing a nice \$54,000 on what was predicted as a real office picture, "Seven Days Leave." B. & K. was afraid of the film, and built a strong show, running 60 minutes, and plugging the stage above the flicker. Picture drew more getting a play from the carriage trade.

Roosevelt had record attendance figures last week, but the money gross was cut because of the extreme length of the show with "Anna Christie." House took a hot \$39,900 for the runner-up position in loop grosses. Oriental couldn't do anything with "She Couldn't Say No," squaring off \$22,000. Picture dropped off after an excellent start.

"Love Parade" slumped \$10,000 on its second week at McVie's. Picture is not clicking as per hopes. United Artists took it on the earning for its lowest gross in months, but turned only \$13,000. Just two grand above its record low. Picture was "New York Nights."

"Sergeant Grisham" dropped to \$11,800 in its second week at the Woods and was yanked. Replaced by "Cohens and Kellys in Scotland" (U). House is also running travel, "Up the Congo," banking on the under-the-hill beauty, Mrs. E. J. Boyd meant much at the State-Lake in "Officer O'Brien," house taking a nice \$12,000.

**Estimates for Last Week**  
Chicago (Public-B & K.) "Seven Days Leave" (Par) stage show (4-400; 50-85). Best gross in months; a surprise; \$44,000.

"McVie's" (Public-B & K.) "Love Parade" (Par) (881; 50-85). Dropped badly on second week; another slump and it'll go out; "Sally" (Public) (Par) (881; 50-85).

Monroe (Fox) "Peacock Alley" (TIF) (1,120; 50-85). First Tiffany picture to reach \$20,000. Monday drew some of the fans back; \$4,700.

"Cohens and Kellys" (U). "Officer O'Brien" (Pathe) and vaude (2,700; 50-75). Rae Samuels drew as stage picture; no names on stage; weak at \$23,000.

Orpheum (Warner) "Tiger Rose" (RKO) (1,200; 50-85). Fair on reports and results; \$7,700.

Roosevelt (Public-B & K.) "Anna Christie" (Public) (1,100; 50-85). Very big, but length of program kept down the turnover; \$33,900 first week.

State-Lake (RKO) "Officer O'Brien" (Pathe) and vaude (2,700; 50-75). Rae Samuels drew as stage picture; no names on stage; weak at \$27,000.

United Artists (Public-UA) "Seven Days Leave" (Par) (1,100; 50-85). Just \$35,500 for two weeks; second week only \$18,000; yanked.

"Vagabond King" (Par) replaced Friday and Saturday. "Sergeant Grisham" (Radio) (1,200; 50-85). Did \$12,000 for two weeks; last week turned over to Saturday by "Cohens and Kellys" (U).

**\$14,000 TOPS TORONTO, VALLEE'S 'VAG' \$12,800**  
(Drawing Population, 800,000)

In a week of strong competition for the Uptown at \$14,000 with the word of mouth and stage attractions in year. Dailies had much to say on film. Big screen and color, when- ever available, is boosting this word of mouth for around; good at an average \$10,000 with "Son of the Gods" and held over.

Loew's (Public) (3,200; 35-50-65-) "Navy Blues" (M-G). Held up well; \$17,000; good.

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Orpheum (RKO) (2,700; 35-50-65-) "Strictly Modern" (FN). Split \$9,500 with good vaude.

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Roxy (Hid) (600; 50-) "Verdun" (British). House has built up good-sized home old country fans; \$2,000 usual here.

**Estimates for Last Week**  
Uptown (FF) "Hit the Deck" (Radio) (3,000; 30-60). Picture not as smart as the balcony and stage show; \$14,000.

"Seven Days Leave" (Par) got a swell break for a Friday advertisement increasing 300% on this picture.

Loew's "Devil May Care" (M-G) (2,300; 30-60). Drew stronger as word of mouth for around; good at \$13,500. New York wire crew here adjusting sound and acoustics.

"Vagabond King" (Par) (1,100; 30-60) and "Lover" (Tiffany) (3,300; 30-60). No word, but there have been worse; \$12,800.

Hippodrome (FF) "Wedding Rings" (FN). Stage show good; \$12,000.

Shorel (FF) "Son of the Gods" (FN). Once a house builds a rep for comedies and musicals maybe it will have a few; \$10,000.

"Slightly Scarlet" (Par) (3,665; 55-81). Very acceptable \$15,900 gross in 9th week. The lady and gentleman jewel thieves. Stage held Russian "Chauve Souris" troupe.

Radio—"Be Yourself" (UA) (2,000; \$5-50-65-75). Fannie Brice picture opened Thursday. Divided \$40,000 gross. \$14,000 for "Street of Chance" down to \$17,700 on exit week.

Rivoli—"Love Parade" (Par) (2,300; \$5-50-65-75) (2nd week). Considering long previous \$2 run at Criterion \$40,000 good business.

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Strand—"General Crack" (WB) (2,900; \$5-50-75). Invoked considerable turnout at pop scale, going to \$40,000. But not holdover.

Warners—"Song of the West"

# Sensational Boom in Amusement Shares Halts in Short Session; Minor Declines From New Peaks

By AL GREASON

What had started as a sensational boom in the amusement group of stocks—a boom of such scope that it stood out as the feature of the entire market—was halted yesterday when the course of trading turned irregular.

Best explanation of the immediate phase seemed to be that the advance by its speed and extent had generated its own corrective. At that, recessions were of minor proportions, chiefly a drop of about 4 in Loew which had progressed with dizzy speed under downtown group manipulation, with the promoters working in the open on the maneuver widely tipped among the rank and file of speculators.

Warner, Loew, Off

Warner slipped from its new top of 73 to 71, but nowhere did the irregularity seem to bear evidence of anything like the end of the group movement. As against the declines cited new favorites were brought forward. Paramount Film Industries on big turnover finished the short session (market closed at 12:30 as a mark of respect to the late Chief Justice Taft) with a gain of 1½ after marking up a new top for the year of 27½, within a fraction of its top of last year's boom. Concern had just published a favorable income statement.

Another new bull drive appeared simultaneously in both the Pathe stocks and in Shubert, the latter going to 18, or more than double its former point of sale. Effort was made to find a connection in the parallel forward march of these two issues, but nothing was to be learned either in the trade or in the financial press of new developments. Talk of a new association had been put up to officials of both concerns, and met with denials. Future business, however, was feeling that something was going on in the background.

RKO gave way slightly after touching the new top of 38½ for the session, but the entire downtown other directions that the operation here is still active and the march has still some distance to go. Even when the rest of the market, including Keith-Orpheum preferred held all its big gain, when Orpheum preferred in relatively heavy dealings for that inactive stock added a point to the 8 it had picked up in the week. Both senior stocks are convertible into RKO. Goal of the clique in RKO is said to be 50, although this is guesswork.

The convertible issue in the bond division also gave a good appearance, with the Warner bonds on the curb gaining another point and both the Shubert and the interest obligations scoring progress.

Monday's Boom

Signal came sharply Monday that the period of accumulation had reached the climax of its current phase and the entire amusement group had broken loose from an uncertain market headed upward. If anything were needed to make the fact certain it appeared in the figures for the day and the leaders topped even their best of last week, turnover for the main amusement stocks on the Exchange was but a shade under the previous day's, and the aggregate gain for the session on 10 theatre stocks amounted to about 23 points. This new gain came on top of substantial advances during last week and carried many of the amusement pivotal issues not only to new tops for 1930, but in several cases past their best for the boom of 1929.

Warner Bros., churning about in blocks, got to 73 and held near that level, more than 8 points above its top for the climax of the Coolidge big market last November. Loew was even more sensational. At 83½, its Monday top, it was within less than a point of the pinnacle reached when Fox was buying it with a free hand and reaching for stock.

Most spectacular of all was the performance of R-K-O, making the record turnover of 162,000 shares in a single session, and moving up net 3 points to 38 where it closed Monday. Drive here was coincident with the publication of the company's balance sheet for the first year of operation under the new management, showing 1930 earnings so far at a high rate and plenty of

## Yesterday's Prices

Leading Amusements			
	High	Low	Net
17,400 Con. Film	27½	26	+1½
14,000 Fox	34	32	+2
100 R-K-O	38½	34	+4½
5,000 Gen. Theat.	44½	44	+½
100 R-K-O	38½	34	+4½
12,200 Loew	83½	79	+4½
10,000 Pathe	18	17	+1
20,000 Pathe	18	17	+1
10,000 Pathe	18	17	+1
20,000 Pathe	18	17	+1
4,000 Pathe	18	17	+1
56,400 War. B.	73	70	+3

\$175,000 War. B.	1104½	1099½	1104½
12,000 Keith	91	89½	+1½
10,000 Keith	91	89½	+1½
30,000 Shubert	50½	48½	+2
5,400 Fox	45	44	+1
12,000 Gold	45	44	+1
200 script on Prods	Exchange	\$11-	
100 at 88, up 4			

## Fox Hangs Back

R-K-O officials have several times denied any intent in this direction, but the trading community receives such denials, however sincere, with its tongue in its cheek. Fox itself is the center of a legal and financial maze, facing expensive refinancing on one hand or a receivership on the other, but it appears to have a strong financial base. The data of valuation at which its future is discounted. Monday it was right along with the trading movement of the volume although lagged in the advance at 35½.

Sensational stories are in circulation as to "Warner Bros." future. It does not appear possible to identify any definite pool at work behind the movement, but rather the operation of a consensus of plungers who see a brilliant future in earning. The stock has been in the hands of a public property within the last few weeks. The stock has pushed up through successive highs and seems able to absorb profit taking and the inevitable short selling without even slackening the pace of its advance.

There are shrewd traders downtown and in Times Square who are convinced it is destined to be an outstanding issue in the spring advance, performing feats matching General Motors. It was under a big shot manipulation more than a year ago. One prediction that may be as good as another is 100 by August. For the present the analysis is that it should go to around 76 before it meets the usual technical setback, having won there probably to around 66 before the advance is resumed.

Goldman-Sachs at Monday's best of 46½ was up more than 7 points from last week's low and was turning over in big blocks. One explanation that found credence in Times Square was that Goldman-Sachs had closed to work in Warner Bros., purchased a long time ago and giving the Trading Co. the privilege of taking over a lot of Warner at 23. Such a turn would give the Goldman-Sachs investment people a handsome profit. Good reports have been circulated of its other holdings such as Shenandoah and Blue Ridge. Anyhow this long speculation into the future is a pretense and practically monopolized interest in Curb trading.

There is no doubt but that a pool is at work behind Loew. For more than a week it has been the most actively tipped of the amusement stocks by brokers making no bones about knowledge of an operation.

Paramount has taken a modest part in the recent upturn. The story about is that its sponsors would like to see it quiet and steady instead of getting into the fast moving company that would attract a weak following. It would subject it to violent fluctuations. The clique is supposed to be biding its time and satisfied with the long pull.

Public coming in. Last week's increase in the brokers' loan total of \$94,000 was the highest ever recorded in its participation and it apparently was the catalyst of the current advance. Many pools their hunch that the time was ripe for a spring demand, and they are not wrong.

First quarter earnings will be along pretty well and they are pretty sure to make gloomy reading. Earn-

(Continued on Page 25)



## BEN DOZA

The Convivial Inebriate  
"The Jolly Drunk"  
Now appearing in Jack Partington's "River Blues."  
This week (March 7), Stanley, Jersey City.  
Direction: Wm. Morris

## ENGINEERS STILL CHASE ARC LIGHTING NOISES

Hollywood, March 11.

Work of writing prescriptions for noisy arcs has been started by O. K. Buck and E. G. Alberts, of the Department of Water and Power (City of Los Angeles) in cooperation with L. E. Clark, of the Academy.

Arca tests at Tec-Art and Radio were the first of a series taking the engineers through 14 coast studios. Special apparatus has been designed so generators can be tested without interfering with production activities. Facilities for listening to arc lights and similar equipment used in investigating camera noises.

Preliminary survey by L. E. Clark, named to represent the producers-technicians committee, revealed how important a part car arcs play in contemporary set lighting. Fox is the only studio using 90 per cent. arc lighting. Six studios use 25 to 50 per cent. arcs, seven others have 6 to 10 per cent. arcs while Warners and First national use none at all.

Three types of filters are being used to keep generator hum out of the microphone. Majority of the studios place individual choke coils on each lamp. Pathe, Tec-Art and Educational are using chokes which handle groups of lamps. Metropolitan and Fox are experimenting with the removal of commutator ripple at the generator.

Municipal power engineers have been working on this basic form of silencing at the studio, but are dropping this work temporarily to conduct the tests for the Academy and prescribe immediate remedies for carbon light noise.

## 'VAGABOND' AT \$1 GETS N. O. HIGH \$27,000

New Orleans, March 11.

(Draw Pop. 500,000)  
Weather—Ideal

Mardi Gras helped all the local houses last week and incidentally aided the Saenger to smash all records for the past year with "Vagabond King," at an admission advanced to \$1. The feature went past \$27,000.

Loew's state grossed over 19,000 with "The Sky Hawk" which meant a handsome profit. Fairview grossed \$10,000 with "The Grand Parade." Picture was helped to its showing by the visitors in the city.

Corinne Griffith and "Lilies of the Field" proved an excellent draw for the Strand, which did over \$6,000.

Tudor had "Early Girl" at \$700, a nice showing for the small house.

## "DEVIL" LIGHT

Gross, \$3,500, Off in Small Town, Tacoma, Last Week

Tacoma, March 11.

(Drawing Population, 125,000)  
Weather—Fair

Rialto stepped forward with "Devil May Care" last week. Pantages entered kale on "The Green Goddess."

Estimates for Last Week  
Pantages (25-35-50) —  
"No No, Nanette" (FN). Good at \$8.00.

Blue Moose (Hamrick), (650-25-50) —  
"The Green Goddess" (WB).  
Arts liked; \$4,700.

Rialto (Fox) (1,250-25-35-50) —  
"Devil May Care" (M-G). \$3,500; off.

Colonial (Fox) (850-25) —  
"Burnt by the Sun" (Richard Arlen billed; fair at \$2,000).

Pat O'Malley "The Fall Guy" Radio.

## News From the Dailies About HOLLYWOOD

Through "Variety" now printing a four-page special bulletin weekly in Hollywood, placed with the regular weekly "Variety" upon arrival Saturday, considerable of that Bulletin's matter of national interest is rewritten into the News of the Dailies below. Accordingly the Department has been directed to place the News of the Dailies page and placed instead in this Picture Department, where it will continue weekly.

Mabel Normand left her entire estate to her mother, Mrs. Mary Normand, according to the terms of the will when opened.

Sam Goldwyn bringing Busby Berkeley here from New York to stage the dance numbers in "Whoopee."

Joyce & Selznick behind a new studio casting director to be published under the name of "General Casting."

Harry Levitt of Levitt-Cline Co., and Dwin Epper to produce commercial talkers.

Bed Bard, pictures, pleaded guilty to failing to pay a proper income tax and was given days to pay a fine of \$500. Sam Taylor director, pleaded guilty to a similar offense and paid a fine of \$400.

Emory Johnson, former director, acquitted—on charges of failing to provide for his wife and three children when it was proven he had contributed \$76 a month for their support.

Tiffany will make German, French and Spanish versions of "Journey's End" in Europe.

Douglas Fairbanks' next picture will be "The Sign of the Cross" in Murieta, California bandit. Lupe de Tovar for femme lead.

Ann Harding is collaborating with Rolio Lloyd on the adaptation of "Jane Eyre," her next for Pathe.

Universal secured screen rights to "East Is West." Picture is to cost around \$50,000.

Pauline Wagner, pictures, brought suit against the Yacht and Motor Sales Corp. for \$1,500, charging they moored her boat in an unsafe place and it sank as a result.

Ernest Westmore, makeup artist, ordered to pay \$125 a month alimony to his first wife, Mrs. Vera Westmore, and \$25 monthly on back payments due. A \$800 damage suit was filed at the same time by Joe Mingo, photographer, for breaking his camera at the wedding of Westmore to Ethelyn Claire.

The case of Dallas Van Cleve, pictures, accused of burglary, was dismissed after two juries disagreed.

John Francis Dillon, director, paid a fine of \$25 for making illegal false income tax returns. Warner Oland paid the same amount for the same offense.

Tom Mix paid the government \$174,420 in deficiency tax and penalty for failing to pay property tax, which he was fined an additional \$3,000 in Federal Court.

Yvonne D'Arcy, pictures, who lost a \$20,000 attachment suit against the Sully family, faces deportation to France for overstaying her six-month permit.

Trial of the divorce suit of Ruth Santell against Al Santell, director, was continued until April 1, when the court was to hear the decision was on location in Utah.

An active movement is on in all major studios to retain permanent musicians on a guarantee basis, with the musicians on call to work at any time.

No more air tie-ups for Fox West Coast movie theatre premises. Circuit will buy its own time for broadcasting in the future.

Los Angeles grade and high schools are being wired for sound pictures. None wired so far.

Gene Buck, J. C. Rosenthal, Nathan Burkan and George Mackwell of American factors, coming out here for meeting with Hollywood writers.

Columbia will release the Buck Jones series which Sol Lesser is to produce. "Tennessee's Partner" is the first.

Frank Easton, known on the New York stage as Frank Beaton, is out of the "Tollies of 1930" after one week.

C. Gardner Sullivan accepted a settlement of his contract as scenario head of Universal. Del Andrews, supervising editor on the lot, is also off the payroll, having

resigned. Four writers have been given two to four week lay-off.

Richard Talmadge will produce a series of two feature talkers, starting on April 1.

Henry Henigson, for three years general manager of Universal, is now general business manager for Inspiration Pictures.

"Hell's Angels" will finally reach the screen here early in May, succeeding "The Rogue Song" at the Chinese.

Irving Thalberg intends leaving around May 1 for a three months' trip to Europe.

Universal and M-G-M claim the right to produce a talking version of "East Is West." The matter has been turned over to the attorneys of both companies to work out an adjustment.

"Gloria" Swanson's "What a Widow!" was shot in three days as a dress rehearsal. Plan, first time used in pictures, was to enable her to perform in the picture without what he had in the film. Changes in dialog and action were made during the shooting began on actual production.

Actors' complaint committee of the Academy at a meeting disappointed of the plan suggested for players to rehearse for a picture at a performance by the Academy, unless paid for the time intervening.

Louis Cohen, general manager of Universal Theatres, is here to confer with Carl Laemmle on the leasing of his company's theatres in Washington and Oregon and for decisions on New York houses for future extensions.

Alexander Pantages' plea for release on bail, pending outcome of his appeal from the verdict which found him guilty of attacking Eunice Pringle was denied in a decision handed down by the Division One of the State Appellate Court.

Mas Murray filed suit against Tiffany Production, asking for \$175,000 damages on charges that the company's professional reputation was injured by the way "Peacock Alley" was produced, and for the failure of the company to exercise its option on her services.

Due to a shortage of original stories, local producers are considering a plan to compensate writers on a royalty basis similar to that practiced by producers of plays. The plan would give the higher calibre writers an incentive to give their best work prior to reduce the risk of producing flops from the pens of hack writers.

Paul Nelson, graduate of Beaux Arts, brought here to "art direct" "What a Widow."

Radio's "Radio Revels," costing \$750,000, changed to "The Cuckoos." New title deemed more b.o.

Dorothy Janis, screen, will marry Wayne King, band leader, at the Aratoc, Oakland, Chicago.

Fox's all-English revue, with Beatrice Hall and George G. Smith, will be called "Are You There?"

Moran and Mack's second for Par will be titled "Anybody's War" in which two Black Crows in the A. E. F.

Arthur Richman, playwright, out here for M-G-M.

Del Lord with Warners to direct one-reel comedies.

Earle Kenton, director, quit Col, and is free-lancing.

Some studios getting rid of stock companies. Long lists of contract players found impractical, with producers figuring it cheaper to engage talent as required. As many as 75% of contracted players are out of the picture at this time in the major studios, it is claimed.

Following contract players let out at Warners: Pauline Frederick, Myrna Loy, Monte Blue, Betty Compson, Louis Fazenda, Patry Ruth Miller and Mary Byron. At P. N. those released are Jack Mulhall, Dorothy Mackall and Corinne Griffith. More trimmings due.

"NO SHORT SUBJECT HAS OCCASIONED MORE COMMENT IN MANY A DAY"—Ex. Daily Review.

# The MASTER SWEEPER

with **CHESTER CONKLIN**

**J**UST another demonstration of Vitaphone Varieties leadership in short length features.

"No short subject has occasioned more comment in many a day. Clever satire, splendidly played. Type of short subject which illustrates the possibilities and the values in the briefer length pictures. It has cleverness, brains and is tremendously amusing."

—Ex. Daily Review

"Gets the laughs."—Zits

"Droll and amusing. Distinctly different and will find an easy welcome. Outstanding satire."—Variety



Another  
sensational  
subject  
that you can bill like a  
feature.

ANN  
PENNINGTON  
in  
"HELLO  
BABY"

Pack your house with  
this deluxe two-reel  
musical comedy.

TECHNICOLOR

Presented to The  
Master Sweeper  
in recognition of  
his great work  
after the  
Lindbergh  
parade.



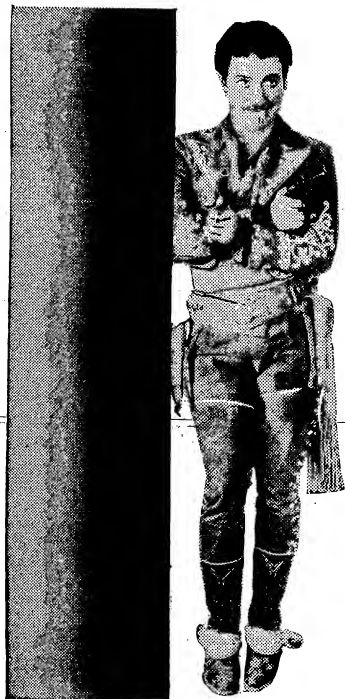
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★ ★ ★ *Presenting* **THREE MORE**

WARNER BROS. *present*

# UNDER A TEXAS MOON

*Selected as the premiere  
attraction for Warner Bros.  
Winter Garden ▲ change of policy*



## "The **SECOND FLOOR MYSTERY**"

*featuring*

Hollywood's Most Romantic Couple  
**GRANT WITHERS; LORETTA YOUNG**

and a great cast including H. B. Warner, Claire McDowell, Sydney Bracy, Crauford Kent. A new kind of baffling mystery story from the famous novel "The Agony Column" by Earl Derr Biggers. Screen dialogue by Joseph Jackson. Directed by Roy Del Ruth.



Hold Everything . . .

*for*

**"HOLD EVERYTHING"**

*with*

**WINNIE LIGHTNER • JOE E. BROWN**



# SENSATIONAL MONEY-MAKERS!

will be hailed as one of the season's greatest pictures. It's a fascinating tale of a gay two-gun Lothario who makes the famous heart wreckers of history look like boy scouts. A glamorous singing, talking Technicolor production with

FRANK FAY, RAQUEL TORRES,  
MYRNA LOY, NOAH BERRY,  
FRED KOHLER, ARMIDA, TULLY MARSHALL.

And hundreds of ravishing señoritas.  
Adapted by Gordon Rigby from the  
story by Stewart Edward White.  
Directed by Michael Curtiz.



## "THOSE WHO DANCE"

TIMELY—VIVID—GRIPPING

with

### MONTE BLUE

LILA LEE • BETTY COMPSO • WILLIAM  
BOYD • DE WITT JENNINGS • WILLIAM  
JANNEY • WILFRED LUCAS

Fearless guardians of the law fighting fire with fire—matching wits and nerve with a desperate band of racketeers. A daring expose of an amazing phase of underworld life. From the famous story by George Kibbe Turner. Adapted by Joseph Jackson. Directed by William Beaudine.



Coming!

## AL JOLSON

in "MAMMY"

A Box-office Combination that can't be beat.

"Vitaphone" is the registered trade-mark of The  
Vitaphone Corporation designating its products

## Loew's Installing Colorama in De Luxe Houses for Stage Effects

Loew's is planning to install Colorama equipment in all its de luxe houses for use in units. Wherever adaptable it will place the equipment instead of spots for interior decoration and effects.

Details are being worked out by the Loew production department to use the unique lighting process in another unit as a follow-up to "Color Rhythm," at the Capitol, New York, last week. In that stage show Loew's demonstrated what could be done with electricity. Big scenic effects, with much more money spent, and stress laid entirely on Colorama and what it can do with lights, are planned for the follow-up show.

Arthur Knorr, who put together "Color Rhythm" is working on the show, the title of which will in some way denote scenic and lighting such as possible "Lights and Colors." When that unit opens the big push will be put behind Colorama to exploit it as a new lighting medium, it is understood.

Loew's has the Colorama effect exclusively. According to reports, there has been some difficulty in arranging satisfactory terms with the National Lamp Works, subsidiary of General Electric, in control of the process, but only minor details have to be settled.

Present intention is not to use Colorama in units every week following opening of the next, although later on, perhaps next season, this may be done. Meantime Colorized units go out every month or six weeks. House electricians over the deluxe circuit will be able to work the shows, it is said, avoiding for Loew's the necessity of engaging special men.

During the week's showing of "Color Rhythm" at the Capitol, representatives of many chains and other interests, looked it over.

## UPSTATE EXHIBITS ALLEGE FILM CONSPIRACY

Lorine Stahley and Elmer Loritz, former operators of the Monroe, Rochester, N. Y. were denied a change of venue by the New York Supreme Court in the suit brought against the two exhibitors by the Fox Film Corp., to collect \$1,307 alleged due on film rentals. The exhibitors through their attorney have asked that the action be shifted to Buffalo. Fox's suit is based on three separate contracts for films.

At the same time that they asked for a change of venue, Stahley and Loritz interposed an answer claiming conspiracy and interested a counter claim for judgment against Fox for \$200,000. They allege Fox withheld films from them, along with other major producing companies following the refusal of Stahley and Loritz to obey an edict of the Buffalo Film Board of Trade against the two exhibitors in favor of the Pathe Exchange.

By this alleged action on the part of Fox, Stahley and Loritz allege they were unable to secure pictures for exhibition and were finally compelled to break the lease on the Monroe theatre and retire from the business. In putting forth this defense, they cite as a basis for the conspiracy charges the recent Thatcher ruling which declared film arbitration under the old standard exhibition contract illegal.

### McCormack Openings

"Song o' My Heart," the John McCormack picture, opens in Philadelphia and Boston the latter part of this month.

Fox feature is due at the Fox-Locust, Philadelphia, March 20, and at the Majestic, Boston, March 24. It will play both cities at a strict \$2 top night. Film opened in New York at the 44th Street last night (Tuesday).

Further premieres are at the Chinese, Hollywood, in April, and in London about June 1. Both of these spots will also be twice daily show-

## Christies' Full Lengths

Hollywood, March 11.

With no release set yet for their 1930 short product, Al and Charles Christie have a number of feature lengths in sight.

"Charley's Aunt," announced for a remake, will be the first. The feature lengths produced by the brothers last year numbered but two.

## THIRD THEATRE BONDING CO. FLOP IN CHI.

Chicago, March 11.

American Bond and Mortgage Co. has gone into the hands of receivers. This is the third crash among prominent Chicago theatre bonding houses, with Garard Trust Co. and Leight & Co. preceding. Slack bond sales forced all three into receivership.

The three firms were prominent locally in underwriting theatres, each having built several important picture spots. Garard Trust built the Midwest, Drake, Lawndale and others; Leight company built several, and among the more prominent houses underwritten by the American Bond and Mortgage Co. were the Northcenter and State in Hammond, State was recently wrecked by a bomb.

Several firms were reported placing 100% mortgages on theatres.

## Tom Moore Settles Large Tax Claim

Washington, March 11.

Tom Moore, former exhibitor and still owner of the Rialto here, has settled his long drawn out tax fight with the government.

Board of Tax Appeals ruling that Moore's claim of deductions of \$133,800 was okay. But it also ruled that on two other counts he owed the government \$204,500. A net settlement of approximately \$46,000 was made, mostly involved in the building of the Rialto which he has leased to Universal.

House is dark, having closed Thursday.

## Publix Unit Adjustment With Stage Unions Over Policy Change

### Pat Nolan's Day

Ottawa, March 11.

P. J. Nolan, proprietor of the Avalon, Romy and Columbia theatres here, batted 1,000 in one day's local news.

He purchased a new residence in the swell section for a home, was formally welcomed into the Kiwanis Club and was the victim of a robbery when three Ross lenses were stolen from his auto.

In throwing out units in western Publix houses, adjustments are being made from report with musicals under contracts promising bonuses in the event of a two weeks' notice. In Omaha it is understood the cost of letting out the pit men runs to \$4,480 under a contract, made 20 weeks ago, and reading that if Publix exercised option to give two weeks' notice, each man was to get a \$10 bonus for each week he had played. This will have to be done in other cities, too, according to inside information in the east.

Some trouble is also anticipated from stage hands who also received a two weeks' notice in the seven cities cutting stage shows, but in what spots squawks are expected are not revealed. Wherever possible Publix has tried to negotiate contracts with stage hands that made a two weeks' notice possible under the contract in the event of a policy change. Fostering out units is construed as such.

Omaha, March 11.

Harry Goldberg, division manager of the territory embracing Iowa, Nebraska and a part of Illinois, has resigned. He intends to become an exhibitor himself, taking over the Moon, Omaha, from Publix, which lately has been playing stock burlesque. This is one of the group of houses acquired by Publix when it took over the territory in an interest-free sale.

One of the district managers under Goldberg in Publix, E. R. Cummings, Lee Richmond, Nate Frudenberg and A. G. Stolte, is in line as his successor, from reports.

## New Developer Gives 12 Strips Simultaneous Bath

Universal City, March 11.

New film developing apparatus, which takes care of 12 strands of film simultaneously, instead of one, as formerly, has been invented by Roy Hunter, head of Universal's laboratory. Developing machinery was put into operation last week and patents applied for.

Aside from developing quicker than in the past, the virtues of the new principal is that a finer gradation of development result, as the apparatus allows a much slower movement through the developing baths. But as 12 strips are going through at the same time, the time saved is almost 100 per cent.

Present rate, is seven reels an hour. This is faster than projection on the screen.

## Judge Thatcher Approved

Washington, March 11.

Senate Judiciary Committee has favorably reported the nomination of Judge J. D. Thatcher, who handed down the arbitration and standard contract decision, to be Solicitor General of the United States.

Judge Thatcher's nomination was held up until he informed the committee he had disposed of public utilities stock he owned.

It is not anticipated there will be any opposition on the floor of the Senate.

## MIXED BILL OF TALKER AND SILENT PICS.

Warners is starting an experimental policy at the Beacon, New York, March 21, playing together "Wide Open" a talker, "Mama," a picture, and "Lady Windermere's Fan" as an all-silent revival.

Latter picture will be shown to the accompaniment of the organ only. This double bill is a feeler to establish the public's interest, if any, in the more successful of the old silent pictures.

These results are deemed encouraging other programs of the same composition may be booked for neighborhood houses.

## TIFFANY WONDERS WHY SPECIALS NOT ON B'WAY

Los Angeles, March 11.

Grant L. Cooke, governing head of Tiffany for L. A. Young, the Detroit, is on his way to Florida, to talk over with Young, the account says, why the Tiffany specials which have appeared in New York at \$2 do not appear subsequently in any of the Broadway grind run theatres.

Three of those specials have been "The Lost Zeppelin," "The Party Girl" and "Troopers 3," all showing at the \$2 Galety, New York, with Tiffany's current talker in the same house at the \$2 scale, "Mama."

Cooke is reported also going into the matter of the 2,500 indie accounts Tiffany lately accumulated through its deal with the Myers Allied State organization. Those indie exhibs are not returning the rentals for the Tiff product they should, according to the Tiffany group at the studios out here. The contracts were entered into before Tiff started to turn out its present season's specials. Besides the low prices for rentals, Tiffany must wait a year under the indie agreements for adjustments, with any more money to be gotten out of the exhibs after they have paid as per contract unlikely.

Messrs. Young and Cooke may return to New York together. The Detroit capitalist is said to be Tiffany's sole backer, with a world of money invested in the indie producing concern.

### Splurge for Execs

Chicago, March 11.

As a big splurge for the convention of Publix and Paramount execs, the Chicago theatre, ace B. & K. house, added 16 men to the regular pit orchestra of 32 for this week only.

House also transferred its scheduled Publix unit to the Oriental, using a local production with Frankie Masters, taken from the "Tivoli" as m. c.

## BOSTON DAILY'S TIEUP FOR ADS ON BIG SCALE

First large scale proposition for an advertising tie-up with and through Publix theatres is from the Boston "Globe." It contemplates use of Publix houses in New England as part of a regional plan for national advertisers. "Globe" figures to use the theatre plugs to bolster and strengthen its own agate line's campaigning.

Plan as outlined calls for the "Globe" to guarantee 20 one-reel advertising subjects at 10,000 each with Publix to deliver 1,000 showings in 85 New England theatres within six weeks of each subject's release date.

Boston "Globe" is now going after special accounts. Its idea is to sell its paper plus the Publix tie-up as capable of giving complete coverage for New England to national advertisers.

Subjects will be thinly veiled trade mark plugs.

### "Jail Break" Decision

Universal City, March 11.

Hays' office has given Universal the prior right to use the title "Jail Break," over First National. Latter company dropped its title, changing to "Numbered Men," when complained.

"Command to Love," with possibility of Joseph Schildkraut in the lead, will also be an early starter at the same studio.



LEON LEONIDOFF

ROXY THEATRE

Starting the Fourth Year as DIRECTOR OF PRODUCTION (Assistant to Mr. S. L. Rothafel)

An acknowledgment of a most pleasant affiliation for the past nine years with Mr. Rothafel (Roxy).

# GAYNOR FARRELL BUTLER

Together they spell  
**SUNNY SIDE UP**  
—the season's most  
popular picture

"Just keep  
strumming"

Together  
they've topped the  
untoppable in

# HIGH SOCIETY BLUES

with **WILLIAM COLLIER, Sr.**

**HEDDA HOPPER**

**LOUISE FAZENDA**

**JOYCE COMPTON**

Hear the song hits sung by  
Janet Gaynor and Charles Farrell  
"I'm in the Market for You"  
"Eleanor"  
"High Society Blues"  
"Just Like a Story Book"

Written by Joseph McCarthy and  
James F. Hanley  
Published by  
**RED STAR MUSIC COMPANY**

from the story by  
**DANA BURNET**  
Dialog and Adaptation  
by Howard J. Green  
Directed by  
**DAVID BUTLER**  
Presented by  
**WILLIAM FOX**

## Jimmy Grainger says:

"To exhibitors who are fortunate enough to hold contracts for Fox Product —The greatest box office attraction of the year is coming to you in the William Fox production, **HIGH SOCIETY BLUES**, with Janet Gaynor, Charles Farrell, William Collier, Sr., Hedda Hopper, Louise Fazenda and Joyce Compton, directed by David Butler with music by James Hanley and Joseph McCarthy.

"In making this statement we have in mind the tremendous results obtained at the box office on the year's two best pictures released to date, **THE COCK EYED WORLD** and **SUNNY SIDE UP**.

"To those exhibitors who are unfortunate enough not to have contracted for Fox Product, we offer our sympathy when the competitor plays **HIGH SOCIETY BLUES**."

**HITS**  
are a  
**HABIT**

TIFFANY presents

WORLD'S  
FIRST  
ALL  
TECHNICOLOR  
DRAMAMA  
AMAZED B'WAY  
IN TREMENDOUS  
PREMIEREAT THE  
GAIETY  
THEATRE, N.Y.C.

\$2

AT 2 TOP

WITH  
JEAN HERSHOLT  
RALPH FORBES  
ELEANOR BOARDMANDIRECTED BY  
AL ROGELLSYNCHRONIZED BY  
R.C.A. PHOTOPHONE

TIFFANY PRODUCTIONS INC.

729 SEVENTH AVE.

NEW YORK CITY.

# M A M B A

## The Critics Went Wild Over It!

**NEW YORK AMERICAN**  
**'Mamba,' Thrilling Film Play Of East Africa, at the Gaiety**

BY REZINA CHEWE.  
 "Mamba," a Technicolor drama of the thrilling drama of the African continent, came Monday last night when the all-Technicolor Tiffany production, "Mamba," had its premiere at the Gaiety Theatre.

Exhibitors DAILY REVIEW

### "MAMBA" A HIT.

"Mamba," a Technicolor drama, had its premiere last night before an exceptionally appreciative audience at the Gaiety Theatre. Superbly photographed in every sequence, some of the scenes are marvellously beautiful in their natural presentation. Jean Harlow gives an outstanding performance in the title role, and is ably supported by Eleanor Boardman and Ralph Forbes. The direction by Al Rogell is all that could be desired. "Mamba" moves swiftly, is full of suspense, and above all is packed with essential action, that quality so often lacking in recent color pictures. Tiffany is to be congratulated on "Mamba," which is box office from every angle.

L. E.

NEW YORK EVENING JOURNAL

### "Mamba"

**Best Tiffany Film To Date Has Its N.Y. Premiere**

By ROSE FELSOWIC.

"MAMBA," a Tiffany talking picture, photographed entirely in Technicolor, opened at the Gaiety Theatre last evening, and turned out to be not only effective film drama but also and easily the best picture that Tiffany has produced up to the time.

"MAMBA" has the benefit of a competent cast, a well knit and interesting story, intelligent production.

**TECHNICOLOR 'MAMBA' PROVES TIFFANY TRIUMPH AT GAIETY**

**Natural Hue Tropic Beauty, Thrilling Story Earn Three Stars; Cast Fine—Snaps**

By IRENE THIRER.

"Mamba," a Tiffany production directed by Al Rogell and presented at the Gaiety theatre.

"Mamba," on view at the Gaiety theatre, not only is a colorful, but it is the most sparkling gem even turned out of the Tiffany studios. Here Technicolor glazes scenery rather than costumes, and here affecting it is! Swaying green hillsides and blue waters in natural hues.

The glossy, brown skin of African natives is faithfully photographed by the Technicolor camera. Faces in their own colors, instead of black and white, take on a new importance. The fantastic decorations on the faces and bodies of the savages are weirdly fascinating.

And the theme, directed by Al Rogell, has a full share of interest. It is far from a love story, with sufficient romantic plot to answer all craving for such.

**EVENING WORLD**  
 By George Gerhart.  
 The picture of the moment of beauty and adventure of doing good of beauty and quite nature.

### EVENING GRAPHIC

**FILMS TODAY**  
 by Julia Shawell

### "MAMBA"

A War Romance with African Atmosphere  
 The best picture Tiffany Productions have turned out had its premiere at the Gaiety Theatre last night. Besides making a new standard for the company, "Mamba" represents the first all-Technicolor drama. It is a realistic talkie with a background in an African outpost, where the British and German colonial possessions marked the borderland of civilization.

Clamorous in its virility under the sun, the picture is a location scene, erected in its plot around a picture in a picture. "Mamba" is a tale of love and war, and of the struggle for the land of civilization.

**THE NEW FILM**  
 By Quinn Martin.  
 The picture of the moment of beauty and adventure of doing good of beauty and quite nature.

**THE NEW YORK TIMES**

### THE SCREEN

By MORDECAI HALL.

A Friendly Malagasy.  
 Mamba, a new picture, shown at the Gaiety Theatre, is a picture of the moment of beauty and adventure of doing good of beauty and quite nature.

"Mamba," a natural color audible melodrama of East Africa, which was offered last night at the Gaiety by Tiffany Productions, Inc., it is at least a welcome change from the flood of backstage stories and primitive films with lengthy scenes of dancing girls. It is a cleverly directed subject with many impressive Technicolor scenes. Moreover, although it is found in this type of story, it is a picture with admirable characterization by Jean Harlow, Eleanor Boardman and Ralph Forbes.

WATCH FOR

# JOURNEYS END

TIFFANY PRODUCTIONS INC.

729 SEVENTH AVE.

NEW YORK CITY.



# ONE SOUR NOTE CAN RUIN THE SHOW!

***That's Why Smart Exhibitors Book Paramount  
Features—AND PARAMOUNT SHORTS!***

One poor single reeler can spoil your whole show. Its bad flavor lasts. Audiences are critical today. Running inferior shorts week after week will drive them to your opposition:

Smart showmen insure quality in the whole show by running Paramount Features—AND PARAMOUNT SHORTS.

Naturally the best shorts as well as the best feature pictures come from the industry's leader. Both types of product are made up to the same high Paramount production standard.

If you don't know why Paramount Quality Shorts have leaped way ahead of the field in bookings and popularity, play a couple and find out.

## PARAMOUNT SOUND NEWS

Keener world-wide coverage—snappier service—smarter showmanship—perfect sound reproduction—  
REAL NEWS!

## SCREEN SONGS

By long odds the most popular single reel musical short on the market.

## TALKARTOONS

Something new and unique. Turns audiences into seas of delighted laughter.

## CHRISTIE TALKING PLAYS

Al Christie gives you in two reels the same sure fire showmanship ingredients that make the big feature hits click. Big names, big stories, big money.

## PARAMOUNT SOUND ACTS

Broadway's biggest stars have moved to Paramount's Long Island studio, a stone's throw from the Great White Way. You get them in one- and two-reel gems!

Typical Big Names

**EDDIE  
CANTOR**



"Getting a Ticket." The famous Ziegfeld comedy star at his best.

**MR. and MRS.  
JIMMY  
GLEASON**



"Don't Believe It." More laughs than a feature. Christie Talking Play.

# Talking Shorts

## "HOT DOG" Comie Novelty 11 Mins. Carroll, New York

Laugh novelty which can stand repeated featuring. It's the classic short upon which Jules White and Zlon Myers, directing, spend so much time. They'll like it all over.

And as the first "barker," script takes the dogs from a cabaret routine into a trial scene. Human voices and dialog are synchronized to fit. Selection of dogs, their costumes and voices to conform with the characters get the initial chirp. A sad faced bloodhound as the judge, plus the selected basso rumbly, is the punch.

Patience and time consumed in turning out this novel two-reeler obvious. But worth the effort. It will probably lead to a series and probably into a full length feature with all species of animals involved. The idea is already up. Amount of footage ground out in trying to make certain everyone who has been enormous. Voice synchronization coincides as the dogs either bark or howl.

A strong short, which caught many laughs from a light material audience and will draw saloons in the program houses. **B2.**

## "HOT BRIDGE" Comedy Sketch 17 Mins. Globe, New York

Indifferent short which doesn't mean anything. Supposed comedy can't be had if it is to come from pantomime gag material and none of it new. A filler at best and a screen wait for major house.

Theory is the hen-pecked husband determined to assert himself by assistance of the servants. Letter phone back to say they've framed with friends to break up the bridge game so when the firemen show up neither the husband nor the wife believe it, as the wife has listened in on the male's tip.

Neither cast nor director, Mark Sandrich, has done anything distinctive. The idea being a distant relation to the sketch in the late "Little Show."

Got little or no response in this house. Incident in a theatre which is handicapping its talkers by conversation from standees. Ushers make as much noise as anyone else and if they don't put up a glass partition behind the rear seats and on the side, the audience in the house are an annoyance when the theatre is doing business. **B4.**

## "IS SWEETIES" Revue 21 Mins. Colony, New York

Revue short with talent of the sort usually found in vaudeville acts. Picked together nicely by an m. c. and three comers and assistants. Should satisfy as a musical comedy-pirle brief for anyone, especially the vaudeville crowd.

Comics swing at all the old ones and bat around '36, fair enough. Gals are in two routines, grounded by the Eddie Elkins orchestra and led by Thelma White, who sings a couple of songs. Solo by apparently a band member is the one false note, an I'm not running into an ensemble member could be cut together. Chorus of 16 gives short its title.

Routine in stage fashion, with a traveler drawn in from the full stage band set and the m. c. stepping through the center between legs. **Bigs.**

## "DESERT SUNK" Comedy Cartoon 7 Mins. Globe, New York

Winkler animated drawing rating as just fair. For the small houses or as a chaser.

Laid out along new familiar lines. Synchroized to the melodies. Usual abduction and rescue of the mouse heroines.

A few of the antics got snickers here but not enough to give the important rating. **Sid.**

## "DOWN WITH HUSBANDS" Comedy 11 Mins. Rialto, New York

Par-Christie Chaplin's sapping and stuff. Aggressive vines and huddles forming a protective league. Action closest to the ground, although all is elementary. Does not get laughs. Judging from the audience reaction in the Rialto it is a fair comedy.

Fanny Arden as a new widow, and Bert Roach, an old hand, figure in the rebuttal by finally getting an answer for what they are. Ends just as it had no cause to begin. **Waly.**

## Program Layouts

### PARAMOUNT, BROOKLYN (Tentative, March 14)

"Irish Rhapsody" orchestra 6 min.  
Par Sound News and Trailer 11 min.  
Organ Solo 13 min.  
Par Comedy Short 9 min.  
"Tin Types" Unit 37 min.  
"Satan and Eve" 69 min.  
Trailers 2 min.

### RIVIERA, CHICAGO (129 Mins.)

Sound News.....Film, 9 min.  
Talking Scenic.....Film, 10 min.  
"Sound Effects" Comedy Short.....Film, 8 min.  
"Klitter".....Film, 76 min.  
Comedy Short.....Film, 20 min.  
Trailers.....Film, 2 min.

### HARDING, CHICAGO (144 Mins.)

Combination News.....Film, 12 min.  
Comedy Short.....Disk, 10 min.  
Organ Solo.....Film, 8 min.  
"Condemned".....Film, 87 min.  
Comedy Short.....Film, 20 min.  
Trailers.....Film, 6 min.

### TOWER, CHICAGO (135 Mins.)

Combination News.....Film, 12 min.  
Song Sketch.....Film, 12 min.  
Organ Solo.....Film, 8 min.  
"Bishop Murder Case".....Film, 20 min.  
Trailers.....Film, 6 min.

### SENATE, CHICAGO (144 Mins.; 17-20)

Combination News.....Film, 12 min.  
Comedy Short.....Disk, 10 min.  
Organ Solo.....Film, 8 min.  
"Bishop Murder Case".....Film, 20 min.  
Trailers.....Film, 6 min.

### NORSHORE, CHICAGO (144 Mins.; 17-20)

Combination News.....Film, 12 min.  
Talking Scenic.....Film, 10 min.  
Organ Solo.....Film, 8 min.  
"Bishop Murder Case".....Film, 20 min.  
Trailers.....Film, 6 min.

### UNITED ARTISTS, CHICAGO (135 Mins., March 8)

Overture.....Film, 4 min.  
News-Trailers.....Film, 7 min.  
"Sportlight" Sound Film, 10 min.  
"Satan and Eve".....Film, 69 min.  
Eddie Cantor.....Short, 10 min.

### "THE SUITOR" With Marc Connelly Comedy 8 Mins. Stanley, New York

Ordinary piece of chatter made worthwhile as a filler by the acting of Marc Connelly. Recording is okay, but the photography lacks shading. Background is uniformly dark with the only light seemingly reflected by the faces and the clothes. Despite this, however, this short is sufficiently substantial of well timed titers to raise a chuckle.

Story is a stock item. It's about a meek lover, who, in the act of proposing to the light of his heart is regularly interrupted by unsuspecting friends. In so far as the dialog is concerned the repartee is quite ordinary. But it is brought out in such a manner as to hold interest and impel sympathetic laughter.

In considering this angle, the short is indicative of an impression left from seeing it that good acting can make a simple thing attractive.

### "OLD HOMS FOR NEW" Comedy 22 Mins. Loew's, New York

One of Larry Darnour productions. Okay for filler spot. Laughs for the two-reeler is that it has no punch.

Family apple gets pinched for joy riding. The judge blames the kid parents for the embarrassment of the youngster and names the sapling's dad as official guardian of the boy.

Unknown to everybody else the sapping and stuff. The two kids decide on a night out in a cabaret. Sapping's father being co-sustodian of his person, ambles along as a pal. When the boy's father gets mixed up in the case with a girl, the body lands in court again, including the judge's daughter.

Change arrived when roller skates entered the picture to pass out after brief mention. **Bigs.**

## "60 MILES FROM HAPPY" Musical 21 Mins. Loew's, New York

Talker version of C. B. Maddock's vaudeville turn of same title, which was a standard act seven years or so ago, and at that time succeeded "Madocks' 'Rubevillie' as his cheap banner character. Latter was also made into a short recently. In "vaudeville" now, "60 Miles From Broadway" wouldn't stand a chance, yet as a short talker it seems to have a chance. It's the only one yet possessed on the stage. It's old-style musical plot and treatment revives a certain freshness on celluloid and stage, but anywhere the new picture audiences.

Hardly any changes made in the transfer to screen, biggest being the picture's line of girls. Harry B. Watson is the rube laugh-getter here, as he was on the stage. Between Watson and another rube opposite, the picture carries along quite interestingly. Juvenile leads are quite inferior to the older characters, and the best moments arrive with the older characters.

Stronger cast generally would have made this a stronger short. Maddock appears to have some good talker material in his back files. Further production could be enhanced by smarter casting. **Bigs.**

## "LAND OF LEE" (First name, "Under Southern Skies") Travelog 12 Mins. Essaness Pershing, Chicago

This unsynchronized short is produced by the Essaness Film and released by Security, Chicago. All color.

Picture is a distinct plug for the Illinois Central Railroad, though not distinctly so. On the surface it appears to be a travelogue, but through the South. Inspection shows that the route lies exactly between the rail running from Chi to New Orleans and back. Can be classed only as commercial propaganda.

Ones with a plug for the southland as a place of beauty and recreation. Then, "Let us take the trip," on the sub-title, starting from the Shots of Michigan Boulevard; then the station, conductor. Then the railroad appears. The view of the engine No. 2443, then the tall sign, reading Illinois Central, Panama Canal, and the French quarter. In New Orleans, Mardis Gras, Canal street and the French quarter. Panama and the Canal. To Miami, up the Florida coast to Birmingham, Alabama and King.

Much time is spent in scenes of recreation at Gulfport, the spot where Lee C. owns and operates the leading hotel.

Views of golf, swimming, horse-bolic riding, yachting, fishing, etc. Everything done in an alluring way. Finally Pass Christian and a fade-out on the sea.

## "THE REAL MCCOY" With Charley Chase Comedy 19 Mins. Lincoln Sq., N. Y.

Good comedy with legitimate laughs. Situations have continuity and the plot is well handled. Dramatics. From these angles this short is a novelty. Thelma Todd in the case. Kennedy's last Chase in the case. Nothing much for either to do but that much okay, Chase shows to better advantage here than in slapstick. Recording and photography is good.

Speeding youth chased by speed coach. Chase is the M. C. straight for the river with the copper after him. A pretty girl attracts his attention. So the cop and the prisoner are chased into the small mountain village. One thing most hated in the town is a cop and this forms the gag action which unfolds.

## "LADIES' CHOICE" Comedy 11 Mins. Paramount-Christie

Family apple gets pinched for joy riding. The judge blames the kid parents for the embarrassment of the youngster and names the sapling's dad as official guardian of the boy.

Unknown to everybody else the sapping and stuff. The two kids decide on a night out in a cabaret. Sapping's father being co-sustodian of his person, ambles along as a pal. When the boy's father gets mixed up in the case with a girl, the body lands in court again, including the judge's daughter.

Change arrived when roller skates entered the picture to pass out after brief mention. **Bigs.**

## Miniature Reviews

"Sergeant Grischka"—A cold, heartless, sordid war story of a no-good peasant shot in the first scene and never seen again. No sympathy, no fan appeal and no entertainment. Can be only exploited as a "fine production" or "a new area in pictures."

"Be Yourself" (U. A.)—Story written by and directed by Harry Brice can give three new songs the break, but well hung together with two palookas figuring in the incidents. Will register as a fun number with just enough heart appeal for the majority of houses.

"Such Men Are Dangerous" (Fox)—Mediocre for the better first run, but not more certain for the others, because of extreme implausibilities in this Elinor Glyn version of a German banker's affairs suit.

"Only the Brave" (Par)—Civil war romance played and handled favorably and making the grade for combination week. Gabe Copee starred, Mary Brian featured, "Lord Byron of Broadway" (M-G-M). Backstage - song written and directed by Harry Brice.

"Cohens and Kellys in Scotland" (U). Laugh picture for the average house and maintaining average "Cohen and Kelly" releases. Can follow preceding trip and should repeat their comedy. Charles Murray and George Sidney starred, Vera Gordon featured.

"China Express" (Sovkino)—At this time of world-wide activity of the Red production, while taut with suspense, is fraught with lam to the point where it might easily be taken for a comedy. In the neighborhood, it may pack a punch in those neighborhoods, but Westerners.

"Lucky Larkin" (U), western synchronized in sound and dialog. Tom Mix starred. Okay for the grinds, inlands and double billers. Story centers about a horse race.

"Embarrassing Moment" (Universal)—Very pleasant, smaller grinds. Trivial story, but contains humor substantial enough for that. Reginald Denny's name may help.

## THE CASE OF SERGEANT GRISCHKA (ALL DIALOG)

Directed by Herbert Brenson and released by the Essaness Film. Starring: Charles Morris, Betty Compton and Jean Harlow. Running time 22 minutes. Cast: Morris, Betty Compton, Jean Harlow, Charles Morris, Paul MacAllister, Frank McCormack, Fred Barthelemy, Hal Hawley, Kirklin.

"Sergeant Grischka" is one of those things that somehow get in and come out of a Class A studio, decorated with the name of a famous production, without commercial possibilities or mass appeal. If "Grischka" can draw a new audience to the picture theatre, "Dirigible" has done that, could atone for almost anything. But the chances of "Grischka" drawing a new audience are slim. It's a picture that's not to be endorsed as a box office possibility for any regular picture house.

These things make exploitation tricky difficult. The story leaves nothing to dilute upon, except that "fine picture" and "new production" that the hi hats. If they know anything at all about anything at all, they will know that they should never take off their hats.

In the picture business the production of a picture is not the end. As a business the first thought is or should be of the box office. That may not be the ideal the reformers profess, but it's the reality. The picture declared it now has 15,000 stockholders, those may have a better reason for being there. There is no entertainment in "Grischka." It's the sordid tale of

a Russian hunkin, who escapes from a German prison camp in the war, seduces a girl on his way back home, is caught and shot in the last reel, as a Russian. After watching this blundering lot with his Park ave. dialog for about two reels, about the only regret he has is not shot earlier. The picture made it a short. To give a peasant who confesses he can neither read nor write, the picture would fit a vaudeville society drama was giving this picture a kick in the slats before the production of the works are thrown into it.

It's all in the story. That's where the original error occurs. Whoever slipped this story into the picture made it the best picture the cameras started clicking. The story was not adaptable for screen entertainment; it can bring no valuable reaction from the steady going picture fan; it is made without thought of the power of the matinee business. If picture producers, provided the production cost here, will think more of the matinee crowd and less of the high hats, the box office will be much happier. That's not a bad scheme for any studio that is making pictures for rental distribution, over here or over there to follow.

"Be Yourself" (U. A.)—Story written by and directed by Harry Brice in this film draws an iota of sympathy. That makes it doubly hard. The picture is a comedy, and the episode doesn't happen. The picture well either for him. As the player of the role, Chester Morris does real well. Ironically, the picture is against him and also the picture's prospects.

Betty Compton is the girl, another peasant with a doll face all made up in the heart of a forest full of trees. She is a good actress, but not as good as the conditions, Morris has a clean make up, also, and in the forest, with all dialog in plain English, without the accent of the two or three foreign tongues which should have been used. The picture is against the idea that if there were to be a girl here, she should not have Betty Compton. She is a girl with her name, whatever that may mean.

And good propaganda! Although propaganda will be disputed likely. But it's there strongly, against the war Germans. That was, of course, in the picture, the German propaganda and before it became a republic.

In fact, the entire East Front of the German army became worked up over this seducing kid who at the very least became a contested case. He was a soldier, and he was killed through having traveled under another soldier's name. Two years later, Betty Compton was with him. It seemed like a court martial for one of the German generals. We were given a picture of a soldier over the whimper. That went on for days and days. Meanwhile brought out the European war at the same time. Thousands upon thousands of fighting soldiers who had not deserted were being killed daily.

Gustav von Seyffertitz did an able performance as the general in command of the German army. He performed made up to resemble Kaiser Bill. Jean Harlow's was another good performance if you can believe that she is a German officer with red leanings who have lasted that long in his own ranks. The picture is a comedy, but the story isn't just there. Herbert Brenson can hardly be credited for anything more than a "fine picture," but one if it returns to Radio the apparent large production cost, it will be a long time. Unless Denny's name can help it. **Sim.**

## BE YOURSELF (ALL DIALOG)

United Artists production and release. Directed by Max Marlin from original story by Joe Pennington. Screenplay by Thornton Freeland. In support, Harry Brice, Charles Morris, and Jean Harlow. Released by United Artists. At Rialto, New York, March 4 and run. Running time 22 minutes.

Fanny Brice burlesques the celebrated Dante writing, "Inferno." In the night club sequences of this film, "Be Yourself" is the most important. It's a picture of clowning and serious friendship with a boxer, also one of those love and war fights. The picture is a good singing together. It's a good Brice stuff for the masses.

It's a picture of clowning and serious friendship with a boxer, also one of those love and war fights. The picture is a good singing together. It's a good Brice stuff for the masses.

Before that repeat Miss Brice gets in two more. The second comes up as a picture of clowning and serious friendship with a boxer, also one of those love and war fights. The picture is a good singing together. It's a good Brice stuff for the masses.



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DIXIANA, with Bebe Daniels (Radio Pictures).

GENERAL CRACK, with John Barrymore (Warner Bros.) Technicolor Sequences.

GLORIFYING THE AMERICAN GIRL, with Mary Eaton, Eddie Cantor, Helen Morgan, and Rudy Vallee in revue scenes (Paramount).

GOLD DIGGERS OF BROADWAY, with Winona Lightner, Conway Tearle, Ann Pennington and Nick Lucas (Warner Bros.).

GOLDEN DAWN, with Walter Wolf and Vivienne Segal (Warner Bros.).

HEADS UP, all-star cast (Paramount).

HELL'S ANGELS, with Ben Lyon, James Hall, Jane Winston and Thelma Todd (Caddo) Technicolor Sequences.

HIT THE DECK, with Jack Oakie and Polly Walker (Radio) Technicolor Sequences.

HOLD EVERYTHING, with Winnie Lightner, Georges Carpentier and Joe E. Brown (Warner Bros.) Technicolor Sequences.

IN THE GAY NINETIES, starring Marion Davies (Metro-Goldwyn-Mayer) Technicolor Sequences.

IT'S A GREAT LIFE, starring the Duncan Sisters (Metro-Goldwyn-Mayer) Technicolor Sequences.

MAMBA, with Eleanor Boardman, Jean Hersholt and Ralph Forbes (Tiffany).

MAMMY, starring Al Jolson (Warner Bros.) Technicolor Sequences.

MILE, MODISTE, with Bernice Claire, Walter Filgen, and Edward Everett Horton (First National).

NO, NO, NANETTE, with Bernice Claire and Alexander Gray (First National) Technicolor Sequences.

PARAMOUNT ON PARADE, all-star cast, (Paramount) Technicolor Sequences.

PARIS, starring Irene Bordani (First National) Technicolor Sequences.

POINTED HEELS, with William Powell and Helen Kane (Paramount) Technicolor Sequences.

PUTTIN' ON THE RITZ, with Harry Richman (United Artists) Technicolor Sequences.

RADIO RAMBLERS, with Bert Wheeler, Robert Woolsey and Dorothy Lee (Radio).

RIO RITA, with Bebe Daniels, Robert Woolsey, and Bert Wheeler (Radio) Technicolor Sequences.

SALLY, starring Marilyn Miller (First National).

SHOW OF SHOWS, with 77 stars, (Warner Bros.).

SHOW GIRL IN HOLLYWOOD, with Alice White (First National) Technicolor Sequences.

SON OF THE GODS, starring Richard Barthelmess (First National) Technicolor Sequences.

SONG OF THE WEST, with John Boles and Vivienne Segal (Warner Bros.).

SONG OF THE FLAME, with Bernice Claire and Alexander Gray (First National).

SWEET KITTY BELLAIRE, all-star cast (Warner Bros.).

THE KING OF JAZZ, starring Paul Whiteman (Universal).

THE MARCH OF TIME, all-star cast, (Metro-Goldwyn-Mayer) Technicolor Sequences.

THE ROGUE SONG, with Laurence Tibbett and Catherine Dale Owen (Metro-Goldwyn-Mayer).

THE MELODY MAN, with Alice Day and William Collier, jr. (Columbia).

THE MYSTERIOUS ISLAND, with Lionel Barrymore, Lloyd Hughes and Jane Daly (Metro-Goldwyn-Mayer).

THE VAGABOND KING, starring Dennis King, with Jeanette MacDonald (Paramount).

UNDER A TEXAS MOON, with Frank Fay, Noah Berry, Myrna Loy and Armida (Warner Bros.).

UNDER WESTERN SKIES, with Sidney Blackmer and Lila Lee (First National).

VIENNESE NIGHTS, all-star cast (Warner Bros.).





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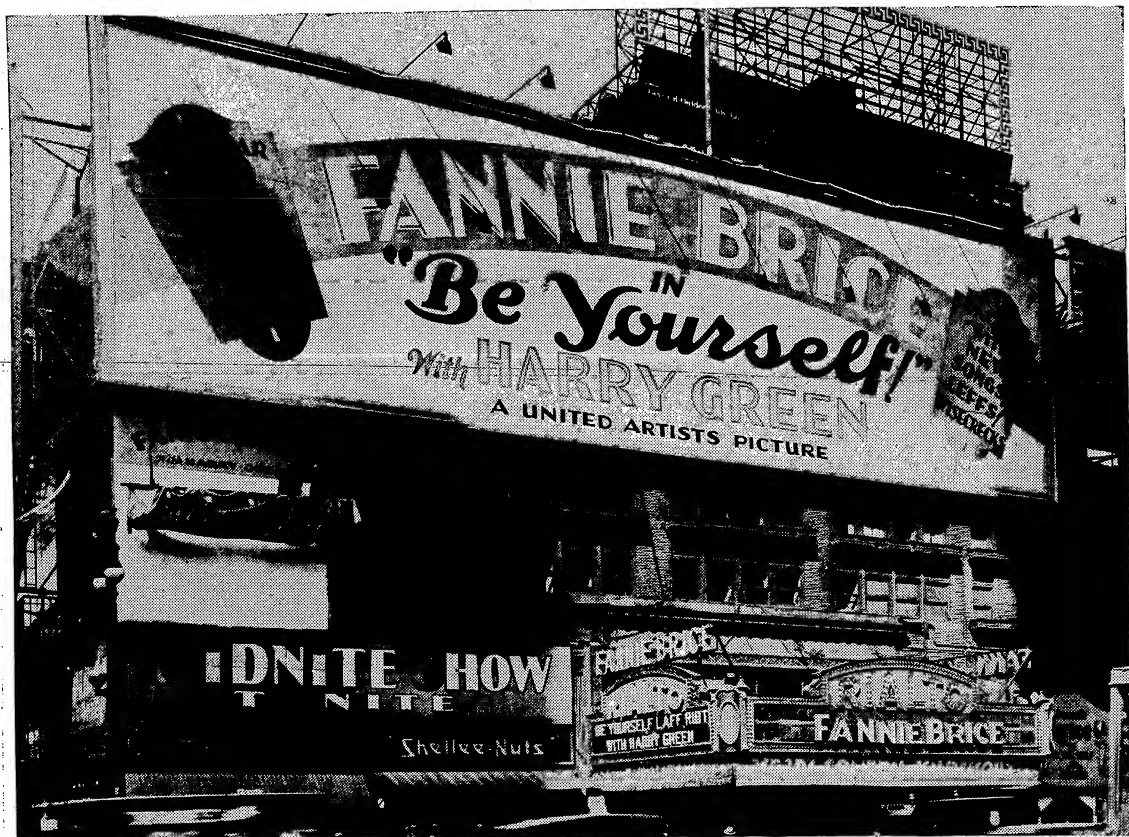
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# A Tremendous UNITED ARTISTS . . . . . Hit!

Presented by JOSEPH M. SCHENCK

Directed by THORNTON FREELAND

## Behind the Keys:

Chicago. Leroy Alexander has been appointed special mid-west sales representative for Sono Art working out of that company's local office. He formerly was with Universal.

Utica, N. Y. Sim Allen has been replaced as manager of the Fox enterprises here by John S. MacNeill of New York. Allen has been connected with local theatres for 13 years.

Pine Bluff, Ark. Community theatre here has installed Western Electric Movietone equipment, Monday it presented the first all-talker, "Peacock Alley." Community is pop price house, doing a good business.

Omaha. Rialto built in 1906 at the cost of \$500,000 and for years Omaha's ace house, has been leased by Publix for the Flickwick-Grayhound Bus Lines. Building is within one block of the business heart of Omaha and has a frontage of 132 feet on two sides.

Lexington, Ky. Phoenix Amusement Co., operating the Bel All and Strand theatres here, will erect \$150,000 film house at Richmond (suburb). Site of old Richmond opera house chosen.

Salem, Mass. Empire Players, refusing to be ousted from business here by talk-

ers, have adopted the commonwealth co-operative plan. They will reappear in Salem legit after a short vacation following dismissal by their former manager, Ira Einstein.

Boston. Brookline is after pictures. A petition to give voters a chance to vote has been instigated. No theatre in that town shows films, but if the petition goes through voters may express their desire either way next November.

Ashland, Ky. Plans finally made for financing a \$300,000 picture theatre here on site of old Methodist church, taken over by Hibernia Trust Co. of New Orleans in default of payment of bonds for the new church. The trust company is reported having contracted with Publix for the greater amount of the cost with only about \$50,000 being offered locally.

Providence. Publix has leased the Strand here for 15 years. House closed Sunday and will remain dark until Easter Sunday.

Strand is eighth Publix-owned theatre in Rhode Island, chain already having three houses in Warwick, two in Pawtucket and two in Newport. Edward L. Reed has been manager of Strand since it opened.

Danbury, Conn. Capitol, in an effort to stimulate local interest in pictures, is giving away a copy of a fan magazine to each patron.

Toronto. The last of the Allen theatres in Canada, those in the Ottawa valley, have been sold to independent owners.

Garner, Ia. When the council agreed to abide by a referendum vote on Sunday movies recently and the proposition carried, Mayor W. J. Bartz explained to the picture houses that the council meant talkers.

He told the exhibitors that when they installed wire and gave evidence of good faith the council would proceed to amend the theatre ordinance to permit Sunday shows. Until then the referendum is just another election.

Utica, N. Y. Walter Smith has succeeded Lee Bosquet as manager of the Fox Majestic. Bosquet is slated to succeed Howard Miller at the Strand, Carthage, N. Y. J. S. Hurford of the Fox Metropolitan New York office is slated to succeed Smith at the Gaiety.

Norwalk, Conn. Publix is negotiating for the purchase of the new Empress and the Regent, here, from Mrs. Mary Vuono of Stamford, Conn. Two Stamford theatres, Strand and Palace, operated by Mrs. Vuono, may also be included in the deal, expected to be closed April 1.

Acquisition of the two local theatres by Publix, which at present does not have a single theatre in Fairfield county, will take all Norwalk theatres out of the hands of independent operators, as the Palace and Rialto were acquired last fall by Warner Brothers.

Galveston. Robert Donnelly, projectionist, narrowly escaped injury when fire destroyed projection room of Gem theatre in Texarkana Monday (10). Loss estimated at \$10,000.

Glens Falls, N. Y. Construction soon of a \$150,000 theatre in Plattsburg, N. Y., on the site where once stood the Clinton theatre, destroyed by fire two years ago, together with the old Plattsburg theatre, have been prepared for William E. Benton and James Leary of Saratoga Springs, operators of the Rialto and Empire theatres in Glens Falls and other (Continued on Page 46)

## Gunmen in Booth Rob Operators At Tivoli, Chi.

Chicago, March 11. Cautious bandits have changed from box office to projection room raids.

Ralph Rush and Ernest Grandin, operators at the Tivoli, lost \$78 to gunmen who invaded the booth. Sunday gross at the theatre not gone after.

## FIRST WIDE SCREEN INSTALLED IN CANADA

London, Can., March 11. The first of its kind in London and the second of its kind in Canada the new Magnoscope, full size stage screen is being installed in the Patricia theatre here, when the house reopens tomorrow (March 12). Equipment is being installed by the Nolan Theatrical Enterprise of Ottawa, owners of the Avalon theatre, the only other house using the screen.

The equipment is similar to that in the Roxy theatre, New York, and Shea's Hippodrome, Buffalo. The screen is being installed at a cost of \$45,000, is 35 feet wide and 22 feet high, as compared to the old-type screen of 10 feet by 12 feet. Patricia's seating capacity of 1,200.

## Double Talkers at 15c

Albany, N. Y., March 11. An exploitation unheard of in these parts is being experimented by the Clinton Square theatre. The house, closed for several months, reopened with a grind, showing two feature talkers with daily changes and charging 15c top. Matinee price is 10c.

The house is owned by Christopher Buckley, owner of the Hall and Leland. Clinton Square had been a first-run house.

## RKO EXPANSION TALK CENTRE AT CONVENTION

Entire R-K-O organization is on the lookout for the convention of division managers to be held here on March 17.

Meeting is called by Joe Plunkett. It will be attended by every R-K-O district, booking and press manager.

Inside dope is that plans for the expansion of the company will be up for discussion, with talk centering about the acquisition of more houses, especially in the middle west, and also plans for building business in all present spots.

Olive Borden, Mary Brian "High Society," Par. Eddie Dunn "True to the Navy," Par.

## Young Man's Death Charged to Mgr. "Bouncing" Him

Chicago, March 11. Parents charging that the death of Herman Webber, 19, was caused by his being bounced from the Marshall, south side picture house. Thomas Grant, manager, is being held by the authorities pending an investigation.

Webber died Saturday. His parents claimed death resulted from the injuries sustained when thrown out of the house by Grant on Nov. 29.

## Judgment Against Loew's For \$114,824 Is Affirmed

Loew's was denied permission to enter an appeal in the Appellate Division of the N. Y. Supreme Court, this automatically affirming the lower court's judgment for \$114,824 against the chain won by the Stewart-Mellon Co., contractors, of Pittsburgh.

The latter company sued for breach of contract and alleged commissions due in securing financial undertakings for the construction of the Penn theatre, Pittsburgh.

Arrangements for the deal were claimed to have been negotiated with the Pittsburgh contractors by the late Marcus Loew.

## BENNY MEROFF



MARBRO THEATRE GRANADA CHICAGO

## RIO BROS.

2nd Year With Publix This Week Paradise Theatre, Chicago Thanks to Earl Saunders Dir. JERRY CARROLL

## Joseph Jackson

Writing the Screen Version of "SEE NAPLES AND DIE"

ORIGINALS DIALOGUE

## Howard J. Green

NOW WITH FOX CONTINUITIES ADAPTATIONS

# KING KING AND KING

"WINGED  
FEET"

STILL THE  
GREATEST  
DANCING ACT  
OF THE DAY!

This week,  
CAPITOL,  
NEW YORK, in  
Chester Hale's  
"Days of Yore"

Acknowledgment to  
Messrs. Louis K.  
Sydney and Marvin  
Schenck.

Thanks to Chester  
Hale and Arthur  
Knorr.

DIRECTION BENJ. DAVID

# A. R. BOYD ENTERPRISES

WE BUILD, BUY, LEASE,  
OPERATE OR MANAGE  
MOTION PICTURE THEATRES  
IN PENNA.—NEW JERSEY  
DELAWARE—MARYLAND  
DISTRICT OF COLUMBIA—  
VIRGINIA AND W. VIRGINIA

SUITE
402-404

## 1700 Sansom Street Philadelphia, Pa.

Featured in  
Fanchon & Marco's  
"SKIRTS"  
Idea

# RUTH SILVER

THIS WEEK—  
EGYPTIAN THEATRE,  
HOLLYWOOD  
THANKS TO  
FANCHON & MARCO

# 'GRISCHA' STO CLIC



## NEW YORK

"A superb performance by Chester Morris... Gripping and moving beyond description."... New York Telegram.

"A distinguished war movie, impressive and eloquent... Mr. Morris' performance will stand out as the acting job of the season."... New York Mirror.

"Very human and affecting... A fine, vigorous, astonishingly courageous finale."... Morning World.

## CHICAGO

"... one of the most unusual and affecting pictures we ever encountered. We unquestionably place it among the achievements of the talkie era. Don't pass up this picture or you'll be missing one of the most sensational talkies thus far."... Chicago Evening American.

"It's an excellent film, this one about 'Sergt. Grischa' and one that will be remembered a long time after being seen... a notable picture achievement."... Chicago Evening Post.

## PITTSBURGH

"... a deep, moving, powerful and at times terrifying drama... Herbert Brenon's masterpiece, palling even his 'Beau Geste' and 'Sorrow and Son'... Ace picture of the present year. Nothing quite like it has ever before been brought to the screen."... Pittsburgh Post-Gazette.

## WASHINGTON

"One of those really different productions... no choruses, no popular theme song, but it is one of those great moving stories that Herbert Brenon, its director, has done once or twice before."... Washington Daily News.

"'The Case of Sergeant Grischa,' notable and often powerful... stands on the merits of its show eloquence, terminating in the most realistic climaxes ever presented in the films."... Washington Evening Star.

# SERGEA

## PHILLY. . . . .

"Without a doubt, it is one of the 'best' pictures of the year."... Philadelphia Evening Ledger.

**Radio**  
PICTURES  
Reg. U. S. Pat. Off.

# RM CENTER OF HOT DEBATE KS FOR WHOOPLA GROSSES..

**Bedlam of Controversy  
Sweeps Show World  
as "Grischa" Thunders  
Across Key City Screens  
... Blowing Froth and  
Pansy Drama Off the Map  
... Thrilling a Public That  
Faces Life Standing Up...**



**Landslide of Praise From Press  
of Nation . . . Lauding Brenon  
Genius and Radio's Daring and  
Resourceful Showmanship . . .**

## **HERBERT BRENON'S THE CASE OF NT GRISCHA**

**CHESTER****MORRIS****BETTY****COMPSON****JEAN****HERSHOLT**

**ALEC B. FRANCIS . . . GUSTAV VON SEYFFERTITZ . . . AND A  
SWEEPING HOST OF SUPER-NUMERARIES**



**BIG  
AND  
SMALL**

**EXHIBITORS ALL  
PLAY & PRAISE**

*PATHÉ NEWS (sound & silent)*

*PATHÉ audio REVIEW*

*Grantland Rice Sportlights*

*Van Beuren Song Sketches*

*Talking Topics of the Day*

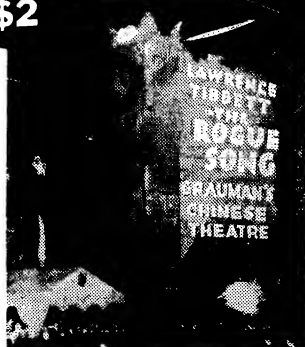
*Aesop's sound Fables*

**PATHÉ  
ONE-REEL  
SHORTS**



AT  
\$2

A sensation in New York!

AT  
\$2

A smash hit in Los Angeles!

AT  
POP  
PRICES!

Standee business at Stillman, Cleveland!

# A RIOT IN CLEVELAND!

*First Popular  
Priced Engagement  
at Stillman, Cleveland,  
electrifies the industry!*

## LAWRENCE TIBBETT

The Biggest Thing in Talkies

# The ROGUE SONG

The Big Ones are always

# METRO-GOLDWYN-MAYER

Your  
Newest  
Star!



"Rogue Song" is likely to become the beacon that will shine out in the world of the sound pictures as "The Birth of a Nation" revealed the possibilities of the silent picture."

—Archie Bell, Cleveland News



ELECTRIFYING  
THE AMUSEMENT  
WORLD!

Telegraphic reports of  
public preview of Norma  
Shearer in "The Divorcee"  
herald another M-G-M  
Talkie b. o. sensation!



# MAYER

# ...fundamentally "SOUND"



sound sound sound the hits are coming - the ear has finally come into its own - it's a new EARA for you mister exhibitor - you are now in show business - welcome to our city - did you know that



t most of the big hits of the day are from metro-goldwyn-mayer pictures? nowadays songs as well as stars are determining factors in the success of the photoplay - it's a jolly old bandwagon - take a ride for yourself why don't you - m-g-m showmen



know the value of spotting great songs in pictures - it's an unbeatable combination and robbins m-g-m songs are the cream of the crop - get with ! ! ! !

## BANK NOTES THE MONEY HITS OF AMERICA

**Should I**  
From "LORD BYRON OF BROADWAY"  
**Chant of the Jungle**  
From "UNTAMED"  
**Cooking Breakfast for the One I Love**  
From United Artists' Production "BE YOURSELF"  
**That Wonderful Something**  
From "UNTAMED"  
**Charming**  
From "DEVIL MAY CARE"  
**When I'm Looking at You**  
From "THE ROGUE SONG"  
**How Am I To Know**  
From "DYNAMITE"  
**Just You, Just Me**  
From "MARIANNE"  
**Singin' in the Rain**  
From "HOLLYWOOD REVUE"  
**Pagan Love Song**  
From "THE PAGAN"

**ROBBINS MUSIC CORPORATION**  
799 SEVENTH AVE... NEW YORK CITY



# The Whole World THESE GREAT

*The Comedy Knock-out You've Been Hearing About!*  
**"MINNIE, THE MERMAID"**  
 by BUD DESYLVA

THE NEW SENSATION  
**"I LOVE"**

by GUS KAHN &

A NOVELTY FOX TROT SONG!

**"Funny, Dear,  
What Love  
Can Do"**

by  
 JOE BENNETT,  
 GEO. A. LITTLE &  
 CHARLEY STRAIGHT



A NOVELTY  
**The One  
"JUST CAN'T BE BOT"**

by GUS KAHN & SEY

*"You Can't Go Wrong  
With Any 'FEIST' Song"*

**LEO. FEIST, INC.,** Cor. BROADWAY  
 (ENTRANCE

[SAN FRANCISCO]  
 942 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.

# World Is Singing I FEIST HITS!

NATIONAL WALTZ HIT!

## YOU SO"

ED FIORITO

A BREEZY FOX TROT SONG THAT'S THE TALK OF CHICAGO!

## "THE TALK of the TOWN"

by GUS KAHN and CHESTER COHN

A SWEET SOOTHING FOX TROT SONG!

## "LIKE A DREAM"

by

VINCENT ROSE,  
BENEE RUSSELL &  
HAROLD SOLOMON

FOX TROT SONG!

## I Love HERED WITH ME"

MOUR SIMONS



AY and 50<sup>TH</sup> ST., NEW YORK  
(ON 50<sup>TH</sup> ST.,)

PHIA)  
T ST.,

[KANSAS CITY]  
GAYETY THEA. BLDG.

[LOS ANGELES]  
405 MAJESTIC THEA. BLDG.

[BOSTON]  
240 TREMONT ST.

[LONDON, ENG.]  
138 CHARING CROSS RD.

[PARIS, FRANCE]  
30 Rue de l'ECHIQUEUR.

BERLIN, GERMANY 37 LEIPZIGER STRASSE

Dance  
Orchestrations

50¢ FROM YOUR  
DEALER, OR  
DIRECT!

## CHINA EXPRESS

(Continued from page 33)

Yan, although headed for slaverdom, is just a victim of circumstances. Not until the train is puffing through the night and two overseers, costumed like English soldiers, disperse with their booze and select the little sister for entertainment, does the meaning of lam down on the peasant. Then the offender is murdered.

After that the peasant is still quiet. It requires the drunken pal of the dead man to do some promiscuous shooting before lam asserts itself.

Up to this time there have been flashes of the revolutionist emblem, cries of "Why don't we do something?" and other such well known meeting salutes as "Listen to the truth of the day."

There are also cut-ins of the cultured world as a booze-intoxicated jazz-made place of prodigals who are philanthropic away things that would get the paupers back in the cuttle can into more comfortable quarters, at least on the train. The general is shown selling-out to the European, and so it goes.

With these, however, hardships for the coolies are over. They are converts to the cause. Just another little flash of the need to stick is incorporated in a choice parcel of realigning visualizing deprecation at the next station if they fail.

Soldiers, with muskets, etc., are swept aside initially by the bombardment of bullets and missiles. The lesson here teaches that the first thing movable should be seized during the emergency period. Then one Brother Coolie gets wise to the fact that the train is carrying munitions. After that it's a battle in the corridors, top and sides of the train. The lam boys always win. Even when one of the cultured enemies slips off the train and wires ahead to have it derailed, the lad at the switch is loyal to the cause and the train is rambling on with victory for the cause, when there comes the sudden end, and Gold's question: "Whither, China?"

wry.

## LUCKY LARKIN

(SYNCHRONIZED)

Universal production and release, starring Ken Maynard. Directed by Harry J. Brown. Story and adaptation by Max Jackson. Photographer, Ted McCord. Titles by Leslie Mann. Includes Nora Lane, James Van Der Zee, Harry Todd, Paul Ruff, Charles Clary, Blue Washington. At Loew's New York, N. Y., one day, March 4. Running time, 63 minutes.

Old line western, fitted to the in-lards and the double billers. Moves fast and, from the point of

view of the western fan, trails rapidly in action. Dramatics are off, and most of the action is a horse race that runs for one-fourth of the film. Next to Nora Lane, Tarzan is the best actor in the film, but Ken Maynard is the draw.

Story concerns the unbearably painful trials and tribulations of Kentucky gentlemen who like their liquor hard and their horses split—right they move to Arizona. Out there they become homesteaders, with one main aim in life—to breed stalwart horses. But the cards are stacked against them in the beginning. Consequently the only way one of the homesteaders can win a coming championship race is to hire a champion rider. Lucky Larkin is just the boy. Slated to ride for the homesteader, Larkin shifts to the chief homesteader because he doesn't like the looks of his first boss.

Love interest is only incidental in this picture.

## Embarrassing Moments

(ALL DIALOG)

Universal production and release. Directed by William A. Axt. One from story by Earle Snell. Dialog by Earle Snell and Gladys Lehman. Featuring Reginald Denny, Merna Kennedy, Gus Hixson and William Austin. At Loew's New York one day, March 4. Running time, 50 mins.

A preposterous story, but nevertheless entertaining programmer. Can support as the solo feature in the smaller grind houses or build up in the double feature houses.

Story is an old rehash, entirely incredible. It's one of these 24-hour love proposal and marriage affairs. Comedy situations and dialog main support.

Merna Kennedy is the girl engaged to be married to William Austin, as the Puritanical fop. Austin would not be recognized were he to play any other part than that of a sissified fop. Casting him for the identical role in each picture has begun to pall somewhat.

Miss Kennedy discovers she does not love Austin and invents a fictitious name, which she claims is her trial marriage husband. This, as would be expected, turns out to be Reg Denny, who then walks into the picture and saves the girl from the foppish caresses.

Comedy is derived from Denny's attempts to hold a clandestine meeting with Miss Kennedy during the night, unable to do so because of her father.

Adam Fuller, as the pompous and exasperated father, stole the picture and most of the laughs. Austin's strong English accent was strangely out of place in a bucolic mountain town. Another natural English accent here, that of Denny's. Miss Kennedy looks mildly sweet and speaks in a like tone.

## German Pictures

## "THE LOVE WALTZ"

(All Dialog)

Berlin, March 1.

"Liebeswalzer." Ufa. Recorded on Klangfilm. Erich Pommer production. Directed by Wilhelm Thiele. Lillian Harvey and Will Fritsch starred. (George Alexander featured. Premiere, Gloria Palace.

Unquestionably the best all-talker produced in Germany to date. Despite its cost of approximately \$200,000, it should make a nice profit on the German talking version alone. Will have the English version and the silent as cream. The Gloria Palace, Berlin, is sold out nightly, with speculators in noses and an extra show added. It looks as though they would get half the production cost out of this run alone.

The story is just the sort of thing that they do well on the Continent, as the success of the silent "Waltz Dream" proved in former days. It is a sentimental story with a Graustark motive, playing in an imaginary little German court, and it does not take itself at all seriously.

For continental audiences George Alexander as the duke is the favorite. He is a light comedian with a lot of charm and the ability to register. Will Fritsch loses nothing of his stoupe form appeal in a talker, and Lillian Harvey does wonders with a not too sympathetic role.

From the rest of the cast Karl Etlinger and Karl Ludwig Diehl stood out. Under Pommer's very strict supervision Thiele has directed his players competently. Werner R. Heymann has delivered the score, which is always satisfactory, and culminates in the charming "Love Waltz" and the fox trot, "Where Have You Been All My Life, Little Boy?" which promises international possibilities. All in all, a knockout for the Continent, and one which keeps the audience continually howling.

An English version under the supervision of Carl Winaton, who came to Berlin with Sternberg, is ready for distribution. Lillian Harvey, being of English extraction, played her role in both versions, and a young Englishman, John Batton, who has played in Hollywood, handled the Will Fritsch character. Several of the other roles were played by American and English actors resident in Berlin, and George Alexander and the rest of the cast spoke their English with an accent, an alibi usually being found for this. To judge by several reels of a rough cut version which I saw in the projection room, the picture should go

big in Great Britain, and should also be pleasing to audiences in the States as a novelty.

## "I Have No Faith in Women"

(All Dialog)

"Ich glaub nie mehr an eine Frau." Ufa. Recorded on Klangfilm. Directed by Max Reichman. Richard Tauber starred. Premiere, Capitol theatre.

Richard Tauber, the star of this talker, is unquestionably the biggest stage attraction in Germany. As a tenor in opera he receives a guarantee of over \$6000 nightly, and he is worth every penny of it. Even in a weak sister like "The Land of Smiles," the Lehar operetta at the Metropolitan theatre, he is packing them in nightly. But on the screen he is quite another proposition. Only his moments of song redeem him. Otherwise his debits are his heavy body, which is lamed by an attack of organic rheumatism that has practically paralyzed one arm and his physiognomy, which is anything but that of a matinee idol. To that must be added that he has very little ability as an actor. On the whole, his singing records excellent, especially in the quiet passages, but few can see a future for him on the screen unless somebody can dig out a character role for which he shows aptitude.

The story here and its direction are below standard. It is laid in Hamburg and plays among a group of returned sailors, with the leading figure a lad returned from the sea after years of absence who falls in love with his own sister, whom he does not realize has become a prosaically prosaic girl. The truth he ships again for the great broad spaces. Tauber only has a secondary role with no real part in the plot. He does the singing. When he sees a mother he sings a mother song; when he sees a dame, he sings a dame song and so on. One really felt sorry for him until one thought of his salary.

Once around for this in Germany on Tauber's name. Frank.

## 9 Special Holiday Shorts

Musical novelty shorts for the nine outstanding holidays in the year, have been approved for Publix by A. J. Balaban.

Holidays to be covered by special novelty subjects are, in the order in which they arrive, Easter, Mother's Day, Fourth of July, Anniversary Day, Thanksgiving, Christmas, New Year's Day, Lincoln's Birthday and Washington's Birthday.

## Publix Convention in Chicago Talks Business

Chicago, March 11.

Convention of 200 Publix executives and divisional bosses opened Monday (10) at the Drake for a three-day session with neither Sam Katz, president, nor Sam Dembow, Jr., vice-president, in attendance.

Meetings were strictly business, without banquet or program parties. David Chalkin, John Balaban and J. J. Rubens assumed the burdens after all arrangements had been completed for smooth running by Jack Barry.

Of the 200, 130 were from New York, arriving on a special. With the exceptions noted, all home office executives, divisional directors, advertising managers, bookers and district managers, were present.

Problems up for discussion were on product, of primary importance; stage presentations, shorts, national advertising, institutional advertising and national and local exploitation.

Monday's opening session was devoted to plans for an intensive three-month business drive beginning in April, with \$30,000 in prizes for employees throughout the circuit, excluding the home office.

## PAR PLAYING 'KING' DAY AND DATE WITH R-K-O

Syracuse, March 11. R-K-O with the "Vagabond King" set for March 29, is burning up over publication of a full page ad for the picture in last Sunday's Syracuse "American," in which the feature is announced for the local Paramount the same day.

"The Vagabond King" was one of 20 Paramount pictures purchased by Keith's before Publix invaded the town.

Paramount is said to have made several offers to R-K-O for resale of the feature with latter sticking to the contract.

## Omaha's 15c Talkers

Omaha, March 11.

Change in Paramount policy was followed by the announcement that Harry Goldberg, former film buyer, is returning to the World Realty Co. to manage the Moon and Muse theatres, semi-neighbors, as 15c talkers, with Jules Rachman.

First houses of kind in this section.

## Fox West Coast in Ill.

Los Angeles, March 11.

Fox West Coast Theatres has bought the Palace and America, Johnson City, Ill., and Lyric and Orpheum, Salem, Ill., from R. C. Cluser.

Houses will be operated out of the St. Louis division under the supervision of Tom Reid.

## MATESE CO. JUDGMENT

The National Theatre Supply Co. filed a default judgment in the New York City Court last week against the Matese Theatrical Co., Inc. for \$1,224 for merchandise.

The papers were served on Antonio Fidanza, managing director of the defendant, at 171 East 11th street.

Rita Le Roy, Anita Garvin, June Clyde, Ivan Lebedeff, "Hawk's Island," Radio.

**THE STANDARD**  
BY WHICH ALL STAGE ENTERTAINMENT IS JUDGED.

**FRANCHISE AMARCO INDEXES**

## AMERICA'S PREMIERE ADAGIO ATTRACTION

FIRST ADAGIO TRIO in "LUCKY GIRL"

FIRST ADAGIO FOUR in ZIEGFELD'S "WHOOPEE"

ROOF AND "WHOOPEE"

NOW

With Many Thanks to Messrs. S. L. Rothafel and Leon Leonidoff for Their Recognition of a Real Attraction to Feature in

ROXY'S THIRD ANNIVERSARY

**WALLACE'S ADAGIO OCTETTE**

Managers and Producers in Search for a PRODUCTION SENSATION SEE US

Booked BY SAMUELS ATTRactions

Personal Rep. JERRY CARGILL

Former Featured Juveniles in "Murray Anderson's Almanac" at Erlanger Theatre, New York

FRANC. THE LASSITER BROS. WARREN

Now Featured in Boris Petroff's Unit "TIN TYPES"

Presenting Their Original Comedy and Dancing Routine

At PARAMOUNT, NEW YORK (Week March 7), with Entire Tour to Follow

Thanks Boris for the Bicycle Ride

Direction WM. MORRIS

**T**HE world's most popular tenor adds his name to the illustrious group of world famous personages including Bernard Shaw, the Prince of Wales, Mussolini, Pope Pius, King Alphonso, President Hoover, Alfred E. Smith, who have spoken to the world through the life-like realism of Fox-Movietone. The first singing and talking motion picture starring John McCormack, whose voice will be heard now simultaneously in every corner of the civilized world, had its premiere at the Forty-fourth Street theatre, New York City, last night.

Never has the press so unanimously acclaimed a talking and singing picture; the enthusiasm of the New York critics echoes the verdict of thousands of theatregoers storming the box-office of the Forty-fourth Street theatre today.

Mr. McCormack extends his sincere congratulations to all those associated with him in his initial venture into the field of talking and singing motion pictures.



# John McCormack

in

## "SONG O' MY HEART"

Directed by **FRANK BORZAGE**

Story by **TOM BARRY**

### Other Engagements

**FOX-LOCUST THEATRE**

Philadelphia  
Beginning March 20th

**MAJESTIC THEATRE**

Boston, Mass.  
beginning March 24th

**GRAUMAN'S CHINESE  
THEATRE**

April or May

**LONDON PREMIERE**  
in May or June

EXCLUSIVE MANAGEMENT OF

**DENNIS F. MCSWEENEY**

565 Fifth Avenue, New York

Songs in the order in which they  
are sung by Mr. McCormack in

"Song O' My Heart"

"THEN YOU'LL REMEMBER ME"

"A FAIRY STORY BY THE  
FIRESIDE"

"JUST FOR TODAY"

"I FEEL YOU NEAR ME"

"KITTY, MY LOVE"

"THE ROSE OF TRALEE"

"LOUGH LIMERICK"

"LITTLE BOY BLUE"

"IRELAND, MOTHER IRELAND"

"I HEAR YOU CALLING ME"

"A PAIR OF BLUE EYES"

# Units Pushed Out on Publix Stages In Favor of 1st Run Talking Shorts

Desire for big first run spots for the Paramount talking shorts is so clear likely to result in the dropping of additional houses in the Publix unit tour. Seven houses taking out the units this month bring Publix route down to 12 weeks to be played in 19. They were picked partly because of poor biz on the stage shows but also because it was figured important to provide more room in the important houses for the shorts product.

Wherever units don't mean enough to business to kill any thought of their cancellation it is reported there will be made for additional talker shorts, one inside source going so far as to predict that the route may be trimmed to only New York, Chicago and a couple other big keys. Outside of New York, it is claimed Chicago, Boston, Detroit, Buffalo and St. Louis are doing exceptionally well and units could not very well be eliminated in these cities. Minneapolis, New Haven, Indianapolis, and the Warner-Stanley quartet using Publix units are less certain. Minneapolis is now the farthest west the unit shows go.

**W-S Murmurs**  
Jersey City, Newark, Philadelphia and Pittsburgh are the Warner spots taking the shows. Occasional trouble over changing of unit routes, failure to stick to running time and underpayment renders it dissatisfaction now and then from the Warner-Stanley end makes it a question of how long the W-B deluxers will continue as at present.

Outside of Toledo, where the Public group of seven going all sound, with notices to stage hands and musicians rendering vaude poles not in the cards, are Des Moines, Omaha, Denver, Dallas, San Antonio and New Orleans. All drop units this week. Date on Toledo, originally set as March 27 for the all-sound policy, is now in definite.

## Petty Assets Ignored

**In Rich's Bankruptcy**  
A ladies' traveling bag, a trunk, set of golf clubs and bank balance of \$4 in the National City Bank, which Fred Rich failed to list in his voluntary bankruptcy petition, nearly jammed him when creditors attempted to prove willful withholding of these facts.

After nearly two years of litigation, Ref. Davis in the U. S. District Court found for Rich and discharged him from bankruptcy.

Rich's claim was that the golf clubs, trunk and bag belonged to his wife, from whom he was separated, and were not within his control. As for the bank balance, he averred he had forgotten about it when he made up the petition.

Rich is mutual director of WABC, Columbia system. He was represented by Attorney Julius Kandler. His liabilities were listed at \$11,758; assets, none.

## All-Irish Bill

An all-Irish bill has been booked for Keith's, Flushing, L. I., for the last half this week.

Show includes Hollywood Collegians, Brady and Wells, Kelly Dancers, Eddie Nelson and "A Day in a Night Nursery."

## PAT CASEY BACK

Pat Casey is due back in New York today (Wednesday). With his return preparations will start for the organization of the national midnight benefit drive for the N. Y. A.

## Johnny Marvin, M. C.

Johnny Marvin opens at the Keith-Albee, White Plains, Saturday (March 23) as m. c. He succeeds Peter Fuchs and then rounds out a 24 weeks' stay in the Westchester vaudfilm. Higgins has been placed under a long-term by Keith's, and will be routed as a single.

Stage band policy is to be continued at the White Plains house.

**Kane, Asst. to Godfrey**  
Jimmy Kane, covering bills and new acts lately for the Keith booking office, has been transferred to the New York book to serve as George Godfrey's assistant. He will double up with Delph Lettler, Godfrey's other assistant.

## Backstage Pests

The backstage pest must go. This is the avowal of the R-K-O offices, having taken action on eliminating pass abuses at the front doors, it is going to wipe out the birds who pester the back stages.

Many of the pests have no excuse to even venture back and attempt every known ruse to crash.

Those going back on legitimate biz and properly viced by the management will be taken care of, but the others must stay away.

## AL TRAHAN IN SHOW REQUESTS NO BILLING

Al Trahan has gone under engagement to "The Little Show" producers for the next edition of that novelty stage production. Rehearsals are to start May 1.

Yukon Cameron, with the Trahan tour in vaude, will be in the Broadway production.

Charlie McLean, Trahan's regular agent, made the show arrangement. Trahan is relieved from R-K-O bookings after May 1, under a promise to fulfill the unemployed time at a future date.

At Trahan's own request no special billing or advance work is to be given him until after the new "Little Show" has opened. Last season Fred Allen was his chief comedian.

## HELD \$1,100 ON ACT

Durante Trio Refuses Newark Pay-off—Damage to Props Claimed

Newark, N. J., March 11. When pay time occurred at Proctor's Friday night, Clayton, Jackson and Durante found \$1,100 had been deducted from their salary. Lou Clayton refused to acknowledge the alleged indebtedness and the trio left the theatre without salary.

George Godfrey of the R-K-O booking office is said to have authorized the deduction, with the allegation that the amount represented the damage the act had done to the theatre props while in the R-K-O metropolitan houses. Newark was the closing of the three boys R-K-O provincial tour.

Another portion of the claim mentioned transportation charges for the act. Nothing had been said to the boys in their preceding R-K-O theatres about any accumulating amounts for "damages" or otherwise.

## FLATBUSH SHIFTS

A minor reorganization at Warner Flatbush studio replaces about six persons holding secondary positions.

Dick Fay, brother of Bryan Fay, who has been acting as assistant casting director under Stuart Stewart, is among those out.

Marge Besdine, from the cutting department, has been promoted to script girl.

Murray Roth, head of production, returned last week from a short vacation in Miami.

## Minneville's Unit

Borah Minneville and Harmonica Band have been signed for a repeat over Publix Circuit and will head a new unit "Smart Smarities," booked in for 17 weeks and opening in New Haven, March 20.

Rose Kessner and McGarry and Owen go with the same unit.

## High Fever, But On

Carrie and Fiddy dropped out of the Palace, New York, bill Monday when the girl of the act was too ill to continue.

Carrie went on Saturday with 103 fever, refusing to cancel.

## Loew's, Friday, St. L.

St. Louis, March 11. Loew's State will change to Friday evenings instead of Saturdays, March 21.

## TINK HUMPHREY'S RESORT

Former Keith Exec Using Vaude Oldtimers in Amusement Spot

Chicago, March 11. Claude ("Tink") Humphrey, formerly general western manager for Keith's, is building a summer playground along the southern tip of Lake Michigan. He is taking along some of vaude's oldtimers as associates.

Humphrey bought 250 acres along the lake between Benton Harbor and St. Joseph's, Mich., for an 18-hole public golf course, now nearly ready. An aviation field and clubhouse also are under construction.

Charlie Van will run the clubhouse, Glen Burt the aviation field, and Henry Catalino the restaurant. Buzz Eagle will be additor.

Spot is in the center of a popular summer section for performers.

## Percentage Is Out For R-K-O Name Acts; Flat Pay

No more stage attractions will be played on percentage by R-K-O. Reported opinion is that percentage arrangements with acts played on that basis have not been of any benefit to the circuit.

R-K-O's past percentage system has been to guarantee the acts a set sum plus a split over stipulated average business at each theatre played. Usually the percentage split with the acts has been 50%.

Position of R-K-O is that if act is worth the amount gambled on, there is no reason for not paying the act an equal straight salary without either party gambling. Experience has shown that when a percentage attraction failed to draw a substantial amount for a split, the set amount guaranteed and paid without the percentage money was more than the act was worth to the theatre.

Percentage playing of acts also tends to make public the theatre grosses and other inside stuff that would not otherwise be uncovered. R-K-O has salesmen to go out against playing pictures on percentage, preferring to pay flat rental on all films.

## COLORED TEAM LOSES

Buck and Bubbles Can't Break Contract or Agreement

New York Supreme Court has denied the motion of Ford Lee Washington and John W. Sublett (Buck and Bubbles) for injunction against interference from R-K-O. William Morris, Nat Nazario, Louis H. Saper and Jacob H. Marcus. Court decision having ended the litigation, the colored team renewed for Keith's this week in Newark, N. J., as per contract.

Buck and Bubbles sought release from the ties which bind them to Keith's until September 1931, and to Jacob Marcus, New York hotel man who purchased their contract with Nat Nazario (bankrupt) at referee's auction for \$250, for the same period.

R-K-O contended the change in intermediary had no effect on the agreement made with the team through Nazario.

## Reroute for Pittsburgh

Pittsburgh, March 11. Public units are to be re-routed after April 4, to give Stanley here break on opening. House has been starting new show on Friday, with scenery barely reaching here from Mastbaum, Philadelphia, in time for the first show. As result, openings have been ragged and schedules disrupted.

Units have been taking week lay-off here before opening in Buffalo. Beginning next month, they will move directly from Philadelphia to Buffalo, taking the job off there, and getting here in time to be set and released next before.

To bridge the gap, Stanley has booked Ted Lewis' band in for week of April 4, ending without regular Public unit at that time.

# R-K-O's Prize Winning Division Is St. Louis With Vaude Credited

## Another Funny Salary

Ann Seymour is appearing at the New York Palace this week with salary set for her first time as a single act at \$2,000.

An odd condition of the engagement is that if Miss Seymour holds over at the house it is mutually understood her salary for the two weeks shall be \$3,500.

The other funny Palace salary arrangement some weeks ago was with the agreement that if the act held over it would receive \$500 more than the salary named in the contract.

## MIND READER DOES BIZ; RABOID'S FULL WEEKS

Mind reading seems to have accomplished something that flash acts and freaks have failed to do in the Comerford houses.

So much more so that the Amalgamated Vaude Agency has been instructed by its operating chief to book in Rajah Raboid for full weeks, not only in the theatres playing combos but in the straight picture houses.

Irwin took a chance with the mind reader and following biz reports in Providence, Wilkes-Barre and Scranton, the Comerford office has the Rajah set for others, some of the dates including houses heretofore barren of stage attractions.

Raboid does all kinds of stunts and ballyhooes, drives blindfolded through the streets and stages a special morning matinee for the ladies only, as well as getting radio tie-ups.

## Pan, Toronto, Breaks Record with R-K-O Vaude

Toronto, March 11. Fred Schaefer who quit Shea's Buffalo house to take over Pan's here is through. Hamilton man takes his place with Jack Arthur of the Upton (EP) in indirect contact at Pan's.

With RKO bookings commencing at once name Pantages will be changed to Imperial and the overhead raised a couple of grand in hopes of attracting biz. At present house is a Saturday night stand with dullness in between in spite of fair programs.

First week of new management saw "Killer" set new house record at \$23,000 more than \$11,000 of which was clicked in the first day.

Pantages name becomes Palace in Hamilton, where some RKO bookings will play. George Stroude in charge. Seats 2,300. Hamilton United Theatres has also sold the Capitol to Famous Players. Seats 2,250 with Leonard Bishop in charge.

Mike Shea's agreed to RKO vaude booked in opposition to his own houses here.

## Acts in Fowler Shorts

Los Angeles, March 11. Fowler Studios will start on its new program of talker shorts April 1. RCA recording.

Each short will be made up of three vaude acts.

## FOR HATTONS' SHORT

Shorts produced this week at Warner's Flatbush studio include "Taxi Talks," by Frederick and Fannie Hatton. Complete cast is Mayo Methot, Katherine Alexander, Roger Pryor, Vernon Wallace and Evelyn Knapp.

Ryan and Lee, from vaude, also recorded.

## Another Butterfield Split

Chicago, March 11. Keith's local booking office adds a new Butterfield house to its books April 16.

On that date the Michigan circuit, long afflicted with Keith's by booking arrangement, opens the new Michigan Jackson, Mich. Split week bills.

Tom Soriero, manager of R-K-O's St. Louis division, which takes in Kansas City, Memphis, New Orleans and St. Louis, is the winner of the watch emblematic of the best grosser among R-K-O's 12 divisions during the "Joe, Phunkett Month" (February).

Low Golding, New York State division, takes second place, and Nate Blumberg, mid-west, third. New York City division (Charlie MacDonald) is fourth.

Much of the credit for Soriero's success in his St. Louis territory during the Phunkett month drive is placed with the vaudeville playing the theatres under his direction since inception there of the four-act intact road shows booked by Charles Freeman. The recent bills in the winning district have been reported high on an average and are deemed the direct cause of the improved grosses, since the normal run of pictures available to the R-K-O stands in Soriero's section is not strong, as is the case on the rest of the circuit.

Arthur Freudenfeld, exploiter under Soriero, put the publicity end of the St. Louis territorial drive over.

## Blumberg's Work

Big honors were won by Nate Blumberg for coping third place with his work in the mid-west and Chicago division. Blumberg has done wonders with the recently falling prices under his direction, and has lifted the mid-west for R-K-O into the money making class, being a large contributing factor in R-K-O's declared profits for the last period.

Complete standing of the dozen R-K-O division managers for the Phunkett month contest is: Soriero, St. Louis; Golding, New York State; Blumberg, Chicago; MacDonald, New York City; Winston, New England; Firnkofke, Ohio; Beehler, Brooklyn; Emde, Westchester; Vincent, West Coast; Saunders, Washington; Carlier, Northwest; McCurdy, Minneapolis, in that order.

## Act-Cuts for Films

Vaude shows are cut to three acts the last half this week in eight cities in the Brooklyn division. Westchester playing "Hit the Deck" (Radio). They will be similarly cut in the entire Greater New York territory the last of March when "Sally" (F.N.) is played.

The F.N. special plays the R-K-O New York houses entire week of March 22 and the Brooklyn and Westchester vaudfilms March 23.

## REISMAN CANCELED

Casino Complained of Orchestra Doubling in R-K-O Vaude

Leo Reisman's vaude dates were reported discontinued in R-K-O, as reported, but cancelled by Reisman. Report read that R-K-O office had refused to renew its option with Reisman.

The office held no option on Reisman's services. Vaude contract called for six or seven weeks, only one of which was played. The remainder was cancelled by Reisman due to the Central Park Casino complaining because Reisman was playing neighborhood houses and billed as an R-K-O orchestra, instead of using the Casino billing. Some of the boys also took ill with laryngitis. His radio contract with R-K-O expired last night (Tuesday).

Reisman is now reported to be on the fence between another offer from R-K-O and a deal with Publix.

Leo Reisman departed for Havana this week. He will remain there for at least two weeks. His band will continue at the Casino.

## S. F. Club Dep't

San Francisco, March 11. For the first time out here RKO is establishing a club department with Phil Freese in charge. Formerly this department was handled through the division's booking office in Los Angeles.

King, King and King, hooding trio, will inaugurate a club weeks over the Loew presentation time.

# ACTS ARE GOING ALL UP?

## Chicago R-K-O Agencies Reduced From 13 to 8—Let Outs Can Double

Chicago, March 11. A shift among the Chicago R-K-O agents, not as drastic as occurred in New York, will occur shortly. William Diamond, R-K-O western booking head, announced that in place of 13 agencies there will be eight, with the offices consolidating.

Agents remaining will be Sam Roberts, Bill Jacobs, Max Richards, Mort Infield, Milton Berger, Lew Goldberg, Ed Morse and Greenwald & Weston. Offices eliminated as individual agencies are Lou Holleb, Gudy Perkins, Tommy Burchill, Harry Danforth and John Billingsbury.

Each of these offices will become associated with one of the eight remaining franchised agencies.

Exception is Lou Holleb, out entirely because of an infraction of rules.

Tommy Burchill goes with the Richards agency, John Billingsbury with Goldberg, Harry Danforth with Berger, and Gudy Perkins with Greenwald & Weston.

The change-over will go into effect in about 30 days. Agents doubling up will retain their own acts, but will also represent the Associated Agencies.

New order for the R-K-O western booking form is that only one agent or representative will be allowed on the floor at a time.

## NO SECOND BILLING, HEALY QUILTS PALACE

Objecting to billing, Ted Healy walked out on his scheduled third week at Keith's Palace, New York.

R-K-O asked Healy to accept billing second to Ann Seymour in view of it being his third straight week at the Palace. Healy declined.

Miss Seymour is the current Palace headliner at a reported salary of \$2,000, single. Healy's \$5,000 was for himself and a crew of stooges.

Report was that Healy was agreeable to splitting headline billing with Miss Seymour, but the latter, with R-K-O support, held out for the top line. Things were peaceful until the question of billing came up Friday morning, day before opening.

Thursday night after the show on the Palace stage Miss Seymour and Healy rehearsed a bit they would have done had Healy stuck for the third week. They were together recently in "A Night in Venice."

At the Palace last week, his second, Healy was billed at the bottom of the lithographs, with Henry Santroy on top and John Tiller's Sunshine Girls, pony line, under-neath in equal type. In his first week Healy was sole headliner.

His objections, from accounts, were based on the differences between his salary and Miss Seymour's. At \$5,000 previously reported at \$4,000, Healy is the highest paid act in vaudeville at the present time.

Fox has a picture deal on with the comedian. He is said to be engaged for the Fox talker, "A Connecticut Yankee," as the lead.

## Skelly's Stage Return

Hal Skelly, another from the stage who has had a spell in talkers, returns to vaude March 15, at the Palace, Chicago, with other dates set as March 22, Coliseum, and March 29, Palace, New York. He will again do "The Champ," with Peggy Hope and Eunice Saravali.

Talkers Skelly appeared in were "Dance of Life," and "Woman Trap."

## MONKEY STUFF

Hollywood, March 11. Nellie, Bozo and Betty, of a vaude monkey act will be in 12 two-reel monkey comedies.

Produced for Tiffany release.

## Big Benefit Season

The demand for celebs and show people to take part in "benefits" has never been so great as now.

According to one cheeque some 15 are scheduled for March and April.

And all want worthwhile stage talent for nothing.

## LAM AND SLAM HUBBIES OPEN CHI. SEASON

Chicago, March 11. Spring is almost here, and some of the femmes are obeying that impulse. Divorce lawyers look their feet off the desks for the first time this year.

Two weeks ago, during a cold snap, Helene Mudge Conway withdrew her bill for divorce from Edgar Conway, interior decorator. Last week the thermometer climbed and she filed a new petition. Charges are general cruelty, and a couple of specific socks. Marriage was a Crown Point incident in March, 1918. Separation in Jan., 1926.

Harry Dobbins says Alma Dobbins was just a bouncer but loved his work. Constant practice, she adds, made him "theatre bouncer extraordinary." According to her successful suit for divorce he learned everything at home, by scratching in 1925, clawing her in 1929 and nearly pawing her to death at various times. The Dobbins were hitched Dec. 27, 1926.

Being a good speller, Irving Eisenman filed suit for divorce for Viola Zollcofer (McKinley), nightclub entertainer, against George Barney Zollcofer. Miss McKinley charges desertion and cruelty, including left to jaw and left to sea and left out the door. They married on Independence Day, 1928, in Kankakee, and separated Feb., 1929. Alicia Cripps, legit, was granted a divorce from Evert Cripps, also legit, in 1929. Grounds were desertion, with Cripps leaving in July, 1925, just previous to birth of their child. Mother secured custody of the kid.

Henry Stitzberg, who owns several Chicago picture houses, is charged with pugilistic tendencies in the suit filed by Rita Stitzberg. They separated Jan. 4, 1930. Ben Erlich filed the suit. Erlich is also handling legal details for Erica DeLaby against Edward DeLaby, both vaude performers. Gertrude Fine, concert singer, against Lawrence M. Fine, local lawyer, another marital disagreement scheduled for early discussion.

## Le Maire and Schreiber in Morris' Coast Agency

Hollywood, March 11. Rufus LeMaire and Lew Schreiber have been added to the staff of the local William Morris agency. They are to work with Murray Fell and Walter Herzburg, both of whom were brought on here from New York by William Morris, Jr. last week.

William Perlberg, who resigned, effective April 1, will aid in breaking the quartet in before he leaves.

Schreiber for the past eight years has been on the Al Jolson staff.

## UTICA LIKES VAUDE

Utica, March 11. Treated to one week of R-K-O vaude at Robbins' Colonial, Uticans have shown favor for it.

## MAY BE 48 WEEKS FOR VAUDE ACTS

## If Adopted as Now Believed, Will Start Operating by Labor Day—Preliminary Experiment Successfully Launched

## UNIQUE SYSTEM PLAN

The entire Loew circuit, from the Capitol, New York (de luxer), down to the last house on the books getting vaudeville regularly, may turn to the unit form of entertainment next season, with the picture house stage shows thus assured of between 45 and 50 dates.

Proposal to adopt the unit shows, as produced for the Loew de luxers and now played in 11 vaudeville houses once a month as a change of diet, was brought up at a recent cabinet meeting of Loew's. It is reported under serious consideration.

As discussed thus far, the unit system throughout the Loew chain would be put into operation by Labor Day, when the new theatrical season gets under way. Although nothing definite has yet been decided, a vaudeville here and there may be added to the present unit system to further test the advisability of trimming the whole Loew vaude route to a couple houses or nothing.

Between now and Labor Day Loew's may also start routing the de luxer-produced stage shows for the 11 vaudeville in the south and middle west as a weekly proposition rather than now, when they play only one week in a month, regular vaude bills taking care of the other weeks.

## Good Results

Unusually fine results from the presentation units once monthly in the 11 vaudeville led to the discussion in Loew's to consider this as the policy throughout the chain next fall. It is said.

Conversion of the entire Loew chain to this policy would mark the first big circuit step toward the elimination of the present system of vaude and bills, in deference to the unitized shows as popularized in the big de luxers by Publix, Loew's and others.

Loew's system on the units is unique. The stage shows are elaborately produced and open at the Capitol, New York, for a tour of 12½ weeks, the half week being Canton O to fill a jump. On completing this tour of the de luxers, the units are brought back east and re-routed for the once-monthly routing into 11 vaudeville. They are taken to Yonkers and whipped into shape.

## The Loew Changes

The general structure of the units, (Continued on page 43)

## Once More "No Dirt" Order Issued For Keith Houses In or Out of N. Y.

## He Seen It

"Can you imagine that guy copying my own idea?" yelled a New York flash act producer to everyone who would listen. "I seen it over in London and brought it over here. My own idea, and he cops it. The crook!"

## EDUCATING BY NUMBER ACTS IN R-K-O BILL

A peculiar twist to R-K-O's policy of playing three acts with a big picture and playing five acts with programmers the rest of the year is that the customers are now judging the worth of the picture by the number of acts billed.

They have been taught that when there are only three acts on the bill they will see a longer running and better picture than ordinary. When they see the usual five acts billed they expect the customary programmer.

## Cook and Vernon Marriage Not Valid, Finds Referee

Attorney Julius Kender has filed a motion in the New York Supreme Court asking for affirmation of the recommendations of the findings of Referee John Proctor Clarke, favoring an interlocutory decree of annulment for Jean Cook from Frank Robertson Cook.

The pair were known in vaude as Cook and Vernon and married in 1918.

Miss Cook in seeking an annulment claimed Cook's marrying her was bigamous, as he was not divorced from his first wife when the second ceremony occurred. She averred that discovery of this fact only became known to her last fall.

Cook's first wife is known as Blanche Elsie Taylor.

## Fitzgerald & Foy, Agents

Hollywood, March 11. Leo Fitzgerald, New York agent, and Charlie Foy, of the Foy family, have formed a partnership. They will open an office to engage in film casting.

No further or future room for dirty gags on Keith's vaudeville stages. This edict once again comes from Miram S. Brown through the booking office to all acts playing or about to play R-K-O theatres.

It goes for all acts. The big acts, lately the worst offenders, are particularly requested to forget the blue stuff and clean up. No matter how big or important, says R-K-O, any turn refusing to abide by the censorship rules will be advised its services are no longer required.

At one of the New York Keith theatres last week a fairly prominent single man refused to comply with the house manager's demands that he eliminate several alleged offensive lines. Unable to censure the act, the manager called up the booking office for advice. He was instructed to repeat the request to cut, and if the act refused a second time to turn him out of the theatre. Booking office would back up the manager, a booking exec declared.

Reported to be the real cause of the beyond reproach of a sterner attitude against blue gag users was the case of Ted Healy at the Palace two weeks ago. At \$8,000 he is one of vaudeville's highest salaried names and in his first Palace week was conceded to mean something at the box office.

## 15 Cuts

The R-K-O president was so unfavorably impressed with Healy's unbridled use of dirt gags he personally ordered Healy, through the bookers, to desist. During the week over 15 cuts were ordered in Healy's act, and on the last day of the week they were still cutting.

Since Keith's gag censorship bureau passed out after a brief existence, censoring has been left to the house managers. Recent violations have been prevalent out of town, more so than in New York, with the out of town manager's hands tied beyond giving orders.

The same order seems a periodical event by Keith's. The last time issued the rules were to "ring down the curtain" if discovered. No Keith curtain has been rung down, according to the record.

## FREE "NIGHTS" BY ACTS STOPPED IN CHICAGO

Chicago, March 11. A music publisher argued today getting acts to do songs and bits at cafes, has started an epidemic of cafe chiselers who pester acts to write songs for nothing.

This "theatrical night" had has met with quick opposition from the vaude managers here. R-K-O western office and Salaban & Katz have ordered that none of their acts, or m. c.'s shall appear to strut their stuff in ballrooms or cafes.

## LOEW'S TAKES PHIL BAKER

Loew's has booked Phil Baker for a route, opening March 22 at the Metropolitan, Brooklyn.

With Loew's Baker is reported receiving his Keith salary, \$4,000.

Cohen, Asst. to Schenck  
Leo Cohen, in charge of benefits in the Loew office, is now on the books as assistant to Marvin Schenck.

Marcelle Tria, formerly with Antelope Friedland's act, opened for two weeks Monday, at the Hamilton Hotel, Bermuda. Booked through Arthur Kraus.

## JUDGMENTS

Leo J. Fitch; Brunswick-Balke-Collender Co., \$104.  
Fitch v. T. Ruffo; costs \$128.  
Mercentile Delivery Co. and N. Y. Terminal Corp. v. Jellison; \$100.  
Transvision Projection Screen Corp.; Fitch v. Jellison; \$100.  
Marguerite Voller; American Play Co.; costs \$110.  
Theatres Corp.; Atlantic Nat. Bank of Boston; \$100.  
Theatres Corp.; American Play Co.; \$110.  
Theatres Corp.; American Play Co.; \$110.

## Traveling Band Leaders as M. C.'s; Replacing Stationary Publix M. C.'s

Band attractions are being signed by Publix so that their leaders can replace masters of ceremonies and travel along with the unit in accordance with the recent decision to cut out the stationary m.c.'s excepting Rudy Vallee.

Engaged for units are Larry Rich and Friends, orchestra, and Horace Heidt and band. Wherever possible orchestra and other acts that can double for the traveling m.c. work will be with the Publix stage shows. Last week Art Kahn opened at the Paramount, New Haven, in "Dancing 'Keys," new

doubling as a m.c. and in

Where orchestra or other acts are not available and do not fit in conveniently for the doubling m.c., Publix will use others to handle the m.c.'s, if possible, stationary leaders over the Publix tour who have been thrown out of their jobs.

Charles Davis, m.c., formerly at the Indiana, Indianapolis, and Ed Lowry, m.c., formerly at the Ambassador, St. Louis, will travel with units as m.c.'s.

Because of Vallee's contracts with the Villa Vallee and for broadcasting, Publix cannot use him as a traveling m.c. He will remain indefinitely at the Paramount, Brooklyn.

## Club Bookings Looked Upon as Salvation by Jobless Indies

Indie vaude bookers, hard hit in the east, are going in for club business on a big scale. They claim that there's as much to be made from this field, if not more, than there was from vaude.

This claim is partly substantiated by the large increase in the use of attractions for nearly every kind of an affair now, including dinner dances and banquets at hotels and other places. Where a few years ago acts were seldom used, now it's unusual when a dance or affair of any size at all doesn't look for entertainment of some kind.

Use of shows at lodges and at affairs given by commercial organizations is also spreading, this giving the bookers a larger field to go after than they formerly had. Some clubs pay as high as \$3,000 a show, according to one of the bookers.

## PANTAGES' N. Y. OFFICE FINALLY ABANDONED

The New York Pantages office, which once offered acts around 30 weeks, was officially washed up Friday, when Arnold Johnson, orchestra man, took possession of the eastern office in the Bond building. A deal was closed with Eddie Milne, Jr., Pan's eastern rep for many years, under which Johnson assumes the Pantages lease, having five years to run, and acquires all the office equipment.

With Johnson preparing to move in Friday, Milne and assistants were cleaning out desks and file. Only the most important of correspondence and contracts were saved to be shipped to the west coast.

Milne will remain east for a time to clear up personal matters and then return to the west coast under current plans. Whether he will continue in Alexander Pantages' employ is dependent on whether the millionaire showman, in jail in Los Angeles on a serious assault conviction, wants him to.

Thought of opening an indie vaude agency of his own in the east, considered up to recently, is out for Milne, he said.

## Pan Vaude in K. C.

Chicago, March 11.

Pantages, Kansas City, playing Bridges musical tabs, resumes vaude March 20, booked by Peter Elliott out of the Chicago office.

Bridges' company moves to the Pan house, Minneapolis, March 21.

It will remain in Minn. until the new Pan, Hollywood, opens, then shifting to the coast.

## F. & M. IN CHI

May Return Going in Avalon and Capitol

Negotiations were near consummation this week for the Fitcher and Marco Ideas to play regularly in both the Avalon and Capitol theatres, Chicago, with still a third house there to be played later in the season. F & M units have been doing some spotty booking in the houses with Marco expecting to close up the regular weekly placement before he goes west.

National Theatres Corp. controls the two houses. With the Avalon and Capitol in on the F & M routes the layoff weeks between St. Louis and Milwaukee and Detroit and Milwaukee will be filled.

This is not the first time F & M Ideas have played Chi. They were given a fling in the Granada and Marboro theatres but didn't click and were withdrawn.

## New Unit Rushed

A new Public unit, featuring Harry Rose, is in hurried production to take the Russian "Chauve Souris" place in Jersey City next week.

It will play out the balance of the "Souris" route.

## Incorporations

### NEW YORK

Kaol Theatre Corp., Westside Theatre Corp., Thringer Neck Theatre Corp., Manhattan, 1000; John W. Springer, Cora A. Springer, Soterio Cocalis, 10,000.

Round Table Productions, Manhattan, theatres, pictures, 10,000; Ivan E. Macdon, Joseph P. Marzette, Estelle Siegel, 10,000.

Mrs. Furst, Inc., New York, produce plays, 100 shares no par value; David George J. Kullback, Sophia O. Field, 10,000.

Old World Exposition Corp., Manhattan, outdoor amusement, 100 shares no par value; Alfred Davis, Joan Skuba, Samuel A. Goodman, Sidney L. Finkels, Genesee Theatre, Inc., Genesee, pictures, 10,000; Alexander Chiras, Philomena Bondi, 10,000.

Jose Albert Amusement Corp., Manhattan, theatres, pictures, 10,000; Edward L. Goodman, Sidney L. Finkels, Blais Wertheim, 10,000.

Keweenaw Amusement Corp., Kings, theatres, pictures, 200 shares no par value; Mitchell K. DeLoe, Roseweiss, Jennie Rosenzweig, 10,000.

York Productions, Inc., Manhattan, theatres, pictures, 300 shares no par value; Samuel Rabia, Rose Block, Sam Bernard, 10,000.

Post Road Theatre Corp., Manhattan, theatres, pictures, 10,000; Soterio D. Cocalis, Crysanthia Cocalis, Benjamin Rich, 10,000.

Ecco Operating Corp., Manhattan, theatres, pictures, 10,000; John W. Springer, Cora A. Springer, Soterio D. Cocalis, Theodore Reisel & Co., Inc., Manhattan, scenery, costumes, 100 shares no par value; William Korowitz, Isidor Bregoff, Irving Sirova, 10,000.

Wilma Amusement Corp., Manhattan, theatres, vaudeville, 200 shares no par value; Jacob L. Goodstein, L. Wiener, Isidore Samora, 10,000.

Orthophonic Picture Corp., Manhattan, pictures, 100,000; Daniel Des Foides, John March, Totos Zammitraccia, Coes Corporation, Manhattan, theatres, pictures, plays, 10,000; Edward Cohn, Harold Cohen, Louis Michaels, 10,000.

The Society of Touchers and Composers, Inc., Kings, musical publications, instruments, 50 shares no par value; Joanne McHugh, Anna D. Tietjen, Harrison Kerr, 10,000.

Margos Operating Co., New York, amusement device, 10,000; George F. Kinter, Martha Kinter, Frank A. Kinter, Buffalo Theatrical Producing Corp., Buffalo, theatres, pictures, 100 shares no par value; John J. Whitehead, Jr., Eleanor D. Whitehead, George Kondolf, Jr., 10,000.

S. S. K. Amusement Corp., Manhattan, theatres, pictures, 10,000; Isaac Reiss, Augusta Zerklin, Ray Lieberman, 10,000.

Talking Picture Reproducing Equipment Corp., New York, pictures, 100,000; Albert J. Mueller, Walter J. Nott, Clarence Leroy, 10,000.

Shepard Amusement Corp., Kings, theatres, pictures, 10,000; Jacob S. Mandelman, Nathan Greenberg, Max Perloff, Teddy Beth Amusement Corp., Kings, theatres, pictures, 10,000; Edward M. Eshman, Marcus S. Behrman, Emanuel Goldberg, 10,000.

Conema Patents Co., Inc., New York, deal in machinery, motion picture apparatus, printing, 100 shares no par value; M. J. Siegel, M. E. A. Tucker, H. Greenberg, 10,000.

Day-Glad Theatres, Inc., Queens, theatres, pictures; Isidor Gelman, Freda Gelman, Florence Davis, 10,000.

Slope Theatres Corp., Kings, theatres, pictures, 10,000; Frederick Herendich, president; 400 shares no par value.

## V. M. A. Will Not Arbitrate Cases Where Over 5% Commish Is Charged

As the result of numerous recent cases in which 10% was the rate of commission involved, the Variety Managers' Association reiterates its standing declaration that the Joint Complaint Bureau will not entertain complaints wherein the amount of commission paid by an act to an agent is in excess of 5%.

Latest case of this sort concerns Carlton and Bellow, act, and Arthur Horwitz, agent, with the act requesting release from 10 remaining weeks under an original 35-week contract with Horwitz, a New York Loew artists' rep. Team charges Horwitz with having deducted exorbitant commission (10%) for

booking services, in addition to the customary 5% for the Loew office from dates played.

Horwitz contends his agreement with the act under the contract calls for that amount of commission and declines to issue a release on the 10 remaining weeks for which Carlton and Bellow are signed.

V. M. A. refuses to recognize commission exceeding 5%, holding that to be the proper amount. Managers' organization advises acts to pay more if they wish to, but warns that it will not arbitrate cases involving more than 5%.

## COMERFORD SOLD ON AFTERPIECE ECONOMY

Standard and semi-name next-closing acts at higher salaries than under the present booking system will be played in the six Amalgamated-booked Comerford theatres in Elmira, Binghamton, Scranton, Ithaca and Wilkes-Barre under a plan sold to Comerford by Henry Bellit, one of the recently disenfranchised Keith producers.

Half of the next-to-closer's regular salary will be charged off to its regular bill position and the other half contributed by the closing act on the five-act bills. In place of the usual flash closer will be an afterpiece staged by Bellit, with the next-to-closing turn participating.

Bellit's plan adds a money act to the bills without raising the budget. He figures to make a set profit on the afterpieces for his production work.

Average cost of the Amalgamated bills is reported from \$2,000 to \$2,500.

## EUGENE CONRAD

Announces Another New Idea!



## BILL TELAAK

The High Hatted Gagger in 'Taking Gags from the Ether!' A COMEDY MASTERPIECE FOR THE MASTER OF COMEDY  
NOTICE:—Mr. Conrad, who is now exclusive writer for Mr. Telaak, has fully protected and copyrighted all system of taking gags from the air.

## REMEMBER

### PRATTFALLS

broken and contact with stage boards made easier by our latest invention—MRS. TRAHAN'S DANDY PRATTFALL SHOCK ABSORBER. Fits snugly in rear of trousers. Besides softening falls, concealed contraption adds noisy smack to contact with floor, increasing sound effect and lessening shock at same time.

Very neat and guaranteed not to bulge or chafe. Highly useful article for all pratfalling comedians like you and me.

See your neighborhood prop and light dealer now.

"Mrs. Trahan's Dandy Shock Absorber for Breaking Falls; Al Trahan's Act for Curtain Calls!"

AL TRAHAN

## CONGRATULATIONS

TO JESSE BLOCK and EVA SULLY FROM THREE ALEXANDER SISTERS

May You Both Realy a Lot of Stumbling "Blocks"

HEALY and CROSS

We Did It—We Like It—So Will You

## KEN CHRISTY AND CO.

"THE EX-WIFE"

## CONGRATS BLOCK and SULLY

MAY THIS BE YOUR LAST WEDDING

Direction HARRY ROGERS—RKO

## RETURN ENGAGEMENT

## Don Cummings

This Week (Mar. 8) R-K-O PALACE, New York

Direction of PICTURES & SCHULTZ

AL AND EMMA

## FRABELLS FROLICS

WITH

## MARGIE HOEY and CHERIE SISTERS

(Petite Pedologist). (Beautiful Girls—Beautiful Voices)

Booked Solid: Thanks to PETE MACK

DICK MIDGE

## NASH and FATELY

IN "STARTING A RIOT OF FUN AND SONG"

Booked Solid R-K-O Many Thanks to Our Agents WEEDEN & SCHULTZ

Musical Acrobatic Comedy Rythmic  
Comedy Quality billy m. greene Harmony  
of Films

New Fun Tour—Loew's, Southern Time  
This Week at National—Richmond, Va.  
Thank: AL GROSSMAN

Now At R. K. O. PALACE, NEW YORK, (March 8)

# LUCILLE CRISTERS

FEATURED IN HARRY KRIVIT'S "FEMME FOLLIES"

John Quinlan, who recently closed a 17 weeks' tour as tenor in "The Velvet Revue" on Public Circuit, will return to vaude with Helen Gordon as partner.

**ANN SEYMOUR**

WITH

*Harry Seymour*

**HEADLINING**

**AT R. K. O.**

**PALACE**

**NEW YORK**

WEEK

**MARCH 8**

*Special Material by  
Mann Holiner, and Alberta Nichols  
Lew Cobey at the Piano*

# "Up in the Room"

By Joe Laurie, Jr.

Listen, honey, you get some cheese and crackers while I run over and get a bottle of gin. The Bratts are coming up to the room after the show.

You better get some ginger ale, too, there's no use paying the hotel two-bits a bottle. We'll have to get some ice and glasses.

Well, give the boy a dime when he brings it up; they don't expect more than that from a woman.

Come in. Hello, folks. Hello, Gee, the clerk said he didn't think you were home yet, and I said you must be. Can you imagine that mug? No service at all in this joint. Not a bad room for the money though. What are they soaking you for it? Three bucks double. Gee, we're payin' three and a half! I told Fred we ought to come over here, but we were tired from the jump and grabbed the first place we saw. They treat us very nice over there anyway.

Lets us make all the noise we want and no kicks. Not that we want noise, but Fred likes to practice on his sax at night after the show. We're putting it in the act next season, and you don't get a chance to practice on it at the theatre with all that noisy mob over there.

Gee, don't them hoofing acts give you a pain practicing all day? You'd imagine they they get enough practice with four-a-days. We were on the bill with a 6-people hoofing act a few weeks ago and they were dressing in the room over us and they drove me nuts. I was trying to fix my trunk. The transfer people musta used it for a bumper. They put a hole in it as big as your head. Gee, those baggage men are the limit, they don't care what they do to your stuff, and there's no use complainin' 'cause they're liable to put another one in it on the way out.

Well, I've had the trunk about 15 years now. Seventeen, honey, don't you remember we got it in

Evansville the week we got married? Anyway I'm gonna get a new one; this one is about all shot.

## The Fixings

Oh, here's the ice and glasses. Honey, give the boy some change. I haven't anything but a ten-dollar bill. We'll take care of you later, son. Want some ginger ale in yours? I couldn't get any beer, so I got a bottle of gin. Yeh, a couple of doors away from the stage door. The doorman told me about it. Not bad stuff at that. Tastes fresh. Only two and a half a quart, not bad. We'll get a bottle tomorrow night and even it up. Oh that's all right. Well, here's looking at you and to Prohibition.

Jeez! this Prohibition thing is sure the nuts. There ain't a place I ever was in that I couldn't get it. According to the papers I think we're gonna get light wines and beers back again. I don't think so because there's too much graft for 'em in Prohibition. You said it.

I played a club last week and was judges and lawyers, and even the chief of police there and everybody blotto. Sure, they raided some joint and took the stuff for their party I guess. Jeez! ain't they a lot of hypocrites? You said it.

You're splinin' your drink all over your suit, honey. Oh, gee, ain't I the slob? It's a new suit, too. Where do you get your clothes? At Bin's. You know Jack Bin? He used to be in the show business. An old hooper. I paid 35 smackers for it. Ain't bad is it? I should say not. I always tell Charlie he ought to get his suits ready-made but he's so hard to fit. Well, Fred is a perfect 40 and he just walks in and gets a suit to fit him, no alterations, except the sleeves and shortening the pants a little. I let the wife get all my stuff. I don't like to be bothered.

I like your dress you use in the finish. Who makes your clothes? McNeill. Who makes yours? Well,

I make all my own wardrobe. Yeh, the wife is very handy, she made that drop we're using. It's great to know how to sew. Don't you sew? Well, I used to sew awful well. I went to a convent when I was a kid and they taught us sewing and music and everything, but I forgot it all.

## Dizzy

Come on, folks, drink up. Gee, I'm getting dizzy now. The wife can't drink very much; just four or five drinks and she's gone. You ought to see her in Montreal. She was blotto. We had a lot of nice people on the bill with us and parties every night. You know Cooper and Wallit. Yeh, man and woman act, singers? Yeh, that's them. They do a nice act, too, and nice people. Is that his wife? Yeh. Well, we worked with them about a month ago and they were dressing separate. Well, they musta got married since then. I think they told us they've been married a couple years, didn't they, honey? Sure, she has a kid 3 years old. Naw, that was the single woman on the bill, Helen Hawks. Oh yeh. Well, anyway, Cooper and Wall are awful nice folks. I thought there was something about the way they acted that was funny. Gee, can you beat these women. Always wanna dish the dirt.

What's that book you got there? "Only Sin." You read much? Yeh, I'm a great reader. I like to read, but the wife likes to play rummy and I don't get much of a chance to read anything but the "Variety" and a few newspapers.

Say, how about a little game of rummy? O. K. with us. Come on drink up. Thanks. What'll we play for? Oh a cent a point and settle for half. Oke. Get the cards, baby.

Come in. What we're makin' too much noise? What is this a hospital? We're at the theatre, we're show folks and this is the only chance for recreation. All right, we'll pipe down.

Can you imagine a guy like that? Oh, he wants a tip or a drink; all these house dicks are alike. If he could do anything else he wouldn't be a house detective. You said it. Gee, it's four o'clock at that.

We'd better be going, honey, you know the show starts earlier tomorrow. Shhh! stop your singing, honey, it's too late. All right, old man, I heard you the first time; you didn't have to come back. We're leavin'. Good-night, folks—good night, all right I'm not makin' any noise.

Well, we'll never live in this joint again and I'm gonna tell all the people that play here not to give this place a tumble. Yeh, your independent now because you have a convention. Oh, don't argue with him, honey, he's just a keyhole peeker. In your hat. Bang.

Can you imagine that guy? I gotta good mind to bust him in the nose. Go to sleep, honey, he ain't worth while bothering with. Goodnight, I'll clean up the mess in the morning. Goodnight.

Them Bratts are nice folks. Yeh, she don't look so young off the stage. Yeh, but they're nice folks. Goodnight.

## DEMPSEY'S RESORT?

Think Comeback Talk Publicity for New Mexican Enterprise

Hollywood, March 11.

Propaganda being spread around that Jack Dempsey will do a ring comeback is understood to be the groundwork for the promotion of a hotel and casino that the former champ and Gene Normile, a promoter, are building the Ensenada, Mexico.

Plan reported is for Dempsey to establish training quarters at the resort and keep on light training for six months, during which time it is figured the place may become established.

Ensenada is located 125 miles south of Agua Caliente on the ocean side. Roads are bad, and it's a nine hour run by water.

## Nat Fields in Milwaukee Stock

Maurice Costello now managing "Take a Chance." (Mutual) relieving Nat Fields, who goes to Milwaukee to launch stock at the Gayety.

# ROSENBLOOM FOULED BY LARRY JOHNSON

By JACK PULASKI

Joe Humphries walked to the microphone at the Garden Monday night and told listeners in: "I saw more fouls tonight than at a ball game."

That is the way Maxie Rosenbloom, New York's light heavy title aspirant, won from Larry Johnson, the hard hitting colored Chicagoan. Only a four-rounder and one of the tens went the limit. One prelim lasted but 15 seconds, ending in a cleaner knockout. Three of the other six bouts were technical knockouts (fouls) including an emergency scrap. The show was over at quarter after ten.

It looked as though Rosenbloom was ahead by a shade when the sudden finish of the main event came in the sixth round. Johnson, who is primarily a right hand hitter, let go a long sweeping left hook. It landed between Rosey's legs and those close by could hear the swish of the leather upon the silk of Maxie's trunk. Rosenbloom dropped on his back and was finally hauled to his corner.

## Referee Didn't See It

Patsy Haley, the referee, was in back of Rosey and did not see the blow. He walked to the judge on that side of the ring and an affirmative nod meant that the foul had been struck. Even the knock-down timekeeper was not hammering the seconds. Everyone on that side of the ring saw the low blow but how much Maxie was hurt only he knew.

Rosenbloom's record at the Garden is clean on the foul matter. Betting of four to one on Maxie indicated the belief he would outslap and outcut the colored boy. Some pretended to figure that Rosey had been hurt in the fifth round, had seen the blow coming and had jumped into it as the easiest way out. Maxie is fast but it is doubtful he is that fast.

At the opening bell Rosenbloom rushed at Johnson and smothered

(Continued on Page 46)

## To My Fellow Artists:

If it can happen to me, it can happen to you! After practically being retired from the theatre I made my come-back this week at R-K-O Palace, New York, and they tell me it is sensational.

I want to thank Mr. George Bennett and Mr. Sam Carlton, the producers of "Henry Bergman and His Black Sheep," for their marvelous material and my friends for their co-operation.

# Henry Bergman

P. S.—My Gladys thanks you, too!

Direction JACK CURTIS

## "Immoral" Stock Show Brings Heavy Court Fines in K. C. Raid

Kansas City, March 11.

In the cases resulting from the raid on the Gayety stock burlesque several days ago Police Judge Smith fined Sam Reider, former manager, \$500 for maintaining a place where immoral shows were staged, and Ida Shaw, Mary Lee Tucker and Billy Williams \$100 each for participating in an indecent show.

Cases were appealed to the Circuit Court.

Since the arrests Manager Reider has resigned and has been replaced by George Young.

### Burlesque Changes

Art Gardner, Al Watson, Billy Berwin, Jack Regan, Elwood Benton, Ethel Betts, Marie Breen, Cecil Seitz and Ethel Greene for Lyric stock, Hoboken, N. J.

La Villa Maye succeeded Helen Morgan in stock at the Irving Place, N. Y. Miss Maye was featured with "Puss Puss" (Mutual).

### AT LIBERTY

Fine cultured leger, pleasing in stage presence, will join high-class act, Paul Glick, 20 Fremont St., Palladium Park, New York. Phone Louis 1382.

### DALEY'S BLACK AND TAN

Ed. Daley, who has "Bare Facts" on the Mutual Circuit, has everything fixed with I. H. Herk for a black and white show to play Mutual houses following the close of the present season.

### STOCK FOR DETROIT MUTUAL

Detroit, March 11. Stock suppliers Mutual wheel shows at the Gayety next week. The company is being organized in New York.

### Changes at American, N. Y.

Joe Rose last week became producer for American Music Hall stock, N. Y. Rose was at Minsky's Apollo, (Harlem).

Paul Ryan, Bert Fay, Ann Paulson and Sally Van added to same stock.

### Jones' "Loop" Burlesque

Chicago, March 11. Johnny Jones, who has closed burlesque at the Star and Garter, is giving up the house entirely. He will alternate burlesque from the Academy to his Rialto, loop burlesque spot.

### CITY QUILTS GRIND

Chief Comic Turns in Notice—Two-a-Day Policy Now

Stock burlesque at the City, New York, has scrapped its grind and started a two-a-day policy Monday.

The grind has been a drawback in lining up talent, the players and chorus finding the continuous show too heavy a strain.

Steve Mills, comic turned in notice last week claiming the grind too wearing.

Mansbach & Froelich, operators, decided the grind doesn't mean a thing, as only a handful attended the supper shows.

## STOCKS TAKING PEOPLE FROM CLOSED SHOWS

Renewed activity in stock burlesque has figured to partially alleviate the unemployment situation in that division. It has made places for principals and chorists practically as fast as the shows have closed on the Mutual wheel.

Over 15 stocks currently operating are reported using an average of nine principals and 18 girls each. With other stocks promised in former Mutual stands when the latter's season folds at the end of March, the forthcoming spring and summer may see more stock outfits operating than in previous seasons, providing the stock outfits last.

Most of the out of town stocks are projected by Mutual officials and former Mutual producers. They are figured as a feeder and possible out to stay in the racket in case Mutual folds on its traveling show policy after this season. The stocks out of town are underselling the usual Mutual shows \$1 top, many operating at 50c. top. The City, New York, adopted a 50-cent top a couple of weeks ago and picked up on business sufficiently to encourage continuance of the low rate excepting Saturdays, Sundays and holidays. Both Minsky houses are adhering to \$1.50 top and getting it with the American dropping last week from \$1 to 75c. without making much difference so far.

### Rosenbloom Fouled

(Continued from page 43)

him in a torrent of surprise slaps and socks. Larry smiled but maybe he didn't mean it. In the second round Rosey was cut high on the forehead and bled profusely for several rounds. It was assumed a butt from Johnson's dome caused the injury.

In the third round Rosey uncocked a right to the stomach that hurt Larry, so there is some proof that Maxie can hit upon occasion. Johnson turned to the referee but the blow was positively fair. The next round and perhaps the fifth looked even. Johnson did get in some pretty good punches but Rosey came back with his punch furrier than had the crowd excited.

### Scorza-Rosales

The only 10-round match to go the limit had Lou Scorza of Buffalo, the winner on points over Rosy Rosales, the Cleveland Indian. Scorza proved much the better boxer. Neither man seemed possessed of a real sock, however. The Indian fought in spurts generally near the close of a round. He was cut with left jabs and numberless choppy uppercuts.

The first ten started as though it was going to be a hummer, but before the initial round was over Joe Banovic was down flat, claiming a foul to the groin from Henry Lamar, former Virginia football player. It looked as though Lamar was hitting low before that and Banovic never quit here before.

Even though his win was technical, Rosenbloom is now clearly entitled to a match with Jimmy Slatery, the winner to be declared the world's light heavyweight champion. It is the crown vacated by Tommy Loughran.

### Behind the Keys

Continued from page 29  
houses in northeastern New York. Capacity of 1,200.

Reading, Pa.

Lloyd Hause, formerly Hazleton, Pa., more recently of the Capitol, Pottsville, has been promoted to manager of the new Capitol, Bloomsburg, Pa., Comerford's 1,600 seat picture house.

Pine Bluff, Ark.

Return engagement of the Freiburg "Passion Play," of which Adolf Fassnacht is the owner and leading player, for four performances March 3-5 in North Little Rock proved the wisdom of booking the play for a return.

The players were here for eight performances in January and played to packed houses in the Little Rock high school auditorium. The return dates were played in North Little Rock high auditorium.

Asheville, N. C.

J. R. Tipping, 33, bandit, is being held by the police for the two recent daring theatre holdups, the Greensboro and the Highpoint.

Both theatres were looted of several hundred dollars by a robber who poked a pistol through the cashier's window and ordered the cashier to hand over all the coin on hand.

Tipping confessed that he robbed both theatres with a toy carbide pistol.

### ENOS FRAZERE

"Acme of Finesse"

THIS WEEK (March 8)

Keith's, Cincinnati

Managers  
LEWIS MOSELY & LEE STEWART

## LEW M. GOLDBERG

OF CHICAGO

NOW IN NEW YORK  
(From March 12th to March 20th)

To Secure Desirable Acts for

## R-K-O CHICAGO OFFICE

Where Can I See Your Act?

15 to 20 Weeks Now Being Booked in the Middle West

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Care JAMES PLUNKETT OFFICE  
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FOR QUICK ACTION!

Wanted—A Limited Number  
of Acts to Book with R-K-O

SEE

# LEE STEWART

AND LEWIS MOSLEY

904 PALACE  
THEATRE BLDG.  
NEW YORK CITY

MANAGING SOME OF  
THE BEST ATTRACTIONS  
IN VAUDEVILLE

20 Years of  
Sincere Service



## News From the Dailies

Lou Tellegen took unto himself a fourth wife. He was married to Eva Casanova, his recent vaude partner, at Asbury Park. Tellegen stated that Miss Casanova will be his leading lady in a new play now in rehearsal. Tellegen was previously married to Countess de Broucken, Geraldine Farrar, opera star, and Isabel Craven, pro name Nina Romano.



## Variety Bills

**NEXT WEEK (MAR. 15)**  
**THIS WEEK (MAR. '8)**

Numeral in connection with bills below indicate opening day of show, whether full or split week

## Picture Theatres

[illegible][illegible][illegible]

Vic Honey 3  
Stark Lewis 3  
Angie & Seanie  
Stan Kavanaugh  
Clifford & Marion  
1525th St.  
1st half (12-13)

In BOBIS PETROFF'S  
"FABRIK" TYPE  
"WHITE FLASHES" (3)  
FARMINGTON N. Y. C.—NOW  
Dir. LEDDY & SMITH

3 Cappa  
(Two to 10)  
24 half (10-21)  
Look  
(Two to 10)  
Morin Sils  
(Two to 10)  
Walter Boy Scouts  
(Two to 10)  
Money Tru  
(Two to 10)  
Rose's Pickard Co  
Dillon & Margie  
3 Orantio  
Don Cummings  
Tempe Collins  
Harry & Radcliffe  
Chas. & Elsie R  
Henry Bergman Co  
Anne Edith  
Michon Bros  
Carrie  
(Two to 10)  
Modern Chiropractic  
(Two to 10)  
24 half (12-11)  
Carrle & Edm  
Franklin D'Amour  
(Two to 10)  
N. W. to 10  
Rudy's & Donegan  
Charles & Elsie R  
Buck & Wells  
Chas. & Elsie R  
Royal  
Liassee Araba  
Geo Beatty  
24 half (12-11)  
Buck & Bubbles  
Chas. & Elsie R  
24 half (12-11)  
Monte Caran  
Geo Broadhurst  
Chas. & Elsie R  
Chain & Conroy  
BROOKLYN  
Paul Yocan Co  
Chas. & Elsie R  
Chain & Conroy  
Brown & Kleiser  
L Oebner & Chloko  
F Sydell & Spotto  
F Thomas & Saxette  
J. J. & Elsie R  
A. K. Hall Co  
Elyia Clark  
24 half (12-11)  
Mary Margaret  
Lido Boye  
Farnell & Florence  
Carrington's Circus  
Chas. & Elsie R  
Murand & Clifton  
Van & Elsie R

3 Mariner Co  
Makler & Dunn  
Pollack & Dunn  
3 Mariner Co  
(One to 10)  
Fracrot's  
Jerome & Ryan

BOSTON  
Keltie  
Hill Billie  
La Belle Pina  
Flowers of Sev  
J Rankin & B  
Movatt & Har  
Raynor Lahr Co  
C. S. Timblin  
BUFFALO  
Hudson  
Large & Mor  
Solly  
Pollack & Dunn  
Jenn Carr  
Proby Leighton  
Mildred Hunt  
Bobby Leighton  
Billy House  
HILL CHICAGO  
Boyd Senior Co  
Jules Townsend  
Proby Leighton  
Jules Blodow  
The Detestore  
La Salle & M  
Leelle Strang  
J. J. & Elsie R  
Josephine Har  
Lila Gray Chas  
State-Lake  
Alice Mack  
3 Doctors  
Proby Leighton  
Tittle & LaRue  
Albee  
Makler & Dunn  
Conlin & Glad  
8 Janesley  
Bnos Frazzer  
Chairs Frazzer  
H. C. & Elsie R  
H Carroll Rev  
100th St.  
Payne & De Co  
Viola Dunn  
Allen & Mary  
2 Daves  
Summers  
Roger Imhoff  
O. F. & Elsie R  
Leslie Strang  
Gene & Glenn  
Will Higgs &  
Mildred & Ma  
Mose & Frye  
DENVER  
Gwynor & Ry  
Olan & John  
(Two to 10)  
Danco Fables  
Ray & Harris  
W. J. & Elsie R  
(One to 10)  
Keltie's  
Bredt & Nola  
Biddle Nolan  
(Two to 10)  
Van & Schenck  
(Two to 10)  
Joe Mandis &  
Dillon & Par  
D. Byron &  
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Cook & Oatme  
Caudette  
(Two to 10)  
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Farnell & Fi  
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Raymond Bro  
Clifford Wynn  
D. Byron &

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OFFICIAL DENTIST TO THE N. V. A.  
DR. JULIAN SIEGEL

**DR. JULIAN SIEGEL**  
1560 BROADWAY  
This Week: The X-Cruke

**This Week: The Lo Grone,  
The Rex Marns**

Taylor & Bobbie	Bob Albright Co
Willie Solar	(Two to fill)
Geo Andree Co	(8)

(Two to fill)	Heras & Wallace
<b>PATERSON</b>	Orville Stamm Co
Keith's	Weaver Bros

1st half (15-18)	Home Folks
Gray Family	(One to all)
Ruddell & D'nning	SYRACUSE

Hamilton Sis & F	Keith's (15)
Nick Lucas	Mijares
4 Jacke & Girle	Watts & Hawley

2d half (19-31)	Marty Maye
St. Clair Sis & O'D	12 o'Clock Rev
Danny Small	(8)
Sam McLaughlin	Gene Grier

Co nce	Tom McAuliffe Bayes & Speck Jack Hayes Co Ed. Hayes (12-14)	Cora Green Solly Ward Co Frank Gaby Mont. Gite, Rice
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Co Hill Billiee  
Br'wn & C'r'n Sis  
Hay Day of Youth

Key Day of Youth	RKO Features (10)
Walter Walter Co	Arthur Petley Co
RKO Discoverlee	Gold & Raye

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## Inaccurate Biographies

O. O. McIntyre

By Claude Blayon

O. O. (Say Ah) McIntyre is America's leading columnist despite occasional slams from the tabloid purveyors. The odds of one tab writer are published in 32 newspapers. Those of Mr. McIntyre are syndicated in several hundred. Between these two odds they cover most of the United States.

McIntyre was born in Gallipolis, O., where cuspids are still an integral part of living room furnishings. For quite a while he looked as though he never would be anything much. He didn't learn to walk until he was three years old, and after he learned to walk he wouldn't go out of place.

"Why don't you go out and play with the other children," his parents asked.

"They make jibes at me," replied O. O., "because I gawk."

"You what?" chorused the parents.

"Gawk," repeated O. O. "Gawk, gawk, gawk!" He started to choke, and his face became a deep purple. His parents stared at him uncertainly.

"Maybe," said the father, "maybe he'll choke to death." "Maybe," said his mother. "Then," she frowned, "but the neighbors will talk," she added. "Go ahead—slap him on the back."

McIntyre remained backward until he started to work as a printer's devil. When the printer went home for lunch O. O. grabbed a compositor's stick and set up the word "damn." Thereafter he wrote it all, and read it aloud while his

ears turned fiery red.

"Damn," he said. Nothing happened. "Damn," he said again. He gazed toward the ceiling. "This isn't a sin," he said. "I'm not saying it myself—I'm reading it." Nobody answered and he didn't fall dead. "Damn," he repeated, and started to weep.

When the printer returned from lunch little O. O. asked him where the hell he'd been.

Eventually, McIntyre became a newspaper reporter. City editors assigned him to murder stories at first, but transferred him to society chatter as soon as they discovered he could write only in the first person.

While writing this chatter McIntyre discovered that people accept printed matter as news even though they've known all about it for night on 40 years. His future was assured.

Hearst finally bought the column of chatter and broke it up into fillers for the ad pages. He was forced later to run under one head with a by-line, because "I ate lunch to day with several celebrities" looked odd on the bottom of page 14.

Finding he could support a wife and still have money for a new pink shirt every day, O. O. married and withdrew his name from several matrimonial agency lists. Recently he tried dramatic criticism as a sideline, but gave it up because the plays always ended differently than he reported. His editor claimed he was sleeping on the job. McIntyre retorted that he was sleeping in his hotel.

## Miss Seymour Sings Hymns In Court—Sent to Bellevue

Singing hymns while waiting arraignment in West Side Court and reciting the Scriptures, Mrs. Pauline Seymour Morris, 43, of 207 West 56th street, formerly professionally known as Pauline Seymour, was committed to Bellevue Hospital's observation ward by Magistrate William C. Dodge.

Mrs. Morris, good looking, protested being sent to Bellevue. She stated that she was not opposed to having her sanity asked, but asked the Court to send her to some other institution. The Court was powerless, he asserted.

A few years ago Mrs. Morris appeared in the Scriptures, Mrs. Pauline Seymour Morris, 43, of 207 West 56th street, formerly professionally known as Pauline Seymour, was committed to Bellevue Hospital's observation ward by Magistrate William C. Dodge.

Mrs. Morris was arrested on the charge of violating the Sullivan law. She and Luigi Betochoi, 30, ex-Italian army officer, he said, and sharing a room from Mrs. Morris, were arrested in Mrs. Morris's apartment. In the apartment was found Mrs. Morris's daughter, Layne Lotus Morris.

Word had been received from friends of the daughter by the police of the West 47th street station that the stock companies. She has a beautiful voice and her singing was plainly audible in the courtroom.

The cop stated that the daughter had the gun in her hand. Layne told the cop she had taken it from her mother. Seitelreich told Mrs. Morris to get ready to come to the police station. Betochoi said his room should be that he was the owner of the pistol. The cop then arrested him.

Both spent the night in jail. The following morning they were arraigned and pleaded not guilty. The Court fixed bail of \$5,000 each. They were unable to obtain it.

In court were Mrs. Morris, who is said to be estranged from his wife, and Layne Lotus. The girl is said to be 22. The husband's name is Layne C. He and the daughter, it is said, make their home at 164 Waverly place.

In West Side prison Mrs. Morris told reporters that she was being "railroaded" to a mental institution. She stated she has lived apart from her husband about 10 years. "Compatibility" was the only reason offered by her for their break.

Frank McCoy, attorney for Mr. Morris, suggested to the Court that Mrs. Morris be sent to Bellevue. The husband signed the committing affidavit. Meantime, Betochoi has been held for Special Sessions Court.

Mrs. Morris will have a further hearing. She does not know that Betochoi has been held. The latter stated he loaned the gun to Mrs. Morris, who stated she wanted to show it to a friend.

## Capone's Party

Chicago, March 11.  
Two auto loads of "the boys" left for Philadelphia and Al Capone's "coming-out" party March 17.

## Chatter in Loop

Great-States offices have been moved across the street with B. K. Francine Larrimore has two bodyguards.

John Stout, company manager of "Singing" include, had a seven-day toothache.

Mrs. Fritz Bloch, actress wife of the "American's" asst drama editor, has recovered from tonsil disease.

Dick Bergen, RKO booker, has taken to blue shirts and cerise polka dot ties.

Texas Guinan offered a job to Art Sheekman's niece, who is three weeks old.

Max Turner of the William Morris office has become the latest bridge sensation. He trumps ace.

Richard Atwater (Rio), now of the Chicagoans, has been asked to do a series for "Child Life."

Personnel of the Palace, otherwise known as the Let's Go Ushers, threw a non-mutty party.

Karl Krammer, MCA, bought a new tie and called for a vacation in Scotland.

## Broadway Chatter

### STARK CAN'T PEDDLE HIS FISH NEAR BRASS RAIL

Rock Fry, Inc., otherwise known as Fish and Chips, Broadway's first seafood counter joint, will have to close its doors without the aid of its founder and president, Jack Stark, the ruling was made by the N. Y. Supreme Court and affirmed by the Appellate Division following an injunction suit brought against Stark by the Brass Rail, Inc., next door neighbor to Fish and Chips. Both restaurants are located on Seventh avenue, between 49th and 50th sts.

Argument between Stark and the Brass Rail began a couple of years ago. Stark then was a stock holder in the delicatessen restaurant. Following some controversy he sold out his holdings and signed an agreement not to participate directly nor indirectly with any restaurant movement within a three-block radius of the Brass Rail. Subsequently Stark was revealed as one of the leading spirits in the fish counter next door and the Brass Rail asked for an injunction to restrain him. His plea was that since Stark had formerly been actively engaged in the Brass Rail he knew many of the customers and would prove personal competition.

English idea  
Fish and Chips joint which opened about two months ago seems to have caught on. Back of it all is a planned syndicate movement to establish more of these places in a nation-wide chain of fish counters. The Middle Atlantic Fishes are having the movement the Seventh avenue place is the first to be opened. The type of restaurant is an importation from England where there are said to be more than 1,000 such eating places in operation.

Stark himself enjoys a Broadway reputation as a pioneer restaurant juggler. Four years ago he started the barbecue type of beach pool and got a good start. However, when he tried to enlarge upon the idea and put them out in chain numbers the idea flopped. Stark himself being reported as having lost \$100,000. He then tried the brass rail type and since that time Broadway has seen several of these operated.

Mrs. Roy Atwell is out again after her appendicitis operation.

Al Jolson will stay in town until the opening of his new flopper.

Julius Kandler is still looking for a job.

Eddie Buzzell is back from Bermuda with a tan as evidence.

Julius Ziegler is the champion trick top purchaser.

Fox and Healy on the make for each other.

Jack Osterman is plotting an improvement; an act with 500 stoges.

Lou Shur and George White are Miami bound together.

Billy M. Greene is making a tour of Loew's southern time.

Jerry Devine is back at 'Bentham' office.

Warren Nolan, of U. A., is again out in Detroit on exploitation promotion.

Mrs. Mario Chamlee, wife of the comic star, is in Wilton, Conn.

Bugs Baer's description of a local burlesque house is "a comfort station with music."

Ned E. Depnet, of First National, has returned from a vacation of several weeks in Florida.

E. E. Shauer, Paer's foreign manager, is still ill and confined to his home.

A former indie vaude agent is still looking for a job at \$50 a week as a steady proposition.

Marvin Schenck mauled a ligamenter and found a handball court. That's why because the came.

Dan Parker's been offered the sports editorship of a straight morning sheet.

Samuel Lowery has a new manager in Dave Bromberg from the Japanese Gardens.

A Mr. Selwyn rolled two bucks up to \$5,000 of one of the Miami palaces a week ago.

Wrong report about E. F. Albee III in Palm Beach. Feeling very good down there.

K-ray of Lew Goldner's left wing, injured in auto accident, showed no bones broken.

The Charlie Morrisons' three-months old daughter started a brawl for a tennis court, so her old man bought a house at Bayside, L. I.

Handsome and most expensive furnished pent house in New York is atop the Bond building at 100 W. 42nd St.

Annual vaudeville benefit show for Lynbrook, L. I. police force, successfully staged last Tuesday by Jess Freeman, batting for Charlie.

## Palm Beach

By Wallace Sullivan

avenue, New York, is perhaps the most photographed society girl in Florida. The photos say its a pleasure!

Boeing tees are quite the thing in Palm Beach.

Hotels here, exploiting the names of celebrities checking in, announce their presence as "late arrivals."

A. Atwater Kent arrived on his yacht, "Alondra," and L. K. Liggett gave his drug store a rest by anchoring his "Ambler."

Mr. and Mrs. Charles E. F. McCann gave a joy feast for 200 of the leading members of the colony, The Statesburys, Seligmans, Tilghmans, etc.

A society woman was severely cut by flying glass in a Miami Beach night club when one of the three Palm Beach Boys, radio trio, hurled a glass at his host. Tumbler ricocheted from bald head of host for the pillar and struck the woman. She was attended by a surgeon, sitting on the ringside. Youth was

(Continued on page 63)

Johnny Weismuller is exhibiting at the exclusive Bath and Tennis Club. Johnny had snout of Miami and Coral Gables.

Butlers and maids of Palm Beach had a tournament to see which could decorate a table best. Given at the Palm Beach Garden Club.

Phil Glenby packed all the fun possible these nights, which are the last in Miami Beach.

Roman Pools will fold up this week, after a good season in the cafe, but a lean one in the casino.

A society woman was severely cut by flying glass in a Miami Beach night club when one of the three Palm Beach Boys, radio trio, hurled a glass at his host. Tumbler ricocheted from bald head of host for the pillar and struck the woman. She was attended by a surgeon, sitting on the ringside. Youth was

(Continued on page 63)

Next to the stage door of the Palace Theatre, the new home of

MRS. GERSON'S GRILL

After 11 Years on Broadway

## NEW YORK THEATRES

**Strictly Dishonorable**  
Comedy Hit by Preston Sturges  
Staged by Ambler  
AYON Thurs. 8:45 Fri. 8:45  
Sat. 8:45  
Even. 8:45. Mat. Thurs. & Sat. 3:30  
and 5:15. Seats 10c to \$5.00

**It's a Wise Child**  
A New Comedy by Laurence R. Johnston  
2ND YEAR IN NEW YORK CITY  
**STREET SCENE**  
has been  
from the  
AT THEATRE  
For further information  
see daily papers  
Even. 8:40. Mat. Wed. and Sat. 2:30

**GRACE GEORGE**  
In the St. John Ervine comedy  
**"FIRST MRS. FRASER"**  
with A. E. Matthews  
and Lawrence Greenish  
PLAYHOUSE Thurs. 8:45 Fri. 8:45  
Sat. 8:45  
Even. 8:45. Mat. Wed. and Sat. 2:30

**THOSE WE LOVE**  
"A grand job of play writing, acting and directing."—Burras Miller, News  
Even. 8:45. Matinee Wed. & Sat. 2:40.  
**JOHN GOLDEN THEATRE** West 49th St.  
A THEATRE GUILD PRODUCTION  
**METEOR**  
By S. N. BEHRMAN  
GUILD Theatre, 652 St. W. of W. 7th  
Even. 8:45. Mat. Thurs. & Sat. 2:30  
LAST WEEK

**THE APPLE CART**  
Bernard Shaw's Political Extravaganza  
**MARTIN BECK** Thurs. 8:45 Fri. 8:45  
Sat. 8:45  
Even. 8:45. Mat. Thurs. & Sat. 2:30  
**"LORD BYRON OF BROADWAY"**  
M-G-M ALL-TALKING PICTURE  
with M. G. M. ALL-TALKING PICTURE  
TERRY, CLIFF EDWARDS,  
and the Stars—WESLEY EDDY  
KING  
Bursch—Orchestra  
B'way 51st St.

**ROXY** 50th St. & 7th Ave. Dir. of S. L. Rothman (ROXY)  
Third Anniversary Program  
William Fox Presents  
ELINOR GLYN'S First Talking Picture  
**"Such Men Are Dangerous"**  
with WARNER BAXTER  
Anniversary Program  
in a Jamming Garden "Roy Symonds"  
Brilliant Array of Artists.

**SONG OF THE WEST**  
(IN TECHNICOLOR)  
With John Hall, Virginia Segal and Joe E. Brown  
WARNER BROS. THEATRE  
B'way and 52d Street

**GEORGE ARLISS**  
in  
**"The Green Goddess"**  
Winter Garden—B'way & 50th St.

**GEORGE ARLISS**  
in  
**"DISRAELI"**  
CENTRAL THEATRE—B'way and 47th St.  
Daily, 2:45-8:45—Sundays, 3-8:45  
and 3 Theatres

**RKO THEATRES** LET'S GO  
M. F. KEITZ'S  
**PALACE** 6th Ave. 47th St.  
ANN SEYMOUR  
HENRY BENJAMIN CO. OF 25  
HARRIS & MACFILL  
CHINESE OPERA  
FAMOUS FOLLIES

**R-K-O PROCTORS** 58th ST. NEAR 3rd AVE.  
Wednesday to Friday, March 12 to 14  
George M. Cohan's  
**"LITTLE JOHNNY JONES"**  
with EDDIE BUZZELL  
CARL FREED & Orchestrators—Others

**R-K-O PROCTORS** 86th ST. COR LEX AVE.  
Wednesday to Friday, March 12 to 14  
George M. Cohan's  
**"LITTLE JOHNNY JONES"**  
with EDDIE BUZZELL  
ONLY BOY SIAMESE TWINS IN THE WORLD  
WITH THEIR BRIDES AND FILIPINO BAND  
Ann Seymour, as the current  
Palace headliner, followed her ex-husband, Henry Santrey, who headlined there the week before.

## Romantic Pugs, Minus Discipline Seek Girl-Fun In Dance Schools

Prize fighters who can't hang around cabarets or get any night life atmosphere for fear of ruining their prestige as fighters manage to sneak in relaxation of this type by frequenting dancing studios around Broadway.

Any number of them flock to dance studios. They take tap lessons on the grounds that it helps their footwork. But the main attraction of the studios for them is the girls who practice there.

"We have five or six fighters who come here," said the boss of one place, "and there are some who go to other studios. Sometimes not even their managers know that they come here, and sometimes the managers come along to keep an eye on them. But neither the managers nor the fighters want anything said about the fact because it is bum publicity. Realistic fighters hang out at a night club to the people who might hear about it."

"You see, most of the fighters like the girls here. Training all day in the gym and going home at night gets pretty monotonous, so they come up here where the public won't see them and where they can have a little fun."

It seems that gym routine is so unappealing that a lot of fighters try to argue their managers into letting them do most of their exercising in dance studios. They get away with this to any great extent, so the tap dancing footwork gag is their main excuse. "I don't think it helps their footwork at all," said the dance master, "but if it does it does it's hard to argue them out of it."

## Nice Kind Tenor Jams Up Italian

Oliver Stewart, lyric-dramatic tenor, appeared in West Side Court, opposite Albert Bernardi, 24, Italian printer and singer, of 215 East 28th street. Bernardi was arrested in the lobby of Stewart's house, 10 West 47th street, when he is alleged to have attempted to throttle the singer in his apartment.

Stewart asserted he was robbed \$20 by Bernardi after he was seized by the throat and almost thrown into a closet.

When Bernardi was taken to the West 68th street station only \$1 was found on him and he refused to say Bernardi denied the allegation and testified that he was invited to the tenor's apartment. When the latter became "frenzied" he said he quit. He denied taking money.

"Your Honor, I had just left the Metropolitan Opera House, where I saw 'The Girl of the Golden West,'" said the tenor, "and reached 45th avenue and 46th street. I noticed that the defendant had followed me. He approached me and asked if I was not an opera singer. He said he had met me in Italy."

Invitation for Tea  
"I told him that I didn't recall him, but that I had sung in many cities of Italy. He told me he was interested in his job and wanted to make a change. I invited him to my apartment for tea," continued Stewart.

His father, Thomas J. Stewart, retired, was the head of the Stewart Carpet Co. He is president of the Jersey City Y. M. C. A. I thought that through his influence I could locate the job for the defendant. I sang and played the piano for him. He told me he was penniless and asked for a few dollars," said Stewart. "I went to my wallet and retrieved \$2. When he saw the money in the wallet he seized it and emptied it."

"He then seized me by the throat and began to throttle me. He thought to shoot me in the back. I pleaded with him. Finally he left and threw me \$5. It was then I phoned to have him intercepted in the lobby," stated Stewart.

Bernardi denied the charge. He said that the tenor smiled broadly at him on 5th avenue and invited him to his apartment. When I quit the apartment I took nothing," said Bernardi.

## Snobbish Chumps

New form of telephone salesmanship uses social angles. Phoner announces her name, explains that she is a debutante and gives her social connections before asking if the telephone would like to subscribe to "Vogue" or "Town and Country" or an one of the high-toned magazines.

In the case of benefit tickets, the saleswoman opens her spiel with: "Mrs. Otto Kahn asked me to call you up" or, "Your name has been given me by Jimmy Walker."

Bait is highly successful, with the telephone delighted at having been singled out by any one so socially prominent.

## Bouncing Checks Force Checking Balances to \$500

Rubber checks have become so prevalent in the mid-town and Times Square districts, particularly since the Wall Street bubble burst, that practically all of the banks in the neighborhood have, since the end of the year, adhered strictly to a rule of a \$500 minimum checking balance.

Prompt notification with request to bring the balance back to the \$500 mark has embarrassed lots of the lads around Broadway.

One bank with an office on Fifth avenue in the 40's has the reputation of having made elastic checks written against it than any other in town. Other banks or branches known as "bootleggers' banks," where the big racketeers keep their main change on deposit, are tightening up.

## Indecent Book Charge Holds Up on "Aphrodite"

"It wasn't 'Aphrodite' that Mr. Sumner and his agents were seeking," said the court, but copies of "Fannie Hill." He found no copies of the latter book and he seized many copies of "Aphrodite," said former Magistrate Frederick Groehl in West Side Court when he asked Magistrate Dodge to dismiss the charge against his client, Earl D. Marks, 32, of 6326 Groton street, Forest Hills, L. I.

Marks was the head of the Mutual Circulation Co. His premises were raided by John S. Sumner and Charles Bamberger of the N. Y. State for the Suppression of Vice. Magistrate Dodge denied Groehl's motion and held Marks for trial in Special Sessions.

"I consider the book filthy. I have no doubts, and I certainly would not permit them to read it," said the Court. Magistrate Dodge read excerpts from the book. Marks was charged with possessing and offering for sale "Aphrodite." Mr. Sumner bought a copy from an employee of Marks. Mr. Sumner had a search warrant and seized the alleged indecent books.

The Court said that agents had been arrested on the campuses of several colleges. He stated that some were arrested in Boston for sale of "Aphrodite." He denied he was seeking copies of "Fannie Hill."

Groehl stated that "Aphrodite" told of life as it was lived many years ago.

## J. J. Gerahy Steps Up

James J. Gerahy, deputy county clerk of the Bronx, has been named to succeed William Quigley as commissioner of licenses taking office this week (Mar. 10).

Gerahy is particularly interested to show his business and his appointment by Mayor James J. Walker to succeed Quigley, an appointee of former Mayor Hylan, prompted congratulations around from those in show business.

## HOSTESS AND FRIEND HELD OVER LOST \$170

Testifying in West Side Court before Magistrate William C. Dodge, Harry Scharga, 149 Buffalo avenue, stated he believed he was drugged in an apartment of Mrs. Marie Baldwin, 22, hostess, of 349 West 85th street and robbed of \$170. Mrs. Baldwin was arrested together with Jerome Ryan, 27, the same address.

The Court held the pair in \$2,500 bail for the Grand Jury. They were charged with grand larceny. Both denied the charge and brought to court several witnesses.

Ryan told the Court that he was employed as a circulation manager for the "Racing Form." Ryan lives on a lower floor in the 68th street house. Mrs. Baldwin stated she was a hostess at the Smart Set Ballroom, 68th street and Broadway.

Scharga stated he was employed as manager for the Spotless Cleaning and Dyeing Co., 227 West 72nd street. He said the \$170 belonged to his boss. The money was not recovered. He told of visiting Mrs. Baldwin after a flirtation. He met the hostess and her girl chum on Broadway. He was in his auto and gave them a "lift" home.

Subsequently he called on Mrs. Baldwin. He had several drinks of gin. Ryan visited the apartment. He had a few drinks. Soon Scharga fell asleep in the chair. When he awoke he found Mrs. Baldwin and her husband disputing some money, he said. He searched for his money and it was gone. He went to the street and got Detective Jerry Butler of the 68th street station. Butler questioned all concerned, but they denied the charge. When he heard the chief was asleep in his own apartment when the sleuth entered. Marie's husband had been in the apartment, but he was gone when the cop came in, said Scharga.

## LOUISE MENSE BEATEN, DANNY FAIN ARRESTED

Louise Mense, who stated she had appeared in musical comedies and more lately as hostess in night clubs, appeared in West Side Court, telling Magistrate Dodge of the savage beating and kicking she received from Danny Fain, 28, 26 avenue, of 66 Davis avenue, Providence, when he was held in \$2,500 bail for the action of the Grand Jury.

Miss Mense's body was discolored, her right cheek bone fractured, and a leg bone fractured. Bruises as a result of the beating done by Fain, she alleged. Detectives Rosenberg and Murray of the Safe and Loft Squad were present when she heard the cries of Miss Mense coming from her room: 1, the Hotel Portland, 132 West 47th street. They found her senseless on the floor and bleeding. She was revived by an ambulance surgeon.

She averred that she had known Fain for eight months. She met him at a night club where she was performing. He became infatuated with her and proposed matrimony several times. She had dissuaded him from the idea, she thought.

A few days ago he invited him to a birthday party in her apartment. The guests had left about 6 a. m. Fain remained, she said. Again he spoke to her about marrying her and she again refused. He said, "Well, if I can't have you no one will want you when I get through with you," she quoted him as saying, and then began the assault. He then fled.

Fain denied the charge. He admitted being in the apartment and said that the hostess had received her injuries when she fell into the bathtub.

## GARDEN SPECS PINCHED

Trying to Clean Up 8th Ave. of "Steerers"—Merchants complain

As a result of the dictum issued by Captain Dwyer of West 47th street station to clean the Ginges of Madison Square Garden of "steerers" and "specs." Detectives Henry Browner and Joe Williamson, in company with McCormick's staff "bagged" steerers in the neighborhood of the Garden.

Seven had tickets for the night's show. They were taken to Night Court and fined \$5 each.

## Negro Preacher Blends Bible Study, Dance Hall and Poker—Finest \$100

### TEACHING A MAYOR

Los Angeles, March 11.  
News reit cameraman photographing "Bossy" Gillis on his arrival to L. A. told the noisy mayor to act natural.

After a few starts the cameraman burned, saying "Aw, act natural—talk a lot."

## Girl Hits Masher And Court Gives Feeler 10 Days

Mrs. Ethel Kornblum, wife of an attorney and residing at 1123 Sutter avenue, Brooklyn, is one woman who can handle masher or any other. She placed a few on the street. She placed a few on the street. She placed a few on the street.

Patrolman Edward Catalano of the West 47th street station arrested Lopez in the manager's office. He was taken there by ushers after the attorney's wife finished with him.

Mrs. Kornblum testified she sat in the orchestra. Lopez began to annoy her. Four times, she said, he placed his hands where he should not have. He got up to leave. She followed him down the aisle. She placed a few on his face and began to pummel him with both hands. Ushers rescued him.

Lopez said he spoke Little England was all a mistake, he told Magistrate Dodge in West Side Court. The Court was skeptical and gave Lopez 10 days in the Workhouse.

## Income Tax Allowances; Less on Earned Income

Washington, March 11.  
Saturday, March 15, is the final date for filing income tax returns. Bureau of Internal Revenue is urging taxpayers to get their returns in promptly to assist the Government in keeping down the tremendous cost of collection when returns are delayed.

Professionals are urged to take full credit for all allowances due them because of their particular calling and its consequent legitimate expense of raising them.

It is pointed out that the extra 25% allowable on earned income should not be overlooked. This special reduction was enacted by Congress after the regular forms were printed. Bureau has attached a rider explaining this phase to those making returns last year. If this has not been received bureau suggests inquiry be made at one of the collector's offices where full details on this feature and all others of the tax payment will be explained.

If by any chance a return cannot be made by the coming Saturday, it is necessary to file on or before that day, a request with the collector of the taxpayer's district for an extension. This will be granted if the cause for the delay is a legitimate one.

## Hershfield's Windfall

Harry Hershfield started with visions of wealth. An art agent with a taste for the old, he made the painting to go to a mid-western art museum if accepted.

Hershfield's piece is very similar to a Rembrandt in the Haverly collection. It is the only one of its kind that old masters sometimes made two or three copies of certain subjects. Art people also say even a very good copy brings a high price for museums.

St. John, N. B., March 11.  
Police of Sydney revealed an unusual type of dance hall when they arrested "Rev." Sam Scroggins, for maintaining a gambling house and general nuisance.

In the police court, Scroggins claimed to be a traveling colored clergyman. He admitted to staging dances in his hall, and acted before the magistrate by claiming that between the dances, he taught religion including the Ten Commandments to all those who patronized his hall. He ran these every night, including Sundays. By teaching the religion he said he thought he was entitled to operate on Sunday.

Between the dances everybody had to accept the religious teachings of Scroggins, who was always attired in black, entirely except for the white Roman collar. Scroggins claimed to the magistrate; he barred from future dances those who did not pass his examinations in religion. There were all oval, and embraced the putting of questions to the dancers, suddenly, while they were dancing, or between the grips. Those who drank were told to stay away until they knew their bibles. It was nothing unusual to see many of both sexes walking into the Scroggins' studio carrying bibles.

Gambling's Out  
Fact that he allowed gambling on the premises proved the downfall of Scroggins. He was fined \$100, and 30 months in the bastille. He paid the fine, and continued his faction by Scroggins, by ushers after the attorney's wife finished with him.

Whites and blacks have been fraternizing at the Scroggins' hoofing emporium. Complaints of losing money, and being a victim of the Scroggins, resulted in the police making an unexpected visit and finding whites and blacks playing poker at tables a few feet from the dancers.

## LEE ROY DeFORD GETS 30 DAYS FOR BOUNCERS

Wearing a large brown sombrero and displaying lots of hauteur, Lee Roy DeFord, 36, who stated he was in the mercantile business and stopping at the Cumberland Hotel, was sentenced to the Workhouse for 30 days for failing to pay the Cumberland \$42.

The debt was for lodging, eats, cigars and a few "rubber checks." DeFord, when he registered at the Cumberland, told them he had just come from a west coast job. He gave large tips to the bellboys and got some service.

He told the bellhops he was a film star. Good, he stopped giving out tips and when the bellhops began to appear. The hotel pleaded with him to make good some of the money. He threatened to have them get a new job. Finally they had him arrested.

When before Magistrate Silbermann, DeFord lost his hauteur and told the Court he thought his funds had been exhausted at the hotel on the Coast. "I'll make good if given time," said DeFord.

"Time you shall have," said the Court. "Thirty days in the Workhouse." DeFord's partner, Harry Mrs. Roger Meehan of West 47th street had to hold up DeFord, who almost collapsed.

## Parties Out—Films In

Carmine Hall, Greenwich Village, which for a time rivaled Webster Hall for spotting of freak and Villainous balls, has closed its doors and will be "remodeled into a picture theatre."

A. Bertini, already operating three small capcity houses, has taken over the Webster Ballroom and will remodel into a 1,000 seater.

## Endor-Leedom Suit's Date

Atlantic City, March 11.  
Trial of the \$400,000 love balm suit of Mrs. Endor Leedom against Mrs. Frank G. Duiker, the former Edna Leedom, in circuit court here has been continued until the spring term, opening May 19, Judge W. Frank Stacy announced.

# Wisdom for the Woeful

By Nellie Revell

This department, conducted by Miss Revell, has been instituted as a weekly feature and is placed at the service of any "Variety" reader. Matter submitted to Miss Revell will be treated confidentially. No attention will be paid to unsigned letters, but real names will always be suppressed.

Miss Revell may be addressed at the Hotel Somerset, West 47th street, or care, "Variety," New York.

Dear Madam: I am a mother, but she is a problem. She doesn't understand we aren't living in the same age as when she was a girl and that show business is now like any other business, and that our mode of living and conventions are different. Every time the boys and girls from our show come to the apartment and we get to talking shop, mother can be depended upon to get disagreeable, saying insulting things to my friends by pointing out how different and circumspect she was at our age. She approves of my being in the chorus and is glad to get the money the job brings in every week, but hasn't any use for my friends. What shall I do?

Answer: When you were young your mother had to put up with you idiosyncrasies; it is your duty—and privilege—now to bear with hers. Friends and associates you can make and acquire as you will, but you have only one mother and won't have her forever. If your friends displease her, I should think an easy solution would be not to invite them to your home—you can enjoy their society elsewhere.

Dear Nellie: When you and I tramped together years ago I never dreamed I would come to you for advice on this subject. You know I am a good husband; have always let my wife carry the bankroll, but the house she wanted, the car she craved, and spend all my money. She wants on herself—why, she pays more for one dress than I pay for a wardrobe a season. Still she is dissatisfied, always wanting something else, and now I fear she wants some other man. She is no longer young and couldn't make a living for herself if she left me. I know once I am removed from a position whereby I can protect her

that this guy will trim her. I feel that I should protect her against herself and this man.

Lead: Answer: Keep your head cool and your feet warm—in other words, don't allow yourself to get cold feet. And don't do anything to upset her, and pour oil on the flames. I am sure you are right and that she does need your protection, probably more than she before in your married life. Remember, women don't always want divorce when they say they do.

Dear N. R.: I missed an entrance one night in a number because the wardrobe woman didn't get me hooked up in time, and the stage manager fined me. The next day I missed a rehearsal because I didn't have my dress called. I thought there was no notice on the board, but the stage manager claimed he notified me verbally, which he didn't, although he did the other girls. I believe he was right to get me in wrong with the management so if I am fired or quit, and he can put in his girl friend whose show closed less than a week before. What can I do to protect myself and my job?

Answer: Take the matter up with the company manager, rectifying the circumstances as you have outlined them to me. In the meantime, don't be caught napping.

Dear Madam: I am married to a man outside of the profession and while he makes a comfortable home for me, I do not love him and never will. I get lonesome for show folks. Should I carry on and go through with it, or should I tear out while I am still young? Es-Show Girl.

Answer: There is only one reason for a woman living with a man. Any other reason brands her.

## Uncommon Chatter

By Ruth Morris

At the Palace  
Anne Seymour at the Palace this week analyzing the human race in song. Wearing a handsome white ensemble and later an elaborate Charles Le Maitre gown, she gives the feminine viewpoint of our friends. Just to keep everything fair, she appears later as a Young Man About Town, in trim tails and top hat, voting "yes" to a lot of gold diggers. Lyrics are sometimes clever and sometimes not, but possessed of at least one sure-fire line that the public will love. Miss Seymour curtain-speaked that she has been out of vaudeville for some time, and it is "all so new."

Best of the bill top heavy with flash acts. First of these, "Femme Folles," has Drena Beach, who announced as the Tiger Girl, does remarkable control work clad in a leopard skin. Costume and routine aside from that worn by the leader of the girl-orchestra—scarlet flared jacket over trousers flaring in narrow plaits from a high collar. "Chinese Whoopie Revue" (having appeared at the Palace less than a month ago) is programmed as "Diana from a Triumphant Epic Tour." Tch, tch, such deception! Oriental version American vo-de-o-do is as naive and entertaining as ever.

Henry Bergman's "Don't Tell the Governor" is nothing more than a band-act which may or may not have intended to poke fun at that politician horror, "Don't Tell the Governor." Lines are droll and the act may have seemed more amusing had it not been preceded by two musicals.

Beef Trust at Capitol  
There have been stage and picture productions introducing old-time burlesque queens, but none of them has managed to dig up such convincing types as those of this week's Capitol show, "Days of Yore." Where such hefty figures were found in this slyph-like age is a mystery. The burlesque chorus is a symphony of the grotesque, helped with little proportion; "Sweet Adeline's" chorus was artfully padded to look like the gartered girls from the Old Gaiety, but Chester Hale's Tiny Tots are the

real thing, enormous, shapely and clad appropriately in a perfectly vicious shade of pink trimmed with spangles, as they brandish spears and sing a belligerent song advising the Old Guard to get ready.

At the Cross Roads  
Paramount's "Tin Type Revue" is artful and pretty, with its entertainment in the capable hands of Charlie Hill, Lora Hoffman and an excellent troupe of Berke, Dancers. The stage decoration is lovely once it eliminates a large sea shell, spotted in center without any connecting link with the rest of the scene. Flat pieces and stage orchestra, set on revolving circular platforms, effects a swift change from summer to winter scene. Miss Hoffman appears in a handsome black taffeta gown, looking pounds thinner than when last seen in a shorter-length evening gown with a shining surface. Her voice, which is way above the average of picture house platitudes from a lead actress, commands applause.

Beating Those Edicts  
Since vaudeville units have fallen under the disfavor of the booking agencies, they have adopted the bill as separate items the contributors enact their stunts and make it soon apparent that they are part of a vaudeville melange. The character of the first half's bill at Proctor's 58th, "Sun-kissed" Eddie Nelson, recently of "Wood Wool," brought the Hollywood Collegians out of that show with him, to open the proceedings with bad music and better comedy, and to work in his own act with a group of chorus girls who later do a dance act of their own. You can cut it, or you can slice it, but it's still a unit.

Hipp Not Swanky  
Very little style at the Hippodrome this week. Eileen and Marjorie do clever acrobatics wearing short satin dresses, with plaited skirts allowing freedom of movement and Maria de Como affects a lavender liee studded with rhinestones for her character numbers. Two girls with Masagno's wear routine dance frocks for well executed comedy. And an actress who can't do more to say about such a dull bill is a born pirate.

## Did You Know That

Olga Petrova has a gorgeous home in the south of France where she spends most of her time...Zola Talma has had her portrait painted by Jeri Wisner...Dimitri Koff, which is going west to produce a small revue for the new Erlanger theatre in San Francisco—a Bessinger production...Dimitri Koff is vocalizing with Jeanette the vocalists...Eddie Buzzell and Ona Munroe have returned from Havana...Louis Dresser is back in Hollywood for another picture...Lew Leslie has given his "International Revue" a sumptuous make-over...Fernel Myers had a big hour warming recently...The Maurice Chevaliers and the Philip Goodmans attacked a musical the other night...Fernel Myers will do Jack Whiting's part in "Heads Up" when he leaves for the coast...Bobbie Perkins, Hervy Harris, Louise Groody, Marilyn Helton, Claire Windsor, Percy Helton, Louis Warner, Mrs. Alex Aarons, Carolyn McNair, Sylvia Fields, Fanny Farnum, Vernon, Minna Gombel and Juliette Day at the Mayfair...It is said that Brenda Lane has acquired an interest in several flower shops...Susan Fleming is beautiful enough to do without any makeup whatsoever...Raydie Harris and Margaret Shaw of "Fernel Myers" ooooh...Harry Richmond is singing several songs with his picture in his show...Paul Christie, a flirting girl, is a picture contract...Robert Emmett Keane and Claire Whitney, are motoring to California...Miriam Glick looks sweet in very wide trousersed pajamas in "Ritz"y...Eddie Foy, Jr., adds a dash of charm to the Stone show...Irene Delroy in "Top Speed"...Edgar Allan Woolf is famous for his baked beans...Bert Lahr has a reputation for being regular in the theatre...Carol Dempster's back from Palm Beach...When Charlie Morrison heard Groovy Jones, the picture City tailor, Nat Levy, didn't cut all day, till he heard the plane had landed...John McCormack sails for Ireland after his picture opens—had 50 pairs opening night...Mary Horan is forthcoming away from "Sons o' Guns," and Peggy Bernier has replaced.

## MARRIAGES

Thomas Chatterton to Mrs. Ruby Franz, non-professional, Feb. 28. George H. Horan, picture City, to the President's daughter, Francisco. This is Chatterton's third matrimonial venture and the bride's second.

Mary Vale (Vale and Stewart) to Alice Finn (Finn and Jamison), at City Hall, New York, March 5. Anna Baker, sister of Belle Baker, and Charlie Barker, cafe man and prominent politician of Detroit, were married in New York two weeks ago.

## BIRTHS

Mr. and Mrs. A. Guthrie, daughter, March 7, in New York.

Mr. and Mrs. Gene Kearney, son, in New York, March 2. Mother is Bunny Moore (Moore), Father is with the Par-Public.

Mr. and Mrs. Phillip J. Curry (Blanche O'Brien), a daughter, in Lutheran Hospital, New York.

stones for her character numbers. Two girls with Masagno's wear routine dance frocks for well executed comedy. And an actress who can't do more to say about such a dull bill is a born pirate.

Still Backstage  
"Puttin' on the Ritz" puts the old back-stage formula through its familiar paces, with a poison-liquor measure thrown in just for good measure. But for all that it's an old formula, melodiously when its dialog sounds as though it had been written by Jimmy Gleason.

Lilyan Tashman, lacking her usual chance to wear stunning clothes, helped with the wardrobe of the girl who is always hungry. It is doubted if even the more slinky member of a vaudeville team would ever wear the ridiculous clothes forced upon her by the designer.

# Hollywood's Spring Styles

By Cecelia Ager

Hollywood, March 8.

There is a dressmaking establishment here that for conservatism could put to shame the mighty Worth of Paris. Nestling on Sunset Boulevard, in a building of Spanish intent, this house is fit to cope with the problem of satisfactorily outfitting even the Princess Mary. It is a proud example, and at the same time proof of aristocracy in America. By the complete gentility in its conception of how a lady should dress, it is deserving of the patronage of the Cabots and the Lodges.

This paragon of good breeding, playing its worthy business and most successfully, mind you, in Hollywood, could scarcely find a better locale in which to preach its doctrine, or one more in need of its refining influence. Of course it's possible that its success may be founded on the universal craving of women to wear something out of the ordinary, for its models are completely opposed to Hollywood style. However, we prefer to think that its clientele is first entering its portals in quest of that very Hollywood style, were uplifted and then converted to a nobler attitude toward clothes. The lady, the director and a prophet, seek to convert the infidels from their wicked longings, for hot-toasty raiment to a finer attitude on the purpose of dresses, over at five.

## It Flourishes

That such a correct establishment can flourish in a community whose basic tendencies are toward the vulgar, is a fact, giving credence to the theory that there is some good even in the worst of us.

This house announced its spring opening the other day for three

o'clock. So convinced are its customers that here is the true religion, that at five after three scarcely a chert of the many protons was vacant. To the strains of a faint, fatigable harp the assemblage, absorbed in the promenade of models, learned that printed chiffon would be worn for afternoon frocks. Cape collars covered the shoulders to obviate the more common short sleeves. Long skirts achieved fullness in ruffled tiers or pleated flounces. Some used circular Indicoats were either straight or redolent, with set-in sleeves. Any tendency to be dashing was firmly held in check.

The clothes were essentially wearable, the sort that would look as well the season to follow as they would have looked last season; the kind of clothes that are a sensible investment. One or two of the evening dresses showed imagination indulged, but on the whole, there was nothing to startle the timid or those who are not quite certain of the fashion.

Punch and cookies kept the ladies refreshed while they were concentrating on the important work of keeping up with the mode. If they talked to one another at all, it was to exclaim in whispers over what they saw. They stayed until the very end, loathe to forego seeing one precious creation. It was over at five.

Those fortunate enough to be invited left quietly, reverently, intent in reviewing in their mind's eye the latest models and very carefully noting which models they would order for themselves. It was very impressive, as befits so dignified a house, an establishment well aware of the responsibility of keeping good form in dress.

## Clothes and Clothes

By Mollie Gray

### Roxy Throws a Party

Birthday greetings to the Roxy! This three year old infant certainly takes a tartar old time in entertaining. Big celebration opened a regular Roxy spectacle "Processional Religios," which achieved some beautiful effects because of the shrewd choice of crusaders (some of whom were not as big as their shields) white veiled carriers, a cathedral exterior which lifted, revealed haloed statuettes and impaled a bishop in mitre and cope, censor boys, etc. And then there needs must be dancing girls, even the statues doing their bit, which was certainly the flaw in this party.

"In a Jasmine Garden" was truly lovely; Beatrice Belkin singing in one balcony box, followed by Margaret McKee whistling expertly with the orchestra in the other. Beautiful feather fan number using three different colors on each side of the fan extraordinarily graceful, the girls finally draping themselves in white and blue, and its approaches to do still further service at the end of the number. Patricia Bowman in a flame color costume and the always admirable Roxy in a dress of gold costumes and picture-producing head-dresses.

Then the birthday party itself with Emma Moulton as C. (Maxter Chef) bringing on the dainties first of which were the "Fruit Parfait" girls in very cute costumes; the "fish" wringing out of its net as the ushers? (lined up the "pheasant" being two quartets of adagio dancers and finally the candles in clever costumes. And not forgetting the "coffee" a black veiled lady.

For a finale the whole company came on in dress attire. Even the "Uniform Staff" (according to the program, so who dare refer to them as the ushers?) lined up the stage for a heel click and salute. Absolutely everybody in this party but the guest of honor, Roxy himself. The cake didn't appear until the last number, with of course three candles. A very nice party.

### Black Lace at 81st

Huston Ray's nimble fingers gave new life to the "Horse" and the piano program, but really Sibylla Bowhan was the genuine attraction, even though she did sing, her gay clowning made it permissible. Opening costume of straightline

silver cloth coat, scarf collar, the gown of diamond patterned rhinestones on black net with mesh net to the floor. This she later ripped off back of her purple fan, appearing in a cute little affair of two shades of purple with long ostrich tipped train, slippers matching.

Interpreting a story with dance steps, her costume was one of black crepe, tricornier veiled hat over a grey wig, emrine tails edging a black cape, shoes black with slippers, and gloves, many bracelets. Most black ruffled net touched with red ostrich, black lace mittens, the least attractive of her costume.

Oddly enough the only other girl on the bill also wore black lace mittens and the tiny parasol usually associated with them yet the gown entirely modern and very dainty. Virginia Watson with Carl Randall was delightful in this blue flat robe made with flitted hips and full skirt finished with a deep hem and a black belt. The black lace decorated one side of the back decollete; hat and slippers matching, belt at the natural waistline. Another pretty frock was of delicate pink with short jacket, using white patch pockets, slightly flared skirt. Finale in white chiffon with large red shoulder flower and slippers—not large but red, the latter being a new color for a brief stock-foot dance, which must be an invention of a stocking manufacturer.

### "Get Hot" at Academy

Milton Berle's Revue at the Academy was a good one, but nobody seemed to heed that warning, with the result slightly tepid. Line of girls kicked and kicked, but got no satisfaction, neither did the customers. The finale on the floor was a shade from white to black with two greys between, back decollete cut to one side, for another line as the ushers? (lined up the "pheasant" being two quartets of adagio dancers and finally the candles in clever costumes. And not forgetting the "coffee" a black veiled lady.

Mitt Kissing Vogue  
Report that the girls are going in for perfume, nail polish on the assumption that hand kissing is returning with the more formal mode of dressing. Looks like a good time to lay in a supply of blotters.

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## 15 YEARS AGO

(From Variety and Clipper)

D. W. Griffith's "The Birth of a Nation" finished its first week as a \$2 attraction in a New York theatre to \$14,000 and was the sensation of the film trade. Picture was on the twice a day plan at the Liberty theatre of 1,200 capacity. It was in 12 reels, first picture of that length to be shown. House had refused sharing terms and insisted on flat rental of \$1,250 a week.

Paramount, distributing chain which handled Famous Players picture among others, increased its capital to \$10,000,000 which was looked upon as enormous. With the additional stock it proposed to buy in the independent exchanges with which the central concern did business.

Mrs. Pankhurst, world famous suffragette, made her stage debut at the Pavilion, London, and caused scarcely a stir.

Loew's trimmed its list of agents down to 7, and for the first time put into force the rule that agents doing business with its office should not do business outside, except with the Fox chain.

Restaurant men were cheating on the 2 o'clock closing and were summoned before the New York Police Commissioner to receive a warning.

A bill was pending for New York censorship, but only censoring was done by an unofficial National Board. Exhibitors around Times Square slipped through fine that had not received the National Board's O. K. and earned the opposition of the industry.

The old Haymarket at 30th street and Sixth avenue, New York, notorious due of a few years before, turned respectable, clearing out its second floor and starting a picture show under B. K. Blimberg, operator of several picture houses.

## 50 YEARS AGO

(From Clipper)

"Framed" sporting events are no new institution. Hartford, Conn. had a favorite local pedestrian and featured him in a 27-hour go-as-you-please. Competitors complained 10 miles and the runner went fast in his behalf and rival backers did the same thing. One contestant got credit for 10 miles in 15 minutes. Affair broke up in a row at the end of 23 hours.

There were baseball hold-outs, too, but they didn't get far. George Wright was a valuable asset to the Yankees. R. L. Clubb and there was a mild debate over his pay for the next season. Club manager said he would get just what he got the year before and George replied in effect "Kessir."

The Opera Populaire, Paris, staged a musical spectacle entitled "Petruite," and the fact that the production cost \$20,000 was a matter of news.

Ottawa ball club had a first baseman who said he could throw a ball 101 yards with his right hand and 87 yards with his left, and was willing to take on challengers for distance hurling.

Harrison and Hart staged for the first time "The Mulligan Guard Surprise," fifth in the series of farces under that title. Famous Players still were at the Comique, New York. Later they built and occupied their own theatre. Annie Yeamans, known to a later generation, was in the new piece.

E. E. Rice's new extravaganza "Hiawatha" had its first performance at the Standard, New York, and was called a success.

## Inside Stuff—Pictures

Although an increase in use of accessories was shown immediately after sound entered and was being partly sold on the strength of its novelty, the past year has shown a marked decrease in the use of paper and other material. Extent to which accessories are now used is claimed even below that of pre-sound days.

Tendency to use more lighting in inner lobbies as well as outside is given as one of the reasons why accessory sales are slipping, while another is the unwillingness of the average exhibitor, with sound more than with silent, to jam lobbies and street entrances with lobby frames. Dozens of light contraptions, including traveling signs, have come along to replace accessories that went before, and many remaining silent accounts are buying a minimum of paper because distributors are now concentrating on the talking features. Some exchanges are beginning to furnish only one kind of accessories, making it necessary for the exhibitor to tear off the sound features of "Susie Sued," "The Virgin's Dream," etc.

Some companies are attempting to awaken exhibitors to the value of accessories. U. is in the midst of a two weeks' drive labeled "Accessory Manager Weeks" during which the entire sales force is plugging for increase in accessory orders. Separate paper on silent versions has been abandoned by some, it is explained, because it doesn't pay.

In a case of unusual interest not only to the theatrical but to the general industrial world, the New York Court of Appeals has ruled that an accident is not compensable when an employee falls from a mere standing position, an award for workmen's compensation being legal only when the peculiar situation of the employee makes his fall more than a routine incident of his job. The case, involving the highest court of New York State in re Andrews v. L. S. Amusement Corporation, reversing a verdict of the Appellate Division, Third Department.

The L. & S. Amusement company employed Andrews as a painter for a day to fashion a sign. As the theatre porter and he were getting a rail of water, the painter fell, striking his head upon an alley way pavement and fracturing his skull. The fall was ascribed to epilepsy. Andrews died of the injury the same day.

Department of Labor awarded benefits to his mother. The insurance carrier appealed the award, contending that a fall from a mere standing position was not peculiar to the occupation of painting, but one that might occur in any and every pursuit.

Since two husky "African slaves" didn't get that rare and told the story to Boston newspapermen that they are simply Harlemites on Dr. Davenport's payroll, plenty of dirt is being added here about the inception of the mysterious indigene "Jango."

The jungle epic, Talking Epics, distributors of the bonafide Martin Johnson hunting specials, understands, was made largely in a lonely part of Long Island. In fact the Johnson company lost several good men to Davenport and got them back again when the additional dough, let alone the regular income, was not forthcoming.

This "Jango," it is now claimed, cut in severely to Johnson showings. Every time "Simba" or one of the real roarsers was advertised "Jango" was on the lion's tail. Not only that but the Davenport outfit is accused of many times having attempted to "steal away" the theatre the Johnsons had in mind in certain cities.

The perennial rumor that one of the Main Street (Los Angeles) girl shows is going to be installed in Hollywood had its start three years ago when one of the present Duffy houses had been undergoing disastrous experiences with musicals. The lessee was sinking and wanted either a helping hand or a fellow singer. He summoned one of the impresarios from downtown and proposed that he take over the houses. He mentioned casually that the house was in 83 grand deep and of course that would come out before any profits. At which without a word the Main Stemmer turned and walked out.

When the former lessee is now in that part of Hollywood, he walks alone the regular income was not forthcoming. He took over the houses, prospered and he can't stand the reminder of what happened to him there.

Title laboratories, ready to quit when the talkers came in, are taking a new lease on life as most of the silent versions are using from two to three times as many titles as in the old silent days. How long this will last nobody knows.

Not unusual for a silent version to have from 2,200 to 2,800 feet of titles. This is necessary to explain the action where the picture has been originally shot as a talker. In the old days 1,500 feet of titles was considered plenty. Foreign prints are all using more titles than they did in silent days. The foreign version of "The Swan" (U. A.) has 4,400 feet of temporary titles.

Blonde screen actress from a theatrical family, and considered one of the few actresses void of temperament before she fell heir to a few million by the divorce route, is back in the game and making it tough for everybody around her.

Girl returned to Hollywood and decidedly clicked in talkers, but since then has been trying to tell the directors how to make pictures. Now spends most of her time on the set ordering an entourage of servants around to show the divorce payoff is not just publicity.

A special stairway has been constructed by the B.M.T. subway leading from the platform at Avenue M to the Warner studio property in Flatbush, Brooklyn. This is to take care of about 500 employees of the Warners studio and labs. A special guard has been assigned to duty morning and night when the entrance is open.

Warner studio employees have organized their own bridge club, finding the trip to New York to participate in the tournaments of the home office bridge club too arduous.

Jerry Beatty, publicity director for technicolor, is that for one day a week only now. After napping the job, he cut the working week on Tech. publicity and advertising to three days, this to allow him to continue his short story writing.

Following his recent return from a Florida vacation, Beatty asked that his position be cut to one day, Monday. That has now been done. Before going in for short story and article work on a big scale, Beatty was p. a. head of F. N.

One of the children's matinees arranged through the public relations department of the producers organization was a showing of "Peter Pan" to youngsters from a military academy. Through some misunderstanding the special film didn't arrive and a semi-revue film was substituted. The kids walked out on it. The thing about asking everyone in sight how soon "Peter Pan" would arrive. Some were on the verge of tears when told it might not be shown.

Fox has returned to exhibit the movie advanced in subscribing to stock planned for issuance by Fox Securities Corp., formed as a means of securing reversibility before the refinancing plan of Bancamerica, Blair, Dillon, Read and Lehman Bros. were proposed. Fox Securities took an entire floor at 729 1/2 avenue at that time, offices of Fox's Red Star Music Corp. When Fox proposed selling stock through Fox Securities, many exhibs came forward with subscriptions.

## Inside Stuff—Legit

"Waterloo Bridge" was to have gone on the road after its recent Fulton engagement. Cancellation followed objection to the booking by Glenn Hunter, co-starred in the show with June Walker. Hunter particularly complained about playing "Tamanda" with the comment that it was a try-out house. When word was sent Charles Dillingham, who produced "Bridge," he laconically wired from Florida to fold it up.

Mel Lan-Fang, Chinese actor now in New York with a company of 25, is reported subsidized by the Chinese government for close to \$10,000,000. Fang is said to be credited by his country with being the greatest Chinese actor in 300 years. All parts which he plays are feminine characterizations.

Idea is that the government figures that Chinese dramatic art should be propagated all over the world, and are not interested in any profit for the company except in good will. Fang is scheduled to play Los Angeles around June 1.

William A. Brady is back tramping in a way. He went to Chicago to arrange the further touring of "Street Scene" from that point. Monday he was banqueting in St. Paul but theatre men and Wednesday he was guest of honor at a luncheon in Ft. Wayne.

"The Green Pastures," the new dramatic leader at the Mansfield, was turned down by virtually every producer on Broadway. Even the bookers ducked the show because it requires more than two dozen stage hands.

Three ticket brokers are shut out on the show, their judgment being faulty in estimating its drawing powers. At first all the agents declined a long term buy, but most of them changed their minds.

One of the most prominent agencies turned down "Flying High," the new musical at the Apollo, which landed among the capacity shows.

## Inside Stuff—Vaude

Fathe studios on the Coast are proving a rendezvous for vaude artists. In the last three weeks this studio has used Nat Carr, Tom Mahoney, Vera Marsh, T. Roy Barnes, Ray Hughes, Frank Sabini, Leslie and Vandergriff, Dick Stewart and Nick Cogley.

Leader of a vaudeville band act, burning up over an alleged double cross by Keith's, is reported taking George Godfrey personally to task for the deal.

While playing in the west for Keith's some time ago the band leader rolled up a big debt to the circuit for fares, advances, etc., for himself and large company. About east and west money he went under his Keith contract the leader still owed the office \$1,100. One of the eastern dates booked was a week at the Kenmore, Brooklyn. Just as the band was about to play this date the Kenmore changed to a split week policy, decreasing the route by one-half week and obligating the booking office to the act for a half week.

Last week at the 58th St. was the band's final contracted Keith date, with the leader still owing Keith's the \$1,100 and Keith's still owing the leader the half week. Godfrey, apparently having no spot for the act, sought to rid the booking office of the half week obligation. Leader stated he would foot about the date due him on condition that Keith's would not deduct the entire \$1,100 from the 58th St. salary. Should the whole amount be taken at that theatre, he declared, there wouldn't be enough left to pay off his company, and while the 58th would be his last engagement for Keith's, he would pay the balance of his debt on the usual date in the next future.

Godfrey, it is charged, agreed to the conditions and the act released the office from the half week obligation.

But instead of living up to the agreement made with the act by Godfrey, the 58th St. deducted the entire \$1,100 from the band act's salary, obviously from direction. The leader was left with \$13 to pay off his people.

## Inside Stuff—Music

A downward trend in the sales of sheet music and mechanicals has begun to alarm many of the publishers. Sheet music sales have slipped considerably. In small towns it has become so bad that some of the Kresge stores have removed sheet music from their counters.

Mechanicals are reported to be about the same. Royalty statements received by the publishers shows a decrease of from 40% to 50% in the usual time of royalties.

Even publishers with hit tunes are fearful of the present condition, knowing that hit tunes can't be published every month of the year. Besides, present day hit tunes do not compare in bulk sales with the hit tunes of yesteryear.

One of the reasons for the slump in general sales is believed to be the flood of song hits from the talkers that deluged the music stands for quite a period. In former days one hit would build up a music selling trade and carry along the hit publisher's catalog. With so many hits from the musical talkers on sale, when the rush of smashes fell away, the called for more than the average number of selling songs to again stimulate the buying public.

Or again it could be claimed that the surfeit of song hits at that time sort of satiated the piano players, with a relaxation term now coming in between until the next buying rush. The same, of course, with discs.

Three months after he worked in "Untamed" for Metro, Will Davis, pianist, discovered he was used in the recording without his knowledge. Now claims an additional \$30 for his services.

Davis complained to the union that he thought he was only playing for the sidelines, and just recently he went to see the picture to find himself doing a sequence with Joan Crawford. Union is taking the matter up with the studio.

An orchestra leader in Los Angeles is reaching out for all the side money he can get. In addition to getting his boys up at all hours to fill picture engagements, he is resorting to what some song pluggers claim petty graft.

If pluggers want the band to play a number, the leader invariably insists that one of his own men make a special arrangement for his personal use. These arrangements cost the pluggers from \$20 up.

Several Chicago radio stations have adopted the old contract tricks which vaude bookers and agents dropped 10 years ago. These stations are issuing phony contracts, with prices pooled in for more than the act is getting.

Three women actually getting \$500 were given pencilled \$1,000 contracts by one station, and were told the contracts were for exhibition purposes only.

## Blanche Yurka Answers to Lays in Boston Concerning Drama

Boston, March 11.

Following a lecture at the Old South Forum here last week by Blanche Yurka, under the heading of "Social Importance of Good Theatre," Miss Yurka answered the various questions propounded by an audience of lay people.

Several questions came from college students.

Some of the questions and answers by Miss Yurka, taken down verbatim, were:

What interesting experiments are going on in Europe that an American visitor might see this coming summer?

A. I think that would be another lecture. I will give a brief answer. I have most interesting work to be found in Germany in the theatre. The French theatre, as I saw it in the summer, seemed a little theatre. The Italian theatre, which I also saw in the summer, had a very inadequate comprehension of the theatre is making experiments with a vitality and an enthusiasm that, I think, can only be matched in America.

Assuming that the present generation of adults is hopeless as regards the social value of the theatre, do you think it would be of great value to work on high school students?

A. I cannot agree with your assumption in the first place. I think the adult of today, if he does not insist on restriction, can find a good deal of enjoyment in the theatre. Unquestionably, it is the theatre of the coming decade of people, who should have their attention most constantly and insistently brought to the fact that they are having important plays. It should be a part of the curriculum to go in an organized body to the theatre of the school work to see those who have definitely and courageously dedicated themselves to do worth-while things.

What is the best method of stimulating the idealistic beliefs and inspirations on the part of the general public, so as to benefit the theatre generally?

A. Start a theatre club. Get 10, 15, 20 of your friends to form a club, which will attend the first three or four days the visit of an important play, be part of the audience of that play. Be the nucleus of a Little Theatre Movement. Most of you go constantly to the theatre when a good company is playing. If you have talent for writing, write. If you have talent for directing, direct. If you have talent for acting, act. They want plays that have studied, concentrated work put upon them. Contact to the theatre is being made in a dozen ways.

Could a great play be written that does not debase human character but exalts it?

A. It could unquestionably be written if there were a great enough playwright to write it. If he could not, he would have no difficulty in having it produced. "The Enemy of the People" by Ibsen is a pretty good example of a play that exalts in having it produced.

Would it be possible to write a play exalting the character of the business man as "Abraham's Bosom" glorifies the character of the doctor?

A. Anything can be written if there are anyone having the ability to write it. All that is needed is the American theatre is going forward as rapidly as the speaker suggests, why there has been no great play written during this century?

A. A classic is never written to be a classic. We do not know a play is a classic until it survives the ages. How can we possibly know whether the plays of O'Neill or Ibsen will be plays of 50 years from now? Classics are written to answer the demand of the public of the moment. The plays of the past are surprised if there were hovering a few of those plays under the wings of the theatre.

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### Turning It On

Hartford, March 11.  
George M. Cohan's secret for success was revealed by George Jessel to a Hartford audience at the opening of his play "This Man's Town."

Called before the curtain after the last act, Jessel said: "A short time ago I asked George Cohan to what he ascribed his great success. His answer was 'Open your shows in Hartford.'"

### MGRS' ASSN. PAYS OFF ON QUICK-DEATH '9:15'

Salary claims amounting to \$7,900 against Ruth Schuchman's "Nineteen Fifties," which stranded after a week's run at the Cohan, New York, have been lifted by the Managers' Protective Association.

Mrs. Selwyn's membership in that organization had brought the necessity of posting the usual bond at Equity. At the same time it made the M. P. A. liable for salaries. After the show blew the M. P. A. and the Equity security funds to pay off the choristers and then sent a check for the amount to liquidate claims of the principals.

### Hassard, Jr.'s Debut

Jack E. Hassard, Jr., 10-year old son of John E. Hassard, makes his stage debut this week in Jersey where "House Affre" tries out. The kid prefers to be called Jack, Jr., instead of John Jr., and that's the way its going to be.

"House Affre," backed by coast money, was written by Mann Page, Claiborne Foster is lead.

get at least a reading. The making of a play is a subtle art not to be mastered overnight. Ibsen took two years to a play. That is, I think, the answer. People do not take the art of being playwrights seriously enough. I demand of you the rudiments of this immensely difficult art.

If it is true that the "worst professional is better than the best amateur," is not that very discouraging to the Little Theatre Movement?

A. Well, I think that the words are too strong. I do think that an amateur professional has automatically had to learn certain things which he must know or he cannot live. The average very gifted amateur is so completely overwhelmed with the praise of his local admirers that he does not realize that it is not necessary to learn many of the things he would have to learn to make a living. I do not think that is discouraging, for the Little Theatre Movement was started by a group of amateurs.

Is it not true that good plays are made for the rich and cheap made for the poor, and will they ever cross until economic equality comes?

A. One of the great cries of the managers is the fact that they cannot fill their galleries.

Perhaps one explanation of the empty galleries is the fact that actors today do not enunciate clearly or loudly enough to be heard.

A. You are probably right. I think it is an inexcusable fault of many modern players, who are playing for their own benefit and that of the first rows rather than for the benefit of the audience. It is not true that good plays are made for the rich and cheap made for the poor, and will they ever cross until economic equality comes?

Does orthodox Christianity prevent the development of drama through censorship?

A. There are those against it and those for it. I personally am against it as I do not think that you can superimpose taste on anybody. The censor is the most efficient when people stay away from it. That is the only kind of censorship worth while. I cannot say that the organized Christian church is constituting a censorship in an evil sense. The churches have dramatic clubs. There is no question of certain types of plays should not be permitted, but one can decide only for himself. I do not decide against it, he is privileged to stay away.

Is Shakespeare in modern clothes merely a passing fad?

A. I personally think it is, although I forget that in Shakespeare's time the plays were produced in modern clothes. Garrick played in ruffles and brocade.

### LOU HOUSEMAN IN NEED

Stevens and Kettering Head Relief Committee for Popular Manager

Chicago, March 11.  
Lou Houseman is reported seriously ill and in need of aid at North Hollywood, Cal.

When Houseman was manager here at A. H. Woods, his liberality toward needy friends was a byword on Randolph street. He was one of the oldest and most popular of Chicago's resident managers.

Ralph Kettering and Ashton Stevens, drama critic of the "Herald-Examiner," head a committee of assistance for friends who want to remember Houseman. Checks may be sent to Stevens or to Kettering at the Adelphi theatre, Chicago.

### Ariz. Stock Idea Moves

Los Angeles, March 11.  
Horace Murphy sold out his interest in the Phoenix, Ariz., dramatic troupe to his partner, L. G. McCabe, and is coming Southern California for a new spot. Week end he is checking up the theatre situation in Phoenix.

Murphy built his Phoenix pavilion last May and played there 32 weeks. His partner is continuing the name, Murphy's Comedians. Spot is 24 blocks out of town, mostly auto trade, with a 60c. top for 1,500 seats, kids for a dime.

### Cut-Rate Drama Suit

In Preliminary Hearing

Joe Leblang's Public Service Ticket Office and Hugh Leblang, one of its officers, applied in the New York Supreme Court last Friday, to vacate a notice for their examination before trial in a suit by the National Theatre Ticket Service for \$100,000 for conspiracy to prevent the plaintiff from going into the cut-rate theatre ticket business.

The plaintiff alleges that in 1927, it was taking steps to furnish a cut-rate service to theatres and producers in competition with the Leblang concern, and that the Public Service Ticket Office and its officers, Joe, Hugh, and Tillie Leblang, and Matthew Zimmerman, conspired by threats, intimidations etc., to prevent intended users from subscribing for this service, causing a loss of the sum sued for.

The notice for the examination of the defendants requires them to produce all books and papers relating to agreements with theatre proprietors and producers in connection with the cut-rate ticket business. The defendants in asking to vacate the application claim it is not made in good faith.

Julius T. Altman, attorney for the plaintiff and William Kaufman for the defendants.

### Stock Goes Tab Grind

Sacramento, March 11.  
Roy Claire dropped his dramatic stock and musical tab policy at the Plaza theatre this week.

Two shows nightly and prices down to 25 and 50; children a dime. He will play matinees Wednesday, Saturday and Sunday, and continuous Sundays. Claire has staged tabs before.

### NO. 3 "DISHONORABLE"

Brook Pemberton is casting a third company of "Strictly Dishonorable," for middle west dates and with California as its ultimate destination.

Plans had been made by several coast producers for the California rights to the piece that prompted Pemberton to pass offers up and organize his own coast company.

Irvington Stock

Dramatic stock supplanted vaude at the Liberty, Irvington, N. J., this week. The new show is "Interlude" and "Putting It Over" is the bill.

Company includes Evelyn Humes, William Blake, George Butler, Barbara Winchester, Mary Vaughn, James McLaughlin.

Ada Dalton is directing.

Edith Bristol, former dramatic editor of "Crail," in San Francisco, is back on that sheet handling the "Mrs. Goodfellow" department.

Mrs. Bristol gave up the drama desk about a year ago to accept a place with Fox writing titles.

## Rotating Stock Under Auspices With Local Cut-Rate Tickets

### Drama to Own Lunch

When a small dramatic stock company outside of Los Angeles went out of biz, two of the trouper decided to quit being actors and set up for themselves.

They went to another town, one took over a picture house and the other bought a lunch-wagon. Both reported doing okay.

### GEST'S BANKRUPTCY CAUSED BY ILLNESS

A lengthy illness and with his troubles of this season culminating in Dallas, where "The Miracle" was obliged to close through a matter of \$2,500, brought about an involuntary petition in bankruptcy against the showman-producer, Morris Gest, last week. He is said to owe about \$50,000 with meagre assets, if any.

Revival of "The Miracle" largely added to his indebtedness for this season. In a bad legged season Gest sent out the spectacle, and it encountered heaps of losses.

Among Gest's creditors are said to be some banks, with one of the banks holding his paper endorsed by Mrs. Gest, nee Reine Belasco. David Belasco is not a creditor, from accounts. It has been widely said in the show business that Gest has never borrowed money from his father-in-law.

One-time managers owed by Mr. Gest at one time to Otto Kahn and Clarence Mackay were repaid out of "The Miracle" profit of long ago. The amount was said to have reached over \$50,000 to both.

Gest's illness happened at a time when he was engaged in exploiting "The Passion Play," causing him another large loss through his enforced inattention during the show's tour, beginning at the Hippodrome, New York. Other minor show promotions by Gest of the past two seasons failed to reach the success proportions he had anticipated.

At one time the producer contemplated entering into pictures through Jos. M. Schenck, a close friend, and also a Gest creditor, but he did not complete the arrangements.

Gest has no theatrical plans at present. He has not entirely recovered physically and pending the adjustment of his financial matter, he does not undertake any show proposition.

### Altoona's Local House

Altoona, Pa., March 11.  
Altoona's Little Theatre guild has achieved a home after four successful productions.

The group has leased the Colonial, seating 400, neighborhood house dark for several months.

The Guild has been in existence for two years. It will present a fifth production, "The Romantic Young Lady," by G. Martinez Sierra, March 24.

### "June Moon" L. A. Date

Los Angeles, March 11.  
"June Moon" is now set to open at the Belasco either on April 14 or 21, depending on the run of Leone Urile in "East of Suez." This is the Chicago company, which was turned over to George Holland by Sam H. Harris.

### PRINCESS, CHI., CLOSING

Chicago, March 11.  
Shubert's Princess will close this week, when "Dear Old England" ends a four weeks' run.

"Elizabeth and Essex" was scheduled to come in from Detroit, but has been canceled.

### "Interlude" Lead Shifts

Ernest Glendinning joined "Strange Interlude" in Chicago Monday, playing the lead recently vacated by Tom Powers to enter "The Apple Cart" in New York at the Beck.

In the interim George Gaud handled the lead, switching back to his original assignment as the doctor in "Interlude," which is booked up to June.

Asheville, N. C., March 11.  
Mammoth Players, N. C. stock company, will open at Auditorium April 8, under the auspices of the Disabled American Veterans of the World War. The company will give performances each Tuesday and Wednesday evenings with a matinee Wednesday.

E. E. Keane, manager of the troupe, will have this rotary stock company play in the larger cities of North and South Carolina, wherever theatres are available. In each city the company will be sponsored by a local organization selling half price tickets.

Here the Veterans will share in the profits. Membership fee is \$1 each membership carries with it two tickets gratis for the opening performance.

### Frisco May Have Season Of Herbert Operettas

San Francisco, March 11.  
Frank Healy, concert manager, is planning a season of Victor Herbert operettas in the city. It all depends on if he is successful in obtaining sufficient guarantors.

Whether the productions will be staged in one of the theatres or in an auditorium has not yet been determined.

### Arty Drama Spots Fade

With the passing of the Greenwich Village Theatre next month, the Gansesport theatre, the only fully equipped theatre in Greenwich Village left for legit production.

The Greenwich Village, currently operating as the Irish Theatre and domiciled for the Irish Players, is being razed as site for 20 story office building. Irish Players figured moving into the Gansesport when performed to vacate their present stand.

Provincetown Playhouse, renamed the Mac Dowd remains dark through a mix-up after William Elak Gansesport to have taken over having passed it up. The Cherry Lane, another renovated stable theatre operates intermittently with the Triangle, celerette theatre, rounding out the remainder of survivors.

### Chaplin as Play Theme

Los Angeles, March 11.  
Egan theatre reopens March 24 with a new piece called "Slapstick," written and produced by Patrick Carville. Isabelle Withers, Louise Bowden, George Hackathorne and George Granger are in the cast.

Supposed to be founded on Charlie Chaplin's clowning play tried out about six months ago under the title of "The Jester." It has since been re-written.

### Strip Chi. Troupe

Chicago, March 11.  
Thieves ransacked dressing rooms at the Studebaker, leaving the "Let Us Be Gay" company to scurry for clothes for a matinee the following day.

Francine Larrimore lost several gowns. Dailies refused to carry the story, suspecting a p. a. angle.

### FAGAN SUT THIS WEEK

Los Angeles, March 11.  
Myron C. Fagan's suit against Franklin Warner for \$21,120, claimed due on picture rights of "The Great Power," is set for trial before Judge Gould in Superior Court March 14.

Harold A. Fendler is coast attorney for Fagan, legally represented in New York by A. J. Rubin.

### First at Erlanger's Orpheum

Paul Bessinger, producer, departed for the coast Friday after completing arrangements for the opening of the new Erlanger's San Francisco, formerly the Orpheum, a vaude house.

Bessinger will open the theatre with a play tentatively titled "The Great Power." It is slated to open rehearsal around April and open May 5. Alexander Lettwith will direct.

M. S. Benham is casting leads for the production.

# CRITICS SAY DRUG BETTER

## Dramatic Critics' Box Score

Score as of March 8

Key to the abbreviations: S.R. (shows reviewed), R. (right), W. (wrong), O. (no opinion expressed), Pct. (percentage).

	S.R.	R.	W.	O.	PCT.
WINCHELL (Mirror).....	42	39	3	..	.928
BROWN (Post).....	53	49	4	..	.924
GARLAND (Telegram).....	61	52	9	..	.852
ANDERSON (Journal).....	67	55	11	1	.820
DARTON (Eve World).....	57	46	11	..	.800
LOCKRIDGE (Sun).....	61	49	10	2	.803
LITTELL (World).....	60	48	12	..	.800
GABRIEL (American).....	64	51	12	1	.787
RUHL (Herald Tribune).....	23	18	2	3	.783
ATKINSON (Times).....	63	49	12	..	.777
SELDES (Graphic).....	55	42	8	5	.763
MANTLE (News).....	65	49	11	5	.761
Variety (Combined).....	122	108	14	..	.877

## N. Y. REVIEWERS AVERAGE 5 IN 6

Winchell ("Mirror") Leads  
Third Quarter Brown  
("Post") Close Up—Lowest  
Score .761 Really Very  
High in Contrast with  
Critics' Past Performances

### 122 HITS AND FLOPS

"Variety's" seventh annual guessing game for dramatic critics enters the final chucker with the boys closely bunched, Winchell and Brown, first and second respectively, hook mallets only four points apart.

Same relative position for Garland keeps the "Telegram" within grabbing distance of the hand embroiled pennant which will be awarded June 1st, when "Variety" will publish its final tabulation for this season.

Total number of plays affecting the present score is 122. This number represents all shows rated hits or flops as of Dec. 28 last, when the mid-seasonal score was computed plus the closings since that date. Not included are a number of shows now on Broadway and probably destined to be x-ed in red but not presently judged for current rating.

Percentage averages are extremely high at this point. The lowest score .761 on the chart is distinctly good. "Variety's" final box score has been won on two occasions by percentages lower than this. It looks as if there has been an increase in critical prophetic vision.

Evening and morning newspapers are too hopelessly scrambled in sequence for even the most gifted interpreter to glean support for either theory.

"Variety" achieves .877 on the 122 shows covered by its various reviewers. Beyond any argument of its "if and but" all-spinners the paper has 14 demerits. "Variety" as usual has an empty no opinion column although some of its reviewers have a separate paragraph in their notices to cover any possible contingency. "Variety" may surprise some of its members by distributing a few no opinions on these "or else" notices.

**Quicker Folders**

Season appears to be running for four although in-betweeners now tend to fold up more certainly and much sooner than formerly. Forced runs via cut-rates are almost impossible nowadays.

That the New York dramatic critics in general exercise a tremendous influence on a show's chances is thoroughly established as a fact. Against a broadside of bad notices almost no shows stand up more than a couple of weeks. Only exception of the present season was "Young Sinners," which became a hit despite the critics. An interesting mathematical side-light on the present score is that of 652 notices by the entire group of 12 daily reviewers, there are 547 "rights" against 106 "wrongs." In other words, the group average is one wrong out of every six reviews. As an aggregate denominator this is quite high.

## Shuberts and the Guild Clash on Premieres

Feuding still exists between the Shuberts and the Theatre Guild, which when it switched its bookings to the Erlanger office, filed the latter firm. The Guild announced had opening of "A Month in the Country" for next Monday. Same date was announced for "The Matriarch," a Shubert show. The Shubert press office called up the critics asking if they would not cover "The Matriarch." In the end the Shuberts switched their opening date.

## Death Bares Colorful Life Of Abe Erlanger, Who Left \$12,000,000 to Relatives, Only

### Adjectives!

Los Angeles, March 11.  
Local press agent, having a tough time telling the public that his boss is a left theatre and that the stars are working in the flesh, billed Pauline Frederick as "Her Lovely Self."  
Will Lenore Ulrich coming into the house the billing has been changed to "Her Magnetic Self."

The will of A. L. Erlanger, who died March 7, was published Monday, leaving his entire estate to his family. Document is notable from the fact that not a single bequest to charity is made.

Threat of throwing the estate into litigation was made even before the funeral by Max D. Steuer, representing Charlotte Fiscal, one time professionally known as Charlotte Leslie, who declares herself as being Erlanger's widow, presumably on a common-law wife basis. The companionship and relationship between the girl and the deceased is said to have extended over a period of 18 years, or virtually ever since Erlanger was divorced in 1911 by (Adelaide) Louise Balfe, former actress who is living abroad.

Miss Leslie (Miss Fiscal) is identified as the niece of the late Judge Leventritt, who was Erlanger's attorney for 19 years and who, when on the bench, signed the order which made the deceased's brother, Mitchell L. Erlanger, a Justice of the Supreme Court of New York. Judge Erlanger, the principal beneficiary along with two sisters, Ray, Erlanger and Mrs. Caroline Bergman, mother of Leonard E. Bergman, will become president of the several corporations representing the Erlanger fortune.

### Told to Leave

Somebody in the Erlanger family, when it was known the theatre magnate was dying, untactfully made the error of suggesting to Miss Leslie that she leave the apartment at 175 Riverside drive where she had been living with Erlanger. Mrs. Erlanger was in state of near collapse and became so ill she could not attend the funeral Sunday. She immediately retained Mr. Steuer, one of Erlanger's adversaries of many years, who advised her to remain in the estate. To the press former Judge Mitchell Erlanger stated: "There is no Mrs. Erlanger."

Had there been no interference, Erlanger's private life may never have been sullied in the public. Miss Leslie did not leave the apartment for weeks prior to Erlanger's death. She was called on by him every day, and the sick man, preferring her ministrations to that of nurses, from the reports. Her devotion to him is said by those close to the showman to have been a fine example of womanly affection.

Several years ago when a (Continued on page 58)

## "OLD ENGLAND" NSG

Raves in Chi, but Leaving-In New York at Easter

Chicago, March 11.

"Dear Old England" is slated to open in New York Easter week. Original plans for Bowditch's tuppence comedy, by H. F. Malby, were not to try New York this season. Play leaves the Princess this week, going to St. Louis. Although receiving rave notices, it did not click.

## NORSE TALENT SCOUT

Los Angeles, March 11.  
Ernest Rolf Scandinavian theatre director, is out here on a talent hunt and a general survey of picture production. Rolf expects to remain more than a month.

## "Vanities" Closed

Albany, March 11.  
"Vanities" finished its road tour and closed here Saturday.  
W. C. Fields and Ben Blue were in the cast.

## DALLAS HOT FOR OPERA

\$20,000 Advance—Reaction Against "Canned" Stuff?

Dallas, March 11.  
Dallas has gone opera crazy. Advance sales for Chicago Civic group is over \$20,000. Civic group plays here March 12-13, with "Lucia" and "Tannhauser." Gross broke records for 20 years in Dallas and highest in Texas for any advance opera ticket sale. Made possible by big society tie-up maneuvered by Herbert Marcus, owner of women's smartmart.

For the past five years opera has gone in red here as have most legit and roadshows. Some claim that too much canned entertainment at local houses is getting population "stage hungry." Anyway, ticket sales have covered \$30,000 guarantee easily.

## German Opera Attached

Milwaukee, March 11.

The German Grand Opera Co., which played the Pabst several weeks ago, was made defendant in two actions in Circuit court last week. The Theodore Reissig Co., New York, wants \$1,447 for scenery and Edward Dolan \$500 for electrical equipment.

A bond was put up at the time the company played here covering the amount. M. Hurk, the manager, said he would return to fight the claim, which, he insisted, was not against his company, but against an organization that formerly used the name.

## Evelyn Laye's Picture

### Cuts Operetta's Tour

"Bitter Sweet" leaves the Shubert, where it recently made a run to the Ziegfeld, after another week. The Coward operetta will play but four weeks out of town, closing in Toronto after which the company, with the exception of Evelyn Laye, sails back to London.

Miss Laye goes to the coast for pictures, the reason for curtailing the out of town booking.  
The show will be followed by Fritz Leibor in Shakespearean repertory at the Shubert.

## 41st Annual Benefit

The Treasurers' Club of America will hold its 41st annual benefit show at the Hudson, New York, Sunday evening (16).

Proceeds go to the organization's benefit fund.  
The bill will be composed of names from current Broadway musical attractions.

## "OLD RASCAL" NOT RIGHT

The Old Rascal," starring William Hodge, did not steer into New York as per schedule this week, but folded for repairs.

## NO ONE TELLS, SO RAVES FOR UNDERSTUDY

Pittsburgh, March 11.  
Local drama critics last week went into a rave over Eleanor Painter following the opening of "The Fortune Teller" at the Alvin. Miss Painter didn't appear in the operetta throughout the local engagement.

Seized by a bad attack of laryngitis on the eve of opening here, Miss Painter went directly to her hotel, and was confined there all week. Sara Bair, of the cast, stepped in at a moment's notice.

Management didn't tell either the audience or the drama defenders, fearing a toxoflee sock. Hence, newspaper boys went back to their offices and into high gear.

News that a substitute was appearing for Miss Painter didn't get out until Friday. Just one of those things that can and do happen.

## "PEEPHOLE" BILLS AS "BAD BABIES" LEGACY

San Francisco, March 11.  
While Sid Goldtree and members of his "The Peephole" cast were going to trial for the second time in the police court on charges of presenting an indecent performance, the County Grand Jury returned unexpected bills of indictments against Goldtree, Hugh McCallie, director and Joe Kemper, leading man.

The three are charged with conspiracy to commit an act against public decency and injurious to public morals. As this charge is a felony the cases are automatically up more of the police court and go to the superior court.

This is the same grand jury that voiced indignation when "Bad Babies" recently was acquitted in the police court. At the time the jurors threatened to take action but failed to do so. "Bad Babies" saved them the trouble by folding because of repeated arrests of the cast by Police Captain Layne.

Just before the grand jury indictments were returned a temporary restraining order that had been issued by Superior Judge Johnson to stop the police from raiding the Green Street Theatre was dissolved by that magistrate who at the same time rejected Goldtree's petition for a permanent order.

## SHUBERTS' PINERO PLAY

"Dr. Harmer's Holidays," by Sir Arthur Wing Pinero is in for production by the Shuberts. It was intended for Philip Merivale, but when the script had not been completed in time, Merivale went into "Death Takes a Holiday."

The Shuberts may hold production of the Pinero play in abeyance until next season.



# Literati

**The Ingenious O. O.**  
In the April "Cosmopolitan," O. O. McIntyre adds an interesting fill-a page as his usual monthly contribution by claiming it isn't worth to be a columnist of his rank. "Rank" is something else again when referring to O. O.'s standing among paragraphers.

The Ingenious Odd wrote the story as he does his columns, lazily, like he admits it. Says he can write a column anywhere, anytime, if his portable is around. Odd certainly does write like that. In the "Cosmo," he tells of when he started as a columnist, and he tells of pocket breaking stretch until a Bridgeport daily told him it would print the McIntyre stuff if no charge were made for a month or so.

From that start, The McIntyre has now a writing audience of 20,000,000, the story states. It seems a low estimate, even if Odd does write as himself. McIntyre, without reading the McIntyre stuff in any paper it seems. Nearly everybody likes his stuff, from the sticks where Odd is claimed to be the most popular, to the big cities where it is run just as regularly. One column-wise reading woman says there's no one in paragraphing who can approach McIntyre, and she's from New York. Since in New York it is necessary to buy the "American" to get the McIntyre stuff, that speaks pretty well for him as a big town favorite.

Many ask how many papers use the McIntyre "Once Over." Some place the number at 1,500; others 1,000, etc. Probably Odd doesn't know himself. But 20,000,000 circulation takes in quite a few, and no other syndicated material goes into as many hands as McIntyre's.

It's rather odd without a pun that Odd knows his readers so well and never has become a publisher. But he has his page in the April "Cosmopolitan"; it's so like McIntyre—you grow lazy with him.

One of his columns is among the never-forgettables. It told of what he was looking for in a window in New York. That was a bear. It might be imagined that he wired his valet to "take that sheet out of the third drawer on the right of my desk and mail it." It could have been written five years before and not a word required a change. That's Odd. He's probably 90 days ahead often.

## The Newer Ideal

It should be something in the way of a relieved restraint for newspapermen and public men to read the following, issued by the theatre chain (Public) in its own house organ, "Public Opinion."

This comes along with the newer ideal of theatre propriety; the operative plan, minus the black-jacking scheme of theatres vainly attempting to whip newspapers into line through the theatre chain. That threat still sounds so foolish as still practiced by the Shuberts in their old fashioned ways of legit theatre operation.

The notice below, printed in that crack house organ so ably edited by Ben Serkovich, tells in effect that if there is a local difference between the theatre and the home office will take care of it.

That is putting the show business on another showmanlike basis and that a big difference is done it says just so much more for the rest of it.

This story in the Public official organ, which becomes thereby an order throughout the chain, was headed:

**New Order on Newspaper Policy**  
It reads:

A new general order on policy has been issued concerning newspapers, as the result of an impetuous action on the part of the non-Public chain a few weeks ago. The showman severed amicable relations and pulled his advertising out of a newspaper that had failed to meet his idea of co-operation. The newspaper was correct, and the showman was wrong.

Although the fault was not in any way related to Public, M. Botsford and David J. Chatkin immediately recognized the value to Public of anticipating its possible destructive repetition.

In the future, by order of Messrs. Chatkin and Botsford, any direct or indirect any nature whatever that tends to ensue to end or sever amicable relations with newspapers, radio stations, or public of-

ficials, is to be immediately reported by telegraph to M. Botsford before any conclusive or definite action is taken.

Whatever local action is required will then be ordered by Mr. Botsford after due consideration by Home Office officials, who will give the local theatre management the benefit of their advice and counsel.

## Carnera's Graphic Art

Primo Carnera, the giant Italian fighter, has joined King Features as a cartoonist. Officials of the syndicate say he is an excellent artist, with an unusual sense of humor. For his cartoons he uses himself as a comic character. Despite his enormous size and ring aspirations the giant takes his art seriously. He brought an art teacher over from Europe with him.

Because of eye injury during a fight in Philadelphia with Ace Clark, a colored heavy, Carnera cancelled several fights. He said he had been hit harder in the eye, but it never hurt as much. During

## Hollywood's Reading

(Consensus of demand by Esme Ward, Hollywood Book Store, Satyr Book Shop, Pat Hunt's Book Shop, in February.)

1. "A Hungry Young Lady," by Marian Spitzer.
2. "Roman Holiday," by Don Ryan.
3. "Some Like It Hot," by Dorothy Herzog.
4. "The Woman of Andros," by Thornton Wilder.
5. "Censored," by Manuel Komroff.
6. "Iron Man," by W. R. Burnett.

## Non-Fiction

1. "Is Sex Necessary?," by Thurber-White.
2. "Good-bye To All That," by Robert Graves.
3. "Josephine, the Great Lover," by N. P. Neselof.

Another studio recruit, Helen Grace Carlisle, was among the Satyr's list of six with "Mother Cry" and a Los Angeles book reviewer, Lillian C. Ford, got on Pat Hunt's list with "Card 13."

Film appeal gets "Censored" by Morris Ernst and Pare Lorentz into the non-fiction fast movers at the Hollywood Book Store, appropriately sandwiched between "Photography and Obscenity" this brochure from the author of "Lady Chatterley's Lover."

the rest period after being hit on the lamp, Primo tried to clear his mind, which was stopped up. The air pressure back of the eyes was so great that it budged alarmingly. A doctor jumped into the ring and ordered the fight stopped. Primo manager pleaded that that would mean a technical knockout against Primo's otherwise 100% record. The doctor ordered the fight stopped. Primo said he was more round "but positively not two." The big fellow could hardly see. He groped to the center of the ring and managed to land a body punch that stopped the colored fighter. Back in the dressing room Primo's manager pushed the eye back into place and he was able to go on except for the soreness.

## Reprints

Chain clear and drug store under-selling of books has brought out a lot of reprints at so-called popular prices. Doubleday, Doran, which is re-issuing its books in the Dollar Star Series, has found the demand so great it is taking over former best sellers of other publishing houses to issue at the dollar price.

But even the Dollar Star Series is being undercut by J. J. Walsh's new publishing company, the White House Publishers. White, who gets out those automobile blue books, is getting out reprints to sell for 50 cents, and has lined up Appleton, Bobbs-Merrill, Scribner, Macmillan and a number of other publishing houses for material. White has also effected a deal with King Features and NEA, by which he will publish their syndicated serial stories in book form, also at the 50-cent price.

A. L. Burt, who originated the reprint idea, is faced with a shortage of material because of the other reprints in the field. The Burt reprints sell for around 75 cents.

## Bad Slam at Reformers

Reformers who would curb writers and speakers were given a bad slam by the U. S. Court of Appeals in New York when it refused the conviction of Mrs. M. Dora Dennett, Brooklyn, N. Y., authors, tried and convicted a year ago before Federal Justice Burrows for having issued what was alleged to be an "obscene" pamphlet entitled: "The Sex Side of Life." The higher court entirely dismissed the proceedings through not

ordering a retrial. Its decision was given considerable space in the dailies.

Among those prominently insistent that Mrs. Dennett's educational discourse for the young and old was beyond the law, Canon Chase, the Brooklyn reformer, who will reform anything he can hear about, was almost first. Other reforming nuisances had also mixed in before, during and after the trial.

Mrs. Dennett, middle-age woman, and a mother herself, wrote the pamphlet 10 years ago, primarily for her own children. Latterly, upon request, she commenced to distribute it. The pamphlet deals mostly with marriage relations and the Court of Appeals seemed to esteem it highly as a work of educational value.

Canon Chase may stick around Washington more closely in the future. He seems to do better there as a reformer with what that may mean to him, than on the home grounds.

## Koenigsberg's Berth

M. Koenigsberg, creator and former head of King Features, arm of W. R. Hearst's newspaper property, was gone from the scene of the Denver "Post." The staff remains unchanged, the berth being a new Fiction.

Pat Hunt's list with "Card 13,"

one, created by Fred G. Bonfils, multi-millionaire publisher of the "Post." It is understood Koenigsberg will gradually take over other Bonfils' activities. The publisher has sought to get Koenigsberg on his staff for the past 20 years and it was an open offer. After leaving Hearst, Koenigsberg started a feature syndicate of his own and for a time was concerned in the publication of two Havana papers. Plans call for the formation of a syndicate which will distribute from the Rocky Mountain point.

White House Boys' Annual  
White House correspondents' eighth annual dinner was a success at the Willard, Washington. Passing of William Howard Taft kept President Hoover from attending.

Committee of scribblers turned to NBC for their entertainment and the broadcasting company sent their best: Amos and Andy, Revelers, Dr. Rockwell, Happiness Boys, Graham MacNamee and Roky.

A special Movietone short was made by Arthur DeTitta, Fox, showing the White House writers at work. A contrast in how the story was told by the two.

On a child presenting the President with a snakeskin hat band and then how INS would put it out for the Hearst sheets was a classic.

## Names

Some real names of authors: Warwick Deeping is George Warwick, Carolyn Wells is Mrs. Edwin Houghton, Ralph Henry Barbour is Richard Stillman Powell, May Edginton is Helen Cathryn, Faith Baldwin is Mrs. Faith Cuthrell, Clemence Dugan is Mrs. J. J. Walsh, Lawrence is Lawrence H. Davidson, Margot Neville is the Goyder Sisters, John Rhode is Cecil John Charles Street, Evelyn Underhill is Mrs. Evelyn Underhill, Arnold Fredericks is Frederick Arnold Kummer (who often writes under his own name), Eliza Hay is Mrs. Marjorie Allen Selfert, John Estevan is Samuel Shellsberger.

## Barry's Kelly

The James Joseph Kelly, newspaperman, who is the chief figure of the literary of the story which Tom F. Barry authors for the "Daily News," is an actual personage and that is his real name.

has worked for the City News Association and various dailies in the metropolis. Temporarily out of a job, Kelly broached the idea of a series of stories to Barry to use for the latter's Envyol. It's understood Barry splits the proceeds from the tales with Kelly.

Ames' 'Ndy Recruiting  
Every scribble Kelly has ever been at the National Press Club in Washington knows Robert, a colored waiter that has been with the club for the last 20 years.

On Saturday night last when Amos and Andy were here for the correspondents' banquet, they were taken to the club for some food afterward. Robert got the assignment and then wished he hadn't for the comedians tried to get him to become one of the brothers of the Mystic Knights of the Sea.

Riggs, From Okla.  
Claremore, Oklahoma, which gave the story to Will Rogers, is credited with Lynn Riggs, former newspaperman on the local sheet there, who won the Guggenheim Drama Fellowship. Riggs has had three plays, book of poems to his credit and two plays coming up.

Riggs is now scenario writing for Pathe in Culver City. His new play "Green Grow the Lilacs," is due for spring showing by the Theatre Guild and his "Roadside" will be produced in the fall by Arthur Hopkins, with Walter Huston in the lead.

Amusement Lineage  
Despite the arrival of a couple of hit shows and new picture openings, the slide in amusement advertising for the dailies is still progressing. Net average loss for January was 25%.

Times figures give the N. Y. "Mirror" a drop of about 22%. Amusement papers show a greater decline. The "Mirror" is reported having the smallest loss, 1%.

Paper executives place the drop to the door of the general decline.

No Translators  
Fact that Vice Crusader Sumner has no foreign language readers on his staff enables the bookshops to split risky works in foreign tongue quite openly. Some of the shops specializing in foreign literature display the naughty French and German books to best advantage, with the sales brisk to those who can read them.

Not only the books, but the foreign language maps, also. The latter, when illustrated, are even bought by the non-readers, as for instance, a German map which is devoted to the nudity had popular in Germany.

Wild West Story  
Century Publishing Co. will shortly publish "Six Horses," a story about cowboy life in the west, by Captain Banning and his nephew, George Hugh Banning. Captain Banning was a stage driver many years ago. His nephew is a former San Francisco newspaperman.

A Pennsylvania Idea  
Pennsylvania newspapers, organized into the Pennsylvania Newspaper Publishers' Association, have adopted a new stunt to discourage press agents. Idea is for each newspaper at the end of the month to return to each press agent his entire contribution for the period, with a note calling attention to the advertising rates.

Press agents for amusements are excluded.

About Nathan  
George J. Nathan is being mentioned in literary circles as the next editor of "Vanity Fair."

Nathan and Mencken really disagreed it is said, and that George is anything but ready to decline in sunny Italy. Indefinitely, at least. H. M. is the part of the "American Mercury" team who over-vacationed, the Nathan friends insist.

After Ads  
N. Y. "Herald Tribune" is running a daily book column besides the Sunday book section.

Isabel Patterson and Lewis Gannett are splitting the assignments. "Sun" also has increased literary output. Yesterday ran two pages Friday, one Saturday and one Sunday for three days. Sudden bookish outburst by dailies is due to advertising offices.

Gene Fowler, Gen. Lit.  
Gene Fowler, former managing editor of the New York "American," is now a full fledged novelist. His first novel, just out, is "Trumpet"

(Continued on page 63)

# RITZY

The career of Mary Hay has been hanging in the balance for some years past. She got into pictures, married and divorced Richard Barthelme, father of her daughter, Mary, and then married Vivian Bath, which was worked on "The Mirror" and "The News." A year ago she danced at the Palace with her former partner, Clifton Webb, and then worked on "The Mirror" in a dramatic sketch with Bert Lytell.

Lately Miss Hay left the cast of "You Don't Say So."

Barthelme later married Jessica Haynes, who divorced Harry Brooks Sargeant, father of her son, Stewart Sargeant. Harry Brooks Sargeant was previously divorced by Estelle Thomas, by whom he also had offspring. His first wife later married Clarence Payne.

Counts on Coast  
As was noted here Jean de Limur, directing pictures in Hollywood, is a Frenchman who is spotted in a curious coincidence, for Count Andre de Limur married a California heiress, daughter of William Hearst, who is the daughter of the National Bank, of San Francisco, and sister of William W. Crocker, vice-president of the First National Bank of New York.

This niece of Princess Poniatowski, of Paris, is a cousin of Harry Crocker, who was for some years attached to the Russian Embassy in London. Later he acted with Marlon Davies, and last fall became the Hearst social contact man connected with the studio.

Miss Mitchell Doing Well  
Geneva Mitchell is doing well in pictures, proceeding from the heavy in Harry Langdon's latest to Paramount's "Sally, Lady of Numbers." Daughter of Verna Mitchell, of "The Follies" of '17-'18 (Verna then remarrying and retiring), Geneva was a real looker, an Australian girl, reported having the smallest loss, 1%.

Later became a stage and film star. She married a former San Francisco newspaperman.

Olga Petrova recently returned to New York for a short visit. She now resides in Paris. In England she was known as Muriel Harding, and in 1906 toured the Provinces. Coming to America in vaudeville, she sang and danced, and in 1911 had a bit in "The Quaker Girl," in support of Ina Claire.

The Hammersteins  
The Hammerstein women pop in and out of show business, including pictures! Elaine Hammerstein was starred for several years. Dorothy Dalton, who divorced her ex-husband, with whom she had toured in vaudeville, starred in pictures until replacing Arthur Hammerstein and returning to the stage.

Now Dorothy Blanchard has played a bit in the filming of "Viennese Nights." She was Dorothy Blanchard, an Australian actress, and divorced Oscar Jacobson before marrying Oscar Hammerstein, 2d, grandson of the original Oscar, and nephew of Arthur. She was the daughter of a Jacobson father, a son remaining with the daughter.

A Wealthy Lady  
Lady Louis Mountbatten, whose husband is a cousin of the Prince of Wales, after a short visit in New York, will be coming to Hollywood to stop with Mr. and Mrs. Douglas Fairbanks (Mary Pickford).

One of the greatest heiresses in England, her husband inherited from her grandfather, Sir Ernest Cassell, financier. Before the war the name Mountbatten was Battenberg.

Anderson's Protege  
In a recent "Variety," under the caption "Theater," John Reed, after continual bedlam in Keith Unit," was told how Charles Derickson and Burton Brown had been removed from the company (western) bill. Derickson was formerly a protege of John Murray Anderson, and was conspicuous in the early days of Anderson's "Greenwich Village Follies."

Derickson's mother is a protege of Anderson's is Frederick Carpenter, dancer, who was in "The Almansa."

## Paris Given Little Good in New Play Batch—Good News' Bad News

Paris, March 11.

Late winter or early spring crop of productions is fairly prolific in quantity, but not particularly strong in quality at best and rather terrible at worst.

Reporting on five new pieces, four are merely agreeable and the fifth is a sentimental piece of some promise, but no masterpiece.

In addition there is to be recorded the flop of "Good News" in its Paris edition, sponsored by Jane Aubert. Even the whirlwind of publicity surrounding her marital troubles with Col. Nelson Morris, the Chicago packer, couldn't stir public interest in star or opera. "Good News" folds up the Paris edition and a new Raquel Meller revue takes its place, later in the Dufréne-Varna direction and with Saint Granier co-featured, and also authoring the piece.

"Gaston"

Following the Carol M. Saxe Players at the Camartin, the French management of "Gaston," musical comedy by Raul Praxy and Poellier; lyrics by Henne, and score by Cabroche, a musical of Montmartre, and comedian in past revues. Piece is well enough done with three acts in the same set and moderate in scale of outlay. Just a pleasing, unpretentious affair without originality.

Owner of an expensive country (Continued on page 63).

## LEO KRONAU'S DEATH MOURNED IN GERMANY

Berlin, March 1.

Leo Kronau, president of the German Vaudeville Managers Association, died suddenly last week. At his funeral almost all the members of the organization were present. Milos, the treasurer, spoke words of sympathy over his ashes. He was not only an excellent businessman, but a loyal friend.

Among the numerous enterprises with which he was connected were Luna Park and Haus Vaterland. He had been in America, and learned the amusement trade there. On his return he took charge of Luna Park and jacked up this enterprise, which was on the down.

Haus Vaterland was his idea and it is generally admitted to be one of the most successful amusement attractions of latter years. It is an enormous restaurant containing within its doors eight smaller restaurants, each equipped with scenic backgrounds which give one the impression of being in another country.

## FOR MOSCOW ART

Hmra Looks to Belgrade and Yugo-Slavs for Support

Belgrade, March 1.

Believing that the traditions of the Moscow Art Theatre must be carried down through posterity, Dimitry Hmra, famous producer of the M. A. T., believes can be done only through the medium of a Slavic nation. Hence his favoring of Belgrade and the Yugo-Slavs as the nearest approach to Moscow and the Russian temperament.

When the Moscow Art headquarters here permanently, Hmra and his wife, Asta Nielsen, former picture actress, will become Yugo-Slavian citizens.

## Hartung Bankrupt

Berlin, March 2.

Gustav Hartung has now gone completely bankrupt. It has left the Renaissance theatre to its fate. The theatre is closed and its owner is looking for a new lessee. Aulich, successful manager of the Theatre am Schiffbauerdamm, may take over the house in the fall.

The ultimate motivation of Hartung's exit was the subscription organization of the Reibaro (Reinhardt, Barnowsky, Robert). He was taking subscribers from this organization and they had offered to send him 400 tickets as his theatre seated only 600 he decided that he could use only 200. Later he realized that this was not enough but the Reibaro was not in a position to send him more.

## Sayag Changed Mind After Canceling Girls

Paris, March 11.

After leaving London to play one week in Monte Carlo at the Hotel de Paris, Edmund Sayag ordered Mangan's 24 Tillerettes from the program, although he had not even seen them. Girls waited for two hours for a decision and were finally permitted to finish the week.

Sayag's action, it is believed, was caused by Mangan's 24 Tillerettes appearing at Cannes, the nearby rival resort. Sayag originally wanted this troupe but when told it had been previously booked accepted the unit of 13 girls. When he discovered the proximity of the two acts the rumpus started.

## PROPAGANDA FOR FARMERS BY PLAYS

Moscow, March 11.

Russian actors are being officially designated to do their bit in an ambitious national campaign to raise the level of agriculture among the peasantry. Theatre brigades are being organized here, in Leningrad and other metropolises.

These troupes will delve into the hinterland playing shows aimed at the populace. They will propagandize the Soviet Union's desire to merge millions of private farms into the collective advantages of communal farming.

This favors the actors who are out of work, they profess to like the mission. Others don't care for it but must obey anyway.

## GALLI CURCI, ANGRY, CANCELS ENGAGEMENTS

Paris, March 11.

Galli Curci, who has been hopping all over Europe, aired her many peevish against Continental audiences when she cancelled her Paris concert dates and other European capitals, announcing she was returning to the States by the "Aquitania," March 12. By her account, Homer Samuels, also her husband.

The diva complains she is the victim of European hostile propaganda, although she has been taking \$2,500 a night out of Continental towns, which have the smallest amount of amusement budgets, and besides she is an extremely wealthy American. Her explanation is that her earnings on this trip have been at about half her usual price for seats.

Galli Curci's tour this time has been a succession of failures and semi-failures, with the music critics commenting adversely upon her voice.

Vienna, March 11.

Repeated reports of Galli Curci being in bad voice culminated here last week when a highly critical audience rioted as she cancelled a concert on a half hour's notice. Performance was to have been at the ancient Renaissance Konzerthaus.

Preceding reports from Budapest concerning the singer's voice resulted in tickets for the local concert being cut-rated. Her excuse for the cancellation was that she was suffering from a cold. Singer stated that she intends suing an American railroad for poor accommodations which she claims has caused the Continent's poor reaction to her present tour.

## REASONS FOR SCRUTINY

Paris, March 11.

Representatives of Broadway producers are now reviewing new plays here.

Thought is not only for New York production, but also to the likelihood as French version talkers or as straight film possibilities.

## FRENCH IDENTIFICATION

Cards Necessary for Foreigners—Free Service Offered

Paris, March 2.

It is a police regulation in France that foreigners remaining in Paris or any other French metropolis for more than two months must have a carte d'identité issued. This is for the purpose of the most efficient prefecture of police's easy check-up on non-French residents. There is a 100-franc (14) charge for this identity card, and considerable red-tape attached thereto.

"Variety's" Continental Bureau in Paris, at 15 Boulevard des Italiens, will undertake to secure these cartes d'identité for all professionals whose engagements confine them here for that length of time. This service will be gratis and these facilities are available to any reader of "Variety."

## ALIEN DEPORTATION BILL FOR HEARING

Washington, March 11.

Backed by the immigration bureau in conjunction with his move to deportations in this country illegally, the bill requiring all non-citizens to register and keep their whereabouts constantly known to the government will come up for a hearing tomorrow (Wednesday) before the Senate Immigration committee.

Bill requires that when an alien registers he must produce a certificate showing he or she is here within the law.

Deportations under the present movement are constantly growing in numbers. Those deported will not be permitted to re-enter.

## RADIO PROGRAM TAKEN FROM AIR

Paris, March 11.

English radio advertisers are flying their program personnel here on Sunday to attend to their routines primarily aimed at British ears because of the John Bull products involved. Reason is England's Sabbath rule against jazz music. There are no local restrictions.

Sir Oswald Stoll has already done this. He flew the cast of a sketch here and then planned them back across the Channel in time to make a matinee at the Coliseum.

## Play from Film

Paris, March 2.

"Hotel Imperial," Pola Negri's picture, renamed "Hotel Lemberg," has been made into an opera with music by Jean Gilbert. Schuberts have the American rights for Walter Woolf as star.

## ARGENTINITA'S COMMISS

To Have Been Split Three Ways, Morris Agency Sues in N. Y.

William Morris Agency has filed a suit of attachment to collect \$3,600 commission alleged due from Argentina. The suit was filed on a contract calling for the Spanish dancer to pay the agency 10% commission for effecting her contract with Lew Leslie, producer of "The International Revue," in which Argentinita appeared for but one week. Argentinita's baptismal name is Encarnacion Lopez.

According to the agency's affidavit the dancer signed a contract with Leslie wherein she was guaranteed a weekly salary of \$3,600 for 10 weeks, with a \$10,000 advance as an indemnity safeguard on her American agency.

The Argentinita deal was put over by Henry Latigue, Paris representative of the Morris Agency, in cooperation with Pantalo, of Barcelona, the commission to be split three ways.

## Mournier Marries

Paris, March 2.

Jean Mournier, manager of the Cluema Madeline, Metro's show case, was married in the Church of Saint Thomas d'Aquin to Mademoiselle Costeille, Feb. 24. Bride is the daughter of a Paris banker.

## Budapest Sees Stage Hits After Season of Pronounced Failures

By E. P. Jacobi

Budapest, March 1.

## Hyena Attacks Trainer; Wife Continues Working

Antwerp, March 11.

Unexpected thrill at the Scala (music hall) when Alenizma was attacked by one of the 10 hyenas in his act.

Trainer was saved by one of his two dogs leaping at the hyena which permitted Alenizma backing from the cage before collapsing. He was severely mauled by the beast.

With Alenizma taken to a local hospital, his wife stepped in and continued the act.

## FRENCH PHI-PHI CALLED DIRTY IN MONTREAL

Montreal, March 11.

Drive of City Council against dirt shows resulted in entire French troupe playing "Phi-Phi" at St. Denis theatre, being taken in vans to the police station on a charge of performing an obscene play. Held in \$50 bail each, no one could find sufficient cash and bail was reduced to \$15.

The troupe was allowed to leave the city and is now returning to Paris.

Manager Jos. Cardinal of St. Denis will face the music and Impresario Gaivin, who brought troupe to Montreal.

Troupe leaders claim play was average French comedy and that prosecution will halt all French artists from visiting Montreal in future.

## GERRARD LEAVES SHOW

Role in "Musketeers" Not Big Enough for English Comedian

London, March 11.

Gene Gerrard is out of "The Three Musketeers" due at the Drury Lane. He resigned because of the smallness of the role assigned him. P. G. Wodehouse and Gerrard recently worked together to build up the actor's comedy role in the musical. When Dennis King arrived, he urged the piece be put on as it was done originally in New York. That broke up the earlier arrangement.

Gerrard is under contract to Sir Alfred Butt for two more musicals. He will later appear in another production of Butt's.

## Guitry's New Plays

Paris, March 3.

Sacha Guitry is adapting "Bachelors' Father" for his Madeleine, probably following "The Third Chamber." Guitry says he'll do an intimate revue with his wife, Yvonne Printemps, in between.

"It's a Wise Child" is almost set with Louis Verneuil for the Theatre Edouard VII.

Both American comedies may see simultaneous production here.

## Joe, of Ritz Bar, Dead

Paris, March 2.

Joseph Scherer, familiarly known as Joe, chief assistant to the famous Frank the Barman at the Ritz bar, died suddenly after a week's illness. Widow survives.

Joe had been at the Ritz, one of the most popular Parisian "cocktail hour" rendezvous, since the bar opened.

Deauville Cabaret Reopens

London, March 11.

Deauville cabaret reopened last week after temporarily closing. Barrie Oliver and Leon Abbey's orchestra are the new features. Business remains off.

After half a season of catastrophic failures and two or three moderate successes, there has come a success wave at the 11th hour. In spite of bad finances, talkers, sporting weekends and all the other alibi managers find, there is still a public for good plays. "Alice Takata," a serious problem play, draws capacity and is hotly discussed everywhere. "Asra," Oriental legend, at the Kamara, reported before, does likewise.

This week again brought at least two, if not three, really great hits. "Victoria," romantic and dramatic opera at the Kiraly-Szinhaz, book by Földes, lyrics by Harmath, music by Abraham, is the first musical hit of the season, expected to play the season through. Plot is based on the current prisoner-of-war vogue, but has a sound dramatic core. "Volpone," the Ben Johnson-Stefan Zweig comedy, had much success in an excellent production at the Magyar Szinhaz. Theatre has won enormously on this season and is now in the hands of the fourth manager since September. "Volpone" will probably be the producer to recover his money. It is very well cast by Csontos, borrowed from the National theatre for (Continued on page 63)

## "Henry IV" in French Played in Brussels

Brussels, March 1.

The King of the Belgians was one of the most interested of the audience which packed the smaller theatre of the Palais des Beaux Arts, Brussels, for the first performance in French in Belgium of Luigi Fieschi's "Henry IV."

Jean Herve of the Comedie Française gave a spirited performance. The piece is in three acts. It is a story of a young man, impersonating Henry IV, Emperor of Germany, in a cavalcade, is thrown from his horse. The accident turns his brain and for 15 years he believes himself to be emperor. His reason returns suddenly, but he hides the fact and for a further eight years simulates folly.

Then he visited by the woman he loved in his youth, her daughter and a former lover of hers. They have with them a doctor who has hopes of being able to cure the madman.

Henry IV finally murders the man who has stolen his sweetheart and who, incidentally, was the cause of his being shipwrecked by his horse, and, to cover his deed, resumes the mask of madness.

The piece has been done in Italian and Flemish, and might well be translated into English.

Pirandello has another new play almost ready to be produced in Germany and not Italy.

## THEATRE'S FATE

Roumania Must Come Through With Funds to Preserve It

Bucarest, March 2.

As reported the Roumanian National Theatre is to be commercialized in order to prevent its ruin. As no steps have been taken as yet the manager of the theatre has petitioned the Governmental Ministers for a quick decision. Otherwise the continuation of the house becomes impossible. There is an urgent need for funds.

In a times politico-fashion everybody's stalling and the Bucarest National may go dark despite good intentions.

Legit in Music Hall

Paris, March 1.

The Gaitly music hall under Montmartre is being remodelled to open again as a legit house for ultra-modern plays. The theatre will be known as the Vario, to be managed by Leo Berryer.

Mengelberg Not Coming

The Hague, March 1.

As the result of the Toscanini-Mengelberg controversy, Mengelberg is not going to America next season. It is reported from London he has signed to conduct the London Symphony Orchestra.

## German Agents Demand Pensions During Life from Government

Berlin, March 11.

German agents have handed together and filed suit against the government claiming life pensions or a lump sum in compensation. Move is the outcome of the Government forming an organization to eliminate all agents in Germany, as previously reported in a story last month.

Government organization is known as "Paritätischer Erbschaften für Varietë Und Zirkus Und Kabarett Gesellschaft," meaning "The Mutual Association of Managers and Artists," abbreviated as PARENA.

Agents claim they have paid license fees to the government for years and now the officials want to do away with them. They maintain that they are either entitled to compensation or positions in the new association.

Fact that Paul Spadoni, German agent, receives a spot from the association has made the rank and file burn up.

To eliminate graft, foreign agents of PARENA, the German governmental agency which after Dec. 31, 1930, will book all acts without taking commissions, will work on a flat salary and not be permitted to accept commissions.

Actors in Germany have still to elect a representative to PARENA, and are voting for one now. Two of the three representatives who will head the PARENA are already in office. They are Berol Konorah, who will represent the internationalists; and Lomax, and Jules Marx, director of the Scala, representing the theatre directors.

On Dec. 31 all booking licenses will be revoked, and the PARENA will thereafter handle all entertainment bookings except that for pictures. It is expected that established agents will most likely be given a job with PARENA by the government.

## CIRCUIT TRYING FOR HYLTON OPPOSITION

London, March 11.

General Theatres is plenty annoyed at Jack Hylton because he wants too much money and refused a \$250 raise. Theatre company suggests that Hylton's demands are impossible and thereby due to his having no opposition.

To counteract the situation the chain is out to create the deemed necessary opposition. Jack Payne's band will in future receive special attention as to production, scenery and lighting effects, besides having the personnel increased. Payne outfit was formerly at the Hotel Cecil, toured vaudeville, and now is with the British Broadcasting Co.

Hylton's answer is a massive bankroll and definite negotiations for a West End site upon which to build a theatre. Idea is that he will play there himself as a vaude feature and when on tour will continue the policy of the house. Band leader's theory is that he knows as much about operating a vaudeville house as most English bookers.

Hylton is counting on having the house in nine months. Meanwhile he has continental and provincial dates.

## Faversham Quarantined

Sydney, March 11.

William Faversham has been quarantined for 10 days following the outbreak of smallpox aboard the steamer on which he arrived from Canada. Star was imported by Williamson-Tait & Co. as Prince and the Pauper," with opening postponed until he is released.

Faversham is plenty sore at the authorities and states conditions are disgraceful with no comforts.

## KURSAAL SOLD

Calvo, March 11.

Site of the Kursaal theatre has been sold for 50,000 Egyptian pounds. Purchaser is the firm, "Emile Ades." He takes possession in September, 1932, when the present lease expires.

## "Heathy" Unheathy

London, March 11.

"Healthy, Wealthy, and Wise" closes at the New after a short run. It will be followed by "Nine Till Six," moving from the Apollo. "Almost a Honeymoon" goes into the Apollo, having been ousted from the Garrick by the arrival of Tullulah Bankhead's "Camille."

## French Opera Co. Of 100 Is Stranded Flat in Mexico

Paris, March 11.

French opera troupe of 100 people is stranded in Mexico awaiting \$30,000 in salaries and transportation.

Company is known as the Opera Prive de Paris (Private Paris Opera). It was organized and booked by Michel Benois for two months in Mexico. Benois is the son of Mme. Massenet-Kousenoff, herself an opera diva and wife of the son of the late French composer, Massenet.

Massenet, director of the Opera Comique, is wealthy. Since his wife is one of the company in Mexico it is presumed here he will finance the return trip for all.

## Johann Strauss' Widow Dies in Vienna

Vienna, March 11.

Mrs. Adele Strauss died here Sunday (9) of pneumonia. Mrs. Strauss is the widow of the late Johann Strauss, waltz king, and of late years had entirely devoted herself to safeguarding the works of her husband.

This resulted in Parliament rushing through a bill protecting the composer's compositions for an additional two years. It extends the original 30-year copyrights. These would have expired next Jan. 1. Action precipitated a battle with the Schuberts over the unauthorized Broadway revival of "Die Fledermaus," but which that management settled by paying the royalties.

Series of 10 gala Strauss performances are due here March 21-30 at the Theatre Figue.

## Dolores Marrying Actor

London, March 11.

Dolores, the Epstein model, has publicly announced her engagement to Philip Lay Drew.

Both appeared recently in "The Monster."

## Paris Palace's New Revue With Aubert and Mayer

Paris, March 11.

Raquel Meller will appear at the Palace when Henri Varna's and Saint Granier's new revue takes the place of "Good News," currently with Jane Aubert and the wealthy Pierre Meyer as its stars.

Doris Niles, Georgia Graves, Boucot and Saint Granier will play the new revue. Misses Niles and Graves are Americans.

## HONORS FOR DOPPER

Amsterdam, March 11.

Dopper, 60 years old and the greatest living Dutch composer, has been highly honored by the Queen and government.

Nilsson in Hamburg

London, March 11.

Walter Nilsson opens at the Hansa theatre, Hamburg, for the month of April.

## COCHRAN'S LATEST HIT

English Producer's "1930 Revue"  
Sure-Fire for West End

London, March 11.

C. B. Cochran's "1930 Revue" opened in Manchester March 3. It is deemed sure-fire for West End consumption. Show will hold its opening spot for three weeks.

Some doubt about the sound film used to open the show and introduce the principals. Skepticism is not on merit or novelty but concerns the wire and reproduction. Paramount needs the usual tinkering, but should be in good shape by the time of the local opening. Libraries have already taken a 12 weeks' buy.

## 5 RADIO NAMES DID NOT HELP COL'S OPENING

London, March 11.

Coliseum this week is exploiting five British broadcasting attractions, Tommy Handley, Clapham and Dwyer, Five Maestros, Marie Burke and Bransby Williams.

The last named was the idea in English vaudeville and the idea of giving them the radio ballyhoo looks strange.

The bill drew about average matinee trade yesterday.

## Tallulah's "Lady" NSG; 4 London Shows Open

London, March 11.

Tallulah Bankhead's "Lady of the Camelias," at the Garrick, caused the usual excitement when it opened, but it's not taken seriously.

This is a new version of Margaret Gautier's play. Old fashioned and ineffective, but the libraries have guaranteed it \$2,000 weekly for five weeks.

At the Comedy "Odd Numbers" is a new comic farce full of ancient jokes. Considered unlikely. It opened March 6. Just a matter of Jules Henson having efficiently produced and made old machinery crack effectively.

## "Appearances"

At the Royalty last night (Monday) "Appearances" was received with much curiosity at its artlessness, and apparently interested the audience, but it has its financial doubts. Does Carlo Shindler repeated their American success in the place, authored by the colored bellboy.

"Never Mother," Son" looks like an artistic if not a financial success. It may have that if reaching a regular theatre. It premiered last night (Monday) at the Players' theatre, small private house.

Another war play, but takes the angle of the women, who always suffer by the hostilities. Well written and splendidly acted, it stands a good chance of getting somewhere, although doubt of any American success because of the attitude of the war (Gold Star) mothers' association in the States.

## Piano Team May Go On Foreign Concert Tour

London, March 11.

Fairchild and Lindholm, having closed an eight months' engagement at the Cafe de Paris, are taking a month's holiday and then open at the Savoy Hotel for three months, April 1.

Contract with the Savoy permits them to broadcast as often as they desire, and this, with the records they are making for H. M. V., will establish them as one of the standard acts in this country. Every likelihood that, at the conclusion of their engagement at the Savoy, this pair of dual pianists will make a concert tour throughout England and the Continent. They have already been approached to form a vaudeville combination of their own on a percentage basis.

## Shuberts' Reason

Paris, March 11.

Advised by the Shuberts that bad business will defer their taking up of a two years' contract with Georgia Hayes' service, the dancer goes with the new show at the Palace with Raquel Meller.

This follows "Good News."

## English Stage Actors Can't Look for Any Benefits from Their Native Organizations

## Expensive Club Shut

London, March 11.

Charter House Club, opened in the premises of the defunct London Club, in Baker street, and said to have represented an investment of around \$350,000 of capital from Scotch interests, folded suddenly last week.

Establishment had been ballyhooed as the last word in luxurious clubhouse facilities and was to have had a real ice skating rink. Sudden closing was declared to be due to work on the ice plant.

## Theme Song Rush In Europe Swamps Dizzy Music Men

Paris, March 11.

Increasing flood of film theme songs has the representatives of music publishers over here dizzy. They just start the blip push on one when four or five more come in to swamp them.

There is a strong complaint across the Continent that the smaller nations can't absorb the same number of tunes as America. Hence, the epidemic is killing off the early songs through the continuous and fast follow-up melodies.

## ITALIAN SIREN DEAD; VERONAL OVERDOSE

Rome, March 11.

Liliana Castagnola, 30, tempestuous delineator of Neapolitan songs, died in Naples of an unintentional overdose of veronal. She was found dead in bed by her maid.

Her career is replete with tragic romances, adventures, and one lover who seriously wounded her. This was a shooting in Milan which forced the actress into a hospital for three months. The man then shot himself.

Usual assortment of press agency surrounding Lilie Castagnola's career, but among other actual happenings in which she was concerned was another suicide and the elopement in one of her lover's automobiles. Was the exception of Howes no cast has been engaged. The producers are feverishly searching for an actress of the Lily Damita type to play the feminine lead.

Another enterprise of the Clayton & Waller firm will be the production of "The Kibitzer" in May, and starring Joe Greenwald, Piece will be re-named "The Meddler" here.

## Sons o' Guns' with House; 'Kibitzer' Is 'Meddler'

London, March 11.

After numerous misunderstandings announcement is made that Herbert Clayton has bought the British rights of "Sons o' Guns" for Clayton & Waller as the musical for Bobby Howes.

It will be produced in the provinces about the end of May and comes into the Palace in June.

With the exception of Howes no cast has been engaged. The producers are feverishly searching for an actress of the Lily Damita type to play the feminine lead.

Another enterprise of the Clayton & Waller firm will be the production of "The Kibitzer" in May, and starring Joe Greenwald, Piece will be re-named "The Meddler" here.

Colored Acts in Zurich

Zurich, March 11.

American attraction playing here include Layton and Johnson, colored, at the Tonhalle. Sam Wooding's band, colored, is at the Cafe Silhouette.

London, March 2.

For many years the stage of England has been divided against itself and, since the days of the old actor-managers such as Irving, Alexander, Tree, Leanderless. Now the whole thing is crumbling to ruin unless something is speedily done to stay the dry-rot.

It is argued that never before has the West End been so accessible to provincial players. This is true to a point; it is also true that never before has the stage in its entirety proved such a completely closed shop to the great majority of men and women who have spent their lives in its service.

The fictitious "41 minimum" did more to kill the old provincial touring manager than the cheap picture house. These managers such as

(Continued on page 63)

## HALLER'S COMEBACK WITH HIT MUSICAL

Berlin, March 11.

Premiere of "The Double Groom," operetta by Haller and Wolf and score by Willy Kollo, at the Schiffbau theatre, marks the successful return to the producing field after two years of Hermann Haller, creator of famous revues.

New piece is conventional in plot based on the husband-wife-lover triangle with the husband's mistress brought in for good measure. Complications involve much marrying and still more divorcing and story doesn't help much.

A run through the summer is made certain by the tricky music supplied by Kollo and the sterling cast which includes Dolly Haas, Erich Pontö and Ida Wuest.

## Robeson Set as "Emperor"

Berlin, March 11.

The engagement of Paul Robeson to play the lead in O'Neill's "Emperor Jones," previously reported as a possibility, has now been made positive.

Piece will be done in English at the Kuentel theatre and the Klein management with James Light, previously of New York, directing the production.

## Marie Studholme Dies

London, March 11.

Marie Studholme, 56, famous musical comedy star on this side, and who appeared in America, died here Sunday (9) of rheumatic fever.

## Censoring Dancing

Amsterdam, March 11.

In the face of fierce criticism the government has established a commission to control morality in dancing.

## Yorke and King Accepted As English Favorites

London, March 11.

Yorke and King, assisted by True Yorke and Ramon Ringo, came back to the Palladium (vaudeville) yesterday (Monday). They were accorded a reception reserved over here only for old favorites.

Act has just returned from an African tour.

## "Sea Gull" Flat Flop

Amsterdam, March 11.

The Verruiged Tooneel, under management of actors-managers Verkeke and Berkhof, will be dissolved owing to disagreements of the managers, following their production in Amsterdam of the Russian play by Tchekov, "The Sea Gull." It was a big failure. Cast included Lauer, van Dyk and Mrs. Gusta Christy.

## Broadway Depressed by Lent, Abandons Scale Above \$5.50

Broadway's trend in prices for musical shows has started downward. The \$6.00 scale is being dropped for the \$5.50 price, once regarded as the limit.

Two musicals, "Simple Simon" and "Flying High," recently came in with the \$5.50 scale. Two others, "Ripples" and "The International Revue," will drop to that level next week. Only a few will attempt charging more in the face of re-treating business.

Indications in the agencies point to weakness in the legit all along the line, dating from the start of Lent last week and the impending income tax date. Brokers say the demand for nearly all leaders has slowed down, although box office statements may still show capacity. Actual grosses again dropped markedly last week. Hopes for recovery after this week remains a hope.

A musical and a drama amid the new productions clicked and are in the big money. "Flying High" started with a \$4,000 pace at the Apollo. The first full week of "The Green Pastures" shoved it well out in front of the non-musicals, with over \$24,000 last week. The Japanese Players appeared not in the running at the Booth, but the Chinese Mei Lan-Fang continues to big money for such a show, credited with \$17,000 last week.

Closest to "Green Pastures" was "It's a Wise Child," at \$20,000; "Strictly Dishonorable," \$19,000. Both off in agency demand, and "The Apple Cart," \$18,000; "Dishonored Lady," at \$16,000 and "Round" nearly as much, are off, but still good; "Berkeley Square" and "Young Sinners," \$15,000; "Topaze" was an exception and climbed close to that mark; "Death Takes a Holiday," \$14,000; "The Last Mile," about \$13,000; "Street Scene" claimed \$12,000; "Second Mrs. Fraser," \$11,000; "June Moon" dropped to \$10,000; "Infinite Shoeblick," \$9,000; "Broke-

en Dishes," \$8,000; "Subway Express," a bit more; "Those We Love" held to nearly \$8,000; all others downward. "The International Revue," which was out on front by a slight margin its first full week at over \$48,000, was tied with "Sons of Guns" for leadership of the musicals last week at about \$46,000; "Fifty Million Frenchmen," virtually on a par at \$45,000; "Flying High," right up with the leaders; "Ripples," off, and under \$37,000; "Strike Up the Band," strong at \$32,000; "The International Revue," \$25,000, estimated; "Wake Up and Dream," a bit less; "Sketch Book," \$23,000; "Sweet Adeline," \$21,000; "Bitter Sweet," \$20,000, and leaving; "Top Speed," maybe \$17,000.

In and out: "A Month in the Country" succeeds "Meteor" at the Guild next week; "Mendel, Inc." closes at the Longacre which gets "The Matrilarch"; "Children of Darkness" stops at the Biltmore; "The Plutocrat" folds at the Vanderbilt which may get "I Want My Wife"; "The Royal Virgin" is slated to follow the Jap players at the Booth; "Mayfair" is slated for the long darkened New Yorker (was the Gaiety); "The Gimmie Girl," due in the Village, and "Small Potatoes" another Broadway possibility. Revivals out this week: "At the Bottom of the Heart," "Volpone" (Liberty), and "The Serenade" (Jolson).

"Heads Up" closes at the Alvin Saturday.

## BOSTON HAILS COHAN WITH CAPACITY START

Boston had three openings this week, and for Boston this is most unusual. It is a long time since this city has had three new shows the same week.

George Cohan, in person, opened at the Tremont in "Gamblin'" Monday night to a packed house. It has been many seasons since Cohan appeared here. The Colonial was tenanted for one week by Harry Lauder in his routine of old and new songs. Sir Harry got away to a big start.

Otherwise the principal story seemed to be the way the Shubert houses four of them, got the break with their three musicals and comedy. Just one of their houses was down in business, the Lyric, where "Young Sinners" did no better the second week than it did the opening, with the gross still in the neighborhood of \$8,000.

**Estimates for Last Week**  
"The New Moon," Shubert (4th week). Did \$23,000; same total as week before.

Fritz Leiber in Shakespearean repertoire. Willard (1st week). In final week. "The Little Show" did \$25,000, practically capacity.

"Marry Widow" Majestic (2d week). In first week this show did \$17,000. Big business at scale.

"The Apple Cart" (8th week). Gross \$17,000, which is about what the show has been doing consistently.

"Young Sinners," Lyric (3d week). Being held in despite business, which is poor, \$8,000 reported for last week.

Harry Lauder Co.—Colonial (one week). House has been dark since Lauder and "Simple Simon" left.

"Gamblin'"—With personal appearance George M. Cohan. Opened Monday after several weeks of darkness for the house.

## "SUEZ," \$15,000, FRISCO

Above Expectations — "Ladies of Jury," \$5,000 — "Dishes" Does \$4,510.

"Lenore Ullrich" in "East of Suez," at the Geary, still led the town among the legit last week. First week hung up a record and the second was above expectations. Bettered \$15,000.

D. D. brought in a new show, "Ladies of the Jury," with Mary Boland, and hit around \$5,000 at the Alcazar. "Broken Dish" at the President, in bow out seven days light about \$4,500.

Green Street, with "The Peep-hole," played intermittently owing to police interference, but hit about \$2,000. Considered good.

## CHL. LEGITS DO \$160,000, BUT MANY DEPART

Chicago, March 11.

Legits were saved from advent of Lent by the show waiting at City Hall. Around 100,000 municipal servants got rich with \$74,000,000 in back pay. At that the only two musicals to show this week were the Erlanger, with "Sherlock Holmes," and Great Northern, with "The Plutocrat."

"Your Uncle Dudley" was jerked at the Cort after four weeks, reckoned a bad move as the piece was a flop. "At the Bottom of the Heart" succeeded. Other closings were "Street Scene" at the Apollo, succeeded by "Street Singer"; "Bird in Hand," at the Harris, now dark; "Naughty Marietta," Majestic, succeeded by another Victor, Herbert revival, "Fortune Teller," in for the usual fortnight.

"Jenny," not doing much at the Seymour and its second week, left this Saturday and "Sherlock Holmes" leaves the Erlanger the same night. Mitz's "Sari," in at the Illinois for only two weeks, goes to Detroit. "Strange Interlude," falling to around \$14,000, leaves the Stock Exchange for the Pittsburgh. "Let Us Be Gay" is holding up, around \$12,000. A bit more for "Strictly Dishonorable," whose cast has started acting.

**Estimates for Last Week**  
"Bird in Hand" (Harris, 11th and final week). Left after fair run; gross \$14,000. In first week, had to be helped by cut rates; house dark.

"Jenny" (Selwyn, 3d week). Dropped a couple though to \$12,000; party business helped; leaves March 15.

"Dear Old England" (Princess, 4th week). Satirical comedy down to \$10,000; closes first season of dramatics at the Chicago March 15; goes to St. Louis.

"Let Us Be Gay" (Studebaker, 7th week). Gross \$11,000. In first week, likely to last until April 15.

"Nina Rosa" (Great Northern, 9th week). Only non-revival musical in town; spurred \$5,000 to \$25,000.

"Sari" (Illinois, 2d week). Mitz's comeback hot-shot by critics, but lucky to pull down \$16,000; this week its last; then Detroit.

"Sherlock Holmes" (Erlanger, 3d week). William Gillette revival picked up remarkably; around \$23,000 for seven performances; cut out Sunday for Saturday matinee; leaves March 15.

"She Couldn't Say No" (Garfield, 2d week). Parade featuring Lynne Overman in female rig got divided notices; patronage from the wise crowd; around \$10,000.

"Strange Interlude" (Blackstone, 16th week). Balcony sales falling; around \$14,000; is setting a run much to the credit of legit with only six performances.

"Street Singer" (Apollo, 1st week). Succeeded "Street Scene," which closed with \$1,000 in 11th week; going on tour.

"Strictly Dishonorable" (Adelphi, 5th week). Hit around \$13,000; cast is gradually giving a professional performance.

"Your Uncle Dudley" (Cort, 5th and final week). Built gradually to \$8,000, but jerked; "City Hall" opens tomorrow (Wed.). Playhouse is dickering to relight with "Your Uncle Dudley."

**Special Attractions**  
Majestic (Shubert). "Fortune Teller" started for two weeks; "Naughty Marietta" around \$12,000 in final week.

Goodman—Clivic rep regulars in "The Rival."

## Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful, while the same gross accredited to others might suggest a wide variance in the variance in house capacities with the varying overhead. Also the size of cast, with consequent difference in necessary gross of profit. Variance in business necessary for musical attraction as against dramatic play is also considered.

Classification of attraction, house capacity and top prices of the admission scale given below. Key to classification: (C) comedy; (D) drama; (R) revue; (M) musical comedy; (F) farce; (O) operaetta.

### Admission tax applies on tickets over \$3

"Aron Strings," Cort (4th week) (C-1,043-\$3). Broadway went into further decline last week and will probably not recover until after March 15, federal income tax date; "Strings" mild show moved here from Bijou for cut-rating.

"Berkeley Square," Lyceum (15th week) (C-957-\$4.40). Slipped back a bit further, true of all run attractions; \$16,000; still profitable.

"Bird in Hand," 48th St. (CD-770-\$3.50). Moved from Forrest; sixth theatre to have show, nearly year old; down to about \$6,000.

"Bitter Sweet," Shubert (13th week) (M-1,395-\$5.50). One week more to go and then short road tour; stopped up very well until lately; \$20,000.

"Broken Dishes," Masque (13th week) (C-700-\$3). Not worrying about this low-cost show, going along on weekly profit, \$8,000 claimed.

"Children of Darkness," Biltmore (7th week) (CD-1,000-\$3.50). Final week; shipped quickly and down around \$6,000 last week; no successor named.

"Death Takes a Holiday," Barrymore (12th week) (D-1,090-\$3). Peculiar appeal and should last until warm weather; \$14,000.

"Dishonored Lady," Empire (6th week) (D-1,099-\$4.00). Based off somewhat from opening weeks, but still doing excellent business; \$15,000 held to capacity; \$45,000 down around \$6,000 last week; no successor named.

"Everything's Jake," Bijou (6th week) (C-606-\$3). Getting little better, but not much; \$10,000 enough to warrant moving here.

"Fifty Million Frenchmen," Lyric (1st week) (C-1,406-\$6.80). While agency demand dropped all around last week this stand-out musical held to capacity, \$45,000.

"First Mrs. Fraser," Playhouse (12th week) (C-879-\$3.35). Made excellent going off it first 10 weeks, then dropped suddenly; around \$11,000.

"Flying High," Apollo (2d week) (M-1,150-\$5.00). New musical and going with \$1,000; first night first week with \$44,000; capacity.

"Heads Up," Alvin (15th week) (M-1,350-\$5.00). First week; dropped to \$15,000 last week. Notice to close next week Monday.

"International Revue Majestic" (3d week) (R-1,775-\$6.00). Scale to be dropped to \$5.50; performance dropped to \$10,000; at opening, but business could be much better; \$25,000.

"Never Rains," Bayes (17th week) (C-822-\$3.50). In first theatre and satisfied with small money; that goes for house and actors.

"Journey's End," Mills (82d week) (D-946-\$4.40). Gets smart mark of year's run, but indefinite conclusion; business could be much better; \$10,000; scale down.

"June Moon," Broadway (23d week) (C-1,118-\$3). Another hit that hit its stride; first week for Cohan's stay, but not certain now; \$10,000; scale down.

"Mendel, Inc." (6th week) (C-530-\$3.35). Started off to promise, but reported leaving soon; claimed \$7,000 only even break.

"Love, Honor and Betrayal," Biltmore (1st week) (C-892-\$3.50). Presented by A. H. Woods; adapted by Frederic and Panny Hatton from French; Alice Brady starred; and just closed at \$10,000.

"Mendel, Inc." Longacre (16th week) (C-1,019-\$3.35). Final week; parties business divided to about \$6,000; "The Matrilarch" next week.

"Meteor," Guild (12th week) (CD-914-\$3). Final week; figured to double Guild's subscription period, and just closed at \$9,000 last week; "A Month in Country" next week.

"Night Private Affair," 48th St. (3th week) (CD-964-\$3). Moved here Monday; third house to have this comedy; should go along for time, but rates sliding \$5,000.

"Penny Arcade," Fulton (1st week) (CD-913-\$3). Presented independently by Cohan and Willard Kelchley; written by Marie Baumer; opened Monday.

"Rebush," Plymouth (6th week) (C-1,042-\$3.35). Draws smart trade, but attendance eased off last week; between \$15,000 and \$16,000 comparative good.

"Ripples," New Amsterdam (5th week) (M-1,702-\$6.80). Scale down to \$5.50 next week; business off again last week, approximated \$7,000.

"Simple Simon," Ziegfeld (4th week) (M-1,622-\$5.50). At \$46,000 this musical tied "Sons of Guns," or

actually led the field; leader week went up to \$43,000.

"Sketch Book," Charnin's 46th St. (37th week) (R-1,413-\$6.80). Run musical moved here Monday from 44th St.; still profitable; \$23,000.

"Sons of Guns," Imperial (15th week) (M-1,466-\$6.80). Eased off slightly last week for first time, but gross up with smart Broadway musical leader for four months; \$45,000.

"Street Scene," Ambassador (52d week) (C-1,280-\$3.35). Run and claimed to be holding to profit; \$12,000.

"Strictly Dishonorable," Avon (28th week) (C-830-\$3.35). First time since opening ticket agents had to hustle to get rid of allotment for one week; box office showed capacity; over \$13,000 with added performance out.

"Strike Up the Band," Times Square (1st week) (M-1,057-\$6.80). Started off like smash and rates among best money-making shows; \$10,000.

"Sweet Adeline," Hammerstein's (28th week) (M-1,265-\$6.80). One of season's earliest successes; \$21,000; in final week; \$21,000.

"Subway Express," Biltmore (26th week) (D-901-\$3). Going along between \$3,000 and \$3,000 and \$3,000; hopeful of lasting out season.

"The Apple Cart," Beck (34th week) (C-1,115-\$3.35). Suburban ticket easily take care of this one for time and rep of show should put a new record; \$10,000 again.

"The Blue Girls," Forrest (1st week) (D-1,115-\$3). Presented by Jimmie Cooper; written by Bernarr Macfadyen; opened Monday.

"The Green Pastures," Mansfield (3d week) (D-1,050-\$4.40). Broadway musical and \$10,000; \$10,000; praised all around with high attendance capacity; over \$24,000.

"The Infinite Shoeblick," Maxine (4th week) (M-1,242-\$5.00). Month's agency buy has helped here; about \$9,000, moderate.

"The Last Mile," Harris (5th week) (D-1,051-\$3). Much discussed prison drama picked up last week; \$10,000; \$10,000; \$10,000.

"This Man's Town," Ritz (1st week) (D-945-\$3). First presentation by George Jessel; written by Willard Robertson; opened Monday.

"The Plutocrat," Vanderbilt (4th week) (C-771-\$3). Final week on release by Cohan; may continue, but chances doubtful as paced under \$5,000.

"Those We Love," Golden (4th week) (CD-900-\$3). Ended 3d week strongly and sponsors hopeful of increasing; held own while other shows dropped; \$7,000.

"Top Speed," Royale (12th week) (M-1,118-\$5.50). Moved here from Charnin's 46th St. Monday; got real cash and new musicals make going no easier; \$17,000.

"Young Sinners," Music Box (5th week) (D-1,000-\$3). Went against tide and one of week's surprises; increase sent takings near \$15,000.

"Wake Up and Dream," Lyric (11th week) (R-1,067-\$6.80). Agency support always figured in business of English revue, which should cost past the 16-week buy period; about \$25,000.

"Wise Child," Belasco (3d week) (C-1,050-\$3.35). Stood up as strongly as any show this season in agencies and at box office; close to \$20,000; only new "Green Pastures" actually bigger among non-musicals.

"Young Sinners," Morosco (15th week) (CD-893-\$3). Money-maker; not as strong as formerly, but doing very well at \$15,000.

**Special Attractions**  
"The Rivals," Erlangers. Revival with Mrs. Fiske; opened Monday.

"Volpone," Liberty. Repeat by Theatrical Guild road company brought in.

Mei Lan-Fang, National-Chinese troupe a surprise; went to around \$17,000; changing bill for repeat.

"Michael and Mary," Hopkins—Hit in little theatre.

Japanese Players, Booth—Got some attention, but little trade first week.

Civic Repertory, 14th Street. "The Doctor" Comedy.

"At the Bottom," Waldorf—Revival; final week.

"Laurel and Elaine," President. "The Serenade," Jolson's—Revival.

**Picked Wrong Guy**  
John S. Sumner, Volstead of the book trade, has been invited to address the convention of book-sellers in New York in May. Publishers are peeved. Say that Sumner should not get a tumble.



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# PLAYS ON BROADWAY

# VALLI AS LEGIT LURE

DREW BUT \$5,400 ON WK.

## PENNY ARCADE

Comedy drama in three acts  
by  
Baumer, presented by William  
W. F. Fanning. Directed by  
Kellogg. Settings by Glen Throckm  
At Fulton, New York, March 20,  
\$2.50.  
Rogers ..... Ackland Powell  
George ..... Don Beddoe  
Mrs. Delano ..... Eric Dresser  
Fred ..... James Carr  
Happ ..... Milford F.  
Sue ..... Guilfoyle  
Mitch McKane ..... Frank Rowan  
Joe ..... John Blon  
Myrtle ..... Lenita Lane  
Mrs. Delano ..... Lenita Lane  
Jenny Delano ..... Lenita Lane  
Dugan ..... Ben Prost  
(Patrons of Amusement Park)  
Dick ..... Harry Graham  
Mabel ..... Desires Harris  
Fred ..... James Carr  
Vivian ..... Annie Laurie Jaques  
Joe ..... John Blon  
Rose ..... Lucille Gillespie  
Jim ..... Eleanor Andrus  
Bob ..... William Whitcomb  
Jack ..... Harry Balch  
Johnson ..... Harry Balch

No excuse for a rave but fair  
entertainment that may manage to  
hold out for a few weeks, depending  
on the exploitation campaign pro  
jected and any box-office lure in  
the title.

The cycle on outdoor stiff, how  
ever, is running a little cold by now,  
the talkers having done their part  
near the novelty of the show. The  
for the briskness of the dialog and  
the numerous fine comedy touches,  
the melodrama this is wrapped  
in "Penny Arcade" would hardly  
carry it past the crisis. The ro  
mantic element, except for its novel  
twist, is also only a fairly lurid  
prop.

Marie Baumer is the author and  
for a woman displays a rather close  
working knowledge of characters  
that might be found around a cheap  
penny arcade along with lingo they  
spill. There is more downright,  
average, garden-variety cussing and  
slang than would be found in a  
dozen "rough" plays. While it's  
there in abundance it never quite  
goes out of bounds. Even all the  
three women characters lay the  
epithets on heavy and naturally.

Mrs. Delano operates a tawdry  
penny arcade with other con games  
in her building. She is a hard  
balled, calculating business woman  
and mother, whose chief troubles  
seem to lie in keeping an eye on her  
daughter and two sons. In the first  
act, which is inclined to be a little  
silly, the one son, a wastrel  
murders Mitch McKane, racketeer,  
to save himself from being taken  
in a side. He has been cutting in  
on McKane's booze racket, some  
thing old lady Delano feared, and  
leaves the murdered man's body in  
one of the concession stands after  
the place has closed up.

A sister, seeing the murder from  
the family living quarters above and  
keeping a stiff upper lip, eventually  
falls for a former convict working  
in the place, with the result in the  
end that she gives her own brother  
away to save her sweetheart from  
being framed. The minute  
the mother had drawn the confession  
from her son, she decided to plant  
the gun in the room of Angel, who  
a minute before had announced he  
was marrying the woman's daugh  
ter, and much against the old lady's  
will.

It's an easy guess before the third  
act comes along that the girl is  
bound to prove her own sweet heart  
even at the cost of her brother's  
conviction, and in writing the play  
no effort has been made to throw  
anyone off on an earlier track, which  
might have been done very easily.

Only big moments are the kid's  
confession to the mother and the  
grilling scope for the finish. Bal  
ance of the action is often slow,  
with an obvious idea to bring out  
the atmosphere that might be found  
around a penny arcade having in  
fluenced the writing and direction.  
A very natural ability to write com  
edy shows in Miss Baumer's work,  
and it's the laughs sprinkled  
throughout that save a long way to  
ward making the piece moderately  
entertaining.

Valerie Bergere, as the mother,  
and Eric Dresser, as Angel, one of  
her workmen, stand out in the cast  
and far above anyone else, although  
others featured, including Joan  
Blondell, James Cagney, Lenita Lane  
and Milford F. Mitchell, are excel  
lent. Cagney, the kid murderer,  
is inclined to over-act.

Patrons of the amusement park  
are on only in the first act, many  
not even having a line. Settings  
lend an uncommonly natural note.

Last impression of "Penny Ar  
cade" is that it's an evening that  
hasn't been entirely wasted. It's  
also an evening that'll be forgotten  
before the next morning. *Cher*

## JAPAN'S PLAYERS

Native dramas presented at the Booth,  
March 4, by the Japanese Theatre As  
sociation; directed by Michio Ito.

This import has little more than  
novelty as a box office draw. A long,  
quiet evening.

George Blosser and others who  
know their Japan might get a kick  
out of the Japanese Players, though  
their two dramas are spotted in the  
18th century. Synopses of the plays  
make them partly understandable.

# LITERATI

(Continued from page 59)

Los Angeles, Mar. 11.  
Might have been the horse show  
or something like that, but trade  
not so abundant. "Journey's End,"  
leader of the local group in next  
to final week at the Belasco down  
to around \$12,300, which still is  
profit. The Macleans with "New  
Moon," at the Majestic, cleared an  
other \$10,000 week, while the near  
est approach in take to that was  
the El Capitlan for "Let Us Be Gay"  
in first week getting \$5,400, which  
was disappointing as it was figured  
Virginia Villag, picture star, would  
have the gate enough to put the  
enterprise over.

"Gone Hollywood" for second and  
final week at the Biltmore was too  
pathetic for words. "Final take"  
hardly over \$2,000.  
For final week of "Bill of Divorcement"  
at Music Box, where the  
Civic Repertory group is doing its  
best to keep going, theatre parties  
were the saviors with the persons  
about the exhibition campaign pro  
jecting 40% of the gross and final  
count being an even \$3,000. "A Ro  
mantic Young Lady" current at  
traction there.

President bow out week for "Give  
and Take" around \$3,500, with Tay  
lor's company now holding the rostrum  
there in "Your Uncle Dudley." An  
other outgoing attraction was "Nut  
Farm" at the El St. George, which  
getting 40% of the gross and final  
count being an even \$3,000. "A Ro  
mantic Young Lady" current at  
traction there.

Estimates for Last Week  
Belasco — "Journey's End" (7th  
week). Satisfactory at \$12,300 for  
next to last week.  
Biltmore — "Gone Hollywood"  
(2nd and final week). Just too bad.  
\$2,000.  
El Capitlan — "Let Us Be Gay"  
(1st week). Following from a stay  
at the Belasco only six months ago,  
did not create the furor expected  
even though Virginia Villag is fig  
ured to pull trade. So \$5,400.  
Hollywood Playhouse — "Salt Wa  
ter" (3rd week). Slipped a bit but  
no reason to cry. \$4,300.  
Majestic — "New Moon" (7th  
week). A good attraction not well  
reported. \$10,000, which is be  
low possibilities of operaetta.  
Music Box (Civic Repertory) — "A  
Bill of Divorcement" (3rd and final  
week). Parties helped hold this  
one up at around \$3,000, but still not  
much for the co-op players.  
President — "Give and Take" (5th  
and final week). Final for Kolb and  
Dill did not show any profit for  
Duffy with \$3,600 the final figure.  
Vine Street — "The Nut Farm"  
(3rd and final week). Never meant  
much so departed in favor of "Rope's  
End" after a finale of \$3,600.

even if the tongue is entirely un  
intelligible to foreigners.  
Friday night the Booth had a  
light house, but most of the patrons  
stuck it out, which was surprise.  
The highlight came toward the close  
of the second play, "The Shadow  
Man." It was a prolonged sword  
fight of one warrior against odds.  
A youth was fighting the lord of  
his province for his betrothed. He  
wins, but one must not attack a su  
perior. The lad is for doing away  
with himself, but the mysterious  
shadow man joins the hero and his  
lovers and then commits hara-kiri.  
The sword fight is a most curi  
ous proceeding. The fighters hang  
on and off the set. There seemed  
enough opportunity for all hands  
to have been knifed a dozen times.  
Some characters re-appear, burst  
ing through paper windows. A fee  
ble attempt at comedy means noth  
ing.

"Romance in Cherry Blossom  
Lane" is the first play, telling the  
story of a sculptor who falls in love  
with the statue of a dancing girl.  
Later comes to life when adorned  
with the pocket mirror of a real  
girl.

Tokujiro Tatsu of Tokio is fea  
tured, his chief contribution being  
in "The Shadow Man." Other in  
the company may be from Japan,  
though it is likely most of the Ja  
panese girls of whom there are per  
haps a dozen, were recruited over  
here.

Michio Ito, the Japanese dancer,  
who has appeared in several minor  
revues, also on the platform, and is  
known for his school in Greenwich  
Village, is handling the troupe. Re  
cently Mei Lan-Fang, Chinese star,  
arrived on Broadway and did no  
well for two weeks at the 4th  
Street he moved to the larger Na  
tional. Together they provide  
plenty of Oriental fare, perhaps too  
much. Neither company will pull  
a "Chaucv-Souris," because neither  
provides but an lot of the fun the  
Russians at first spilled.

The Japanese Players concluded  
the program with "Matsuri," or fes  
tival dances. Some color, but our  
own brand is so much superior there  
is no comparison. The Sumari  
(warriors), their robust dancing  
and gaita, the girls of this company  
will be totalling along to other points  
before long. *Joe.*

"The Hollywood Murder Mystery"  
off the press when he announces  
another.  
This time the working title is  
"The Vanishing Heiress." Crooker  
intends to use another if he can  
think up something more startling.

Fan Mag's Spanish Edition  
"Hollywood Magazine," monthly,  
devoted to picture features, will du  
plicate under the same title in  
Spanish.  
Luicio Villegas, former editor of  
"Cineclanidia," local Spanish weekly,  
and more recently dialog editor on  
Spanish productions in Hollywood,  
is the editor.

Another Beauty  
Columbia Pictures has entered into  
a tieup with 13 fan magazines  
to locate the most beautiful girl in  
America to be named "Miss Col  
umbia."

Wide Screen-Sound Book  
James Brown, Jr., cameraman,  
and Neal Jack, sound technician at  
the Darnour-RKO studios, are pre  
paring a technical book on wide  
screen photography and its relation  
to sound. To be ready for publica  
tion next month.

A Song Club  
"Song of the Month Club" started.  
Idea is Jesse Crawford's, organ  
ized at the Paramount. Pick four or five  
of the pop tunes each month, print  
them in a folder to sell for \$1.  
Music publishers will be invited to

# \$19,000 for Pitt's Only

## Legit Show Last Week

Pittsburgh, March 11.  
Solo legit attraction last week was  
"The Fortune Teller," at the Alvin.  
First of Herbert revivals played cap  
acity until Lent, which cut takings  
almost in half. At that, around \$19,  
000 and considered excellent.  
Nixon was dark for the first time  
since before Xmas. "Vanity Fair,"  
formerly "Paddock of 1930," cur  
rent. Nothing in for next week, but  
"Hot Chocolates" and a fortnight of  
"Strange Intercide" follow.  
Sharp stock had "Salt Water,"  
first stock release of Frank Craven  
comedy, and held up nicely.

submit songs. Publicity handled by  
Conrad Campbell, former p. a. with  
the Eastman Co.

## Weekly in Colors

George T. Delacout, who pub  
lishes three film fan magazines, will  
soon release a weekly photograp  
h of 48 pages with cover in four  
colors to sell for 10 cents.  
It will print news in terse form  
for the screen disciples and will  
run off \$60,000 copies for the initial  
issue.

## No Kidding Vallie

Rudy Vallie's book looks like a  
fair seller. Dutton, publisher, prints  
an edition of 5,000 a week after  
publication duplicated the order to  
the printers. Surprise came when  
the literary boys didn't kid the tome.

# MILLER

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in those smaller  
sizes of  
7 1/2 or 8

Cinderella feet are never out o'luck at the  
I. Miller Broadway Shop for here are extra  
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what is even more intriguing, you may buy  
these tiny sizes of 7 1/2 and 8 in shorter  
lengths to reach just past your knee, or  
longer lengths to meet brief underthings.

Showfolk's Shoe Shop Open until 9 P. M.



BROADWAY AT 46th STREET

## Colored Broadcaster in Harlem Wants Radio Station, 100% Negro

Harlem Broadcasting Corp., colored radio organization, which has been broadcasting on bought time over the large stations and chains, is negotiating for its own station in New York.

If landing the station it seeks, the colored group will apply for higher wave length and regular air time.

It is estimated by the negro broadcasters that at the present time there are 20,000 receiving sets in Harlem home use. Colored population of Harlem, principal district in New York, is around 500,000. Another figure advanced by the colored radio outfit is that against about five radio dealers between 125th and 145th streets in the negro section prior to 1928, there are more than 50 now.

In its paid for air space the Harlem Broadcasting Corp. has been using all-colored talent and intends to continue on the 100% basis with its own station, if secured. The radio group figures a station of its own would do much to give the negro voice in politics, etc.

Artists' bureau of three, comprising Deacon Johnson, Charles A. Elgar and William C. Elkins handles the talent.

### Shuberts Settle

Shuberts have settled for \$550 the claim of Harlan Church, who sued the producing firm on a song writing contract for \$3,000.

Church alleged an agreement to compose a tune for the musical "Under the Red Robe." It was the "March of the Cavaliers," used in the show. Harlan Church, J. O'Brien, Malevinsky & Driscoll represented Church in the action.

### Max Stark with Public

Max Stark, formerly president of Green & Stept, goes with the Public music department about March 17.

Stark will be a departmental head, reported to be that of the sales department.

### Carlton Kelsey

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VICTOR RECORDS

**PAUL WHITEMAN**  
And His Greater Orchestra  
Completing  
"KING OF JAZZ"  
for Universal  
Personal Rep.: JAS. F. GILLESPIE

## DRUMMER CAUSED BAND ON AIR TO BE AIRED

A band well paid to play "Hearts and Flowers" melodies and sensitive employees of one of the biggest manufacturers of perfume got temperamental last week. The air came in record time and now one of those \$1,000 phonographs is in its place. This is what happened, and in the Paris, with goods displayed all over the world, isn't mentioned because the servant who tells the yarn figures it'll know and he would follow the band.

The playboys were annoyed by some renovation work, especially the drummer. The leader stepped into the boss's office after much pounding and told the big gent it was affording too much competition for the drummer; that it would have to stop or they wouldn't accompany the perfume workers at their odoriferous trade any longer.

It so happened that a salesman for one of those expensive boxes had just finished giving said boss an exhaustive talk that got more futile as the price was nearer. This was attributed the trend toward things mechanical of a delicate flower presser.

## Sheet Music as Family 24-Sheet; Par's Idea

Looking to exploitation of the Paramount name by playing it up on the covers of sheet music, Par's music department under Morris Press, contends this is a miniature 24 sheet placed in the homes of prospective theatre patrons and selling tickets from all piano racks.

Press's idea is to get the music into homes at least six weeks before the picture opens.

### AUSTIN FIGHTS JUDGMENT

Gene Austin, Inc., through its attorney, Robert Aronstein, has appealed the case of F. Henri Klickman, arranger. Klickman was recently awarded \$100 damages against Austin on grounds that he made an arrangement for them and was not paid.

Austin counter-claimed that he was not to be paid unless the arrangement made was satisfactory to them, which they allege it was not.

## FROM DETROIT JEAN GOLDKETTE

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**ANSON WEEKS**  
and HIS ORCHESTRA  
Now This Year at the  
HOTEL MARK HOPKINS  
San Francisco  
COLUMBIA RECORDS

Gus Kahn for "Whoopes"  
Chicago, March 11.  
Gus Kahn is leaving for the coast soon. He will work with Walter Donaldson on United Artists' version of "Whoopes," starring Eddie Cantor.

## OWES BUSSE BAND \$4,300

Detroit Nite Club Bal Tabarin Big Red Bust

Detroit, March 11.  
Henry Busse and band closed at the Bal Tabarin in the Hotel Addison, Sunday night. Busse left, unable to collect \$4,300 in salary. He offered to settle for three, but evidently the owners couldn't raise the money.

Mal Tabarin opened last fall and made a few dollars until Dec. 1, when business dropped off. A good New Year's biz and that's about all. Of money there was very little was paid out. Finally creditors got too ambitious, and a friendly receiver was appointed, Louis Tucker, local attorney.

Place operated by Jack and Al Green, who formerly ran the Tavern, a road house. Before that they operated a speak at 25 Duffield St. and were forced to leave when they opened the Tavern.

Other acts crying for their dough. Busse went from here to the Castle Farms in Cincinnati.

## MACHINE SALES BIG, BUT DISC EXPORTS OFF IN '29

Washington, March 11.  
Musical instruments, and parts thereof, continue to go up, according to Commerce Department export figures for 1929, which show an increase of 4.4% over 1928. Total valuation is set down for 1929 at \$18,911,936.

Exports of phonographs dropped, though this was offset considerably by exports of the instruments themselves. Disks accounted for 27% of the entire exports to Latin America, the leading market, while the phonographs took care of 54% in that same market.

Canada is the second best market. As a third. Strong competition from German and British manufacturers in the European market, though keeping the figure down, have failed to stop a healthy increase there, it is stated.

## De S. B. & H.'s Fox-UA Scores by Own Firm

De Sylva, Brown and Henderson will leave New York for the coast, March 16. They will start work upon their arrival there on another screen musical for Fox, then they move to United Artists for one picture.

All numbers and scores used in both productions will be published by the De Sylva Brown and Henderson firm and their agents in foreign countries. It was generally believed that Red Star would publish the Fox tunes and Berlin the UA numbers, but the boys would not contract to produce the pictures unless they retained all publishing rights to their music.

## Rochester's Costly Music

Rochester, Mar. 11.  
Rochester Civic Music Assn. has been organized to finance and direct professional musical activities in city. First move will be campaign March 24 to raise \$150,000, about \$20,000 more than last year. This is in addition to about \$120,000 George Eastman makes available from Public rent of Eastman, Regent and Pictorial theatres and taxes on property turned back to city.

Plan is to continue civic orchestra concerts broadcast by radio for all schools, two-day visit of Metropolitan Opera Company and series of evening concerts by noted artists.

New financing plan pools donations of wealthy music supporters and public, rather than seeking to get \$60,000 or more from latter group, which was considerable of a struggle last year.

## Agent's \$1,800 Verdict

Pittsburgh, March 11.  
Judgment for \$1,800 in favor of William Morris, Broadway booking agent, was returned here last week against Jay Mills, m. c., at Enright. Morris alleged that he booked Mills with Warners on a two-year contract basis in 1923 with the understanding that he was to receive 10%.

Mills, it is claimed failed to uphold his end of the agreement and the court decreed that under the contract Morris showed he was entitled to commission. Mills' contract still has almost another year to run.

## Polite Version?

Chic Sale made a record of his book, "The Specialist," for Brunswick.  
Book was cleaned up and re-written for the recording.

## WISECRACKS ON RAID TIED UP GEORGIE PRICE

Miami, March 11.  
Club Lido was panicked Friday when the sheriff and several deputies made a surprise appearance taking most everything in sight—even Georgie Price. So far as could be learned, Price was held for wisecracking. He was unlocked after a few hours.

Rad himself took on effect of a special extra show when the sheriff took the floor center to ad lib "Weren't the boys being taken care of?"

Seems from the lowdown that the county officers were just naturally bent for Frank Gialasso's paradise. The night previous, according to inside info, when the sheriff appeared with a warrant against the band drummer for unpaid instruments, Gialasso put the slug on. He left hooked when the cops wouldn't doff their hats.

Gialasso spent a night in jail, getting out the following morning on \$1,000 bail. Dope is that the raid spells the season's closing act for the Lido.

Had Cops Burning  
How Price got out of jail so quickly with the police burning because he had wise cracked the cops had not gotten paid off while the raid was on, is that Capt. Tom Kelly of the local Legion got Mayor Reeder out of bed to go to the jail and order Price's release.

The Legion's benefit performance at \$3 top at the Olympia, Miami, was packed, and with Price billed as headliner. While the house was waiting for him Dave Roth and Don Lanning, running the show, heard about Price's jam. They went to Capt. Kelly, who called at the jail, but could not secure the comedian's release.

The benefit may have saved Price from a slugging, as the cops were furious at the comedian, although they didn't state whether the jest was all fun or not.

Club Lido is closed for season.

## TRIO OF HOUSE ORGANS

Robbins Starts Another—Geo. Lottman Hustling on Triple Jug

Robbins Music Company is knee-deep in house organs, having just started its fourth one, "Broadway Melodies." It will be distributed gratis to approximately 8,000 music dealers, jobbers and merchants. Other house organs published by Robbins are "Round Robbins," with about 50 copies for the sales crew; "Robbins Record Monthly," running 1,500 for officials, artists and exporters of the mechanicals; "Robbins Radio Bulletin," for program directors, entertainers, continuity writers, and executives with around 2,000 distributed.

George Lottman is the hustling editor.

## "Stein Song's" Re-birth

An interesting example of the manner in which old time music gets resurrected and starts again selling, is that of Carl Fisher's "Stein Song."

Fisher has been publishing this piece for the past 20 years. It was and still is the campus song of the University of Maine. For years it had been obsolete and forgotten. Suddenly, a few weeks ago, a demand for the tune started due to the plugs of some of the popular bands, who took a liking to the college material. The song is selling today like a new number and is now listed among the best 25 songs in the east.

Wins Amateur Contest  
Chap named Irving Fields won Chap Speech's opportunity contest, held to secure the best song among teenagers.

Shapiro-Bernstein will publish the number titled: "In a Little Cottage."  
Zahler's Two Jobs  
Hollywood, March 11.  
Less Zahler is at Tiffany to write original scores for all silent versions for foreign release. Zahler suddenly found the scores for Radio shorts.

## Radio Fans Avid For Private Data On Ether Idols

Public demand for facts about their radio idols has resulted in newspapers and syndicates devoting an increasing amount of attention to publicity chatter dealing with the home life, personalities and other intimate details of radio celebrities. This is the same type of character sketches and interviews that has long been a familiar part of the screen and stage.

One St. Louis paper, the Star, recently sent a representative to New York for the sole purpose of writing personality interviews with famous radio entertainers. Representative spent two weeks doing 14 interviews of radio greats, all of the articles of the "personality" type.

Hearst Syndicate is also going after stories revolving around the private life of other folks. They are using them in the same manner as the fan stories of film celebs are used. A job slacker, representing the syndicate, makes the chain offices her hangout and frequently will write four interviews a day.

Like all persons in the limelight, the ozone players put thumbs down when it comes to giving interviews to high school or college mags. These, they consider to be entirely negative and just a waste of time.

## Public Organists Move

Several organists have been transferred by Public. Arthur Martel, featured at the Met, Boston, console, has been assigned to Springfield, Mass. for six weeks, to allow the Boston de Luxe to replace the present Skinner organ with a Wurlitzer. Brad Braley, organist in Springfield, has been shifted to the Stadium, Woonsocket, in the meantime.

## Young-Lewis Apart

Joe Young and Sam Lewis who have been a songwriting team together for more than ten years, have split.

Both boys working for Remicks.



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OF EXCEPTIONAL MERIT  
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**LEO REISMAN**  
and HIS ORCHESTRA  
Here, indeed, are the all-star orchestra of musical geniuses, the ultra-smart New York renaissance, the Central Park Casino and his W.E.B. broadcasts during the 1920 hour, the German sets and his programs with great care, for his auditors are the cream of those who discriminate.  
This play he consistently includes, on his programs, Lawrence "WHEN I'M LOOKING AT YOU" from John Galsworthy, "The Rogue" from Shakespeare, "The Rogue" from Shakespeare.  
**ROBBINS MUSIC CORPORATION**  
Publishers  
179 Broadway, New York  
179 Broadway, New York

# Last Pact Broken, Disc Makers Want Another—Much Rehashing

Washington, March 11. Chairman Vestal of the House Patents Committee hopes that on April 1 the songwriters and mechanical manufacturers will come before the committee with some new ideas and "not rehash a lot of old stuff."

This hope was expressed by the Congressman sponsoring the new bill to eliminate the two cents royalty and compulsory licensing clauses of the present Copyright Act. Quibbling will put the entire situation in exactly the same position as during the last session when after weeks of hearings an agreement was reached wherein the copyright owner was given the right to bargain, thus eliminating any set royalty. To that, however, was tied the provision that when he did grant the right to one company every other company could reproduce it on the same terms. Details of the original transaction were to be decided at the Copyright Office here as a public record.

Story behind the failure of last year's agreement came out when George D. Beatty, representing the Aeolian Co., was arguing for a continuance of the compulsory phases, but willing to drop the fixed royalty feature. Beatty was quoting the record as it stood when the Chairman Vestal at the last hearing. He was growing enthusiastic when Mr. Vestal interrupted and told him the reason agreement had been thrown through the window was the mechanical reproducers had broken faith. Beatty's answer was that such should make no difference and that the committee should try it over again.

Col. Wm. J. Donovan, former assistant to the Attorney General, was represented with a request to file a brief. Gene Buck brought it out that Col. Donovan was representing not only Victor, and through that company, RCA, but also Brunswick, Columbia and the Aeolian company. Mr. Vestal hoped to report the bill in a form agreed upon by all factions. He has expressed the belief that he has sufficient support in the House to get favorable action.

Fine put forward by Arthur W. Well, copyright expert of the Hays organization, to throw the mechanical phase into a general revision bill due to the fact that unless action were taken before the end of 1931 the U. S. could not enter the Berne Convention for foreign protection, would not enter into the present negotiations. The Berne Convention phase is looked upon as important, however, by all factions.

Amendment to the compulsory license clause of the copyright law, now pending, was introduced by the Committee in Washington, is not the same amendment which the M. P. E. A. has been fighting to put in the past for the past two years. The amendment was changed this time, although many are under the impression that it is still the same.

Previous amendment was to permit publishers to increase the royalties from 2c to any sum demanded, but when once agreed with one recording company for one sum, the others had the privilege to use the copyrighted song for the same sum.

Under the new amendment, publishers may charge whatever they desire to each individual recording company, and can also bar it from being used by certain mechanicals, if they so desire.

## RED STAR'S FOREIGN RIGHTS

Victor Alberti, Berlin publisher, now in New York, is negotiating with Pat Flaherty for the Central European rights to the Red Star Music Catalog.

It is reported that John Abbott (Francis, Day & Hunter), who arrives in New York this week will negotiate for the same rights for his firm.

## ROMBERG'S BROADCAST

Hollywood, March 11. Sigmund Romberg, on his way to New York, will be guest conductor of a half hour program of Romberg music to be broadcast by the N.B.C. He will get \$3,000 for his trouble.

Romberg remains in the east eight weeks to complete the second Romberg-Hammerstein operetta for Warners.

## 6 NBC STATIONS PAY MORE FOR '31 MUSIC

Of the eight NBC network stations whose blanket contract with the American Society of Composers, Authors and Publishers for the use of copyrighted songs expires Jan. 1 of each year, six will pay more for next year contracts.

For 1931 the two NBC stations will pay an additional \$25,000 for contracts. Both stations WJZ and WJAF paid \$25,000 each for 1930. For 1931 each will pay \$37,000. Other four stations on which the scale was raised are WBZ, Springfield, Mass., and three stations controlled by Electric, WGB, Denver; KGO, Oakland, Cal., and WGY, Schenectady, N. Y.

Westinghouse station WBZ is now paying \$5,000. For 1931 it will be paid exactly twice as much, \$10,000, which paid \$3,500, goes up to \$5,000, and both KGO and WGY, now separately paying \$5,000, will each pay \$7,500 for 1931.

With two stations whose blanket contracts with the society expired Jan. 1 will pay no increase. These are NBC's WRC, Washington, D. C., which pays \$5,000, and KDKA, Pittsburgh, which paid \$10,000.

All together, it is reported there are 74 stations in the NBC network which individually pay for blanket contracts. Since these contracts expire at the end of Jan. 1, society has not reported whether increases have been instituted or not.

For the use of copyrighted music controlled by publishers not members of the society, the stations pay the publishers each time such a song is used and according to what the publisher requests. If used on a clear-cut hour, it is charged back to the firm financing the hour.

## Station's Complaint Calls For Songwriters' Meeting

Hollywood, March 11. Bobby Crawford has called a meeting for next week of all song men affiliated with the Warner group. Purpose is to inquire into and correct the complaint of Station KFWB, Warner-owned and operated, that station can't get sufficient cooperation and must resort to outside firms for material.

Why competitive plugs should be permitted this break is the question that will be asked and the alibis received.

## Composing Hand Burned

Mildred Appleton, describing herself as a composer and former member of the Chicago Opera Company, is in court in the Supreme Court today for the trial of a suit for \$25,000 against her former landlord, Charles Rubinger, 137 East 26th street, because burns to her left hand were caused by a six month delay in composing an operetta.

Her hand was useless for six months, she said, because an electric light bulb broke when she turned on the current in her room and the accompanying flame put her hand out of business. She claimed authorship of "Alabama Moon," "If Dreams Could Bring Me to You," and "Am I Falling in Love With You?"

## RCA Hearing Refused

Federal Washington, March 11. Federal Trade Commission has refused to quash its complaint against RCA on the charge that the corporation is violating the anti-trust laws in the manufacturing and selling of radio tubes. RCA asked for the dismissal and for a hearing on the motion but the commission refused both, ordering the taking of testimony.

## BOB COLE AT G-H

Hollywood, March 11. Bob Cole, former song plugger, who some time ago went into the insurance business, has been asked to leave the firm and to act as a sales and exhibition manager for Goodman-Handman Music Publishing Co. Firm has tie-up with Universal and is to publish all U songs exclusively.

## Babe Tags Honor Pub.

Charlie Bayha's son, named Jack Elliot Bayha, and the heir of Harry Goldfield of Paul Whiteman's orchestra named Harold Elliot Goldfield, have the same name.

Popular guy is Elliot Shapiro of Shapiro, Bernstein.

## Radio "Schools" Thrive—Replace Film Rackets

More revelations of racketeering going on over the radio via small stations that are not members of the National Association of Broadcasters and have few ethical standards.

Any number of so called "radio schools" which are run in the following manner: An hour is obtained on some small station and a group of "students" are gotten together to go on the air at this hour.

"Students" are charged tuition for their "schooling" in the air at this hour, and are assured that they are being prepared for and taught how to do radio work. There are any number of performers around Brooklyn who come to the "radio school" for children. Man and wife have an hour for a children's broadcast. Mothers of the kids listen in and come to the "radio school" in droves, leading their children by the hand. They will pay anything to get their children in the school and hear their voices over the air. An actor has been hired as an instructor.

Cheap hours are also used for matrimonial agency advertising. One such agency broadcasting from Brooklyn was visited by a Variety scribe. Address of the agency had been given, although those interested were urged to write rather than call and send five dollars and a picture. No one could be found to give any information. Agency must have been visited by mail Variety's reporter was told.

"Radio schools" seem to be taking the place of the many talking picture schools which have been somewhat disrupted by adverse publicity, although there are still a few of the latter about the city which advertise free voice tests, and charge their pupils \$25 for a cheap record of their voice and \$10 for a string of still pictures similar to those obtainable at a picture automat for 25 cents.

## Music Teacher Discovers She Wrote "Jeannine"

Los Angeles, March 11. After waiting for almost two years, Betty Humphrey, a music school marm from Michigan State College, has filed a plagiarism suit and gone to court to sue the Feist Publishing Company for infringement on the number, "Jeannine, I Dream of Lilac Time," theme of F. N. "Lilac Time."

Miss Humphrey asks \$25,000 damages, also an injunction restraining use and sale of the song, and an accounting on all previous monies made on the number. Her complaint alleges she wrote a song called "Lilac Time," prior to the time the picture of the same name was made, which F. N. turned back after considering it for some time.

Miss Humphrey complains that the ensuing "Jeannine" song in the picture is hers, with slight but "unimportant" changes. Known credited composer of "Jeannine" is Nat Shilkret.

## WANT NEW ANTHEM

Albany, N. Y., March 11. Substitution of a composition known as "The New America" in place of "The Star-Spangled Banner" as the national anthem was asked of the state legislature. Support toward this end was sought by Carl C. Countryman, Rochester, composer of the substitute, on behalf of "The League of Young Americans."

# 75,000 Visit N. B. C. in 6 Months; Public Made Comfy at Free Show

## CANNED AIR HOURS NEAR SHOWING DATE

The much-talked-of canned music era for the air has arrived. About 142 stations, including WOR and WNYC, are under contract to give "mechanical hours" consideration at the rate of one each week. The debut program is scheduled for March 24.

The record element, with its cumbersomeness, is eliminated. Under the system being used by one of the first promoters of canned music, the hour's program comes in a little can not much larger than that which accommodates a half pound of tobacco. In this, like film, is coiled tape on which the recording has been made.

Studio and business offices have been opened at 1600 Broadway by the Radio Cinema Vision—International Broadcasting Corp., combined on the canned move.

The first hour has not yet been recorded, but officials of the interests, which are headed by Malcolm Strauss and have an advisory staff, say the initial strip will be ready for reproduction within another few weeks.

## Colored Show for Village Spot, Reopening

Peacock Inn, Greenwich Village, which has been dark for three years, will re-open as a nightclub next week (March 17) under the management of James Sisto, vaude actor.

Sisto has renamed it the Plantation. Colored floor show, with 11 convert next on week nights and 12 Saturdays, Sundays and holidays. Julius Troubadours, colored orchestra, will dispense dance music.

## The Air Line

By Mark Vance

Johnny Tucker and Joe Schuster WOR versatile duo; struck a somewhat different angle for air birds with their limitations of radio announcers; chance here to change style and content on air. These boys and Schuster gets not on the ivories. Tea Room sketches WOR sound like a new wrinkle for introducing Gladys Thompson. She tells how easy it is to start a tea room and what to do with it.

Alice Remsen's Moment Alice Remsen has long been known as a radio connoisseur; the NVA club librarian in New York, but fast winning a name as a radio entertainer on WJZ; has a sweet, melodious voice and makes every word come over; varied her style by singing a little, funny semi-comedy number; "Washing Dishes," and then shifted to a straight selection, "Like a Dream." One singer who understands using the mike. Floyd Gibbons doing a Jack Fillman with his nightly news spiel for "Literary Digest," nothing flashy about Gibbons, nor stacy; just air experienced.

Vallee's Tribute Charles Rosoff's clown band (WGBS) will be better; just a band that could stand improvement. Checker Cables (WOR) had Hobbs "Arkham" music satisfactory. Rudy Vallee during his Fleischman Hour (WEAF) did a sax solo, and then paid Rudy Weldon a great tribute.

## Bernie Cummins Popular

Maude White and Phil Carlin stepping in to add a little more class to Dixie Circus period, WJZ. Miss Carlin, who has been in the Carlin, eliminated the kids asking the clown questions. Change noticeable. Bernie Cummins and his New Yorker hotel band (WEAF) allowing more class than when they started; reception immense and music as a whole making Cummins popular.

## Calling Dances

Stars of Melody (WJZ) somewhat arty in nature. Judson House didn't do so badly with his solo, "The Last Tango in Paris." Picked Family on WJZ is an odd conglomerate in its backwoods fol-de-rol; old-fashioned square dance with the calls and "Arkham" music satisfactory. "Men About Town" in their regular period (WJZ) scored; fast becoming right on. The boys on this station. Lou Harrod and orchestra (WGBS) came over just fairly; may improve in time. Girl

At all hours of the day and night broadcasting studios are crowded with visitors.

Neither the National nor the Columbia broadcasting companies attempts to keep these people out. They are made comfortably at home in the waiting rooms where they can watch the program through glass partitions and those who have tickets go into the studio to watch. All that is needed in the broadcasting reception rooms is bridge tables and cracked ice. There are many hostesses to attend to visitors' needs and show them politely about.

Performers too are conscious of their bodily audience. They cut up no end and many of them always come to the studios in evening clothes.

Funny thing about the visitors in the waiting rooms outside of the studio, is that they want to hear the record rather than over the radio in the waiting room. "We are really hearing them from in there," they say, pressing their ears to the glass, "it isn't the radio voice we are hearing now." This makes a big difference and is what everyone has come for.

Some of the visitors want to get inside to distribute cough drops to the performers. Others yearn to play the piano for a few minutes with some of the musicians, or ask to see the "hot works."

The announcers are the greatest grand stand players at radio programs. They strut their stuff plenty.

Other word gets around that any well known star is to broadcast the studios are simply overrun. There are always interesting visitors too, who are part of the performance. One night in week when WJZ was watching at N.B.C. a flock of visitors followed him about from program to program.

This going from program to program is something that the visitors do anyway. They make a practice of it and spend an entire evening of free entertainment.

N.B.C. Statistics  
During the month of September 10,467 visitors and 4,963 artists were in the building during the day and night. Other figures are:  
November, 12,816 visitors; 6,429 artists.  
December, 12,721 visitors; 6,465 artists.  
January, 14,095 visitors, 6,501 artists.  
February, 12,559 visitors; 5,808 artists.

## LEIGHTON BRILL EAST

Hollywood, March 11. Leighton Brill, aide to Sigmund Romberg and Oscar Hammerstein, 2d, is being sent to New York by Jack Warner. He will confer with a Otto Harbach and Jerome Kern in preparing their first screen operetta for First National.

Not in "Nights" Hollywood, March 11.

Fred Waring's band will not play the "hot" sequences in Warners' "Viennese Nights" as reported.

Outfit will not do any picture work until following the local run in their musical show at the Mason. Boys expect to do their own flicker.

## Kaintuck Road House Burns

Louisville, March 11. The 8-Mile Road House went up in smoke last week. The 8-Mile Roadhouse was established 43 years ago and was one of the local spots in their musical show at the Mason. Boys expect to do their own flicker.

and Boy Scout banquet, on both WEAF and WJZ, featured by talks by scout founder, Lord Robert Baden-Powell. Josef Koestner has some nifty band in that armory program (WJZ). Armstrong Quakers (WJZ) continue along lines of sentimental "Pleading," but nothing out of the stereotyped.

## True Story NSG

Howard's Fashion Talks (WAAC) over okay with Freddie Rich's band music. (N. Y. Navy band (WAAC) in one of its you can always tell what band programs; same goes for the army band. And if a number of the songs in the program must be patriotic and say nothing. "True Story" period (WAAC) not so good.

# English Actor's Predicament

(Continued from Page 61)

Dortridge and Longden, John A. Aiken, Winifred Maude, Ethel Van Praag, the Kimberleys, Lingford Carson, and Moule and Nicholls played 52 weeks of the year, and in year out and it was nothing unusual for an actor to join one of them as a small part player, practically spending his life under the same management.

Today, touring companies are run like grocers' shops and are merely cheap machine-made replicas of West End productions. A couple of roads, and the rest of the cast young people who like touring for the fun of the thing. No place for the experienced vet pro. The only chance he has is in one of the minor stock companies. Fading away, he can only hang around in the hope of getting a day or two's crowd work in some picture studio.

The difference, it is supposed, for the help and protection of the actor are worse than useless and never under the best circumstances have been much better.

## Senior Body Blah

The senior, the Actors' Association, is something like a man who moved from King Street, Covent Garden, when the officers were dignified, to others above a pastry-cook's shop in St. Martin's Lane, where the best it did little or nothing for the working actor besides taking subscriptions and selling a little red book full of landladies' addresses; it did not even guarantee the "digs" as good.

After the move from Covent Garden, it rapidly went to the dogs. Its secretary and his assistants developed a Socialistic idea of the type and brought in politics. Trying to copy the Variety Artists' Federation, it held a pistol to the managers, but the powder was worn down and the managers only laughed.

Today the A. A. exists in a squalid and meager attic above the office and private theatre. It is a man who is knighted, whose idea of salaries ran on the "one a week basis," in other words a guinea was the wage paid to the majority of youngsters playing in his touring companies of the Drury Lane dramas and the bigger number of these had been pupils at his school. Nobody knows how the old association exists, but its staff appears to be one dead woman who is practically giving her time, and a man who has grown old in the service.

The work of Sidney Valentine, who practically gave his life for his poorer brethren, has gone for nothing, and what is known as the Valentine contract has not the value of waste paper.

## Stage Guild

Came the Stage Guild, Utopian organization with fine offices, large staff, everything but the real welfare of its members at heart. It had artists, managers, authors, and all the great idea was to bring all branches together. The profession flocked to the banner, and for a time subscriptions poured in. Then interest died down, and all interest, interest became lukewarm, the grand council and the various committees lost the confidence of the people.

The Agency, presided over by a supposedly influential man, got few jobs for actors. Today the Guild is going west. The present manager of the agency, who is a man of technical excuse, He is bringing an action. It is openly said that members of the staff are waiting for arrears of salary. Members of the Council have seceded, and the end is not far off.

## British Equity

The Actors' Club died some few years ago, mainly because it was said to be a club, but a meeting place for scoundrelmongers and toadies.

Now the British Actors' Equity. This sounds good, but it remains to be seen what it will do. Following on one or two crowded and enthusiastic meetings, a sort of working council has been formed. It is hoped the B. A. E. will be able to take the place of the old A. A. on sounder lines. Its movements have been more or less secret. Although several papers and members of the profession have had draft copies of the constitution, and even in the end, the two remaining members of the Actors' Association executive staff, have not seen one.

The advisory committee consists of Geoffrey Treadwell, once a member of the Stage Guild Grand Council; Fisher White, staunch adherent, to the A. A.;

Lewin Manning; Bromley Davenport; Coulson Gilmour, practically a newcomer without professional skill; Dame May Whitty; Brian Aherne.

The aims of this new scheme are even more elaborate and fantastic than those of the Guild, for it plans the possession of its own West End theatre and touring companies. Many thousands of players are already said to have put their names on its membership application form, from which it is hoped that the enthusiasts of today will pay their subscriptions tomorrow.

Meanwhile the capitalist manager will do just as he likes, as he always has done. As in the case of the A. A., protests will be made against certain things and given all publicity, but 24 hours after a further statement will be issued to the effect that, having been interviewed by a delegation, the delinquent manager has explained his case and the explanation found satisfactory. Even an actor-delegate, he is even so good of love for his cause, is not going to incur the wrath of the capitalist manager, who can keep him on the curb looking for work indefinitely.

The Variety Artists' Federation only has done anything for its people, and today it is very doubtful whether its strikes and threats have brought any good to the majority of its members. Last summer, when artists are too full of shares in circuits to hurt their own dividends, and every actor has a script in his pocket, and is in the hope of finding a backer. Neither is likely to do much against the capitalist if it comes to blows.

## Film Players

The state of the film artist is such that, of any other profession. He is in the hands of people without sympathy or mercy. Men sprung up from nowhere and with only one object in life, getting money for the public, and the wish to sell his pictures, but that is really a minor consideration. Work is almost impossible for the genuine professional. Agents and casting directors are experts at "fifty-fifty."

Passé continental and American producers are imported to mismanage the picture, and at enormous expense to the shareholders, and the sole object of many producing firms appears to be to provide cheap copies of American leg-show films and cheap features. In the making of these the society "fan" and the amateur are given preference.

The film artist has an organization called the Film Artists' Guild, worse than useless. It is more or less a proprietary club with a full license for the sale of interviews and features, and it meets and dances weekly. In can only find occasional crowd work, and when that comes along officials of the Guild are on the alert to grab it.

Altogether, the entertainment world of Great Britain, as far as the players are concerned, is in a much worse state than in those long-ago days.

## FOREIGN FILMS' BREAK

(Continued from Page 9)

ing better profit than German silent films formerly. "Because I Love You" (New Era), German talker, did well in several cities, including Philadelphia.

Some of the English talkers are showing up very satisfactorily, foreign distributors state. "Dark Red Roses," at the Edison, New York, last week, was a British talker. De Forest system, is cited as a good example of improvement in product. "White Cargo" is another British talker just brought over. That's on RCA Photophone.

## The Sure Seaters

Of the seven art houses in New York, only three are paying much attention to foreign product, even though are all now wired. Tru is the Cameo, 55th Street and 6th Avenue, others having gone in for domestic product, though having to take it for second or third choice.

Whether the majority of the sure seaters will later on go in stronger for foreign talkers seems to be a question, it is claimed, but it is claimed obtainable outside of the arties and prospects looking good, the foreign distributors are said to be worrying little about this. In fact, it is said that later on the arties will probably have to take the foreign talkers if they're to retain their "arty" following.

## EAST TOO AMALIC

(Continued from page 8)

uor at below prewar prices. Favorite throat quenchers are the Singapore gin sling and the phile. Latter is Old Tom gin and bitters, and only consumed by those with enamelled tummies and tropical dispositions.

## Top Sergeants as Police

Cabarets and dancing girls are unknown. Strict police supervision over natives has the town whitewashed. Local cops will pinch a penny game on an anonymous tip-off. Singapore's gendarmerie is hard bodied and ultra efficient. It is composed of former officers of the British army, tough top-sergeants from Wales and Irish regiments, native Sikhs and Malays who pound pavements and do traffic duty. The C.I.D. (Criminal Intelligence Division) snags all foreigners, especially Americans and Australians, and take their passports for inspection until they learn enough about them to let them go. The police insist that they are on legitimate business or travel.

Town has been much interested in the arrival of a Fox Movietone News unit to photograph events of interest to all foreigners, especially Americans and Australians, and take their passports for inspection until they learn enough about them to let them go. The police insist that they are on legitimate business or travel.

After complying with these regulations, film censor demanded to inspect all film made by this news unit before export to America. As unit brought here are equipped to develop sound pictures, censor appoints a deputy to accompany cameramen while shooting. Singapore does not like Americans must have right-hand drive and rule of the road is to the left. After paying a high license fee, and agreeing to have their cars and music act locations officials let it be landed.

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## NEW PARIS PLAYS

(Continued from page 69)

hotel nearing bankruptcy engages the girls of the theatrical troupe, to impersonate guests. As the show named Gaston to impersonate a nobleman. His plan is to interest two high aristocrats in a sentimental romance and win their backing. The aristocrats penetrate the publicity along, nevertheless, financing the hostelry out of kindness to one of the girls, who ultimately marries the other. The play is called "Redecade, Louis Scott, Gabriel Marrot, Mmes. Pierrette, Calliol, Alice Furtz and Yvonne Luce.

An incomprehensible bit of high-brow symbolism is "Juliette ou la Cle des Songes" ("Juliet or the Key to Dreams") at the Theatre de Faintel, at her Theatre de l'Avenir. It is the work of Georges Neveux.

The plot has to do with a lover who dies dreamland, where nobody has any memory. There he kills his sweetheart and becomes a lunatic, suggesting perhaps the idea that dreamland borders upon insanity, or perhaps suggesting nothing of the kind. In the cast are Raymond Maurel and Falconetti in a minor role.

The musical bill is a revival of the late Georges Feydeau's one-act play, "Mals n'est promene donc pas tout nu" ("Don't Go About Entirely Naked").

## Punch and Judy

"Gulmou" ("Punch and Judy") shows some promise of popularity, although it is mediocre, by Louis Verneuil, a famous collaborator of Georges Beer of the Comedie Francaise. The authors hold their play around the characters of a Punch and Judy show.

Jules Berry plays a novelist; Suzy Prim is unconvincing as the wife.

## Satirical Farce

"Le Roi Camello" ("King Marked") satirical farce by Marcel Rouff, is the new bill at the Maison de l'Oeuvre.

A group of conspirators at court submit for the monarch a tradesman who resembles him. He likes the life and engages a publicity agent to make him popular, and have him appointed a minister when the disguise is ended. Instead of working at his job he has had to take publicity trips to "make" the queen, and when he falls, elopes with the king's mistress.

In the cast are Jules Berley, excellent comedien; Leo Peltier, J. Ferreol; Mmes. Paulette Pax (who

also manages the high-brow house), Gisel, and Mlle. Mals, Nobles' Humble Romance ("The Mistress of Shontone" by Andre Besson, from the novel by Florence L. Barclay, gives promise of success at the Odon.

English nobility, being as the humble Jim saves Myra from drowning and the couple fall in love each extending the other to be of low estate.

In the cast are Charles Lavallee, Fabry, Charpentier, Harry James, Richard Wilson, Martin Faray, Paulette Marinier, Suzanne Courral and Anne Ducaux.

## "WHITE CARGO" TEST

(Continued from page 9)

than a technical reason; that because "White Cargo" is one of the few pictures to have prospects for a national American booking had nothing to do with its stand, say the Hays people.

"Our union has an agreement that when a play or novel is deemed improper for screen use it must be returned to the author, and he must edit out the improprieties. If it is returned, then the union must also be changed so that the public will not be the victim of a deception."

The Hays spokesman claimed that "White Cargo" was submitted by the author to a Hollywood producer several years ago. When the script was returned to him with instructions to re-write it, he had negotiations and next sold the screen rights to the British interests.

## Status

"That producers in other countries accept it, we reject does not change our status when such pictures are attempted to be booked into our theatres," the Hays man stated. Despite that, the picture, during its independent run in the Cohan theatre, New York, proved itself to be devoid of the heat in its stage namesake, and that the British Tondito enjoyed less, and was more formal than many an American chambermaid, the Hayate stated:

"I have not seen the picture, and I do not know anyone on the staff, but if such changes have been made then the film is not the stage play as it has been advertised, and the title will have to be changed."

It is told that the picture is practically the same as the stage play and yet would not corrupt the morals or morons (at least a "Variety" version before American audiences).

"Well, it was decided as a play as a salacious and unit for showing in picture version before American audiences."

The case of "Rain" was cited with the reminder that it was banned in original form for the American screen, and that although United Artists made it, U. A. conformed with the organization's picture moral code, and released it under another title, after minor "moral" changes.

## "Sacrificed"

Capt. H. Auten, American representative for the British company, declared his picture is just another sacrifice American religion to the picture organization. He intends to fight the ban, intimating all kinds of action to stop "the sloughing of the little fellow."

The RKO head is quoted by him as saying that the only reason he has called off the Cameo booking is because of the Hays office. Auten states he personally is unfamiliar with the picture, but he is for the Hays' body. He says he was not on the W. B. Films payroll when the company bought the story and rights.

Monday, the Hays office, in discussing the possibility of it being made a defendant in any suit, by WB Films, or at least of such an action, stated that the picture, except disclaimers, termed the retaliation as "great publicity."

"We hope that England will send over a first class film, and then we will have an opportunity to prove our friendship and desire to cooperate with the industry abroad," one Hayate stated.

## BRAUNBERGER NEXT

Paris, March 2.

Pierre Braunberger, producer of "La Route Est Belle," which proved such a remarkable money success here, within a month starts production on a new talker.

It will be made in England, England. Robert Florey, under contract for a year to Braunberger, will direct; Charles Rosier, cameraman. Both officials similarly on "Route,"

## New German Producer

## With Important Names

Berlin, March 2.

A new picture company called Roland Film, Ltd., has taken up its quarters on Unter den Linden. Georg Louis, the French owner of the Nero, is supervisor of production, and Robert Land, the director member of the board.

Another member of the board is Wronker-Plattner on the board of General Motors, Kodak, Chrysler and Studebaker.

A new name for the film industry is Oskar Rohde, the soap and perfume manufacturer.

The firm is capitalized at only 50,000 marks, but it is said it has foreign capital behind it. Its first pictures will be all dialog.

## Germans for English Co.

Paris, March 3.

British International is bringing German actors to Paris to make German talker versions.

Chief local hire for French have extensively used English studios' facilities to make their early talkers. Carola Nehar and George Alexander are now working at Pathé-Marcel Paris studios on a German version.

## Antwerp's 1st Wire

Antwerp, March 1.

First wired house here, Roxy, is open with Gaumont equipment. Roxy local hire for French equipment voted okay. Exhibs are deciding they better commence wiring locally to retain biz.

## BUDAPEST'S HITS

(Continued from page 60)

the occasion, in the principal role, Ella Gombaszogi has a strong personal success. "Mirabeau's 'Le Dejeuner Au Soleil'" was produced at the Belvaros. Chief local hire for French have started with excellent prospects in September but have not made good. The state of these theatres has led to cut expenses and are profiting by the rule, according to which state employees may not work after 30 years' service. So much protest that Radnai, the manager, has already withdrawn several managers he has given, but he can't maintain some or he can't make both ends meet.

"The Opera doing good business but prices of tickets can't be raised since they are fixed by government and members of the theatre and musicians. Membership at the Opera or National theatre is considered a government job. Most artists still able to perform have ever been put on half-pay yet. Now the Opera is doing good business but prices of tickets can't be raised since they are fixed by government and members of the theatre and musicians. Several artists have already accepted engagements abroad or with musical comedy companies.

Theatrical performance, which promises to be of much interest will be held for charity next week by a select company. The foreign diplomatic corps resident in Budapest and members of the government hierarchy will present "Sha and Hour," Arabian Night play, written for the occasion by the Minister of the Interior in Budapest, who is an amateur but a French nationalist. Lady Chatterfield, the Minister of the Interior of Great Britain, is responsible for staging and costumes, which are copied from old Persian miniatures and men supposed to be the top of taste and luxury. Proceeds to go in aid of destitute Hungarian artists.

"Broadway Melody" is the latest screen hit, competing with "Rio Rita" and "The Great Dictator." The public and talkers have been accepted by the public, picture house musicians and men supposed to be the top of taste and luxury. Proceeds to go in aid of destitute Hungarian artists.

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## Obituary

### A. L. Erlanger

Abraham Lincoln Erlanger, who was until lately the commanding figure in the legitimate branch of show business, who rose to fame and great wealth through production, building and operating of legit theatres and the booking thereof, died March 7 at his Riverside drive home, New York, of cancer of the intestines. He was in his 70th year and had been ailing for five years. Previously, his close attention to business and daily attendance at his office in the New Amsterdam were among his outstanding traits.

He came by the appellation "Little Napoleon" because of his domineering methods, but he was quite proud to be so called. In his home was a vast collection of works on Napoleon, also statues and pictures of the emperor. He was a hard fighter and a great heart, carrying his dislikes to the grave.

Very few friends were steadfast to Erlanger for he did not like the personality to retain such associations. No sooner had he died than Broadway buzzed with speculation as to the disposition of his vast theatre holding empire. It was not as had been turned aside by him. The exceptions are his brother, Mitchell L. Erlanger, former Justice of the Supreme Court of New York, and his sisters, Mrs. Caroline Erlanger of Buffalo, and Miss Ray Erlanger, who lived with the Judge.

Leonard E. Bergman, a nephew, quit the Erlanger office about a year ago, although at one time he was the apple of his uncle's eye. Louis F. Werba, a nephew by marriage, had withdrawn many years prior and had been on his own. Broadway further delved into Erlanger's private life and it spilled into the dailies. Mention is made elsewhere in this issue.

Weeks before his passing it was reported that the bulk of his estate of many millions had been bequeathed to his brother, Mitchell. That will was expected to stipulate that the Erlanger theatres must not be turned over or acquired by banking interests and there must be no affiliation with the Shuberts—his pet aversion—but no mention was made in the testament.

Erlanger was born in Buffalo May 4, 1869, his family moving to Cleveland. There he worked in various small capacities in the Academy of Music. He became interested in the Euclid Avenue Opera House and when it passed to the control of Mark Hanna he was given full charge. He went on the road as an advance agent and finally gravitated to New York.

He is credited with conceiving the idea of forming a clearing house or booking exchange, which drew attractions to replace wild-cattling the method legit booking used up to then. This idea became the keystone of legit show business, giving it the solidness it now enjoys.

With Marc Klaw as his partner the old 14th street booking curb became a real business, later called the "syndicate." Starting with a few houses in 1896, within ten years there were 700 theatres booked through the noted K & E office. Associated in the syndicate were Charles Froeders, Al Hayman and Nixon & Zimmermann. All have passed away, except his former partner, Klaw, who is living in retirement in Monte Carlo. Several years ago Klaw suffered a paralytic stroke and Erlanger was similarly stricken.

Although Erlanger had the reputation of "my word is my bond," the rise of a new booking exchange in the legit field was accomplished by the Shuberts. Erlanger was alluded to as the czar of show business and it appeared no trick for the operator to steadily build up another booking exchange and another chain of legit theatres.

The quarrel with Klaw was in 1919. It severed a business association and friendship of 25 years. Ostensibly the cause of the split was Klaw's son, Joseph, who was the firm's auditor. Erlanger refused to accept suggestions even from that source and in his usual ruthless manner, the partnership was declared off. Klaw built a theatre, named after himself, but before long withdrew from show business. The house (Avon) was taken over by Erlanger last year.

More recently Erlanger formed a closer association with his children, Lorenz Ziegfeld and Charles Dillingham, in whose productions he

was always interested. The latter also are concerned with the operation of the New Amsterdam and Colonial (Boston). Ziegfeld and Dillingham hurried from Florida to attend the funeral at Temple Emanuel last Sunday afternoon.

Several years ago Erlanger apparently gave up his end and planned the building of new theatres to endow his name. Followed the erection of Erlanger's, New York; Erlanger's, Chicago; Erlanger's, Buffalo; Erlanger's, Atlanta, and a few weeks ago the opening of an Erlanger in San Francisco. It was the trip to the coast with Marcus Helman who, within the past year had bought in on some Erlanger theatres, that is believed to have led to his physical crisis.

Erlanger's real start was in managing Joseph Jefferson. Klaw, who was managing Effie Elliser, joined him in routing those attractions. Erlanger was associated with George Tyler, a manager always close to him. Plans called for a company which would foster and finance younger producers.

K & E is a label that meant show business throughout the country, made an excursion into vaudeville, aimed to oppose the then Keith circuit. With William Morris in charge of the bookings the plan seemed to have every chance but perhaps the curious slant in the Erlanger brain made the attempt short-lived. The Keith interests

In memory of  
my beloved husband  
**HAL J. PARKER**  
who left March 5, 1935  
**Ann Butler Parker**

finally paid K & E \$150,000 to quit the vaudeville field. About that time Pat Casey became an intimate of Erlanger. They too, parted and over business matters for which Erlanger was forced to settle in full in cash with Casey.

The New Amsterdam, built at a reputed cost of \$2,000,000, was Erlanger's favorite theatre and remained his business headquarters. In New York in addition he owned in part or full Erlanger's, Liberty, Knickerbocker (now razed), Fulton, Gaity, Avon, Chicago interests included the Blackstone and Illinois plus his own theatre in Boston, the Hollis, Tremont and Colonial. In Philadelphia the Broad, Garrick and his own.

Erlanger in his prime was a familiar figure about the theatres in which shows were rehearsing. Dressed in sweater and cap he at times ranted all over the place. He used the same costume even on the opening nights of the "Polites" in Atlantic City and his voice from the wings was often heard during performances. He backed Ziegfeld in all the "colossal" productions. He liked to box and was a keen boxer on every occasion. Formerly he would drive to his office in a rig with double harness and would not let anyone get in the way. Latterly he traveled in motor cars and not long ago remarked he thought he "would buy a new one every week."

Erlanger had his rows with newspapers. Until the last he wanted to have his own way about what was said and the way it was printed. For that reason that few reporters called upon him. Yet he long ago realized that newspapers helped and did not hurt theatres, regardless. That he would not admit it in words was the high point of his career.

Abraham Lincoln Erlanger, last of the "syndicate," was the father, the big shot of show business. Even his enemies will admit it. His was probably the first dominant personality in the business end of the American theatre. In the years to follow he never lost his domineering pose, attempting it in a studied way for years, physically and mentally.

For years Erlanger was accepted by the inner side of the show business as the nose of "The Syndicate" and Klaw was the brain. Mr. Erlanger, by his wealth va-

riously estimated from perhaps the current actual value of around \$25,000,000 to above \$100,000,000, ranking him as the wealthiest showman, denoted himself as the biggest money maker of the K & E.

A. L. Erlanger was the first mogul to erect for himself a circle of vassals. Many other moguls currently have the same thing. These yessers surrounding Erlanger, and he appeared also the first to like it, became his undoing in a way in theatrical power. More than once. Their most serious drawback and menace to him was when they yessed Erlanger into believing the Shuberts were going into bankruptcy. That was many years ago. Erlanger blindly clung to it, urged on by his yessers, until his determination that the Shuberts must go and his unbelievable faith in his own power gave the Shuberts the very opening and start they required to gain the foothold that they then did in the legit.

Among the yessers of earlier days K & E was unpopular. That gave the Shuberts the sympathy angle in the Shuberts' attempts to "break the Syndicate." Anyone helps the underdogs, until the exact reverse condition is found today with the Shuberts still in the same field, but minus their late brother, Sam S. Shubert, who was the heady pilot his brothers have always missed, and who became Erlanger's theatrical nemesis.

Erlanger recognized one important matter of the legit theatre the contemporaries have overlooked. Erlanger appreciated the theatres needed producers, and that K & E did not produce all of the shows their theatres required.

Therefore, took care of producers on sharing terms, avoiding such glaring mistakes as has happened in the past. The syndicate, the smaller "syndicate," Stair & Haglin.

Erlanger kept his agreements and his contracts with producers in the K & E theatres. Any number will vouch for the matter. One producer said immediately after Mr. Erlanger's death he had been the only head of a circuit he had done business with to ever insist that the original terms be increased, as Erlanger told the producer he could not live with a mutual case on the original sharing agreement.

In friendships Erlanger was considered cold. His best and closest show business friends of one day appeared to have cause for complaint. He was a hard partner, other than his partner, ever seemed to stick closely to Erlanger for any length of time, in a social way. Commonly referred to and called Abe Erlanger, the person strongly resented being termed "Abe" in type.

### DORÉ DAVIDSON

Dore Davidson, 89, actor, died in Kings Park Hospital, March 7, of a complication of diseases. Mr. Davidson was on the stage almost continuously since 1867 and had appeared in support of Booth, Barrett, Boucicault and Mary Anderson. At one time he had both produced and authored plays. He was once with Charles Frohman who starred him in "The Grange of Paris."

Among some of the plays in which he appeared were "Guilty Without Crime," "The Tailor Made Man" and "The Blue Bird." He had also been in pictures, having played the father with Vera Gordon in "Hui-moresque."

Mr. Davidson had long been popular around the Lambs, Elks and other fraternal organizations. His failing health had rendered him totally blind.

Interment in Kensico Cemetery, auspices Actors' Fund.

### LEO J. CHRISTAL

Leo J. Christal, actor, last with Kolb and Dill, died in San Francisco, March 4, of pneumonia. Christal was the first dominant personality in 1918 Christal fell heir to a California ranch and a fortune in cash. When his first wife, Rose Marston Christal, divorced him he settled in 1909 on his ranch and his two daughters. His widow is now living in Bridgeport, Conn.

Mrs. Annie DeF. Forrest, widow of the late Senator Forrest of Seattle, died last week. She was the mother of Margaret Smith, manager of the balls conducted by Equity and Minette Barrett, also professional.

### MIRA HERSHEY

Mira Hershey, 85, died at her home in Hollywood, Cal., March 7. Miss Hershey had lived in Hollywood since 1914 when she sold the Hollywood Hotel, which for

years was the rendezvous of film celebs.

She was the largest stockholder in the Colombia Grand Opera Co., which recently failed in San Francisco. When the company closed, Miss Hershey paid all salaries.

Chris Behrme, 58, for 13 years manager Family Theatre, Davenport, Ia., and manager of both the Family and the Garden during the early years of the A. H. Blank regime, died March 4.

Marie Huxford Luce, 86 dancing teacher and artist, died March 8, in the Fatum Nursing Home, Auburn, N. Y. Mrs. Luce was one of the foremost dancing teachers in New York 25 years ago. She was a water color artist and some of her drawings are in various art galleries in New York.

James McChandless, 41, projectionist, was burned to death, March 6, in the booth of the Bijou (Libson) Theatre, in the fire which killed four daughters survive.

Harry A. Devine, 66, died in Chicago March 7 of heart disease. He was 81 years old in the car accident. Burial was in the Showmen's League cemetery, Chicago.

Adèle Strauss, widow of the famous composer Johann Strauss, died March 9 of pneumonia in Vienna.

## Deaths Abroad

Paris, March 2.

Leonard Parish, 68, director of the popular English circus founded by his father, died in Madrid, Spain, near Toledo, Spain.

Alfred Verlet, 60, French opera singer, recently died.

Jules Dumien, 75, bookmaker and known in French music hall circles as "Le grand booker," died of heart disease during the past 40 years. First lessee of the Olympia (Paris) and previously interested in the Folies Bergere.

Gilbert Pezay, 70, former French tamer and manager owner, who retired 15 years ago, died at Chalon-sur-Saone, France, where he had been living since the war.

Maurice Neumont, 64, French cartoonist, died in Paris.

Alice Verlet, 60, French opera singer, recently died.

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## Palm Beach

(Continued from page 52)

socked from table to table and out the door.

Sally Phlips here from the coast taking up in Coral Gables. Visiting artist.

Oliver McClure switched from the Roman Pools to Deauville.

Ann Pennington returned to New York after a week at the Roman Pools. Overcast weather during her stay in Palm Beach and then why she has no sunburn. Monday until Thursday here so cold nobody ventured into the surf yet the weather man asserted there were more ultra violet rays in the sun during the last part of the week on my warm. This week-end weather was splendid. But water cold.

George Olvany and Murray Stand chinning in one of the clubs here. George sits on the ringside in knickerbockers.

Marion Harris closed at the Floridian.

Jack Mills and wife here to forget the stock market.

Christo getting a rep as a speed maniac here. One sees him spurring the ocean in a motor car and then driving traffic at a 60 gal to get to Villing field to do barrel rolls and take the crowd on my warm.

Alvina Froos opened at the Floridian. Blue and white. She is a permanent when she sings, and little class in attire. But the voice is that of a nightingale.

Helen Werley, statuesque blonde, also at the Floridian. Able work for and kick at girl exhibiting spins, whirls and kicks.

Theodore, Enrica and Novello are at the Embassy, Palm Beach, dancing.

## IMPORTED CIRCUS ACTS FOR RINGLING'S SHOWS

A whole boatload of European performers is due to arrive in New York about March 24, a few days before the opening for the Ringling show in the Bronx. These acts will be assigned to the different circuses controlled by John Ringling. Among the arrivals will be the Eight Paludys, acrobats from Germany; Seven Arcolons, teeter-board acrobats from Germany; Seven Cervantes, another group of teeter-board acrobats, also from Germany; Manger Troupe from France, the Juliettes, four-people high perch act from France; Swartz family of riders, four, from Sweden; Adonia Troupe, three-people perch act from France; the Raltons, three equestrians from Belgium, and Wilno, cannon act from Germany.

All of the acts are coming to America for the first time with the exception of Wilno, over last year. Nons will play the fairs later in the season, performing exclusively with the Ringling-owned circuses.

## S-F with Mix

Chicago, March 11. Tom Mix is heavily placarded to open with the Sells-Floto Circus at the Coliseum for 16 days, starting March 29.

After that the wild west act and the show will be at the local Stadium for another run of 13 days, commencing April 16.

Gives the contract 28 days in Chicago at the opening of the season.

## OUTDOOR NOTES

Fred Buchanan visiting the Ringling office in Chi.

Frank Talbot, who used to have the Hippodrome in St. Louis, is with the McConnell Co. in Chicago. McConnell will put on the specs for the 1933 World Fair.

Max Linderman will open his Bernard Greuter Shows in Petersburg, Va., about April 15 and work north from that spot.

Frank Braden, ex-circus p. a. is back in New England as general p. a. of the Fox-Poll Circuit.

B. S. McCarthy will return as manager of Grandview Park, Singac, N. J.

Fred Worrell's contract with the Ringlings expired March 1, and not renewed.

John Ringling carried an ad recently in the Chi "Journal of Commerce," wanting to buy all outstanding stock of the American Circus Corp.

Tilroy's Steeplechase Park, Coney Island, opens Easter Sunday, April 20. Luna Park will not open until Saturday, May 17.

The Boston Hotel, one of the oldest of the coffee-fine houses on Surf avenue, Coney Island, is going to talkies this season. Still with coffee.

Fred Buchanan, approved as head of the new circus combine to embrace all independent circuses. Backing bankers visited La Grange last night.

Hobson family, riders, will be with Robbins Bros. this season.

John T. Wortham carnival big in Cal., is way off this season. General conditions bladed.

Six baby lions born at Peru, Ind., last week.

Earnest "Rube" Liebman, with the Robinson-LaVila fair office in Chi., will promote this summer for the Rice-Dorsey circus. Still keeping fair connection.

Paddy Harmon's three sheets in his campaign for Cook county sheriff read: "Don't vote for me unless you want law enforced."

White City Park, Chi., keeps the folks coming in the winter w. Statuette night. Trying to draw in the dance-hall.

Rhoda Royal will be equestrian director this season for the Christy circus.

# CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING—CENTRAL 0644-4401

## Belmont

Show weak, with only two or three acts holding it up. Flo Jordan and Boys opened with a weak act. Richards and Rita wasted time in comedy talk with Rye, Scotch monologist, doing the same. Almond and Gray Sisters, delivering 20-year-old material, have old style dancing routine. Doyle and Shimer, together again, stopped the show with songs. They have an easy and pleasant delivery which can't miss. Joe and Willie Hale standard with comedy juggling; the big ball closing the punch of the act. "Speedy Feet" was a wobbly dance flash, six girls and one boy. Ford Hanford and Co., formerly Hanford and Myers doing Western Bros. backwoods routine. Two men and two femmes, managing to get some of the Arkansas hoke across.

Girl Radio Band (10), have minor possibilities. Gals can play, but material, routine and pacing weak. Act could use a couple of enterprisers.

"Playing Around" (FN) on screen. Business excellent Friday.

## Englewood

Page and Class, man and girl, tight-wire dancing act, opened the 10-act show last Tuesday night (March 4), and had difficulties with the band. Girl's toe walk on the wire didn't go over; a lively dance by both substituted. In the deuce Lucy Bruch, tiny violinist, was nearly ruined by the pit pianist's accompaniment. Miss Bruch couldn't stretch her numbers and might improve her bird imitations with less flourish and without the piano. Joyce Lando and Co., small flash, three girls and boy hoovers, lifters from every act known; just another flash. Warren and Inman, hoke team, have the right idea in the girl's hysteria and stage fright, but chatter is cold. Dance Bits, another flash, needs attention. Girl acrobatic dancer has flashy routine. The collegiate number with the curtain fall raised should be out.

Alice Mack and Fay, dropping the

former team name of Mack and Sullivan, were sixth with their usual song and xylophone routine. They worked under difficulties. Miss Mack's partner just recently leaving the hospital. Familiar hoke of Billy Hall and Co., laid in a hotel bed-room, brought the customary laughs. Little Joe Warner, Hebe radio figure in WENR's "Smith Family," still a disappointment on the stage and should substitute newer material.

Davis and McCoy, man and woman hoke act, did very well here but should brush up on their material. Good stage presence. Speedy Feet, new dance flash, five girls and a boy, has little to offer other than the lad's hoofing. Poor ballet by one girl should go out. Settings good but continuity weak.

Show completed with "Playing

# CORRESPONDENCE

All matter in CORRESPONDENCE refers to current week unless otherwise indicated  
The cities under Correspondence in this issue of Variety are as follows and on pages:

BIRMINGHAM	69	MILWAUKEE	69
BOSTON	69	MINNEAPOLIS	71
BROXN	70	MONTREAL	71
BROOKLYN	70	NEWARK	70
BUFFALO	71	OAKLAND	70
CHICAGO	69	OMAHA	69
CLEVELAND	69	OTTAWA	69
DALLAS	69	PITTSBURGH	71
DENVER	69	ROCHESTER	70
DES MOINES	71	SAN FRANCISCO	70
DETROIT	69	SARANAK LAKE	70
EL PASO	69	SEATTLE	71
LOS ANGELES	70	SYRACUSE	71
LOUISVILLE	71	TOLEDO	71
		WASHINGTON	70

Around" (FN), and Pathe News. Business capacity.

Marshall Players, dramatic stock, have closed at Central, Ill.

Bryn Mawr, northside grind, purchased by A. Togare.

Empress, southside former mutual stand, switches to rotating stock burlesque March 23.

Publix-B. & K. have acquired a site at 63rd and Halstead (the Little Loop), and will start construction of a 3,500-seat house shortly. Straight picture policy, with stage raised in case.

Road route for Mitzel's revival of "Sart," which leaves the Illinois end of this week, is at present limited to Detroit, Cleveland, and Cincinnati, in that order.

## BOSTON

A fire scare in the Dudley theatre, Roxbury, last week caused a near panic.

Members of a girl orchestra playing in a dance hall over the Wakefield police station were robbed of their handbags as three cops stood near the hall entrance.

Because her photo has been used in ads without her consent, Ruth Fowler, Somerville, has sued the Wilson School of Photography, Cambridge, and the Hall School of Photography, East Orange, N. J.

The Wig and Mose "Club of the wily of Pennsylvania attended the copy theatre production of "Ghost Train" in a body.

## DENVER

By J. A. ROSE  
Aladdin—"Green Goddess."  
Taber—"No, No, No, No," stage show.  
Denver—"Vagabond King," stage show.  
America—"General Crack."  
Orpheum—"Lady to Love."  
Hiale—"Dynamite."  
Broadway—"Gret's Players" (2 days).

Charlotte Greenwood in "Mebbe" will be at the Broadway March 24. Comes from Frisco and jumps to Chicago from here.

Virginia Van Eppe appeared at the Orpheum alone this week as Karen Jansen being ill in Salt Lake City.

Fox Denver office copped the cup

for highest score during Grainger week. Fourth prize won by it in past year. R. J. Morrison, manager.

Tony Yale, local, goes with Bob La Salle Public unit.

J. B. Rush of Chicago has incorporated The Denver Plunge to erect swimming pool.

George Barnes, Hazel Whitmore and Ralph Lee, formerly of Denham stock, are at the Orpheum in "The Outlaw."

A new orchestra is on the stage at the Tabor with Philip Romeo as leader. Archie Warder, local boy, m. c.

## BIRMINGHAM, ALA.

By ROBERT H. BROWN  
Alabama—"Vagabond King."  
Ritz—"Let's Go Piker"—vaude.  
Strand—"Kibitzer."  
Empire—"Sally."  
Trianon—"Party Girl."  
Gala—"Slightly Scattered."  
Fountains—"Famous Stage Show."  
Lafayette—"The Great Escape."  
Temple—Flaming Play.

"Vagabond King" premiere Friday night at Alabama was fair. The house, seating 2,800, did about \$2,200 at \$1 top. No paper. Picture

## CLEVELAND

By GLENN C. PULLEN

Stillman—"Rogue Song."  
Mipp—"Happy Days."  
Palace—"Wildcat Ring"—vaude.  
Albee—"A Lady to Love."  
State—"Not So Dumb"—unit.  
Gaiety—"Girl From Westworth's."  
103th—"Hot for Paris"—vaude.  
Ohio—"Wages."  
Hanna—"Bird in Hand."  
Play House—"Tomb of Unknown Soldier."  
Columbia, burlesque house, instilling talkers. Gully, opened new policy this week.

Gene and Glenn, WTM radio singers, signed by Frank Lines as next week's headliners at Palace.

Tiffany's local exchange has withdrawn from Cleveland Film Board of Trade.

Delayed baggage and scenery forced Rosita Moreno's act to miss four performances at Palace.

Frieberg Passion Play, in English, booked for Public Music Hall, April 1, auspices of Al Koran Shrine.

Jack Dempsey, acting as m. c. this week for Ohio Sportsman's show, announced he may make talker of Mack's "Six-Ounce Love" for M-G-O after his vaude tour.

Corwin Collins, now assistant manager at Keith's 105th.

## MILWAUKEE

By FRANK J. MILLER

Alhambra—"Undertow."  
Davidson—"Papa Juan" (Olla Skin-ner).  
Garden—"Green Goddess" (2d week).  
Gaiety-Burlesque (Mutual).  
Majestic—"Kibitzer."  
Merrill—"Kibitzer."  
Palat-German stock (Sunday).  
Palace-Orpheum—"Second Wife."  
Riverside—"Officer O'Brien"—vaude.  
Strand—"Happy Days" (2d week).  
Wisconsin—"Burning Up"—stage show.

Roy Dieterich, new master of ceremonies at the Wisconsin.

Ernest Fox, formerly at the Palace-Orpheum, now assistant at the Fox Strand.

Fred Meyer, Universal head and manager of the Alhambra, taking the baths at Waukegan.

Sam Brown has gone to Appleton as manager for Affiliated Theatres.

Burglars robbed the Granada theatre safe last week of \$399.

## OTTAWA, CAN.

By W. M. GLADISH

Three Pantages theatres in Canada now sport new names; Pantages, Hamilton, now the Palace, the Pantages, Vancouver, R. C., is the Beacon and in Toronto is the Imperial.

Ambrose Nolan, general manager Nolan Theatre Enterprises, is supervising the installation of Magnoscope film-stage screens in various theatres of Ontario. Nolan claims he holds patent rights on the screen in Canada, United States and Great Britain.

In an address before an Ottawa service club, Oscar O'Shea, manager Embury declared box office returns showed the people more interested in the quality of pictures than who was playing in them.

"Blackmail," first British all-talker to play here, has standup crowds at the Avalon week of March 1.



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and 41st Streets, New York City  
TRUNKS IN THE EAST  
197, Pennsylvania 2004



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72 PAGES

## NO BAD ACTORS ANY MORE

### Communist Russia's Propaganda Strongest on Stage and Screen

Moscow, March 18.

Taking the position that one play or one film is worth 10 lectures in advancing the anti-religious views of the Soviet, the propaganda division of Communist Russia is concentrating on stage and screen production.

Semperanto theatre (legit) here, managed by Anatole Bivok, actor, is offering a play entitled "Vassal." In it is a happy communistic farm in contrast to the old style baronial estate, which is pictured as fostering religious fanaticism encouraged by scheming priests.

Curious feature of this performance is that the dialog is all ad lib, rather than fixed by a script. Theatre argues this leaves the players free to interpret their own moods in the play.

Same anti-religious campaign is illustrated in a film entitled "Judas" which shows the monks (presumably of orders of the Greek church) misleading their followers while Red and White armies fight for the possession of the monastery.

A monk named Judas incites the people to support the White Army and the victory of that side is followed by orgy and plunder. Judas, enlightened by his experience, forsakes his church and turns Red. One sequence in the picture designed to suggest fakery in religious ritual, shows the figure of a saint which is made to weep by means of the pressing of rubber water bags concealed in the figure's head.

From the same producing sources comes another picture called "The Island of Refuge" dealing with the discovery of a Siberian settlement, lost and isolated since the 17th Century, where religious beliefs and customs remain unchanged for the intervening 300 years, and are held up to ridicule in the screen action.

### SMELLY TALKERS MAY YET COME THROUGH

Washington, March 18.

Pictures have sound and color now they're going to have smell, too.

John H. Leavell, Los Angeles, has a patent on the idea.

This is the official Patent Office description (No. 1,749,187):

"Method of and apparatus for presenting theatrical impression. An apparatus for supplying an olfactory impression in conjunction with a motion picture impression which comprises means for transmitting said motion impression to an audience; means for producing an odor normally associated with said motion picture impression; and means for expelling said odor into the atmosphere breathed by audience."

Hence if it's a garden scene you'll smell the flowers—if it's a stable you'll smell the hay!

### Pent House Scenes

Hollywood, March 18.

New York pent houses are now being glorified with no less than six used in an equal number of pictures in production at the Hollywood studios.

Most of the current Gloria Swanson production, "What a Widow," takes place on one of the roof mansions.

### "HIGH TREASON" HELD OUT AS PROPAGANDA

New York's Censor Board is

awakening to a flood of propaganda pictures which have been slipping in from overseas. "One of the first to be snared under the clean-up campaign is described as a highly seasoned British-made picture called "High Treason," which Tiffany had hoped to release.

Where a president of a peace organization shoots the president of a nationally organized country, after war has been declared, as the best means to retain peace is the preaching New York Censor Commissioner Wingate found in "High Treason."

Among other things Wingate recalls is one of the sub-titles as belching: "Lousey American States" or a line to that effect.

In this Tiffany importation munitions are used to stimulate war and a bridge over which a train is passing is blown up. Picture will have to be thoroughly re-edited and titled so that a different theme will be apparent before the New York State censors will consider it.

While several glaringly ism pictures from Russia are now being shown, Wingate indicated that the more violent will be re-investigated.

### Prayer-Opened Fair

Denver, March 18.

Colorado State Fair will be opened by prayer this year.

The Pueblo ministerial association has engaged Billy Sunday to preach on the grounds the Sunday before the exposition opens. Starts Sept. 15, and runs all week.

Local talent will be used for entertainment as much as possible but some professionals may be engaged.

### 'TEMPERAMENT' WITHOUT WORK

Producers Paying Little Attention to Acting End—  
Their Present Troubles  
with Directors and Authors—Talking Pictures

### CAN'T AFFORD TO STICK

Few temperamental actors are left in the show business. They can't afford to be temperamental any more.

Gone are t's days when a temperamental star was kept from season to season and pampered and cajoled into accepting a new play. Now even the best performers are lucky if they are given a thought for the new season. Actors have all come to see where they stand and have gotten down to brass tacks. Too many actors have nothing to do. Directors and producers know that.

(Continued on page 49)

### Cow Milker on Stage

Francille, who milks a cow by radio, is being tried out by R-K-O as a possible freak attraction. H. R. Emde is exploiting him for the circuit.

Besides milking a cow on the stage, Francille operates miniature battleships and an auto by radio control.

For street display he'll get a trolley car going by the same method.

### Good or Bad Luck!

Chicago, March 18.

Jeff Stevens, owner of "Big George," wrestling bear, couldn't pay the layoff feed bills for his pet, so he gave "George" to the Lincoln Park Zoo.

Following day he had to turn down the first date offered in months, 10 days at the Kansas City Shrine benefit.

### Thunder in Calif.

Hollywood, March 18.

Southern California, which still thinks lightning was just the name of a show, jumped two feet when a clap of thunder suddenly cut loose Sunday afternoon.

Four studio execs rushed out to see if Stage 7 had cracked in, and nine claimed it was just a truck passing by.

Lightning struck on a back lot of Fox Movie studio, with slight damage other than destroying an old unused pool. Half of California still doesn't believe it.

### Ruined by Grift, Carnival Goods Men Turn to Bridge Prize Trade

### Funny Indeed!

Cleveland, March 18.

Roger Imhoff, standard name and probably the only Irish act left in vaude, is laying off this St. Patrick's Day week.

Mr. Imhoff asks if that isn't funny?

The Vanishing American can soon do a two-act; he's apt to be joined most any day now by the Vanishing Concessionaire.

One of the biggest money-making departments of the outdoor amusement business is fast becoming sloughed through greed. When operated on the up and up there isn't a better income producer anywhere on the lot than the legitimate concession who gives out merchandise for a reasonable margin of profit, as witness many big operators who have become rich on the racket.

But today the concession is the poorest money-maker on the lot, and the concession supply houses previously catering exclusively to this type of itinerant merchant are now angling for other sources.

Prior to the St. Louis World's Fair in 1904 concessionaires were down as privilege men, and operated with circuses, at street fairs, grange picnics, on excursion steamers and at outdoor events. They invariably invaded the agricultural fairs and generally with flat joints, line-up stores, "big sizes" and every known kind of gimmick.

There aren't any more chumps on the average fair grounds. People visiting the fairs and the lots used to walk close to the joints and give them a play. Now they walk down the middle of the midway, looking for the rides and shows.

In the old days whenever they took a chump at a joint, they put a chalk mark on his shoulder or pinned a rose on his lapel, so that he was a marked man and the rest of the boys on the midway laid for him to take him further. But they've even cut out this practice, maybe to save the chalk and the roses.

### ROYAL WEDDING FILM STOPPED

Brussels, March 18.

Europe's boiling political pot has caused disaster to another film. Showing of the official pictures of the wedding of the Belgian Royal princess to the Italian Crown Prince has been stopped.

They were on view only two days when the anti-Fascist element in an anti-Fascist element they would make trouble. Rather than risk embarrassment the theatre manager ended the engagement.

### 'GET HOT' CRIER AS FLOOR SHOW AGITATOR

Broadway's latest in night life entertainment is the introduction of a "get hot" crier girl, who officiates in a floor production as a freak-assistant-mistress-of-ceremonies.

Her job is to keep the show boiling. A most essential requisite for the work is a dizzy brain. In the particular club where the new order of entertainer is current, the revue premiered a week ago. It is merely a repetition of all floor shows, except for this one original touch.

The show starts with the regular female m. c. taking the floor, while her assistant leaps on a piano, shouting, "Tell 'em baby—tell 'em what they're going to see!"

Announcement is made of the first number—the usual parade. As the company of 24 promenades the assistant waxes delicious, crying: "Get a load of that baby with the red hair"; "how do you like that sweet little thing in the pink costume?" "Any minute now she'll take it off." "Boy, is she hot?"

### Look! Look!

Then follows a paroxysm of "Get hot gang"; "Gosh, oh gee; hold on to your seats and you'll see more on the floor than you could back in the dressing rooms. Hey, hey, get hot everybody."

That ends the first number. The regular m. c. announces the specialties and the assistant still on the piano boosts all performances with "Get hot," which, odd to relate, results in hysterical work by everybody.

When the assistant herself is due to exhibit her own work, she has to be hotter than anybody else, otherwise she's flopping on the job.

Night club revues poorly paced may find this innovation startling in accelerating tempo.

### E. E. RICE PRODUCING

Elmer E. Rice, author of "Street Scene," the 3-1/2 Broadway hit, has decided to produce on his own next season.

W. A. Brady put on the Rice current hit.

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WHEN YOU GO TO BUY  
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10,000 COSTUMES TO RENT

## Whole Town and Court Turn On Birmingham Censors; Tried to Stop "Party Girl"

Birmingham, Ala., March 18. A fight over orders of the local censor to ban "Party Girl," (Tiffany) has resulted in the Trianon, (Interstate circuit) having its local license revoked, the arrest of George Steele, its manager, and an order for the City Commissioner, Chief of Police and the Amusement Inspector, to appear before Judge Roger Snyder to show why they should not be held in contempt of court.

"Party Girl" was ordered out by Mrs. Myrtle Snell, City Amusement Inspector, Wednesday night after the picture had been showing three days. Then she changed her mind and allowed them until Thursday.

Friday morning the Trianon reopened with "Party Girl." A few minutes later the Chief of Police and Mrs. Snell appeared in Manager Steele's office and arrested him, with Vernon Weaver, City Manager of the Interstate, applied for an injunction. It was granted by Judge Snyder, when the Trianon reopened.

The City Commission, apparently not liking this move, ignored the injunction. He called a special meeting of the commission and a resolution revoking the license of the Trianon was passed. The cops hopped back to the Trianon and arrested two operators for operating a theatre without a license.

### Cops Confer

The operators were ordered to cut off the machines. They refused. Cops put their heads together as good cops do when baffled and decided to call the city electrician, who stopped the machine.

The theatre was blacked out and the newspapers got hold of it. And what the newspapers didn't do to it. Picture spreads on page and banners in every edition for two days. "The Post" even got out an extra when the city chiefs were cited to appear before Judge Snyder for contempt.

When the operators were arrested for operating without a license the cops grabbed the print and made off with it. This again raised the ire of Judge Snyder. He ordered the film brought back to the theatre. However, a deputy could not find the clerk who held the combination to the safe. She had apparently vanished.

Came the dawn Saturday. At 10:15 the city dais, the Chief of cops and the City Amusement Inspector appeared before Judge Snyder. The case was postponed until a ruling shall have been made by the State Supreme Court at Montgomery.

The court issued a temporary writ of prohibition, citing the city bosses for contempt. Meantime another print of the film was rushed in and held in readiness to be shown.

### Town With Theatre

The town's all worked up over it. No one seems to sympathize with the city. "The Age-Herald" editorially panned Mrs. Snell plenty for not viewing the picture until it had completed more than half its run.

What is worrying the Trianon right now is how it is going to open for business next week, with a license. Tiffany sent John Drennen, southeastern manager here to learn how and why.

Mrs. Snell admitted over the phone she is sorry over having started anything.

All in all it looks like a pretty good thing for Birmingham. The censors have been tormenting the theatres woefully for several months. The gag about an experience reason is the best lesson may work here.

The city dais were sure worried and they aren't over it yet. They've got until April 24 to figure out a way, for then the case will come up again.

Trianon's application for restoration of license has not been acted upon. It remains closed and may have to keep dark until April 24, when the legal end is to be adjudicated.

## The Ad Lib Test

Frank McHugh was in Hollywood on a vacation visiting Robert Armstrong at the First National studios.

He was asked to make a test, although he had at that time no intention to try pictures. McHugh was told to ad lib for a 75-foot run-off.

As the camera ground he began to tell a drunk story. Evidently the suspense got the director and cameraman, for they let it run until the end of the story, 400 feet. On the strength of his method of telling the story he landed a term contract.

The story is a prize exhibit on the lot and is run off for the edification of the guests—the special guests.

## KIDDING PRINCE'S SUIT MAKES FUN BUSINESS

Paris, March 18.

Trial of the suit of Prince Danilo of Montenegro against Metro-Goldwyn, in which he charges certain scenes in "The Merry Widow" are damaging to him, has developed a situation for a stage farce.

The Prince's lawyer, Paul Boncour, ex-minister of the Socialist party, is compelled to uphold the tradition of royalty and the privileges of the throne.

Metro's attorney, Henri Robert, ultra conservative in political complexion, is required by the exigencies of the case to deride and ridicule royalty and all consideration of social caste that go with it.

Case was adjourned again.

## Weather

Washington, March 18. Upon "Variety's" request the Weather Bureau has furnished the following outlook for the week beginning tomorrow:

Rain in the Atlantic states and light snow in the Pittsburgh and Cleveland area Tuesday night. Will likely end Wednesday morning.

Fair weather for a day or two will be followed by rain again Friday or Saturday (22), probably ending by Sunday.

Colder in the eastern section Wednesday with rising temperature Thursday and in the Atlantic states Friday.

Colder Saturday and Sunday.

London, March 18. April showers ahead of time, are alternating with sunshine. Heavy fog surrounding London yesterday afternoon affected all theatres.

Paris, March 18. Weather here has been mild in temperature, but with frequent light showers. Daylight saving starts here April 12.

Radio Pictures has purchased the screen rights to the late Victor Herbert's "Babes in Toyland."

Price reported at \$50,000. Radio has not set a date for production.

## Helen Kane with Film

Helen Kane has been booked into the Paramount, Broadway, for a personal appearance, time and date with the showing of her new film, "Dangerous Nan McGrew," week of April 25.

## Evalyn Knapp with B.B.

Evalyn Knapp, formerly in Pathe shorts in the east, has a term contract with Warner's. Miss Knapp departs for the coast in three weeks.



CHARLIE ALTHOFF

"This man Althoff is clever."

San Francisco "EXAMINER."

Represented in pictures by

LEO MORRISON

Roosevelt Hotel, Hollywood, Calif.

## COSTLY STUDIO RUBBERNECKS

Hollywood, March 18.

With summer in the offing, studios are tightening on permits allowing newspaper writers and chatters on sets during production.

Colony is a summer mecca, for the writers, some on legitimate missions and others here for the sun but using the paper connection for sightseeing purposes. Hard to sort the wheat from the chaff. Studios are getting tougher and tougher in this respect. Mission must be on the up and up and backed with credentials from the editorials home to get the boys and gals on now.

Execs figure that every visitor on a set puts them back during talker production \$100. One studio averaged 150 requests daily last year during the summer season. Without the stringent regulations the major studios could easily lose \$20,000 a day this way.

## FAIRBANKS' "DAYS '49" AS WESTERN TALKER

Title of Douglas Fairbanks' next and the first talker western from United Artists is to be "Days of '49." Probably it is to be done in colors.

Story is by Fairbanks, writing under the name of Elton Thomas. Two main characters are Murietta, bad bandit of the gold rush days, and Lola Montez, forty-niner, one of the 12 in Bolt's book, "Twelve Against the Gods."

Dialog will be by Porter Emerson Brown and John Warner Bellah. United Artists has not released any westerns since William S. Hart's "Tumbleweeds."

## Francis Marion's Salary

Culver City, March 18. Francis Marion has been given a new contract for one year by MGM at \$3,000 a week. She is to write an original which is the next for Lawrence Tibbett.

## Tourneur's "Murder"

Paris, March 18. Maurice Tourneur has started making "Un Crime Au Music Hall" ("Music Hall Murder") for Pathé-Natan at the Joliville studios. Cast includes Gaby Morlay, currently in the stage "Melo," and Jacques Fresnay.

## Negri's Talker Liked

Rotterdam, March 18. Premiere of Pola Negri's talker, "Street of Lost Souls" (reference is apparently to picture made abroad), had a successful opening at the Tuschinski theatre here. Newspaper comment highly laudatory.

## Rossi Set on Coast

Hollywood, March 18. Herman Rossi, brought from New York by Universal to design the sets for "King of Jazz," has been placed under contract by the company. He will design all settings for the next year.

## "Western" Cycle Around Again with Solo—50 Outdoor Films in Sight

FRED ALLEN

Telling Jugler

16 Mins.; One

(Jan. 4, 1918)

If Fred Allen is his right name he should change it, and if Fred Allen isn't his right name some one should tell what it was, for this Fred Allen has copped and copped until he may think he has an act.

But what he has is so well known along the big-time routes that the very familiarity of it must push him back on the small time, even though he could make the big time, which he might have done five years ago.

Though five years ago he would not have been able to get through an imitation of a telephone and Allen says his first lift is the ventriloquist bit of Felix Adler's, but he's not the first to take that (and some of those who have taken Adler's ventriloquist business have debarr'd themselves forever from expecting protection for anything of their own if they ever secure anything original). Allen walks on with a dummy, and with stagehands, and orchestra does what Adler did so long, and may still be doing, the only difference being Adler used a live dummy and Allen carries an actual dummy, with stage hands working behind the drops or in the first entrances.

A real phonograph record is used for an imitation of a graphophone and Allen says it's an Edison. Later he juggles with four balls, talking meanwhile about knowing there is someone in front, but not knowing who it is sitting, that he doesn't like applause and when falling in one trick, informing the audience they have changed the name, which may be recognized by Edwin George.

A pair of wooden hands projected from the wings applaud him a couple of times. Toward the finish he says that as he can't take chances he encore he will do the encore before leaving.

When departing some slides are thrown upon the curtain, with pictures of Washington and Wilson, and Allen bowing, while during the act an assistant dressed as a stagehand rudely removes a screen, and there are other bits around Joe Cook might think were suggested by his act. If not more closely connected with it.

Allen's iron ball and turnip juggling have been somewhat varied from others and could be almost termed new in these days, but he is merely a copy of it and better acts who have gone before him and will remain before him while he hangs on to his borrowed material.

Allen is a nutty talking jugler, and if he gets away with it for a time, then he is not near as nutty as the big time is.

Fred Allen's still with us, bigger than ever, and the "big time" is dead. Which the nuttier? Notice speaks for itself. Allen has become one of the theatre's best wits since starting to write own gags, for himself and others.

## SAILINGS

March 27 (New York to London)

George Pearson (Carmanila).

March 21 (London to New York).

Maslova, Frank Moss (American Merchant).

March 20 (London to New York).

Sidney S. Cohen (Europa).

March 19 (Paris to New York)

Paul Santo, Les Weller (Rotterdam).

March 15 (Sydney to San Francisco)

Charles Morro, Fox executive (Sonoma).

March 14 (Capetown to London)

Jerry and Baby Grands, Niobe, Ross and Goodwin, Three Apollos (Edinburgh Castle).

March 14 (New York to London)

Harry Howell (Majestic).

March 12 (New York to London)

Reid and LaVere, Johnny Hyman (America).

March 11 (Melbourne to London)

Norah McManus (Naidera).

Hollywood, March 18.

Ever since Paramount's "Virginian" was declared an unusual box office maker no less than 50 westerns or the outdoor pictures have either been produced or are now in work or in the final stages of preparation.

Fox is given credit for pioneering the outdoor talker, field in a big way with "Old Arizona," but its success was then looked upon by the producers as more or less of a freak attraction until Paramount verified the public demand with release of "The Virginian." Since then all doubt that westerns could not be revived has been removed from the minds of the film producers. It is responsible for the present cycle.

Universal cannot be classed in the group that waited to be shown, but kept on making its usual quota of westerns. The public became practical it was changed the formula and added it, with the result that it has completed seven Hoot Gibbons and eight Ken Maynards with dialog, songs and music.

A check-up shows since the beginning of the western or outdoor cycle last November that a total of 23 feature length pictures have been produced, nine are now in work and 21 in final stages of preparation.

## PAR-PUBLIX AND '29 PROFIT READY APR. 15

April 15 Paramount will announce a net for 1929 of around \$15,500,000 and at the same time take action on the proposal to change the name of the company to Paramount-Public, in accordance with recent directors' approval.

It is like the Paramount-Public designation will be adopted by the stockholders.

Latest report is that decision on whether its talking shorts would be billed as "Public Shorts," "Public Entertainment" or under a similar title, is withheld pending outcome April 15 of plan to change the corporate name. Then everything would be Par-Public.

## Hoffman's Wife Remarried While He Was in Sing Sing

Harry L. Hoffman, picture machine operator, who was cleared of the murder of Mrs. Maude Bauer on Strong Island after the fourth trial, testified in the New York Supreme Court in a divorce suit against his wife, Mrs. Agnes Keating Hoffman, who did not defend the suit. He based his action on his big marriage July 8, 1925, to Frank H. Rankin. He heard about the marriage, he said, when he got a letter from Rankin's mother while he was in Sing Sing.

Rankin said he knew Mrs. Hoffman wasn't divorced when he married her, but was told by a lawyer that a divorce wasn't necessary, as Hoffman had been convicted of murder in the second degree and was serving a 20-year sentence. He lived with her only two months, he said.

A decree is expected to be recommended by Referee Vernon M. Savis.

## Bickford Starring

Culver City, March 18.

M-G will star Charles Bickford in Joseph Hergeshelmer's "Tampico."

It will also talkerize "The Crisis," by Winston Churchill, with Sam Wood directing.

Studio is also considering a remake of "Ben-Hur," but the foreign location stuff, which caused headaches on the silent version, will be out.

It's a weary world—but there are chairs in it!

Mrs. AND MRS. JACK NORWORTH  
106 West 34th Street  
New York

# U.S. STEAMING CRITICS

## \$1,000,000 Unusual Film-Making Contract for Three Songwriters

DeSylva, Brown and Henderson, accompanied by their lawyer, Abe Bernan, and their auditor, Harry Lieberman, left for Hollywood March 16 on a special car. With the song-writing team are their wives, Lew Brown's two children, two maids, chauffeur and a cook. Buddy DeSylva's chauffeur couldn't join the party, as he must spend the next two weeks in the Hispano-Sulza factory studying the new car, which will follow DeSylva to the coast.

Not only is the traveling style of the trio of imperial dimensions, but they go west to fulfill the most remarkable contract of its kind ever made. They will receive \$250,000 guarantee each for four pictures to be made within two years, alternating between Fox and United Artists.

They have sole authority in the making of these pictures, writing songs, story, choosing the title, cast, director and technical crew and doing their own supervising.

In the case of United Artists their contract mentions by name officials of that company who have no jurisdiction and cannot even go on the same set where DeSylva, Brown and Henderson are working, without their consent.

Radios have the right to reject the plot theme, but once accepted, sole responsibility for the making and success of the picture is with the trio, who are not to be classed as songwriters but as independent producers.

**Authority**  
Harry Lieberman, their auditor and business manager, in addition will be on the lot at all times to watch production cost, with full powers of access to the companies' books. Since their profit is in some measure based on the costs, DeSylva, Brown and Henderson also have authority over financial disbursements for props, sets, costumes, etc.

Prior to leaving New York, negotiations were opened by Paramount to engage the trio after their Fox-United Artists' pictures were completed. In other words, two years ahead, in 1932.

DeSylva, Brown and Henderson, a writing combination for about five years and a publishing firm for three, have a record of nine consecutive Broadway musical hit scores, "Hold Everything," "Good News," "Manhattan Mary," "Follow Thru," "Three Cheers," "Flying High" and three editions of White's "Scandals."

All song numbers for the Fox-United Artists pictures will be published by their own music firm.

**Leads in Person**  
Present intention of Joseph M. Schenck is to have Dolores Del Rio and Edmund Lowe in New York for the opening of Miss Del Rio's first talker, "The Bad One."

U. A. wants the Rialto for the picture the last week in April or the first in May.

## Billie Dove Going with Howard Hughes' U. A. Unit?

Hollywood, March 18.  
Upon completion of "Devil's Playground," the last picture on her three-year First National contract, Billie Dove is reported leaving that company.

Expected to become a United Artists star via Howard Hughes Caddo unit.

## Now in Greek!

Los Angeles, March 18.  
Christopher Phillips will produce "Alma Guacho" in Spanish at the Teletim studios.  
Paul Ellis, Mona Rics and George Rigns are in the cast. Henry Otto will direct.  
Picture will later be made in Greek.

## 6-Month Old Actors

Hollywood, March 18.  
Every Saturday morning is kids' registration day at the Central Casting Bureau. There's a hundred mamas every week trying to get youngsters ranging from six months to 17 years old into pictures. The only ones registered are the half-year-olds.

Four babies of that age were registered Saturday out of 150 children of all ages interviewed with their mothers. By the time a call comes in for any they'll probably be seven or eight months old and a g.

Six months is the youngest age permitted in pictures. Directors have to have them for new-born babies, but won't take a month older.

## Ostend Goes for Jolson's Songs; Resort Lively

Paris, March 18.  
Cabarets and cafes in Ostend are doing a booming business and credit is given to Al Jolson's "Singing Fool." Resort trade in the shore spot is ordinarily dull at this time of year and the situation is remarkable.

Cafe proprietors give the explanation that Jolson's "Singing Fool" stirs the French emotions with an emotionally agitated Frenchman reacting to wine and whoops.

The cafe trade is making its bow to the management of the local Rialto cinema where the Jolson film is current, and is packing them in. Silent picture places of the town are empty.

## TUNED UP THORAXES FOR METRO STARS

Culver City, March 18.  
M-G will use Dr. P. N. Marafioti, voice culturist, on its players, whenever necessary.

Studio sent out notices to all supervisors to submit names of those whom they thought in need of vocal improvement.

To date the list includes Marion Davies, Joseph Cotten, Anita Page, Catherine Dale Owen, and William Haines for speaking voice improvement, with Joan Crawford, Bessie Love and Catherine Mayfair for singing instruction.

## Jim Tully a Filmer

Hollywood, March 18.  
Conversation for "Trader Horn" will be written by Jim Tully, one of filmdom's severest critics. Metro nailed him this week.

## Wodehouse and M-G-M

F. G. Wodehouse, writer, has been engaged by Metro for six months beginning May 10. An option is to the contract.

Wodehouse, now in London, was secured through C. Wm. Stephens of the Sidney Phillips office, his agent.

## Molly Malone on Stills

Culver City, March 18.  
Molly Malone for many years leading woman for Buster Keaton in comedies, is now employed in the still department at M-G.

## 'COLLEGE COURSE' FOR REVIEWERS

7 Courses in Hays Layout With Plenty of Questions—Keeping Saps From Diplomas and Perhaps Bad Notices—Reviewers on Dailies Pointed For—Start Made on Coast

## LESS BLAHED HOOEY

Will Hays' College for picture reviewers is the latest institution of film learning. No longer will pan-handlers and jacks of all trades be able to dignify their cognomen with "critic." The Hays B.A. requires knowledge on ins and outs in the trade, that many of the daily writers have never associated with the subject projected before them on the screen.

Less blah-blah in meaningless phrases and clichés replaced by knowledge will tend to make film editors persons of sound judgment. Any reviewer who finishes the course will be unable to pan any picture 100% since the curriculum safeguards itself with countless alibis.

There are seven subjects in the Hays College. These are augmented by several times as many incidental studies.

The Public Relations Department of the Hays organization is testing out the reaction of its college idea on west coast previewers. It figures that its western enrollment should include at least 150 women writers. The reason given for the reviewers' university out Hollywood way is subtly presented as "A little more wisdom, please." That's the catch-line for students.

Subject (1) concerns what reviewers "need to know concerning the producing end and the producers' viewpoint." This, expanded, takes in "commercial" considerations and how they dovetail with ideas.

Essentials for the critic's consideration at every show embody, in the second subject: "Classification of forms of drama. The author's intent and his success or failure in presentation. Forms suitable for different types of audiences. Success or failure in technique, photography, sound, color. Definition of terms, etc. What Do They Do?"

Under course (3) the picture is contrasted with other arts, such as: "Contrast between books, stage and screen craft. What do these arts do to the picture and what does the picture do to them? Dance, music, literature, costume, decoration, architecture."

The audience angle is considered (Continued on page 6)

## Crazy Chicago Statistics—Yaps Stick To 2 Streets, Museums, Peep Towers

## Standing Off Touches

Los Angeles, March 18.  
Actors at the Masques Club are leaving their names on the delugent list after they have paid off.

They figure the name on the blacklist will scare off the boys who are about to put on the bite.

## BYRD'S FEATURE AS TALKER OF SOUTH POLE

The talking newsreel matter shot on the Byrd expedition to the South Pole by two Par camera men, is to be strung together and released as a feature picture, with dates starting June 21, under present plans. Picture will measure between 6,000 and 7,000 feet.

Ch. Rucker and Willard Vander Veer, Par newsreel photographers who accompanied Commander Byrd on his trip, sail from New Zealand next Monday (24) and will arrive in New York around April 15. Admiral Byrd will reach New York early in June.

Talker material on the Byrd expedition includes everything of importance from the start. Highlight is actual photographs of Admiral Byrd going over the South Pole.

## INGENUE LEAD WANTED FOR FILM'S "WHOOPEE"

After two months of searching for an ingenue lead, Samuel Goldwyn's version of "Whoopee" is still without a player for that important role. Picture is scheduled for production starting April 17.

Dozens of girls have been considered for the part, played on the stage by Frances Union. None quite fits the specifications Goldwyn and Ziegfeld have in mind. Most of the hunting has been done in New York.

In many particulars the Goldwyn version will be a literal transcription of the stage musical. Ethel Shutta, George Olsen, Chief Capoulican and Paul Gregory, all from the original bill, will be screened. Eddie Cantor again stars. The Ziegfeld-Goldwyn hook-up calls for Ziegfeld stage shows to play by eight cities and be seen elsewhere solely as films. "Whoopee" closed Saturday in Cleveland.

Another difference will be in the score. It will be largely new and provided by Walter Donaldson and Gus Kahn.

Chicago, March 18.  
Some interesting statistics were obtained when Nate Blumberg wanted to know what the matter was with business at the RKO Palace, only two a-day vaudeville in the entire West. He discovered the Chicago theatre is the most patronized house by out-of-towners and RKO State-Lake theatre is next. Both are on State street, with the yokels seemingly never leaving that street.

Estimated that 80,000 out-of-towners visit the Art Institute on Michigan avenue each month and 90 per cent. jam the place if a special nude show is on.

Stock Yards and Michigan avenue divide 110,000 visitors daily.

\$8,000 by bus. (There are 170 bus lines into Chi.)

25,000 (estimated) in their own cars.

## Annual Pilgrimage

Most of the lookers come from the Middle West and are drawn from 10,000,000 people who live within a radius of 500 miles. They look upon Chicago as their own town and come at least once a year to keep up with the newest in art, clothes and cattle; also to go places and do things.

Other facts are that: 4,200 go up in the Straus Tower monthly.

8,000 shudder in the long Wrigley tower.

2,000 rave over the skyline from the Tribune building. All at 25c. a gaze.

Biggest draw along Michigan boulevard is the Field Museum of Natural History. Last year 1,168,430 folks went through the turnstiles. 151,535 parted with 26c. The rest arrived on free days.

One of the strangest things about the visiting gang is that Woolworth's Michigan avenue store grosses more than any other dime store in Chicago. 500 miles figure that though all the lookers have one in the town they left behind, they like to drift into a familiar spot.

Over 2,000,000 of the neck-stretchers make the Stock Yards yearly and pay 50c. to see the cows and pigs. Others go through free to watch a cow be put in a can. Most of the visitors at the yards are men.

Last year 1,178,000 people attended conventions in Chi. More than half of them walked the boulevard for exercise, window shopping and for a glance at others. The boulevard bellows traffic versus visitors.

## INDEX

Pictures	2-39
Foreign Film News	6-7
Picture Reviews	20-34
Film House Reviews	45
Talking Shorts	20
Vaudeville	40-44
Vaude Reviews	45
New Acts	47
Bills	48-49
Times Square	51-53
Editorial	56
Women's Page	54-55
Legitimate	57-64
Literati	62
Foreign Show News	60-61
Music	65-67
Obituary	68
Correspondence	69
Inside-Pictures	66
Inside-Music	65
Inside-Yaude	44-45
Inside-Legit	66
Legit Reviews	63-64
Burlesque	50
Radio	67
News of Dailies	60
Outdoors	58
Letter List	71
Sports	52

## Swedish Girl Swept Into Ocean, But Saved for Par's Film "Parade"

Hollywood, March 18.  
Ernest Roif, star of Rialto Revue, Stockholm, and his leading lady, Tutta Benster, are here to do an act in the Scandinavian version of "Paramount on Parade."

Roif will also m. c. this version. It is the intention of the studio to have other foreign players here to treat "Parade" in several other languages.

Roif and Miss Benster will also do a short in Swedish before leaving here to tour the stage revue in Copenhagen April 20.

After an experience in the Atlantic that far exceeds anything her p. a. if any, could imagine.

In a storm off Spain, Miss Benster was swept off the deck into the ocean, but as the crew was then taking the log she was able to swim to the sounding rope and hold on.

Losing her hold on the rope she reached a life buoy thrown to her. Efforts to launch a lifeboat were unsuccessful until 20 tons of ice were dumped overboard to calm the sea. Miss Benster drifted three miles before finally picked up.

## Sammy Cohen No Panic in Love, But If Leading Man with New Nose?

Sammy Cohen has red hair and wears sheltish kimona, but otherwise he is a quiet, lovable lad. Never smoked until a year ago and his family doesn't know he does yet. He's afraid his family will find out, so he's trying to stop smoking. New York has been a help to him about this. At the United Cigar Store he has found a cigaret holder supposed to destroy nicotine. He does drink a little, however.

Sammy spoke of love. Seems the last time he was in vaudeville he hurried back to Hollywood, as he was love sick for a gal out there. That affair lasted six years and was a Hollywood record. But now he hasn't any girl and doesn't care when he goes back.

Not having any love affair of his own at the present time, Sammy discussed other people's. Lupe Velez and Gary Cooper have been in love for a pretty long time now, Sammy says, but he is sorry that Buddy Rogers has only had a few flirtations on grand passion at all.

### Not So Loving

Neither has Richard Arlen had many love affairs as Sammy would have liked.

Sammy can't just understand why these leading men, who get so many opportunities, are not as loving as a comedian. If only Sammy were in their shoes. Oh, to be a leading man instead of a comedian! Sammy rather resents the intrusion of picture directors into Hollywood's romances. They have no place there, he believes. Besides, all the handsome leading men are enough for a comedian to compete with.

Incidentally Sammy is beginning to think that he might be more successful in love if he tried plastic surgery for both his noses.

## SAM SAX IN CHARGE OF WB'S BROOKLYN STUDIO

Hollywood, March 18.

Sam Sax, former indie producer and distributor, has been engaged by Jack Warner to assume charge of the Brooklyn, N. Y., studios of the organization.

He is now on his way to New York.

## Shoestringing 1,000 Feet

Hollywood, March 18.

Novelty short talker, "One Thousand Feet of Life," ideas by Thomas Romero, shoestringing by Dixie McCoy, has been taken over by Tom Wolfe for shooting.

Hands, feet and voices of the cast were furnished gratis by Eddie Lambert, Warner Richmond, Wheeler Oakman, Irma Harrison, Elmer Flynn, et al.

Production cost of \$1,500 mostly in negative, developing and printing.

## Cody Wins Peace in Swanson's New Talker

Hollywood, March 18.

Low Cody, off the screen for two years, replaces Ian Keith in Gloria Swanson's "What a Widow."

This is one of the changes ordered by Joseph Kennedy after filming a "dress rehearsal" of the picture.

Cody talks for the first time.

## English Prof. Acting

Hollywood, March 18.

D'Arcy Corrigan, former professor of English literature at Oxford, and Irish by birth, is now playing roles for M-G-M and Sony-Art.

He's being used for Spanish versions.

Leon Janney as Lead

Hollywood, March 18.

Leon Janney has the lead in Son-nant's "Elegy," story of affection between a boy and a Chinaman.

George Stone directing.

Olivette in "Queen High"

Olivette engaged by Fox through Mike Connolly for "Queen High."

It will be produced in the Long Island studios.

## UNEMPLOYED GIRLS

Toledo, March 18.

Paramount Theatre needed extra girls for stage show here. Only guarantee was one week's work at \$25.

Two hundred applied for the jobs.

## 'CHINA EXPRESS' PROPAGANDA BACK IN CAN.

"China Express," which "Variety" was the only paper to point out (in a review last week) as the extreme in Soviet propaganda, came to a sudden end at the Cameo, New York, where it had run a week to excellent business. It was understood. Another foreign picture, tame by comparison, was substituted.

At the Hays office the Soviet film, edited here by the Communist writer and leader, Michael Gold, was termed "a very dangerous picture." It was understood there that it was ordered out because of this reason.

The New York Motion Picture Commission refused to comment on "China Express" or any ruling concerning it Monday. It was explained Commissioner Wingate was in Albany and not expected back until the latter part of the week. Wingate was seen by a reporter before the picture had wound up at the Cameo. The Commissioner then said that he would personally review it.

The following day the film was put back into the can.

Because of its partiality to foreign subjects, particularly Russia, with the propaganda touch, the Cameo has become known to hundreds of followers of Isms.

## WELLMAN NO LIKE, HE WALKS ON PAR

William L. Wellman, longest in service as a director with Paramount, has obtained a release from his contract. Only two weeks ago Par picked up its option for another year.

Wellman had returned from a trip to the east when he saw a studio revision of his last production, "Young Eagles." He did not approve of the manner in which the studio supervisors had changed around the sequences in the story and cut the pictures.

So Wellman asked for and obtained his waivers.

## Coast Agency Situation

Hollywood, March 18.

Actors Committee met Monday night with Fred Beetsen to discuss their attitude toward the agents.

Next week Beetsen will listen to the agents and report later to the producers with a view to a final solution of the problem.

## Katherine Moylan's First

Hollywood, March 18.

Katherine Moylan, stage recently from New York under contract to Metro, will screen debut as the lead opposite William Haines in "Easy Going."

The picture will be filmed in Montana. Fred Niblo directing. Miss Moylan's former first name was May.

Writing Laye Operetta

Hollywood, March 18.

Evelyn Laye, English prima donna, is due on the coast June 15 to start on her first picture for Goldwyn.

Meanwhile Louis Bromfield, novelist, and Sidney Howard, playwright, are trying to concoct the libretto for an operetta to serve her.



## WILL MAHONEY

in Earl Carroll's "Sketch Book" Chanin's 46th St. Theatre, N. Y. C. The Brooklyn "Standard Union": "Will Mahoney provides some of the funniest entertainment ever seen in a Carroll production, which, if you stop to think of the glories that were Joe Cook, Leon Errol and W. C. Fields, is quite a statement."

Direction

RALPH G. FARNUM

1660 Broadway

## Consultant for 3 Hollywood Firms One Mandelstam

Hollywood, March 18.

Baron Valentine Mandelstam, here for five years as consultant between the French Foreign Office and the Hays organization on matters pertaining to French government affairs in pictures, has been engaged jointly by Fox, M-G-M and Paramount as a consultant on French versions.

This is the first time in the picture business that anyone has been engaged for a three-way studio job. Mandelstam has an office on each lot, with possibility that other studios will also request his services.

## Roach's 1st Full Drama, With 4 Foreign Versions

Hollywood, March 18.

With the Roach studios temporarily closed, Hal Roach moved his hat to the MGM lot, where he will direct "Monsieur Le Fox" as his first feature length serious drama. The production will be made in five versions simultaneously—English, German, Spanish, French and Italian.

If the experiment works out satisfactory, it will establish a new and more economical method for the making of foreign versions.

## Sarnoff in Palace Bldg.

The luxurious private office in the Palace theatre building occupied until recently by the late E. F. Albee, is being fitted up for David Sarnoff, chairman of the board of RKO. Albee's personal belongings were being moved out last week.

Sarnoff, who has made headquarters in the RCA office in the Woolworth building, may make the Palace building his future chief office, feeling from reports that this is more central to the various RCA interests. NBC, Radio-Victor and RCA Photophone are nearby.

## Fagan and Jackson West

Hollywood, March 18.

Allen Fagan, brother of Ida Claire, arrived here Monday from New York. He will act as stage and dialog director for Radio.

Alfred Jackson, playwright, also newly arrived on Radio lot to work on conversion.

## Clara Bow's Next Role

Hollywood, March 18.

Clara Bow is to do a picture in which she will play the part of an elevator girl. This will follow "True to the Navy," now in production.

Story will be an original. Samuel Spewack is working on it.

## If Warners Abandons Disc for Talkers, All Cos. on Sound Track

### What Talkers Do

From film house organizer to traffic cop goes John Schlosser.

He was organizer at the Colony, New York, but the advent of talkers drove him out into the copper business.

Now he handles traffic on the Montauk Highway in Long Island.

## \$5 IN GOLD AT \$4.69 COULDN'T DO BIZ

Pittsburgh, March 18.

A cop at a downtown corner last week thought James Meermans, 19, had gone wrong when he tied up traffic by hollering to passersby, "45 gold pieces here for only \$4.69." Meermans had a satchel full of the bonafide gold coins, but nary a customer.

"Move on," the cop told Meermans, but Meermans merely pushed him aside with "Aw, go on, a guy's got to make a living, ain't he?"

The bluetie called the wagon and Meermans landed in magistrates' court where he gave his name as Gil Hayden.

Released on \$50 bail, the whole thing was later revealed as a publicity stunt for the Stanley's current Take-A-Chance Week. Meermans, civil engineering student at Pitt, is doorman at the Stanley. The name he gave on the police docket is that used by Douglas Fairbanks, Jr., in "Loose Ankles," the screen attraction.

Yarn made every daily in town, stories playing up public skepticism in refusing to take a chance on the \$5 gold pieces.

### Zukor Leaves Coast

Hollywood, March 18.

Adolph Zukor leaves for the East tomorrow (Wednesday).

## First Time in Hollywood

By Claude Binyon

Hollywood, March 18.

"Hello Emmett!"  
"Hello, Charlie! How are you, Charlie? What do you think of Los Angeles, Charlie?"

"How can I tell yet? I just got off the train."

"Yeah, but look around, Charlie. Get a load of the sunshine, Emmett. It's night-time."

"Wait until tomorrow, Charlie. Ho, wait till the ole sun puts the oil on the ole face. Nothing like it, kid. How's the gang back in dirty ole New York?"

"Great, Emmett. Do we take a cab or have you got a car?"

"Have I got a car? Ho, everybody in Hollywood has a car. You can get no place without a car, and it's too hot to walk. Hop in and we'll go to the hotel. I got some of that New York dirt off your face, Charlie."

"This is California dirt." "Dirt in California! Ho! I've been waving this same shirt three days."

"Why don't you change it?"

"My laundry isn't back yet. Put your bags in the rumble seat."

"Where's Hollywood?"

"We have to drive a while yet. Look at that building and try to tell me it isn't beautiful. Look, it has a statue and fountain and everything."

"What is it?" "Darned if I know. It used to be a restaurant but it's either a bungalow or meat market now. Look at that open air furniture store."

"Look out!" "Don't cry. These drivers'll chase you up a cliff if they have their heart set on a smashup. I never saw such ratty drivers in my life. You see, when you're supposed to stop, a bell rings. But you can't tell when the bell's going to ring."

"The! Look at all the lights and all the colors. That's Hollywood!"

"What's the idea of that airplane sticking on a pole?"

A report that has reached even Western Electric is that Warners has started discarding the disc method of recording for the film track.

While the report is denied by WB executives, there is less emphasis used in the company's praise for the disc. The head of two subsidiaries admit that the brothers are "constantly experimenting with the sound track and will not be found to the rear of other companies if occasion arises for a switch-over."

There is also the admission that use of the disc, and the Warners is the only big producing company holding it exclusively, is twice as costly as the film.

In the meantime, Radio's research department is the Phonograph subsidiary is furthering experimentation with the sound track off the picture positive and on a separate reel. While this has been tried by other companies without success, Radio engineers are confident the principal worry, that of synchronization, will be eliminated. They claim with a separate reel sound would be perfected in every detail. It is their contention to make it possible to use the quarter of an inch track with the 35 millimeter size.

## Vantine, Alleged Film Actor, Given 30 Days

Des Moines, March 18.

Morgan Vantine, 26, alleged Hollywood film actor in "Show of Shows" and "Gold Diggers," has been sentenced to 30 days in the Davenport, Ia., jail.

He was identified by a Davenport woman as a pocketbook snatcher.

Vantine claims a frameup, saying he had no intention to study to be a chiropractor.

### Betty Compton's 6

Hollywood March 18.

Betty Compton is set for another three pictures with Radio. Already has three to go on earlier contract. Making six in all.

"It's advertising something. Everything's advertising something."

"What's it advertising?"

It's a gimmick!

"I don't know. Everything's a gimmick. You see this step hill? Now look at the sign on the florist shop at the bottom: 'Floral and Hospital Wreaths Our Specialty.'"

"Funny, isn't it, Emmett?"

"Yes, it is. I wonder—all the lights and hills and things. Smell the brakebands burning?"

"What time is it here, Emmett?" "Who cares, Charlie? This is Hollywood. Why don't you say 'Where or something?'"

"Where?" "Boy, what a relief it must be to get away from dirty ole New York!"

"It wasn't dirty and the weather was great."

"I thought I read something about 15 people freezing to death. How's Harry going? Still in vaudeville?"

"No, he's opened a saloon and has half of his first million."

"What's Joe Callahan doing? Starving to death?"

"Joe just bought a home on Long Island and a new car."

### Doing Well

"I'm not doing so bad myself, Charlie. Another four years and I'll be in pictures. I got this cut with a \$50 down payment."

"How's the wife?" "She ran away with a director who was going to put her in pictures. Only it turned out he wasn't in pictures."

"Is this the hotel?" "No, that's the Chinese theatre."

"What's that 'another theatre'?" "No, that's a bank."

"Look! One of your fenders is gone."

"Who cares! Say 'Where' again!" "Where!"

"Now lend me 20 bucks." "Whoa!"

"Boy, that sunshine tomorrow! If it doesn't rain."

# SHOW STOCKS KEEP ON LIP

## Chief Inspector Theatre Czar Under New Canadian Law, June 1

Ottawa, Can., March 18. Exhibitors of Ontario are hard hit by drastic features of the new law, which goes into force June 1, because of the power given the chief inspector of theatres to issue, suspend or cancel any license for any reason.

Other severe provisions are:—The cancelling of licenses of all theatres which are not reproofed after May 31, 1931; the raising of the age limit for unaccompanied children from 15 to 16 years; regulations for the re-examination of operators and apprentices at intervals and after a suspension. No license is to be issued now until the applicant has been examined.

The government is empowered to prescribe the type of building for use as a film exchange and to supervise exchange operation.

All theatres, exchanges, operators and apprentices are to be licensed. The government has power to stipulate the terms and conditions under which films may be sold, leased or exchanged. Special regulations can be enacted for one district, different to those in force in other sections of the Province. Redress from any ruling of the chief inspector with regard to licenses is obtainable only by appeal to the Provincial Treasurer.

Complaint has been raised among exhibitors regarding the nature of some of these regulations and theatre managers plan to voice objections.

## Deaf Mute Charge Of 25c Extra for 'Phonized' Seat

Mutes who want to hear picture talk can, but at the cost of an additional quarter. This is the policy decided upon by the Warners, who are opening the new Hollywood with 300 special, "phonized" seats.

Fox, it is reported, has also ordered headphone equipment for various sections.

In the Warner theatre, where the mute policy is getting a preliminary test, hard of hearing folks who want the headphones can at an usher. He in turn plugs them in after getting the service charge. Usher keeps account of mute charges, so as not to complicate things at the box office also to relieve the infirm of any embarrassment at the gate.

The endorsement of headphones by the League of Hard of Hearing is responsible for the impetu in installations, it is said.

## Selznick's New Title

David Selznick, with Paramount the past three years, has been made an executive assistant to B. P. Schulberg.

It is a new title in Par's Hollywood studio, it being emphasized that this is not to be confused with "associate producer," of which there are several.

## Louise Brown in "Trail"

Louise Brown has been tendered a term contract by Fox and departed for the coast Monday. It goes into effect April 1.

Miss Brown's first for Fox will be "Oregon Trail."

Engagements arranged through Adams and Collins.

## Marco Couldn't Fly

Hollywood, March 18. Mike Marco of Panchoy and Marco arrived by train Sunday. He was two days behind schedule due to weather making flying from Kansas City impossible.

## HAROLD MURRAY ILL

Fox's 'Hell's Bells' Delayed Through Singer's Illness

Hollywood, March 18. J. Harold Murray's attack of pleurisy has obliged the postponement of 'Hell's Bells' until the singer recovers.

Murray was working on the Fox talker late one morning at Movietone City. The attack seized him the following morning.

## WALL ST. BANKER MAY SMOOTH FOX AFFAIR

With the return of Elisha Walker, of Bancamerica-Blair, to New York this week, it is said that some of the things may be internally accomplished of the accumulating Fox legal complications. It was Walker who intervened in December between William Fox and the court. Halsey group including Fox two cotrustees, when no one seemed able to pour oil on the turbulent chatter of that time between the sides.

Walker's repeat efforts may bring some order out of the current legal chaos, it is expected. It was through his intervention that the Bancamerica-Blair, Lehman financing plan commenced to take form on behalf of William Fox. Otherwise it is claimed an interminable court proceeding will evolve, centering on the Fox annual meeting April 15, next, with more injunctions or other processes thought probable to block organized business operation by Fox, despite which side gains an ascendancy at the meeting. Balanced minds from the outside are claimed to be the only missing link of an agreeable Fox adjustment at present.

Mr. Walker has been on a trans-continental business trip.

## Fox's Position Maintained

Reports William Fox will dispose of his Fox holdings or retire as the president of the Fox company is strongly denied by his close associates. They state that William Fox's position has been maintained throughout. (Details of that listing are more generally mentioned in the Amusement Stocks story elsewhere in this "Variety.")

Several new court actions have been started during the past week, either by William Fox or against him.

The trusteeship remains the same, with the actions mostly revolving around the right to vote. Mr. Fox's majority Class B voting stock, by his cotrustees, Harry Stuart and John E. Otterson, or by Mr. Fox, himself.

Talk is piling up over W. R. Sheehan, James R. Grainger, Saul Rogers, John Zant and Clayton Sheehan, all important Fox executives, leaving the night of the Fox board meeting Monday, also attended by Mr. Fox. It was said Messrs. Fox and Sheehan spoke on business matters at the meeting, but it is not reported if Messrs. Fox and Rogers held a joint conversation.

## Two Hearings Up Thursday

Two hearings on Fox suits are scheduled to come up tomorrow (Thursday) along with any new possible motions or applications cropping up in the night. Judge Coleman Tuesday granted postponements to Fox.

One is motion of Fox in Federal

## BROAD ADVANCE TO NEW HHS

Eastman, Radio, Warners and Par. Broke Through Former Peaks Tuesday—Pool Reported Operating Behind Gen. Equipment

## FAVORABLE OUTLOOK

By AL GREASON

Theatre stocks continued to move forward yesterday in a broad advance led by the motor industrials with Steel around 186, Motors above 47 and Radio (RCA) at new peak for the year of 53 1/2.

Warner Bros. led in the procession, going through its old top of 73 flat and touching 75. Paramount was close up near 73, the strong front of this pair giving the move substance.

Fox hung back as it has right along, with the new stock rights quoted at new box of 5 1/2, apparently representing indisposition to gamble on profit from a call that runs only for a fortnight. Another to go against the bullish trend was Consolidated Film Industries, with the senior issue breaking below 25 at times. Consolidated had been doing well during the heavy days of last week, but retreated when the rest of the group began to look good. Possibility seen that an operating pool has accomplished distribution and is standing aside for the moment.

Favorable detail for the theatre issues was the impressive strength of Eastman Kodak which was pushed up aggressively through a

## Yesterday's Prices

### Leading Amusements

Sales	High	Low	Last	Net
3,300 E. Kod. 24 1/2	24 1/2	24 1/2	25	-1 1/2
10,000 E. Kod. 24 1/2	24 1/2	24 1/2	25	-1 1/2
13,000 E. Kod. 24 1/2	24 1/2	24 1/2	25	-1 1/2
14,200 Ritz 24 1/2	24 1/2	24 1/2	25	-1 1/2
7,200 Low 24 1/2	24 1/2	24 1/2	25	-1 1/2
7,200 Low 24 1/2	24 1/2	24 1/2	25	-1 1/2
7,200 Pathé 24 1/2	24 1/2	24 1/2	25	-1 1/2
40,000 RKO 24 1/2	24 1/2	24 1/2	25	-1 1/2
700 Shub 24 1/2	24 1/2	24 1/2	25	-1 1/2
101,100 Fox 24 1/2	24 1/2	24 1/2	25	-1 1/2

### Curb

1,100 Fox T. 24 1/2	24 1/2	24 1/2	25	-1 1/2
35,000 Par. 24 1/2	24 1/2	24 1/2	25	-1 1/2
50,000 Pathé 24 1/2	24 1/2	24 1/2	25	-1 1/2
24,000 RKO 24 1/2	24 1/2	24 1/2	25	-1 1/2
14,000 W. R. 24 1/2	24 1/2	24 1/2	25	-1 1/2

double top at 236, compared with its January low around 180, and then shot swiftly to 240.

### Radio In Blocks

One of the sensational incidents of the day was the enormous turnover in Radio, in blocks of 5,000 and 10,000, which did a new top until the peak of 53 1/2 around 1 o'clock.

RKO took a minor part in the demonstration, getting to 27 in the first rush of bullish enthusiasm, but backing away from that figure as the day wore on.

General Theatre Equipment, which did not behave as well during the recession, staged a fairly sharp recovery, moving up from 42 1/2 to 44. Looks like a pool has started in it. Shubert got back into the play mildly changing hands at better than 17, within a point of its best since the November break.

Pathe, wrongly mentioned in connection with the recent Shubert demonstration, was active again, recovering further to around 11 for the A stock and 5 1/2 for the common.

Low did nothing sensational, but moved up fairly well, 7 1/2 at its

(Continued on page 16)

Court for permanent injunction restraining J. E. Otterson and Harry L. Stuart from voting his stock. Other is motion of Otterson and Stuart for injunction restraining Fox from interfering with recent Judge Levy decision giving them.

## Hollywood Execs May Be Ruining Good Press Men, for Local Stuff

### STOCKBROKER SUED

Didn't Sell Fox As Ordered, Alleges Siegel—Loss \$3,000

Failure to sell 100 shares of Fox Film during the late Wall street crash cost a loss of \$3,000 to Henry Siegel, managing director of the Colony theatre and a part owner, according to a suit brought against Ira Haupt & Co. brokers. His branch in the Bond building is almost exclusively patronized by theatrical people.

Louis Nizer is the attorney for Siegel.

## Denial of FP-C-Par Merger Uttered By Nathanson

Montreal, March 18. N. L. Nathanson denies he is negotiating for a merger of Famous Players-Canadian with Paramount interests.

Nathanson, with I. W. Killam and Adolph Zukor, have control of the corporation as trustees for 10 years from March, 1929. F-P-C sold up to new high for the year of 55% on the local market last week.

## DUTCH INTERESTED IN U. S. FILM STOCKS

Amsterdam, March 18. Stocks of the big American film concerns engaged the attention of brokerage circles here during the days since when they were performing sensationally in New York.

The Dutch are probably the keenest security traders in the world. Their appraisal put upon American stock movements by the Holland exchanges carries a good deal of weight in New York. Many banking houses with international connections watch the prices of American stocks in the Holland centers with utmost respect.

## SHUBERTS FAIL TO MAKE COLUMBIA DEAL

Negotiations looking to the Shuberts becoming partners of Columbia have fallen down, from report. Jack Cohn and Joe Brandt of Columbia are said to have informed the Shuberts they would buy play rights but did not care to have more partners.

Columbia is also reported completing a deal with Al Woods to turn his "Shanghai Gesture" into a Columbia talker, on sharing terms.

## Kohler Vs. Bancroft

Hollywood, March 18. "Little Caesar" will launch Fred Kohler as First National's answer to Par's "George Bancroft" into Robert M. Lee, who made several of the Bancroft adaptations for Paramount, is doing the script.

## Ann Harding as "Girl," Loaned to First National

Hollywood, March 18. First National is after Ann Harding for the femme lead in "Girl of the Golden West." Dorothy Mackall was first mentioned.

Miss Harding would have her husband, Harry Bannister, as leading man.

Sunshine is the venial evil of the Hollywood publicist. He has to be as lazy as a Southern gentleman's colored helper because he is compelled to follow a routine set by his boss' avarice and content in tea party mention in the coast dailies. Until some of the production execs get wise to themselves, New York will continue to claim the perfect press agent.

Home offices in New York have always complained of the press agent evils in Hollywood being responsible for little worthwhile copy in the reams weekly. As the result one has finally decided it's the boys themselves and that men trained in the New York manner will break the bugaboo.

But other companies, a check up reveals, are certain that it goes higher than the Hollywood p. a., whether he is native or Manhattanite. Social ambitions of executives and the well known belief to those who have been on the coast that a break in the Los Angeles dailies is all that a press agent need accomplish for his studio boss is held in New York as the cardinal set-back to good Pacific country-wide press agency.

### Take Pep Away

While more Broadway boys are being shipped to the coast than ever before, it is as generally conceded that within from three to six months they lose their New York luster and pep. One spokesman and widely traveled representative of many of the producers observes in this respect:

"A capable man who would attempt to work against that routine nearly every press agent in Hollywood is forced into, wouldn't shine at all. Because a capable man wouldn't think of the local papers and his boss' name, but an honest-to-goodness break on the wire services which would get his story beyond the Molave desert."

As the result, a smooth talker and semi-contact man can p. a. his way into a job. And this simply because, it is pointed out, a lot of the hiring execs think more of the impression they create locally than of the selling of pictures.

### Name Craze

Several publicity directors in New York add their protests to the name-complex, saying that chiefly because of the name complex, there is just so many words. Some coast execs are reported having chatter writers on their personal payroll. With this in hearing and from other hits, the coast studio press agent may have the idea he shouldn't forget the boss.

## FOX'S BLACKFACE TEAM

May Build Up Burns and Swor—Optional 5-Year Contract

Fox has Burns and Swor, blackface team from vaude, with the idea of building them up into a "Moran and Mack."

Team was engaged through Alex Gerber, their manager, for one year, with options for four additional years. They will leave for the coast in two weeks.

Team is Bob Burns and John Swor. Latter formerly appeared with Charlie Mack (Moran and Mack). His brother, Bert Swor, is the new Moran of the blackface team with Paramount.

Jack Garder, Fox casting director from Hollywood, in New York engaging screen talent, handed the contract to Burns and Swor. First night for the vaude team not yet assigned.

## Miller Film Writers

Hollywood, March 18. Warners have engaged Rogers and Hart, musical comedy writers, plus Herbert F. Hildreth, to turn out the second Marjorie Miller picture for First National production.

Trio are due on the lot June 14.

## British Film Field

By Frank Tilley

London, March 7.

Came all these wise-cracking back-stage talkers, and finally audiences got the habit too. Of talking back to the screen. Looks like dialog will have to be watched so there's no chance for a smart guy upstairs to crack back. As happened this week at the Plaza. Showing Richard Dix in "Wheel of Life." Says Dix: "I think I'd better be going." Calls a voice from the circle: "So do we." After that the film was out.

Tivoli Runs a British Having only been able to hold its last two features—"Sky Hawk" and "Happy Days"—up for short runs, Tivoli goes British again, with "Loves of Robert Burns," made here by Herbert Wilcox for British and Dominions. Same company has "Rookery Nook" at New Gallery to practically capacity on opening. "The Burns" is written by Joseph Hislop from opera stage, C. V. France and Jean Cadell from legit, and Neil Kenyon from vaude. Story comes from Reginald Berkeley.

What Will Par Do?

Anticipating intelligently, looks like Par might go up with British and Dominions and make their own quota product here. The Wilcox concern hasn't much further to go with its W. & F. end of Gaiety-British-release. As the staff has been coming, if Par got the B. & D. out of away from London, and Fox combine it would be taking their best native bet in the production field. Fox's "Rookery Nook" are grossing as much here as any first-grade

## PAR BACKING KANE'S SHORTS UP TO \$2,000.00

Paris, March 8.

Bob Kane's backing by Paramount is up to \$2,000,000. To be spent any way and within whatever period of time Kane wishes. To make shorts, features and everything. So far, in the four months Kane has been here, with considerable experimental and organizational work, and latterly more production activity, Kane's average net including everything, taking in also his own \$80,000 annual guarantee, but not the cost of talent, his overhead has been \$1,000 a day. Kane is also getting a percentage of everything.

More production activity now including features. The one-day-a-short productions Kane has been making conforms with the \$3,000 to \$4,000 production net per short, sometimes less. St. Granier received \$2,000. Glenn Boyer got \$5,000 francs \$2,000 for her Chez les Borgia nite club outfit, which, with the \$1,000 daily overhead, comes within the budget.

Paramount comes in at \$5,000 set on its French territorial distribution alone; more with other territories, especially Spanish, where the subject is more elastic. Good will complement-bookings for Par is added to sell its other feature product as a unit.

## BRITISH WIRE FAILURE FORCE BACK SILENTS?

Paris, March 11.

Wiring of French theatres comparatively slow, less than 100 being equipped up to date, with W. E. responsible for 48. England has 600 houses now equipped. Through the failure of British wires, some houses which cannot afford to pay for a new equipment may revert to silent policy.

## FOREIGN "LOCATIONS"

Par Finds Them in California and Nevada

Hollywood, March 18.

Paramount has charted a "location" map of California and Nevada showing spots in the two states most closely resembling foreign locales. Idea is to help location men duplicate foreign atmosphere at home.

American talker since the Jolson swipe.

RKO Here

Soon as the Radio Pictures bunch gets here from the coast work will start on Basil Dean company's first production for RKO. Sir Gerald du Maurier, on the board of Associated Talking Pictures (Dean concern), will play lead in Galsworthy's "Escape," production being scheduled to start next week at British Lion (Edgar Wallace company) studios at Beaconsfield being used.

Court Stuff

British Controlled Films had a compulsory winding-up order made by Justice Macmah. Application had stood over several times, pending an action which had now been heard in which Gerald Malvern got verdict for \$8,480, arrears of salary and \$5,000 for breach.

Aerated Bread Company, multiple tea-shop concern, withdrew its action against Film Booking Offices over "That Certain Thing" which was alleged to be shot against their tea-shops, being eventually convinced it arose out of production in America, with no intention to refer to Aerated Bread Co.

Fox Film Co. here registered a mortgage to secure to Midland Bank all money due or to become due, charged on moneys due or to become due to Fox under certain contracts.

Disraeli

"Disraeli," Warner talker, looks like staying permanently at Marble Arch. Queues from lunch-time to tea-time, and is running a sixth week of run. Principal comment from outfronters is they do like the English voice, but think it is a little bit of a native-made and expressing their surprise it's so good.

## Schooling Critics

(Continued from page 3)

In the fourth chapter. It includes: "What types of people are seeing pictures? Can the scope of audiences be increased? The influence of pictures on aesthetic culture, on standards of living, on character. What standards are desired?"

The screen's position in the world is the next step for scholars. It embraces: "What effects are pictures having internationally? In contrast? News? Entertainment, information, education, international prejudices, politics and commerce?"

The history of the industry; problems and criticisms are incorporated in these classes. Under this heading are: "The motion picture and the child. Family shows. Organization of the industry; Film Boards of trade booking agencies and how local committees can get their help; distribution by block booking and by percentage system. Methods of distribution. Advertising. Censorship, state, city, federal."

Diplomas Tough

Before diplomas are handed out the last part of the curriculum provides that "a forum conducted on questions and points of view developed during the course."

The reviewers college, the Hays office explains, is here by popular demand (at least in Hollywood) and is not being established to form opinions or spread industry propaganda through the innocent writers. In fact, it is claimed, so many questions are being asked by reviewers who are credited with ambitions to become "better commentators" that the Public Relations Committee just decided to get busy.

School has already gotten underway in Hollywood, it is relayed through Hays'. New York headquarters. Paul Bern has addressed the first class and William DeMille is on the list for the second.

Statistics and situations well known in the trade were brought out by Bern. Among these were scattered some observations about stars and emotion, such as: "Motion picture audiences identify themselves with the stars. That's why the star system has grown as men and women see themselves idealized in them."

"No picture is successful that does not deal with primitive relationships. There must be love—love of family, of country, love as represented by friendship or that greater love between men and women. "No matter how intelligent men are, they respond to the things they feel. The emotional response is re-



HELEN THOMPSON

Broadway's youngest ingenue-prima donna. Late of Murray Anderson's "Almanac of 1930." Featured in Carleton Winkler's Public unit, "Sunny Days."

Now (week March 14), Stanley, Jersey City, Public tour to follow. Under personal management LARRY BESSON, of Samuels' Attractions, 1660 Broadway.

## NATIVE CUT PRICES FOR FRENCH NEWSREEL

Paris, March 10.

Ben Miggins, from America, is now in charge of the Fox Movie-tone newsreel here, vice Jack Connolly.

As in the States, Fox will produce over here two separate editions. Fox Movie-tone News and Hearst Movie-tone News. Arrangements are being made to give in both a lot of locals in native tongue, laboratory work to be done in Europe.

Pathe-Natan is making a desperate effort to back his own newswreel, recorded on R. C. A. Photophone into all possible indie houses, as a wedge to selling features. P-N newswreel sells cheaper than Fox Movie-tone News.

An indie, who played Fox (28 week) at \$140 per week, after it had played at \$220 (1st week) in the Moulin Rouge, now plays Natan (1st week) for \$40.

## Wire Execs Abroad

Paris, March 11.

Clifford W. Smith, Western Electric's former commercial manager in France, has been prompted to assist continental managers, headquarters now in London. Smith succeeds Keith Glennon, also moved up to general American service supervisor, headquartered now in New York.

Ernest W. Korngis, formerly RKO-RCA Photophone rep in France, recently joining Western Electric, is now in charge of sales, taking up Smith's duties.

Hotchicks of Western here now supervising all recording-installation work, currently taking charge of Bob Kane's new equipment at Jean Gaimet reservoir studios at Joinville outside of Paris.

Reynes, Agent

Hollywood, March 18.

After acquiring considerable experience during the past few years as a studio executive, Maurice Reynes is now agenting.

responsible for the success or failure of the pictures we make."

Hollywood, March 18.

Coast Expansion

Source control of ethical and political aspects of pictures was strengthened this week by the expansion and reorganization of the AMPSP's studio and public relations department.

James B. M. Fisher becomes a pre-release reviewer, transfer from the Hays office in the east where Fisher has been a public relations reviewer for two years. Douglas G. MacKinnon, reviewer specializing on short subjects, comes to the producers' association secretariat. Betty Neely has joined the AMPSP's studio and public relations department.

Reading of scripts before production is in charge of John V. Wilson, and John F. Hutchings, executive secretary. Betty Neely has joined the force as a reader. Florence Eisenman, formerly reviewing, will also devote her attention to scripts.

## CANADA MGRS. LAW DEBT

Balance of \$60,000 Must Come From Levy on Theatres

Montreal, March 18. Theatrical Managers and Owners' Association had a meeting of directors last week to think up ways and means of meeting debts which have been piling up for law costs in the last 18 months. These are around \$60,000, mostly paid, but still some thousands owing.

Levy on the smaller houses will be a tough pill to swallow.

## PALESTINE EXPECTS TROUBLE OVER SOUND

Jerusalem, March 8.

Palestine will have its first sound house in Juna. Cinema Eden, at 14-A, is expected to be wired there by Western Electric. Arrangements were completed last August and installation was due in September, but the riots busted things up.

"Business took a heavy flop, since the Arabs, from Jaffa, used to patronize the Tel-Aviv houses extensively, but have been staying away since the boycott set in. With grosses beginning to swing back to what they used to be, the management of the Eden is prepared to take the plunge."

Management isn't viewing the coming of talkers with an altogether easy frame of mind, anticipating some, in which the Arabs. There the language question. In Tel-Aviv it takes on a more peculiar aspect. It is an all-Jewish town founded some 20 years ago. Its residents are mostly of European origin, and the common tongue is Hebrew. Populace is very conscious of its efforts in restoring and rebuilding the ancient language and more or less resents the use of other tongues in public places, although they will hear the babble of several languages in the homes.

A sample of the sammy happen was the Eden's experiment with "L'Argent," a French talker. House used a gramophone for some of the scenes in which the characters greeted each other, etc. in French. Immediately there arose a cry from the audience, "Talk Hebrew," and the noise was so bad that the dialogue had to be explained at one time. Younger element are the rowdy ones.

Management has also received a letter from the Jewish union asking that the house be wired, that the orchestra will be retained, which ought to help matters with the union, since this is a music loving town and the theatre dares not risk the consequences of no human music.

Management is banking most of its hopes on musical pictures.

Brown on "Angels"

Hollywood, March 18.

World premiere of the Howard Hughes' \$1,000,000 film baby, "Hell's Angels," has been entrusted to George Brown, West Coast exploiter assigned to the local release. The picture is due to open at that theatre April 19.

Soviet Film in Paris

Paris, March 11.

"General League," Serge Eisenstein's Sovietic film of Russian life, will be shown in Paris after all. The reason the police prevented Eisenstein from screening it following his lecture recently at the Sorbonne was that it had not yet been shown the censor.

Freulichs Abroad

Hollywood, March 18.

Jack Freulich, portrait photographer at Universal, will leave for Europe this month to join his son, Henry, former unit photographer for the Colleen Moore company at First National.

Both will work on a special assignment in U. S. A. in Berlin and will return here June 1.

Paris Weekly Change Off

Paris, March 11.

Paramount is turning up the weekly change policy for a long time. They will not be resumed before at least the middle of June, when such are most desirable for the constantly shifting tourist population.

Shauer Better

E. E. Shauer, Par's foreign chief, ill for many weeks, appeared at the home office Friday, but remained only long enough to shake hands. He may get to Atlantic City before returning to his desk.

## DANISH EXHIBS RENTAL APPEAL

Copenhagen, March 18.

Exhibitors of the Danish capital are addressing an appeal to foreign distributors to reduce film rentals on the ground that the city has refused to reduce theatre taxes. A crisis in theatre operation impends as a consequence, they claim.

Exhibitors declare they suffered heavy losses last year, with half the houses here playing to an average of one-third capacity at present.

## E. A. Getting Dead

Paris, March 18.

Edward A. Gettling, continental director of the International newswreel, died of pneumonia yesterday at the American hospital in Neuilly, Paris suburb, where he was buried today (Tuesday) after services in the American church.

Gettling came to France among the first troops of the A. E. F. being attached to the Signal Corps. Later he was attached to the Woodrow Wilson party during the treaty negotiations.

He leaves a wife, Andree, and son, Jack.

## "Manon" Music Rights Up Blocking Talker Idea

Hollywood, March 18.

MG's intention to use parts of the opera "Manon" in both versions of "The Singer of Seville," in which Ramon Novarro plays an opera singer, have been put aside as a result of a mix-up in the American screen rights to the opera, with several companies claiming sole permission.

To forestall any possible legal entanglements, Novarro will sing numbers from that opera in the Spanish version, but in the English version he will sing numbers from "Manon." Background music for the two versions will also be in accordance with this division.

## In Palestine

Jerusalem, March 8.

"A legal case of censorship occurred here," said J. P. A. "The 'Sherazade,' based on one of the Arabian Nights stories, was passed in its entirety by the censor, and went into the Zion Hall theatre in Jerusalem for exhibition."

The picture is due to open at that theatre April 19. The picture is due to open at that theatre April 19. The picture is due to open at that theatre April 19.

Censor Matters

Another instance with the censor was over the "Edna" production distributed by Paramount. Exchange refused to accept the permit to exhibit, claiming picture had been cut altogether too much. License form had been drawn up when the exchange agent withdrew it.

The most surprised person was the censor, since the cutting confined itself almost entirely to the biblical portion, which deletion did not disturb the continuity of the story. The censor let the picture pass despite his private opinion, was that it was pretty raw.

This is the first time an agent has refused to exhibit his film here.

Franz Werfel, noted German dramatist whose "The Song of Songs" was a Theatre Guild hit of a few seasons ago, is slated to visit Palestine soon. Another visitor expected is Thomas Mann, novelist and sometime dramatist, winner of last year's Nobel prize.

Mary Newell, American ballet dancer, gave a recital here. Sidney Seal at the piano.

Isaac R. Molho is now manager of Metro exchange for Palestine and Syria, recently established in Jerusalem.

No film production of any kind in this country.

Some of the current films are "Son of the Chief of Baghdad," with Douglas, McLean; "Beware of Widows," with Laura LaPlante; "Across the Street," latter production, and "Nostalgia."

## Australia's New Import Tax on Sound Stuff Reported Very High

Sydney, March 18.  
Report is in circulation here that the new government has in mind a program of high import taxes against foreign picture material, sound equipment and finished product.

Story is that program calls for an increase of the import tax on films from 6 to 12c a foot, at the same time legislating for a huge tariff on import of sound recording equipment and reproduction apparatus.

New burdens do not apply to British-made equipment or pictures. The government has passed a preferential tariff law which admits such articles made in England free.

Musicians' union maintains its firm stand against all synchronization on whatever kind of apparatus, whether English-made or not. Melbourne division of the union refused to permit its members to play for the mechanical scoring of a locally made talking picture, the decision coming in the face of great unemployment among orchestra men which would have made even this kind of work welcome.

It is estimated that there are 1,000 musicians jobs in Melbourne alone.

## TACTFULNESS BY PAR IN PARIS BENEFICIAL

Paris, March 18.  
Anti-American feeling in picture circles here has been much relieved by a tactful act of Adolph Oso, Paramount's head for this territory. He has made a move that promises progress toward Franco-American co-operation.

Oso brought together a considerable number of native authors, actors and editors at a dinner during which he made known to them Paramount's purpose to greatly enlarge its roster to picture production in this country.

Oso introduced Robert Kane, American producer, who is making shorts near Paris under Paramount's auspices. The dinner group cheered the American producer and expressed its cordiality for the company Oso represents.

An ambitious production schedule was made known with the assurance that Paramount activities will provide employment for a great many French actors, authors and technicians. Oso bespeaks the good will of his dinner guests in Paramount's enterprises.

Results already are evident in the changed attitude of many editors on the film quota question, deciding any idea of trade restriction, such as contingents.

View is held that the picture man's diplomacy may show the way to the tactful adjustment of other commercial and industrial disagreements between the two nations.

## BROADCASTS SMASH HIT ALL OVER FRANCE

Paris, March 18.  
"The Love Parade" is current at the Paramount theatre here, is the first picture show to be broadcast by means of relays and pickups over all of France.

Broadcast lasted two hours, with transmission of the dialog and song numbers of the production with side comments by an announcer.

Picture is a smash here.

## British-Made's Record Run

London, March 18.  
"Rookery Nook" (British-made) will stay in the New Gallery until May 4, when it will be replaced by Fox's "Such Men Are Dangerous." By that date the native talker will have run 12 weeks, a record for a British-made film in London.

## SETS' DOUBLE WORK

Day and Night for 18 Days to Make "Lord Richard" Twice

Paris, March 18.  
Jacques Halk, French producer, is engaged in an unusual arrangement by which a complete French cast directed by Graham Hayes, Englishman, will use sets in the Twickenham studios in England at night while the same sets are used daytimes by an English company doing an English version of the same piece for another producer. Production call for 18 nights.

The story is an adaptation of an English play entitled "Lord Richard in the Pantry," written by Sydney Bow and Douglas Hoare. It is based on Martin Swayne's novel. Production starts April 7.

## UFA'S 2 STRIKES WITH OPERETTA AND DRAMA

German Talkers Well Made but Weak on Women's End

Berlin, March 18.  
Ufa's "The Last Company," all-German picture at the Pavillon here, is the most artistic talker so far produced in Europe.

It looks bound to be a local clean-up, but the probability of its having wide appeal in the States is remote as the story is heavily flavored with German viewpoint.

Plot deals with a company of 13 men during the Napoleonic wars, holding out the enemy in a desperate stand, until the retreating Prussian army escapes across the river.

All the brave defenders are killed including a peasant girl who refuses to leave the leader of the band with whom she is in love.

Conrad Veldt is satisfactory in the lead, supported by a splendid male cast, but Karin Evans, the one woman in the picture, disappoints. Picture is directed by Kurt Bernhard with conspicuous taste and intelligence.

Operetta Pleases  
"Two Hearts in Three-Fourth Time," amusing film operetta with catchy music, produced by Ufa, pleased the Capitol. It is all-talk and song, with first class direction by Geza von Bolvary and a hit score by Robert Stolt.

The principal feminine roles are not shared, as at Walt Disney, by Jansen and co-workers in comedy put the picture across.

Plot has to do with a composer writing a brilliant waltz song for an operetta under the inspiration of a romance in which he plays a hero's part. He forgets the girl and loses track of her, but she appears at the dress rehearsal, saving the composer a tragic situation.

Recording and reproduction of sound on the Tobis apparatus is unsatisfactory, uneven in quality.

## No Talkers in Persia

Washington, March 18.  
One spot where the sound pictures haven't yet reached is Persia. Much interest in their coming is manifested, reports H. S. Villard, vice-consul, Teheran.

Counting on the verge, officially, of adopting a new attitude toward amusements, Mr. Villard believes American producers will be able to realize on this change.

## NO BRAZIL REVOLUTION

Sonnin, Picture Man, Reports Observations in Rio de Janeiro

Buenos Aires, March 18.  
Carl Sonnin, chief here for Metro Interests, has arrived from Rio de Janeiro, reporting the end of a dull season for pictures in the Brazilian capital.

Plans are in the making for the winter season. Sonnin declares fears for a political revolution, as expressed here by the press. He found the situation quiet throughout the country, although trade is depressed, one of the factors being the low price for coffee in the exchanges of the world.

## South Africa's New Censor Law Aimed Against American Films

Capetown, March 18.  
South Africa's new film censor bill has just been published. It contains 20 clauses of prohibition which leave very few things permissable on the screen.

Right on top of the announcement of the law, patently levelled at American pictures, the censors who operate for the Cape of Good Hope Province, banned "The Return of the Rat," British-made subject, on moral grounds. The picture has been shown outside of the Cape Province without cutting.

The new law calls for a censor board to operate for the entire Union of South Africa and will have its headquarters either in Capetown or Johannesburg.

The 20 types of scenes expressly forbidden include:

- Irrelevant treatment of death scenes.
- Nude human figures.
- Excessively passionate love scenes.
- Night life and politics involving criminals.
- Antagonistic relations of capital and labor.
- Scenes creating public alarm or disparaging public characters.
- Scenes of vampire women.
- Scenes involving drug habit.
- Scenes dealing with the white slave traffic.
- Scenes showing juvenile crimes.
- Scenes teaching criminal habits, or excessive criminality (censors will determine at what point criminality becomes "excessive").
- Brutal fighting.
- Excessive drunkenness and brawling.
- Fights between Europeans and non-Europeans.
- Scenes showing undesirable intermingling of the Eastern and Western races.
- Rough handling of women or children.
- Scenes ridiculing religious beliefs.
- Scenes involving indecent assault, rape, adultery.
- Picture trade has prohibited the materialization on the screen of the figure of Jesus Christ, but the new bill omits this provision.
- Opinion here is that the whole measure is directed against American pictures. One of the political arguments advanced in its defense is that much juvenile crime is inspired by the screen.
- Picture trade is convinced the law through the censorship of the screen to the censor board, for under one or the other of the broad clauses of prohibition, they could condemn pretty nearly any picture submitted. If the law was administered to the letter few pictures could be released without being torn to pieces by cutting.

## ENGLISH INDIE. CORP. OF \$7,500,000 CAPITAL

London, March 18.  
Empire Cinematograph Corp. has been formed with a capitalization of \$7,500,000, representing the fusion of a dozen independent films and aiming at mass production besides lining up new theatre chains in the north of England among industrial towns.

Half of the capital is to be privately subscribed while public subscription will be invited to the remainder at the end of the month.

Concern is to have four directors and an advisory board of 12 men from the picture industry, representing all of its branches.

A prospectus is being prepared which will declare the intention of the new corporation to take over control of independent film theatres, to establish distributing organizations and to form one producing unit.

A principal asset is a non-inflammable film process under which the claim is made that orders are already in hand for more than 1,000,000 feet.

## Fox's "Manuela" in Paris; Songs Recorded There

Paris, March 18.  
Fox is expected by insiders to pull a surprise tomorrow when it will first unheralded picture, "Manuela," will have its trade show.

Film has been dubbed in French with songs introduced, recordings being made by means of Fox Movietone newsreel equipment which was set up in the studio of Henry, local theatrical photographer.

Actors chosen for the French dubbing use French strongly flavored with Spanish accent, with an eye to experiments in that territory.

## Chili Raves Over Sound; \$1,300, Opening Record

Buenos Aires, March 18.  
"Broadway Melody" (M-G-M) opened at the Carrera theatre, Santiago de Chili, to \$1,300, setting up a new Chilean record and topping the old mark scored by the same company's "Ben Hur," which was \$800.

Western Electric has placed orders for sound equipment in seven Chilean houses, the Republic having gone mad on the sound vogue.

## ARGENTINA OFF 'BLAZE OF GLORY' IN SPANISH

Buenos Aires, March 18.  
"Blaze of Glory" (Sono-Art), which started at the Ideal theatre last week with much talkyoo as the first Spanish-American dialog picture and won favorable newspaper comment, was taken off after a week. Metro's "The Kiss" replaced it.

But the subject was despite the most boosting a feature of the kind has ever had. It had been booked in for a month at the Ideal, new debut.

Quick stop is a severe blow to dubbed dialog pictures in Argentina.

Kalman, representing Sono-Art in this territory (Sono-Art is allied with World Wide in international trade) booked the same picture for the same dates in the principal theatre of Callao (chief seaport and industrial city of Peru), reported crowded for the premiere. The Callao house and the local Ideal have RCA Phonograph equipment.

The local house has 1,700 capacity. It opened with one sale advance bookings are good. It has a pop scale for a class house with top at 3 pesos (\$1.12 1/2%).

## Luguet's Long Contract In M-G's French Versions

Culver City, March 18.  
Andre Luguet, brought here by M-G from the Comedie Francaise, Paris, for the French version of "Unholy Night," has gone under a term contract. He will be starred in English and French versions.

Studio is figuring on remaking "Baby Mine," as a musical for his first in both languages, probably with Pauline Garon opposite. Originally made as a silent by the same studio with George K. Arthur, Karl Dane and Charlotte Greenwood.

## Langan in Germany

Hollywood, March 18.  
John Langan, former dialog director at the Paramount studios here, is now in Germany.

He is directing English dialog versions of Ufa productions.

# "King" at \$1 Breaks U. A. Record With \$44,300 — Chicago, \$51,500; State-Lake, \$28,500; Very Big

Chicago, March 18.  
United Artists established a new high last week with "Vagabond King" at \$44,300. It was slightly less than prediction, new high being only \$800 above old mark. This in spite of the tilted scale to \$1.

Chicago led the loop with \$51,500, excellent week, having two names; Haines on the screen with "Girl Said No," and Nils Asther in the flesh on the stage. Draw for Asther dropped when public learned he had not acted and could not be understood behind the first few rows.

Other houses far behind. "Love Parade" at McVickers, slumped 10 grand again last week, and yanked. "Sally" replaced. "Anna Christie" took the slide in 2d week at the Roosevelt, but still doing excellent biz. Oriental remains the headache of the loop, last week being another at a weak \$34,600.

Woods got a fine week with "Up the Congo," African travelogue. Slipped badly on closing days, and "Franked" replaced.

"Paris" disappointed at the small Orpheum and was pulled for "Wedding Rings." Even the Orpheum, which from the start of the new era, has been a great spot for backstage musicals, is now feeling the drop-off on the new "Cameo Kirby" set the Monroe in the last row, with the lowest figure in months, \$4,300.

Chicago (Publix-B. & K.)—"Girl Said No" (M-G) stage show (4,000; 50-75). Haines (M-G) stage show (3,200; 50-75). "Up the Congo" (Fox) stage show (3,200; 50-75). "Love Parade" (Par) (1,865; 50-85). Slumped again last week, but first week, \$39,000; 2d, \$28,500; 3d, final, week, \$19,900. "Sally" (F.N.) now in.

Monroe (Fox)—"Cameo Kirby" (Fox) (1,120; 50-75). Wobbly biz under average with \$4,300.

Oriental (Publix-B. & K.)—"Sally Hawk" (Fox) stage show (3,200; 50-75). Biz off again, for two weeks now, \$34,600. Means a little better here and lot of worry. They've done everything with this house except giving it good picture.

Orpheum (Warner)—"Paris" (F.N.) (799; 50-75). Bordini here in stage place couple of months ago. Under average at \$7,500.

Roosevelt (Publix-B. & K.)—"Anna Christie" (M-G) (1,575; 50-85). Garbo heading up next picture down only four G's, second slide. Gross still excellent for 2d week at \$28,500.

State-Lake (Radio)—"Second Wife" (Radio) vaude (2,700; 50-75). No stage. "Up the Congo" acts, with picture a draw. Very big week at \$28,500.

United Artists (Publix-U.A.)—"Vagabond King" (Par) (1,700; 75-81). Broke record by small margin during Publix's "Cameo Kirby." Pace is big and steady. New high, \$44,300.

Woods (RKO)—"Cohens and Kellys" (U) (1,200; 50-85). "Up the Congo," film. Started nicely, but terrific competition slowed it down. (Unlucky. One week with nice biz at \$17,000. "Framed" (Radio) replaced.

## DAY AND DATE IN N. W.

Tacoma Gets Benefit of Seattle's Advertising on "Grisham"

(Draw. Pop., 125,000)

Weather: Fine

Tacoma, March 18.  
Playing "Sergeant Grisham" day and date with Orpheum at Seattle. Local R-K-O-Pantages took advantage of head advertisement, and little papers, which circulate heavily in Tacoma. Helped. Good biz. "Party Girl" (Par), "Up the Congo" good returns. Rialto had "Street of Chance" (Par), and Colonial laughed at "Chasing Rainbows." Dressler in "Chasing Rainbows."

Estimates for Last Week  
R-K-O-Pantages (RKO) (1,500; 50-80). "Sergeant Grisham" (Radio). \$8,000. Very good here.

Blue Mouse (Hamrick) (650; 25-60-75). "Party Girl" (Par). \$5,000.

Rialto (Fox) (1,200; 25-35-50). "Street of Chance" (Par). \$3,700.

Colonial (Radio) (1,000; 25-35). "Chasing Rainbows" (M-G-M). \$2,500.

Miss Mayer's Wedding Day  
Hollywood, March 18.

Around 600 guests will attend the wedding of Edith Mayer, eldest daughter of Louis B. Mayer, to William Goetz, assistant director at First National, Wednesday night (tomorrow) at the Ritz Hotel. Couple will live in Beverly Hills.

## MIDLAND AND NEWMAN RACED LAST WK. IN K. C.

Kansas City, March 18.

Pretty race for grosses here last week between the Newman, with "Vagabond King" at \$107,000; Mainstream, with "No, No, Nanette," and Loew's Midland, with "Anna Christie." Great publicity given all attractions, with extra newspaper space, novelty tie-ups and everything. All helped. The Midland banked everything on "Garbo Talks" and it did the trick.

The Newman, with "Vagabond" and dollar top, got away to fine start with two spot shows Thursday evening. Afternoon scale was at 50-75, with the tilted prices meaning a lot of money, although there were few always when the prices were noticed.

Mainstream continued its steady business with the "I want to be happy" opera, which, together with a clever stage show, made it real amusement.

Clark Brothers in "Animal Crackers" (stage) at Shubert did \$36,000 last week. Highest legit gross locally in three years.

Estimates for Last Week  
Mainstream (F.N.) (3,200; 50-75-80). "Papa Not so hot" but gave stage show nice record. Saturday and Sunday openings not as usual, but week held fairly. \$18,300.

Loew's Midland—"Anna Christie" (M-G) (1,500; 50-85). "Garbo Talks" and the females flocked to hear her. Saturday and Sunday openings not as usual, but week held fairly. \$18,300.

Newman—"Vagabond King" (Par) (1,700; 75-81). Three weeks advertising campaign climaxed by special preview showing Thursday before the regular opening. Papers failed to entice greatly and stopped some of the business, but business was not being educated up to \$1 yet. Increased prices help to build gross. \$18,300.

Pantages—"Song of Love" (2,200; 25-35-50)—Belle Baker starred in picture, and as she was at the Midland in person a couple of weeks ago it was thought her name might help, but it did not seem to be of any advantage. Business was not being educated up to \$1 yet. Increased prices help to build gross. \$18,300.

Feature pictures, \$9,600.

Warfield (Fox) (1,200; 25-35-50). "Just fair program picture." \$3,900.

## "2D WIFE" SURPRISE IN S. F.; \$10,000 AT R-K-O

San Francisco, March 18.

If nothing sensational, at least the town was free from flops last week. "2d Wife" (Radio) and "Grisham" (Radio) matinee at the Fox continues to become an important contributor to the exchequer.

Estimates for Last Week  
Fox (5,000; 50-75-81). "Such Men Dangerous" (Fox). Ended with \$47,000, substantial.

Warfield (Fox) (2,672; 50-65-90). "Happy Days" (Fox). Not what expected without Grandeur. But broke average at \$20,000 and held over.

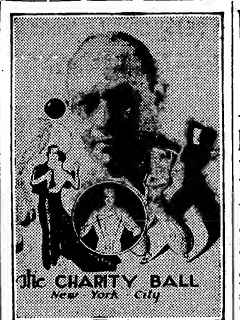
Granada (Publix) (2,638; 35-50-75). "Hell Hound" (U.A.). Opened strong and liked. At the picture \$18,000 zippy.

California (Publix) (2,200; 35-50-65-90). "Roughing It" (Radio). Slipped to \$13,000, but still profitable.

St. Francis (Publix) (1,715; 35-50-65-90). "Vagabond King" (Par). Only \$20,000 under first week, which was \$28,000. Slight price boost for management figuring. Still very nice.

Orpheum (RKO) (2,270; 35-50-65-90). "Second Wife" (Radio). Tumbled in as stop-gap after "Grisham," and surprised by doing better than expected. \$18,000.

Golden Gate (RKO) (2,185; 30-40-50-65). "Melody Man" (Colo). Dropped house to \$13,000. Disappointment.



AT THE RITZ  
To matron and youth THE CHARITY BALL is an annual occasion for the expression of charitableness, to help a worthy cause, the New York Nursery and Children's Hospital.

This year at the Ritz Carlton when a MEYER DAVIS ORCHESTRA played for the dancing.

## EARLE WITH COMBO BILL TOPPED WASH., \$20,000

Washington, March 18.

Weather: Fair with rain  
Pretty tough on the holdovers last week. "Grisham" took it at the R-K-O and "Happy Days" at the Fox. Not so bad when the two stanzas are combined but far from expectations.

Rest of town found two houses practically tied for money with the Earle (M-G) getting the best, and with Nick "Grisham" on stage and "Loose Ankles," possibly getting slight edge.

Faded with "Not So Dumb," expected more but was satisfied. "Girl Said No" took "Up the Congo" into the percentage at Columbia and goes for 2d week.

Estimates for Last Week  
Columbia (M-G) (1,232; 35-50). Haines did it about \$13,000. Good and held over.

Earle (Warner)—"Loose Ankles" (F.N.) (Nick Lucas on stage) (2,244; 35-50). Combination brought house into top money at \$20,000.

Fox (Fox)—"Happy Days" (Fox) stage show (3,450; 50-60-75). 2d week not up to expectations but two stanzas topped \$50,000, good for 1d week, \$15,000.

Met (Warner)—"Street of Chance" (Par) (1,585; 35-50). Interest lacking somewhat but overall good. But Roethelm, again not meaning much hereabouts; \$15,000.

Palace (Loew)—"Not So Dumb" (M-G) stage show (35-50-75). Usual Heart campaign behind it but not unusual intake; no one complaining though in face of conditions, \$13,900.

R-K-O (Keith's)—"Sgt. Grisham" (Radio) (1,500; 35-50). Another one on 2d week, disappointing; \$10,000, liberal.

## "Grand Parade" on 3d Wk. At Brown's, Louisville

Louisville, March 18.

(Draw. Pop., 500,000)

Weather: Fair  
Spring is here! So are some better grosses, although the Brown, 3d week, "Grand Parade" (Radio) and "Grisham" (Radio) while the Alamo fared no better with "Evidence."

Rialto and the Mary Anderson had the best breaks considering their past performances, fraught with weak flickers.

Estimates for Last Week  
Alamo (4th Ave) (900; 40-70). "Evidence" (Fox) Pauline Frederick led in first three weeks of patronage mostly elsewhere. \$3,000.

Parke-Fox (R-K-O) (1,387; 30-50). "Wedding Rings" (Par). Unless delivered, this is best in months for this house at \$5,000.

Brown (Brown) (1,609; 20-50-75). "Grand Parade" (Radio) (1,500; 30-50). "Grisham" (Radio) (1,500; 30-50). "South Sea Rose" (Fox). Leonore Ulrich added very little. Not so hot.

National (2,400; \$150 top). Shrine Circuit. Twenty-five acts on the top for 2d week. Caution Kosair Shrine. Around \$15,000, despite plenty of paper, and realized about \$4,000.

Uptown (4th Ave) (1,200; 15-30). "Hurricane" (Colo)—Another first in this class, neighborly house with two program pictures filling out week. \$3,000.

# Unemployment and Opposition Banged Minn. Houses Last Week

## DROP \$5,000 TO \$10,000 IN PITTSBURGH LAST WK.

Pittsburgh, March 18.  
Lent smacked plenty of grief all over town last week. Grosses off from \$5,000 to \$10,000, without exception.

"Song of the West" after nice opening, took dive at Warner and went out Saturday after eight days shortest run for a picture here in over a year. "The Furies" replaced, took rubbing at hands of critics, and lucky to get \$14,000 for entire period. Olympic pulled "Melody Man" after single week for "Party Girl," which started big under impetus of heavy exploitation.

"Man" less than \$5,000 for six days including Sunday midnight show. Penn. town's leader, also felt depression, slipping to \$38,500, which went out Saturday after eight days, wasn't rated so forte. Stanley brooded with "Dangerous Paradise" and took rag plenty at \$20,000.

Alamo had "Star Ranger," given fine notices and claimed \$10,000, considered fair. Murder on the pool" at Haines left to \$5,000, but site feeling it the same as others.

In East Liberty "Sergeant Grisham" went out of Sheridan Square in 2d week to slim \$5,000, while "Enright" with "Slightly Scarlet," slipped to \$13,000.

Estimates for Last Week  
Pittsburgh (Loew's-U.A.) (3,300; 25-35-60). "Such Men Dangerous" (F.N.) (Fox). Off at \$28,500. Roundly panned, but mated good. Stage had Leon Navary.

Alamo (B) (3,600; 25-35-60). "Dangerous Paradise" (Par). Took it on chin at low \$20,000, about 10 grand, but dropped to \$5,000.

Warner (WB) (2,000; 25-35-75). "Song of West" (WB). Lasted only one week, but picture had gotten here since house switched to run policy over a year ago. \$14,000.

Harris (Loew's) (1,900; 35-50). "Lone Star Ranger" (RKO) liked but couldn't overcome Lentian reaction. Perhaps \$10,000. "Rogue Song" (M-G) current for run.

Melody Man (Colo) bad at \$5,000 and yanked after single week for "Party Girl" which opened nicely Wednesday. "Riki" likely to run out tenancy of house, lease excepted.

Enright (WB) (3,700; 25-35-60-75). "Slightly Scarlet" (Par) Stage show (3,700; 25-35-60-75). Showing for first of this size.

Sheridan Sq.—"Sergeant Grisham" (Radio) (1,500; 35-50). Around \$12,000 for fortnight, better than contemplated, since picture was figured by limited audience appeal. "Fame" (Radio) current.

## RUN FILMS IN PITLD; "GIRL" BEST AT \$13,500

Portland, Ore., March 18.  
Several run films last week, although not doing much for improvement. Fox-Broadway again led with program picture "The Girl Said No."

Public Portland changed its name to Paramount and did fairly with "Son of the Gods," moving that film to the Alamo for 2d week at "Happy Days" closed in 2d week at the United Artists. Although well exploited, did not do so good a week. Parke-Fox Alder ran "Anna Christie" into fourth week and okay.

Broadway (Fox) (2,000; 25-60). "Girl Said No" action comedy film (2,000; 25-60). "Havana Bound" stage. \$13,500.

Orpheum (RKO) (2,000; 25-60). "Officer O'Brien" program gangster film (2,000; 25-60). \$10,000.

Portland (Publix) (3,500; 25-50). "Son of Gods," romance film from new serial. Will run off at Rialto. \$7,500.

United Artists (Parke-Fox) (1,200; 25-35-50). "Happy Days" (Fox). 2d week, and closed \$5,500; poor 2d week.

Alder (Parke-Fox) (1,200; 25-35-50). "Anna Christie" okay in 4th week and closed. \$4,500.

Musie Bob (Hamrick) (2,000; 25-35-50). "Havana Bound" fair as program picture. \$5,000.

Minneapolis, March 18.  
(Draw Pop, 500,000)  
Weather: Favorable

It is becoming increasingly apparent here that unemployment and adverse business conditions are taking a severe toll along the local radio. Practically all radio houses are in a slump, from which they emerge only temporarily when they have outstanding attractions.

The road was made the rougher last week by real damaging opposition from other entertainment quarters. With "Street Scene" (stage) at the Metropolitan at \$3 and Florence Reed, local favorite, at the Shubert, the legit has the film encephalitis. To boot, there were Primo Camera, Italian fighter, who drew 15,000 to the Auditorium one night; Yvonne Mennin, the Polish prodigy, who attracted a large audience to the same house on another evening; and Lawrence Tibbett, the singer, in person, magnet as a soloist with the Minneapolis Symphony orchestra on still another night.

Brought in with great exploitation "Vagabond King" proved a disappointment at the Century. The dollar ante two-bit boost—evidently from a few customers aware of the trade in particular fell far under expectations. Picture also failed to arouse the expected enthusiasm.

"Street of Chance" won praise from critics and customers, but only \$18,000. "Grisham" (Radio) though augmented by a splendid stage show.

Estimates for Last Week  
Minnesota (Publix) (4,200; 75)—"Street of Chance" (Par). Public opinion stage show. "Grisham" (Radio) topped under average, nevertheless. Generally poor business conditions and tough opposition raised it a lot of better public response. \$22,500. Not good.

Century (Publix) (1,600; 75)—"Vagabond King" (Par). Great ballyhoo for this picture brought fine opening, but patronage did not hold up. "Grisham" (Radio) Mixed audience comment on picture. Critics accorded it high praise, but wild enthusiasm lacking among customers. Raise in price from \$2 to \$1 after 6:30 p. m. no doubt hurt gate. Matinees at 6c did comparatively better than 10c.

State (Publix) (2,200; 60)—"Bishop Murder Case" (M-G-M). Drew \$18,000. Not good. Audiences. Not so well received as some of numerous murder mystery thrills, but drew \$18,000. Not good.

R-K-O-Orpheum (2,890; 50)—"Oh Yeah" (Fath). Vaude. Picture possessed little of the "Public Opinion" draw some trade. \$11,000. Little gain in red.

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# Comparative Grosses for February

Table of grosses during February for towns and houses listed as previously reported weekly in Variety.

## NEW YORK

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>CAPITOL</b> High.. \$98,200 Low... 30,000	"Bishop Murder Case" Stage Show	"Not So Dumb" \$73,300	"Devil May Care" \$69,800	"Chasing Rainbows" \$55,700
<b>PARA-MOUNT</b> High.. \$95,000 Low... 49,100	"New York Nights" \$75,200	"Burning Up" \$75,300	"Dangerous Paradise" \$64,700	"Roadhouse Nights" \$56,000 (Record) Buddy Rogers in person
<b>ROXY</b> High.. \$173,658 Low... 70,000	"Men With- out Women" \$130,000	"Cameo Kirby" \$75,800	"Happy Days" \$74,000 (Grandeur)	"Happy Days" \$111,000
<b>STRAND</b> High.. \$81,200 Low... 15,500	"Little Johnny Jones" \$22,100 All Sound	"So Long Letty" \$20,500	"She Couldn't Say No" \$27,000	"Lilies of the Field" \$20,000

## CHICAGO

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>CHICAGO</b> High.. \$71,300 Low... 33,000	"Sacred Flame" Stage Show	"Not So Dumb" \$42,700	"Street of Chance" \$50,000	"Chasing Rainbows" \$38,000
<b>McVICK-ERS</b> High.. \$63,000 Low... 15,000	"Sunnyside Up" \$34,000 3d week All Sound	"Sunnyside Up" \$30,000	"Sunnyside Up" \$22,500	"Love Parade" \$39,000
<b>MONROE</b> High.. \$12,500 Low... 5,700	"Romance of Rio Grande" \$4,900 All Sound	"City Girl" \$4,900 All Sound	"Phantom of Opera" \$7,900	"Harmony at Home" \$5,300
<b>ORIENTAL</b> High.. \$52,500 Low... 20,000	"Kibitzer" \$27,000 All Sound	"Second Chance" \$42,400 (Sophie Tucker)	"Locked Door" \$27,000	"Dangerous Paradise" \$36,500
<b>ROOSEVELT</b> High.. \$36,500 Low... 5,000	"Virginian" \$22,000 (4th week) All Sound	"Show Boat" \$22,500	"Show Boat" \$11,000	"No, No, Nanette" \$15,900
<b>STATE-LAKE</b> High.. \$35,750 Low... 15,000	"Lost Zeppelin" \$25,000 Vaude	"Grand Parade" \$27,000	"Night Ride" \$27,000	"Let's Go Places" \$24,000
<b>UNITED ARTISTS</b> High.. \$43,500 Low... 11,000	"Con-demned" \$19,600 All Sound	"Show of Shows" \$31,500	"Show of Shows" \$18,700	"New York Nights" \$22,500
<b>ORPHEUM</b> High.. \$18,900 Low... 4,800	"Love Racket" \$8,900 (1st week) All Sound	"Love Racket" \$5,300	"Royal Road" \$12,000 (In German)	"Royal Road"

## LOS ANGELES

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>EGYPTIAN</b> High.. \$14,000 Low... 6,000	"Their Own Desire" \$11,000 Stage Show	"Laughing Lady" \$11,800	"Taming of the Shrew" \$12,000	"Seven Days Leave" \$11,000
<b>LOEW'S STATE</b> High.. \$48,000 Low... 15,600	"Cock-Eyed World" \$30,000 (1st week) Stage Show	"Mysterious Island" \$34,000	"Bishop Murder Case" \$26,500	"Lone Star Ranger" \$33,000
<b>PARA-MOUNT</b> High.. \$57,800 Low... 15,600	"Love Parade" \$22,000 (3d week) All Sound	"Burning Up" \$20,000	"Street of Chance" \$27,500	"Roadhouse Nights" \$19,500
<b>UNITED ARTISTS</b> High.. \$38,700 Low... 6,200	"Locked Door" \$20,000 Stage Show	"Lummox" \$18,000	"Lummox" \$10,000	"Con-demned" \$18,500
<b>WARNER'S TOWN</b> High.. \$38,800 Low... 10,300	"Son of the Gods" \$34,700 (1st week) All Sound	"Son of the Gods" \$24,000	"Son of the Gods" \$20,300	"She Couldn't Say No" \$26,000
<b>WARNER'S HOLLYWOOD</b> High.. \$37,300 Low... 12,000	"Sacred Flame" \$13,300 All Sound	"Wedding Rings" \$16,000	"Second Chance" \$16,000	"Green Goddess" \$26,500

## SAN FRANCISCO

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>WAR-FIELD</b> High.. \$48,000 Low... 10,000	"Hallelujah" \$13,000 (1st week) All Sound	"Hallelujah" \$13,000	"Anna Christie" \$31,000	"Anna Christie" \$22,000
<b>GRANADA</b> High.. \$36,000 Low... 5,300	"No, No, Nanette" \$4,000 All Sound	"Burning Up" \$12,000	"Slightly Scarlet" \$12,000	"Street of Chance" \$18,200
<b>CALI-FORNIA</b> High.. \$34,000 Low... 6,200	"Con-demned" \$14,000 (1st week) All Sound	"Con-demned" \$14,000	"Son of the Gods" \$23,000	"Son of the Gods" \$18,000
<b>ST. FRANCIS</b> High.. \$23,300 Low... 3,000	"Love Parade" \$6,500 (10th week) All Sound	"Love Parade" \$5,500	"Lummox" \$10,500	"Lummox" \$7,000
<b>EMBASSY</b> High.. \$24,300 Low... 7,000	"Show of Shows" \$11,500 (3d week) All Sound	"So Long Letty" \$11,500	"So Long Letty" \$5,500	"Sacred Flame" \$10,000

## BOSTON

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>STATE</b> High.. \$40,000 Low... 14,100	"Bishop Murder Case" \$20,400	"Devil May Care" \$19,400	"Ship From Shanghai" \$21,900	"New York Nights" \$17,800
<b>METRO-POLITAN</b> High.. \$66,000 Low... 25,200	"Burning Up" \$31,900	"Green Goddess" \$44,000	"Slightly Scarlet" \$45,600	"Dangerous Paradise" \$45,100

## KANSAS CITY

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>MAIN-STREET</b> High.. \$32,000 Low... 8,000	"Sally" \$29,000 (1st week) Stage Show	"Son of the Gods" \$29,400	"Seven Keys to Baldpate" \$19,800	"Hit the Deck" \$23,000
<b>LOEW'S MIDLAND</b> High.. \$35,000 Low... 10,000	"Happy Days" \$18,000 (1st week) Stage Show	"Devil May Care" \$20,500	"New York Nights" \$17,200	"Their Own Desire" \$22,300
<b>PAN-TAGES</b> High.. \$31,800 Low... 8,000	"Acquainted" \$15,400 Vaude	"Love, Live and Laugh" \$13,400	"Romance of Rio Grande" \$15,400	"Broadway Hoofers" \$9,800
<b>NEW-MAN</b> High.. \$33,000 Low... 8,000	"General Garfield" \$14,000 (1st week) Stage Show	"Burning Up" \$14,100	"Street of Chance" \$15,100	"She Couldn't Say No" \$15,400

## ST. LOUIS

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>AMBASSADOR</b> High.. \$48,800 Low... 20,500	"She Couldn't Say No" \$28,600 (1st week) Stage Show	"Street of Chance" \$35,100		"Dangerous Paradise" \$29,000
<b>LOEW'S STATE</b> High.. \$31,500 Low... 10,800	"Bishop Murder Case" \$16,200 All Sound	"Chasing Rainbows" \$16,800		"Devil May Care" \$18,800
<b>MISSOURI</b> High.. \$29,500 Low... 7,400	"Love Parade" \$23,500 (1st week) (Record) Stage Show	"Love Parade" \$15,900		"Son of the Gods" \$24,000

## SEATTLE

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>SEATTLE</b> High.. \$26,000 Low... 9,000	"Burning Up" \$14,000 Stage Show	"Street of Chance" \$14,000	"Laughing Lady" \$16,000	"No, No, Nanette" \$13,200
<b>MUSIC BOX</b> High.. \$17,000 Low... 4,000	"General Garfield" \$8,500 (3d week) All Sound	"She Couldn't Say No" \$9,200	"She Couldn't Say No" \$9,200	"Green Goddess" \$11,100
<b>FIFTH AVE.</b> High.. \$26,000 Low... 5,500	"Lilies of the Field" \$12,200 Stage Show	"Chasing Rainbows" \$12,500	"Sky Hawk" \$15,000	"Men With- out Women" \$13,100
<b>MOUSE</b> High.. \$16,000 Low... 3,500	"Party Girl" \$8,400 (1st week) All Sound	"Party Girl" \$8,750	"Hells Heroes" \$8,300	"Skinner Steps Out" \$5,300
<b>ORPHEUM</b> High.. \$29,500 Low... 6,500	"Hit the Deck" \$28,000 (1st week) Vaude	"Hit the Deck" \$16,700	"7 Keys to Baldpate" \$12,500	"Playing Around" \$12,500

## WASHINGTON

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>COLUMBIA</b> High.. \$19,000 Low... 5,500	"Chasing Rainbows" \$10,000 All Sound	"Devil May Care" \$13,200	"Devil May Care" \$9,500	"Anna Christie" \$15,500
<b>EARLE</b> High.. \$25,500 Low... 6,000	"Sally" \$25,500 (Record) All Sound	"Sally" \$18,000	"Great Divide" \$16,000	"Aviator" \$12,900
<b>FOX</b> High.. \$41,500 Low... 14,500	"Nix on Dames" \$17,000 Stage Show	"Harmony at Home" \$22,700	"City Girl" \$17,300	"Lone Star Ranger" \$26,700
<b>METRO-POLITAN</b> High.. \$21,000 Low... 5,000	"Sacred Flame" \$8,000 (1st week) All Sound	"Sacred Flame" \$8,000	"No, No, Nanette" \$15,500	"Son of the Gods" \$15,800
<b>PALACE</b> High.. \$27,300 Low... 11,500	"Bishop Murder Case" \$22,000 Stage Show	"Seven Days Leave" \$20,000	"Burning Up" \$19,100	"Ship from Shanghai" \$21,000

## PORTLAND, ORE.

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>PORTLAND</b> High.. \$25,300 Low... 5,600	"Burning Up" \$5,600 (New low) Stage Show	"Street of Chance" \$10,300	"Dangerous Paradise" \$7,100	"Slightly Scarlet" \$7,200
<b>ORPHEUM</b> High.. \$22,500 Low... 5,500	"Wedding Rings" \$10,000 Vaude	"7 Keys to Baldpate" \$12,500	"Hit the Deck" \$17,000	"Playing Around" \$11,000
<b>ORIENTAL</b> High.. \$41,000 Low... 4,000	"Argyle Case" \$5,000 Vaude	"Taming of the Shrew" \$5,500	"Is Everybody Happy" \$5,000	"Vagabond Lover" \$5,000
<b>MUSIC BOX</b> High.. \$20,000 Low... 4,000	"Hell's Heroes" \$8,600 All Sound	"Song of Love" \$6,000	"Night Ride" \$5,600	"Dames Ahoy" \$5,700
<b>UNITED ARTISTS</b> High.. \$22,000 Low... 4,000	"New York Nights" \$14,000 All Sound	"Chasing Rainbows" \$8,000	"Anna Christie" \$10,000	"Anna Christie" \$7,000
<b>BROADWAY</b> High.. \$23,000 Low... 9,000	"Navy Blues" \$14,000 Stage Show	"Not So Dumb" \$14,000	"Men With- out Women" \$15,500	"Bishop Murder Case" \$15,000

## MINNEAPOLIS

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>MINNEAPOLIS</b> High.. \$45,200 Low... 17,000	"General Crack" \$28,100 Stage Show	"General Crack" \$22,700	"Lone Star Ranger" \$27,800	"Sally" \$24,000
<b>LOEW'S STATE</b> High.. \$28,000 Low... 4,500	"Sacred Flame" \$9,300 All Sound	"Chasing Rainbows" \$8,100	"Devil May Care" \$12,000	"Tiger Rose" \$7,300
<b>ORPHEUM</b> High.. \$22,000 Low... 5,000	"7 Keys to Baldpate" \$15,000 (1st week) Vaude	"Their Own Desire" \$12,000	"This Thing Called Love" \$15,000	"Grand Parade" \$9,000

## PRICE SET TOO HIGH

### BY WILMER & VINCENT

Wilmer & Vincent's chain of 40 houses in Pennsylvania and Virginia is on the market for sale, but to the highest bidder. According to Sidney Wilmer, half-owner, the chain will be operated by himself and Walter Vincent, until they get their price, not revealed. It is understood to be considered too steep by interested parties.

Warner Bros. and Publick have been dickering for the houses, but no deals are imminent, with neither willing to raise the ante at this time. When Vincent returns from the west coast, May 1, these deals may be resumed or others started, but in his absence Wilmer says nothing is being done.

Reports that bankers are negotiating for a purchase are denied by Wilmer.

## DENVER DIDN'T LIKE

### \$1 TOP FOR 'VAGABOND'

Denver, March 18. (Draw Pop, 400,000)

The Aladdin turned in a very good gross with "Green Goddess." Nearly good enough for a holdover. "Nanette" did better than average at Tabor.

Estimates for Last Week: "Nanette" (2,300; 25-60-75) — "Nanette" (F.N.) Nothing to complain about, \$10,500.

Huffman's Aladdin (1,500; 35-50-75) — "Green Goddess" (2nd week) enthusiastic over Arliss, \$10,000.

Denver (Publick) (2,300; 50-75-11) — "Green Goddess" (F.N.) boosted to \$1 and locals did not like it, \$15,000.

Huffman's America (1,500; 20-35-50) — "General Crack" (WB). Very good considering Aladdin recently.

Rialto (Publick) (1,400; 20-40-50) — "Dynamite" (M-G-M). Average week, about \$4,000.

## FOOD SHOW IN B'KLYN

Gaught Women, Costing Picture Palaces Much Money at B. O.

Brooklyn, March 18. Every season at about this time the food show hits the town, telling women how to cook. Greatest local show of the year, with film bills scored for two weeks.

Paramount like all the other houses downtown, received a sock from it. Par had "Street of Chance" and got \$50,000. The big Stage show, was the "Chauve Souris" unit which didn't click.

Fox, percing up considerably, due to free attractions in the lobby and mezzanine. Had "Happy Days" and Rube Wolf as m.c. and did fairly. Albee, with "Love Comes Along" and vaude. Strand satisfactory with "Crack and Low" and Metropolitan, "Devil May Care," and vaude.

Estimates for Last Week: Paramount — "Street of Chance" (Par) (4,000; 35-50-75). Film of pleasing quality with Vallee helping.

Fox — "Happy Days" (4,000; 35-50-60-75). Extra gratis attractions pulling them in. Profile experts, fortune tellers, free readings and what not in addition to Rube Wolf, \$40,000.

Strand — "General Crack" (WB) (2,800; 25-35-60-75). Okay, \$17,000.

Met — "Devil May Care" (M-G) (3,577; 35-40-60-75). Pleading bill, \$26,500.

Albee — "Love Comes Along" (R-K-O) (3,248; 35-50-75). Unimportant picture. Vaude, \$19,700; not so good.

## Flavin Back as P. A.

Joining the commercial producing department of Par, Harold Flavin returns to the payroll after nearly a year's absence in the investment business.

Flavin formerly was in the Par publicity department. The investment venture went on the rocks a few weeks ago, leaving Flavin and others from show business, including Walter Brooks, out of jobs.

## Marcia Freer on Radio

Marcia Freer, in private life Mrs. Earl W. Wingard, publicity director of Par, is to be featured on the Par-Publick radio hour Saturday (22).

A mezzo-soprano, Mrs. Wingard but due to a special symphonic arrangement of popular airs.

Namack in Temporary Charge In the absence of A. P. Warnman, first assistant publicity director for Namack, is in charge of Warner publicity, Waxman is in Hollywood but due back this week.

# R-EXHIBIT CONTRACT

## Fort Lee, Filmdom's Pioneer Lots, Now Just Full of Bricks and Holes

Fort Lee, where the film industry was cradled, is now a Jersey graveyard piled high with debris, rusty rails, naked steel girders and boarded-up doors. A visit to the village across the river reduces to absurdity the pipe dream that there is any activity over there.

Four miles away in Hudson Heights a sound studio has been rigged up by Larry Blamo who owns a laboratory in connection. This is the only studio in operation on the Jersey side, although the Metropolitan in Fort Lee itself has been intermittently occupied by indies since last summer. It is the only studio building there not in ruins. Blamo's film studio has RCA equipment, and is occupied on alternate weeks by Louis Brock, who makes comedies for R-K-O, and Photocolor, making colored musical shorts for Columbia release.

A couple of the old studios are currently being broken up for second-hand bricks. Elsewhere the processes of decay are uninterrupted. Former film vaults are flooded with water. Broken windows and yawning holes in roofs give bleak evidence of glory forever departed.

## TECH MAY CUT COST IF CONTRACT BIG ENOUGH

In a report from Dr. Herbert T. Kalmus, president of Technicolor, to former Judge William Travers Jerome and other associates, New York, a portion of the inside of the color maker is divulged. Although in this paper Dr. Kalmus does not reveal that Tech actually is alone on a single-colored color film, considerable is made of the difficulties all competitors are up against because of the double-emulsion process.

Same protection, it is inferred, is Tech's so far as its cameras are concerned.

"Somewhat the same situation obtains with regard to the cameras," the Tech president reported. "It would be of great advantage if the ordinary black and white camera could be used instead of a specially built camera. Technicolor has many times considered this possibility, but thus far is not convinced that it is practical. If it were found to be practical, there is apparently no patent or other restriction upon the general use of such a method."

Contrary to this view, New Technicolor contracts for the coming season are being negotiated with several producers, but none, outside of one with United Artists, calling for nearly half of its '30-'31 product in Technicolor. It is understood from the inside that the cost on Tech to producers will be lowered in keeping with size of contracts and number of pictures called for.

A Technicolor lab in London is underway, with proposals from various English interests for the creation of such a plant as a Tech subsidiary.

## Fagan's Big Counterclaim

Hollywood, March 13. Answering Myron Fagan's suit for \$20,000 royalty on "The Great Power," Franklin Warner has filed a cross complaint against Fagan for \$500,000.

Warner alleges Fagan's incompetency in casting and supervising the picture cost him that much in cancelled booking contracts by Metro over here, and with Gaumont in England.

## Warner's Return

Hollywood, March 13. Harry Warner, Sam Morris and A. P. Waxman were expected tomorrow (Wednesday) for New York.

After the Warner sales convention at Atlantic City in June Harry Warner will sail for two months in Europe.

## PATHE FIRE HEARINGS; TWO \$500 FINES LEVIED

The Grand Jury's investigation into the Pathe studio fire of last December when 10 persons lost their lives is expected to be concluded by Friday after hearing 25 witnesses, including employees of the studio and of the various city departments whose duty it was to see that the place was safely guarded against fire. The hearing before Chief City Magistrate Moakoo is expected to continue into the alleged culpability of John C. Flinn, vice-president, and Henry S. Lally, business agent, of the Pathe Company. Both are charged with homicide.

Among some of the witnesses who appeared before the Grand Jury were: Joseph Enea, John Cuomo, both property men; Daniel Carey, Lawrence O'Laughlin, Robert Ward and Harry J. Ford, electricians; Walter Strange, cameraman; Adele Storey, Marian Hersen and Mary E. Kerr, dancers.

Messrs. Flinn and Lally were fined \$500 each by Magistrate Simpson Monday. He found them guilty of over-storing films in the studio. His decision will be appealed.

### Point on Appeal

That the Board of Standards and Appeals as early as 1919 overruled the city ordinance in the case of the Manhattan Studio, thus permitting storage of film in excess of the amount specified in the law, and at the same time declared a sprinkler system in the plant was unnecessary, will comprise the basis of Pathe's appeal to General Sessions from Monday's decision in a magistrate's court. This appeal from the \$500 fines imposed upon Flinn and Lally will be filed within the next 30 days.

That the board's position in the matter, which is ordinarily regarded as last word in situations of this kind, was not taken into consideration by the lower court has surprised Pathe attorneys.

In defense of Flinn and Lally, Patheltes emphasized Tuesday that they had been in charge of the studio for only six weeks prior to the fire. This was knowledge of the Board of Standards and Appeals memoranda on the fire status of the place.

## Par Stock for Employees Revived, in Effect April 1

Paramount stock, which was to have been available to employees at \$2 a share last fall, but wasn't due to the Wall Street crash, is to be purchasable April 1 at this figure. Sale of the shares to those on the Par payroll was approved at the stockholders' meeting last spring. With the stock slipping to low levels during the crash, availability to employees at the figure set was impossible.

The stock is now back to near 70. In purchasing it, Par employees have been asked to pay.

The Department heads are to determine how many shares men or women under them can buy, bosses to gauge limit of purchases by salary and apparently ability to pay.

Under the plan, Par restricts any employee buying from selling until one year shall have elapsed.

### No 'Marietta' Cast Yet

Hollywood, March 13. Metro's "Naughty Marietta" opera is due for start in three weeks.

Becky Gardner is writing the adaptation and Larry Weingarten is chalked to supervise.

No cast or director as yet.

## 1ST 'INDIVIDUAL' OF MANY CHANGES

## Paramount Issues Exhibition Agreement for Exhibitors Following Justice Thatcher's Ruling Out of Former Standard Form—Several Beneficial Clauses in Old Contract Eliminated

### UNENTHUSIASTIC EXHIB

Considerable discussion and some unrest have been aroused in exhibitor circles on analysis of the new Paramount contract, taking the place of the old Standard Exhibition form and first of any producer-distributor to include a compulsory arbitration clause. Par has just sent the new contract to all its exhibitors for use in the sale of product now ready (Group S-1, embracing 33 releases. Other pictures are reported planning similar contracts, individually framed.

Exhibits in some quarters are said to feel that the new Par contract more than makes up for whatever hand they, the exhibs, had in outlawing arbitration and the old contractual system through the recent Thatcher decree.

That it is a far stiffer contract than the old, doing away with many of the benefits enjoyed under the former, and for good measure imposing other clauses exhibs never worried about formerly, seems to be the consensus of opinion.

One angle favorable to the contract appears to concern its arbitration features and rests on the assumption that "individual" contracts by all producer-distributors, even if all have the compulsory arbitral clauses, are desirable because then, at least, for whatever reason they assume to be some feeling, also, that with individual producer-distributor contracts it will be up to the distributor to get the business by handing out the best contract.

### 24 Clauses

The Par contract is on both sides of one sheet of paper (foolscap length) and contains 24 numbered clauses; eight other clauses and stipulations and a rider on licensing reproduction of sound, this containing six clauses. The old Standard Exhibition Contract included 22 clauses and an additional six under "Approved Additional Clauses."

While many of the main clauses in the Par contract are practically identical with those in the old standard form, there are plenty of clauses and parts of clauses missing in the new Par agreement. These are made up by the inclusion of a number of clauses and stipulations that did not exist in the Standard Exhibition Contract.

Principal clause taking away benefits formerly enjoyed by the exhibitor owner have also been taken away by Par. Among the benefits formerly provided for but absent in Par's instrument:

1. Agreement of the distributor that none of the pictures sold under the contract shall be released.

2. Restriction against inclusion of any releases of old negatives in a ment that no subjects or new releases will be sold in any group of features with the sale being non-conditional upon the exhibitor's features, or vice versa. (This clause stopped the distributor from demanding that exhibitors buy new subjects and new releases if wanting features.)

3. Guarantee by distributor that none of the pictures will contain any ad-

(Continued on page 16)

## 3 Groups with Exhib Contracts Meet in N. Y. for Conference April 1

## 1st Runs on Broadway (Subject to Change)

Week March 21  
Capitol — "Anna Christie" (Metro)  
Colony — "Dames Ahoy" (U)  
Paramount — "Young Eagles" (Fay)  
Roxey — "Sky Hawk" (Fox)  
Strand — "Son of Gods" (F.N.)

Week March 28  
Capitol — "Montana Moon" (Metro)  
Colony — "Trailin' Trouble" (U)  
Globe — "Lovin' the Ladies" (Radio)  
Paramount — "Honey" (Fay)  
Roxey — "La Marseilles" (U)  
Strand — "Playing Around" (F.N.)  
Winter Garden — "Under a Texas Moon" (WB)

\$2 Runs  
March 26 — "Mammy" (WB) (Warners)  
April 1 — "Journey's End" (Tiffany) (Galety)  
May 1 — "Hold Everything" (WB) (Hollywood)

## TEXAN INVENTORS SAY ERPI HAS INFRINGED

San Antonio, March 13. Suit asking a permanent injunction against alleged patent infringement by the Electrical Products Research Co., Inc., a subsidiary of the Western Electric Company, has been filed in United States District Court here by the Aetograph Co. of America, a corporation owned by San Antonians.

Petition asked, besides a permanent injunction, an accounting in equity of all profits derived by the Electrical Research Co. from the exploitation of sound processes since its advent into the picture field.

The suit alleges that a patent issued to Allen Stowers and Leo DeHymel, San Antonio inventors, in May, 1924, supercedes all subsequent patents issued to other sound exploitation companies and that the use of all disc sound processes now employed is an infringement of the patent. The suit is not directed toward the film track method of projection.

Attorneys said they have been unable to make contact with the defendants. The inventors were said to have worked 14 years on their processes before perfected and that patents were issued them in Germany, Canada, England, Austria and the Irish Free State.

Papers in the case are returnable March 24.

## "PARTY GIRL" EDICT TIES UP CHI. CENSOR

Chicago, March 13. Local Tiffany-Stall exchange has secured a temporary injunction against censor board here, restraining them from interfering with "Party Girl," which censors rejected.

Injunction expires this Thursday at 2 p. m., and exchange is battling for permanent hands-off edict.

Picture wants to go into R-K-O Woods.

### Lollier Running

Los Angeles, March 13. W. H. "Bud" Lollier, Fox West Coast executive, will be a candidate for California State Legislature from District 57 in the coming election.

He will have the support of the Motion Picture Producers' Assn. and other film bodies.

The huddle is on for the return of arbitration and a uniform contract. Producers are willing even to incorporate a proviso for "home rule." Three groups, as the result of a meeting at the Union League Club recently, are now preparing their own ideas. This means that three different arbitration systems and as many uniform contracts will be presented when the meeting to pick the winners is held in New York April 1.

Before the Thatcher upset the purposes of the get-togethers sponsored by the Hays organization with Sidney Kent as special intermediary were chiefly to consolidate Allied and the subsidized Motion Picture Theatre Owners of America into one national organization of exhibitors.

With the ruling out of arbitration and the standard exhibition contract the need for such assemblies of exhibitors ended in Detroit.

The meeting last week, the first one since the Thatcher decree, also witnessed a slashing in half of the various committees representing the district interests. From now on instead of 5-6, there were known, the conveniences are 2-2-2.

As things now stand, Kent and (Continued on page 43)

## W. Fox Takes Slap At John Zantf by Leo Replacement

What is looked upon along Broadway as a slap at John Zantf, taken by William Fox, is the replacement of Zantf by Joe Leo as operator of the Fox own vaudeville and picture theatres in Greater New York. These have been added to the Fox Metropolitan theatres, also Leo-operated.

Removal of the large list of Fox own houses from Zantf's list leaves Zantf with but five of the Fox de luxe houses to handle—in Detroit, Washington, Philadelphia, St. Louis and Brooklyn. Zantf has been directing the other removed Fox theatres for many years.

Zantf was in Florida when the order substituting Leo was issued by Mr. Fox. It was not expected that Zantf would be informed of the change before Sunday or Monday. What his move might be wasn't known in New York, but the Fox order strips authority from Zantf for a majority portion of his Fox work.

Sheehan Faction Shortly before Zantf was bereft of the New York houses, he had gone with what is known as "the Sheehan faction" in internal Fox, signed a new agreement, along with W. R. Sheehan and other Fox execs, in favor of the Halsey-Stratton financing plan for Fox. This plan is opposed by William Fox, who favors the Blair, Bancamerica, Lehman plan, which has since started to operate for the refinancing of the Fox companies.

Those of the Sheehan faction who are on the Fox company's board of directors are also said to have voted against the Wm. Fox side at the annual meeting two weeks ago when the financing matter came up for official action. William Fox is said to have received the majority of the board at that time by one vote.

Joe Leo has been operating the Fox theatres lately acquired in the metropolitan section, the Fox houses in Wisconsin and upper New York State, besides a string in Chicago. With the Fox own theatres in Greater New York added, Leo has under his present direction around 215 houses.

# New Cheap W. E. Sound Device Shortly May Be Marketed; ERPFS Big 1929 Dividend Net

Simultaneous with its 1929 report to stockholders that the year was outstanding and that sales nearly doubled, the subsidiary, Electrical Research Products, credited by Western Electric with paying a dividend of \$3,250,000 out of earnings of the past two years, will shortly announce a new cheap sound reproduction model.

Listeners are being sent to unwired small houses to stand by and ignore other devices in the field until the Erpi announcement. More significant than the theatre end is that W. E. intends to invade largely into the industrial and educational field, which is almost parallel with the tiny indie in points of view of seats and cheap equipment.

Western, which has remained aloof from the cheaper talker sphere, by its latest policy admits it has finished garnering the biggest theatres in the U. S. and also that it has no unpreparedness to meet the thousands of houses of 1,000 seats and under. Success of General Electric, via its associate, Radio Photophone, with a \$3,000 equipment is seen by activities as compelling Western to unbend from an exalted position which W. E. executives have constantly denied as being so secure that theatres of all classes would be forced to pay W. E.'s minimum price of \$7,000 or remain silent.

The cross patents licensing arrangements, among other things between the two electricies, have given since the time of the first meeting the impression there was an understanding that Radio should play straight for Western on the equipment selling end. For nearly two years Radio substantiated this impression by passing up opportunity after opportunity and seemingly giving W. E. every "in."

Radio, finally admitting itself whipped in the big reproducing and recording end, with Western's license binding producers until 1944, began concentrating on the small box office and industrial field.

**Big Demand**  
So profitable has this phase proven for Radio that the company executives have sped up mass production of the cheaper model. At meet meetings, it is said, Photophone knocked down the prices of 1,000 types originally designed to cost around \$15,000. Even with this surplus, plus the output of the cheapest model, Radio execs claim the demand during the past few months has been so great the company is facing a real tilt between the two electricies' children is now on, it being understood that the same sales policy as Radio's on the cheaper end will prevail with Western. Photophone has been exacting 10% upon the signing of the contract, another 15% with the installation and the remainder in weekly payments.

It has been reported by W. E. salesmen that selling the seven grand equipment to small indies long ago proved futile. Plus the Radio activity in the field, DeForest, without half the effort of either electricies, has cropped the smaller field for over 10,000 installations to date, it is stated.

**Exhibits Wise**  
With the rapid development of cheaper talkers, which Western at first belittled, the simple plug-in possible despite the fact that people within the organization stated the original down payment of 25% met all outlay costs to the electric, there is coming up another obstacle.

Exhibitors are wise to the little knick-knacks in the different types. From Allied States organization, which affected the original bulk deal with indies at the same time film franchises were entertained, comes the observation that Radio's bonafide cheaper talker is better and more grand than the older device which recently reaped an extra two grand.

Radio executives admit that further improvements will be introduced in present reproducing model, including the simple plug-in into an electric socket for current. In the latest Radio model a generator is used while in the original model, which the exhibs refer to, a battery furnished the film. Demand was made at Photophone headquarters Saturday of any lit-

## INDIE STUDIOS NOT SO INDEPENDENT NOW

Los Angeles, March 18.  
Independent studios, which formerly turned down anyone wanting space for work other than picture production, are now accepting any sort of tenants able to pay rent. One studio has space rented to a confectionist for a confectionery, machine shop, sculptor, dressmaker and a model maker. Another studio is renting part of its lot to a trucking company as parking space. Other small studios are renting stage space for storage and sign painting.

With the lull in indie production, studios have been forced to go outside of the picture business to get rent money. They also have discovered the outside business pays on the line.

## Metal as Reflector

Culver City, March 18.  
Chrominium metal, used in plating, is being used by M-G for sun arc reflectors instead of glass, as formerly. Studio figures the reflection much stronger, thus necessitating less lighting and less heat. Also absence of breakage is an advantage. Innovation used for the first time on Interior sets of "The Big House."

## R-K-O Cigars on Sale

Chicago, March 18.  
R-K-O cigars with R-K-O all over the box and the brand's name Flor Fina have gone into about 40 Loop hotel lobbies and restaurants. The "R-K-O Special" is by Jack Hess, the chain's local exploitation manipulator.

**Bill Cody's Westerns**  
Los Angeles, March 18.  
Bill Cody will make six short outdoor pictures for Sono-Art.  
"Cliff Broughton will be in charge."

**Klein Returns**  
Hollywood, March 18.  
Phillip Klein, former Fox supervisor, is back in town.  
Away three months in England.

gation or intimation of such from Allied, despite reports that Allied was credited with considering it self hurt in dealings with those outside the fold which Radio has since made.  
"We have one price for all and one method of payment," declared Charles Ross, executive Photophone head.

**ERPI Report**  
Little definite information or detail concerning the ERPI is made to Western Electric stockholders in the annual report. It is significant that the ERPI was made up of all out of the \$31,555,774 earnings of Western Electric for 1929, but also from those of the electric's previous year totaling \$22,023,282.

In the few paragraphs of 12 pages of typed matter, the report briefly includes the number of installations and the comment that its merits have resulted "in its wide acceptance by the motion picture industry."

Most of this space is given to "possibilities"; that those outside of the picture business are becoming more and more apparent.

In this respect it states:  
"Progress has been made in adapting the talking picture to educational, religious, advertising and industrial uses, and a demand for Western Electric apparatus for these purposes is developing for advertising merchandise, for enriching the curricula of schools and colleges, for broadening the contacts of industrial executives with branch organizations and sales forces, and for lessening the handicap of the small school and church by rendering available the talent of great educators and religious leaders."



**BENNY ROSS**

Breaking in CARLTON WINKLER's first show for Warner-Public this week. Carlton's a good little producer and a "natural." Just watch him.

As for me, I'm still mastering the ceremonies. Now in my 77th week for Warner Bros. at the Stanley, Jersey City.

## Radio's Opposish, Pisbgh Mgrs Say; Ads are Shifted

Pittsburgh, March 18.  
Theatre Managers' Association here lodged formal protest with "Press," Scripps-Howard daily, because sheet had combined radio and amusements under one section of its Sunday issue. Formerly, "Press" had given legit and films complete section, with a page or two devoted additionally to radio.

Managers claimed that radio is one of theatre's strongest competitors and asked that paper revert back to old system. After a two-day conference with "Press" executives, they finally agreed to run the amusements section alone beginning next week.

## Tech's Insurance Saving

Los Angeles, March 18.  
Technicolor, Inc., discontinued carrying insurance on its cameras. After a checkup, it was found that the insurance premiums at 2% of the camera valuation was costing the company around \$150,000 a year. The company figured that the cameras were in the laboratory most of the time and while there, are covered by a general policy.

## Cameramen Sue Fox, Alleging Salaries Due

Suit of four former Fox-Case cameramen against Fox-Case for breach of contract has been settled out of court. Harry Berger, John Polito, Frederick H. Butt and Ferdinand E. Delgado, the cameramen, claimed salaries due from Fox-Hearst for cancellations varying between eight months and two years. Abner J. Rubien, representing the cameramen, secured a settlement from Fox-Case.

Claiming breach of contract, Phillip Dion, cameraman, has started action against Fox-Case for \$1,000 as salary due until the expiration of his contract.

Dion, through Mr. Rubien, alleges that on June 4, 1928, Fox-Case engaged him for one year as staff cameraman. April 14, 1929, claims Dion, Fox-Case discharged him.

**Leaves Warner's Pub.**  
Ethel Gordon has resigned as publicity rep. at Warner's Flatbush studio. She joins Laurence Rivers at the Mansfield, New York, to handle "Green Pastures."

A. F. Waxman, Warner's publicity head, will assign one of the home office men to the studio job.

**P. A. Goes to Brooklyn**  
Chicago, March 18.  
Les Kaufman advanced from press agent with B. & K. to the exploitation post at the Paramount, Brooklyn.

Milton Levy, Kaufman's assistant, boosted a notch.

## News From the Dailies About HOLLYWOOD

Through "Variety," now printing a four-page special bulletin weekly in Hollywood, placed with the regular weekly "Variety" upon arrival Saturday, considerable matter of national interest is rewritten into the News of the Dailies, below. Accordingly this department has been detached from the usual News page and placed instead in this Picture Department, where it will continue weekly.

Mrs. Dorothy Sherman secured a divorce from Amnon Sherman, director, on grounds of cruelty.

Joe Levigard, picture director, injured in an automobile accident.

King Vidor paid a fine of \$400 in Federal Court for failure to make a proper income tax for 1928. Edward Sedgwick, another director, paid \$250 fine on a similar charge.

"Personality," new title for "Love o' Lili" (Col.). New "Love o' Lili" story being written by Jimmy Starr.

Joe Mingo, newspaper photographer, filed a \$1,900 damage suit against Ernest Westmore, studio makeup artist, as a result of a fight on the church steps at the Westmore-Ethelwyn marriage. Mingo photographed Westmore and his daughter, by a former marriage, while the kid was asking her father to hand over mother's back alimony. Westmore fined \$500. Ethelwyn Claire, his new wife, paid it.

Eaka Wilson, head of the Jefferson-Hawkins Films, pleaded not guilty of failure to pay Gladys McConnell and Hugh Allan for picture work and of leaving them stranded in Hawaii. Jury trial set for April 10.

Freeman Lang, radio announcer, sued for divorce by his wife, Carol Lang, charging misconduct.

Phil Coleman, concert singer, filed \$100,000 breach of promise suit against Mrs. Louella Bard of San Diego. Coleman claims he gave up an Australian concert tour when Mrs. Bard suggested marriage.

Pauline Wagner, pictures, awarded

ed \$1,200 damages against the Motor Sales Corp. for sinking her yacht.

Curtis Mosby, Negro orchestra leader, granted a permit to conduct a theatrical employment agency.

Station KFQZ closed following a complaint by the L. A. Gas and Electric Corp. that the station stole electricity after its meter had been turned off.

Voe Miles, actress, committed suicide with poison.

Dorothy Granger, Texas beauty contest winner, had a five year contract with Hal Roach approved in court.

Murphy McHenry, writer, fined \$250 after a fight with Yim Tully. Death Valley Scotty paid the fine.

Margaret Meek, known as Margery Wilson (pictures), filed a voluntary bankruptcy petition, listing debts of \$3,983 and assets of \$100 in clothes.

J. Ira Angus, income tax expert, arrested after a struggle with federal officers and held in lieu of \$7,600 bail for falsifying the tax return of Earl Fox, pictures.

William H. Taylor, claimed to be 102 years old, and the oldest actor in Hollywood, refused treatment at a receiving hospital when taken ill.

As an aftermath of the Tully-Gilbert row, Murphy McHenry, writer, was knocked unconscious by Dr. Frank Nolan when he tried to pick a scrap with Tully in the Brown Derby Restaurant. McHenry was arrested on a charge of drunkenness.

## RECEIVER FOR SIMOTONE \$2,000 Judgment Secured by Marcus —Looking for Assets

Simotone, film equipment corporation, 55 West 42nd street, has been placed in receivership by the N. Y. Supreme Court for the purpose of locating the firm's assets to satisfy the execution of a judgment against the company in favor of Samuel Marcus and the Eclaircraft Studios. Receiver named is Eugene Blane, 34-42 Rock Row. The judgment is for \$2,130.

The row between Marcus and Simotone arose out of a contract between the two whereby Simotone was to install certain sound equipment in the Eclaircraft Studios. Marcus paid \$2,000 as a binder and claims he never got the instrument contracted for.

Although the receivership is created only for Simotone, Marcus' original suit was aimed at two of the equipment company's affiliated firms, Combined Sound and Color Films, Inc., and the International Talking Films, Inc. They were not named in the court's order for a receiver.

## Iowa, One Publix Div.

Des Moines, March 18.  
Publix Theatres has now made Iowa a separate division, naming Nate Prudenfeld, manager. Under the new system, Iowa and Nebraska heretofore joined Publix also makes Nebraska a separate division.

Des Moines Publix houses were formerly managed from the Omaha department headquarters. Three districts now covered by Iowa division.

Jack Roth becomes district manager of five Des Moines theatres and one in Newton. Herbert Grove will manage the second district of five houses, while the third is assigned to A. G. Stoltz, which includes Waterloo, Cedar Rapids and Marshalltown.

**"Lummxox" at Last**

"Lummxox," Herbert Brenon's talker, adapted from the Fannie Hurst story and long since completed, held off Broadway, opens at the Rivoli Friday (21) or the following Friday, following run of "The Eve of St. Patrick."

Picture has been released generally some time ago.

## FRIML "FED UP," RUNS OUT ON HOLLYWOOD

Hollywood, March 18.  
Rudolph Friml hopped a train for New York suddenly without his ultimate destination Europe. He expressed himself as fed up with Hollywood.

Brought west by United Artists to produce "More of Girls 66," which Arthur Hammerstein is producing, Friml left with that picture but half complete.

United Artists wanted him to do two more operettas.

## L. A. to N. Y.

Harry Warner.  
Sam Morris.  
Benjamin Rasch.  
Don Eddy.  
Irving Berlin.  
Pat Dowling.  
Arthur Johnson.  
Lee Marcus.  
A. P. Waxman.  
Adolph Zukor.  
Victor Heerman.  
Sarah Y. Mason.

## N. Y. to L. A.

Buddy DeSylva.  
Leo Brown.  
Ray Henderson.  
Lucille Webster Gleason.  
Walter Donaldson.  
Gus Kelm.  
Louise Brown.  
Frederick Sammls.

**Sverling, Scenario Ed**  
Hollywood, March 18.  
Jo Sverling, former eastern newspaperman, has been appointed scenario editor of Columbia Pictures.

He succeeds Ed T. Lowe, Jr.

**Felix Feist Going West**  
Hollywood, March 18.  
Felix Feist, of Metro home office, is due to leave New York March 21 for the coast.

Production conferences the object.

**Brother Five Brother**  
Hollywood, March 18.  
Ben Pivar replaced his brother Maurice, as editorial supervisor at Columbia studio.  
Latter moved back to his old job as film editor for Universal.

**HOW**  
to top the records  
set by

**SALLY**

★  
**SON OF THE GODS**

★  
**NO, NO,  
NANETTE**



# Grab- SHOW GIRL IN HOLLYWOOD

and set it now  
for Easter Week

55 other big theatres already have!  
with a new and greater

ALICE  
WHITE

more ravishingly beautiful in Technicolor. And

JACK MULHALL

Directed by Mervyn LeRoy



A FIRST NATIONAL and

VITAPHONE  
REG. TRADE MARK

"Vitaphone" is the registered trade mark of the Vitaphone Corp. designating its process.

**EXPOSES**

Shows you the movie studios from the inside and outside, and other show places of Hollywood.

**EXPOSES**

Tells all that goes on behind the closed doors of "production conferences." It mocks the yes-men.

**OOD**

Explains the workings of the camera booths, microphones, lights and production methods.

**EXPOSES**

Shows you the projection room and the method of broadcasting the voice to the audience.

**EXPOSES**

Gives you a close-up of a Hollywood world-premiere with all the stars in attendance.

**THE SONG OF THE FLAME**

WILL BE HEARD AROUND THE WORLD

**PICTURE** Part **Techni** **COLOR**

## Here's your Complete Campaign

- 1 Double your playing time. Triple your advertising appropriation and bill it like a circus.
- 2 Tell them it shows ALL about Hollywood and tells a wonderful love story besides.
- 3 Tell them they'll see the talkies in the making, from the make-up to the projection room.
- 4 Tell them they'll see ALL of Hollywood, the Montmartre, Roosevelt Hotel, Hollywood Blvd. and homes of the stars.
- 5 Tell them they'll meet Al Jolson and Ruby Keeler, Noah Beery and Noah Beery, Jr., Loretta Young, Walter Pidgeon and scores of other celebrities at a brilliant world premiere.
- 6 Tell them they'll see a new and greater Alice White photographed with the ultimate in Technicolor perfection.
- 7 Tell them about Jack Mulhall, Blanche Sweet, John Miljan and the cast of stars.
- 8 Tell them about the song hits, "Hang On To A Rainbow" and "I've Got My Eye On You" with the most novel presentations any songs ever had.
- 9 Tell them it's one of the finest screen ROMANCES, with laughs, drama and gripping suspense.
- 10 Tell them it's the story they roared at when it ran for fifteen weeks in Liberty Magazine. Better than "Show Girl", and what a sensation THAT was.

Clip this page and file it. It will come in handy when you play "Show Girl in Hollywood"

## Engineers Say Wide Film Not So Strong Now—Wide Screen for Effect

Same foreign lights argue that when the producer-distributor makes his own contract, regardless of its terms or stiffness, there is no restraint of trade. If the exhibitor doesn't like the Par contract at all, instance, there is nothing to stop him from getting picture produced elsewhere.

Considerable anxiety is being felt with the Par contract about to be put to a test and also over what contracts the other distributors make, without actually following the one Par has written.

# FOUR OF A KIND

ON BROADWAY AT \$2 TOP AND ALL OF 'EM WINNERS

## A♣ MAMBA

The First All-Technicolor Drama

with Jean Hersholt  
Eleanor Boardman • Ralph Forbes  
Directed by Al Rogell

Now in SECOND BIG WEEK  
At the Gaiety Theatre, N. Y.

ALL HOUSE RECORDS  
BROKEN

## A♦ PARTY GIRL

Sensational!

Sweeping the Country  
After Six Smashing  
Weeks at the Gaiety, N. Y.  
Star Cast, Headed by  
Douglas Fairbanks, Jr.,  
Judith Barrie, Jeanette Loff,  
Marie Prevost  
A Helperia Production  
Six Great Weeks at the Gaiety  
Theatre

## A♠ TROOPERS THREE

Fun. Romance. Daring Horsemanship.  
An Epic of the U. S. Cavalry  
With Rex Lease, Dorothy Gulliver,  
Slim Summerville and the 11th  
U. S. Cavalry

Just One Big Thrill After  
Another.

Written and Supervised by  
Arthur Grey Emery  
Directed by Norman Taurog  
Three Big Weeks at the Gaiety

## A♥ The LOST ZEPPELIN

With Coway Tearle, Virginia Valli,  
Ricardo Cortez

It Made the Critics Gasp!  
Four Mighty Weeks at the  
Gaiety

Directed by Edward Sloman

It's  
"To the Bank!"  
When You Play  
These Mr. Exhibitor

"SUNNY SKIES." College Life. College Love. College Fun and Music. Featuring Benny Rubin, "the Nation's Mischiefmaker," Marceline Day, Rex Lease, Marjorie Kane, Harry Lee, Green Graustadt, Wesley Barry and a star cast. Story by A. P. Younger. Directed by Norman Taurog.

"THE MEDICINE MAN." Adapted from Elliott Lester's stage play. Featuring Jack Benny, Betty Bronson, Eva Novak, with great cast. A mighty comedy drama, based on a subject of timely interest.

"SWELLHEAD." A powerful story of a prize ring champion who "high-batted" his old friends and his sweetheart and then had to beg for help. Filled with love and tremendous prize ring scenes. In the cast, James Gleason, Johnny Walker, Marjorie Shilling. Directed by James Flood. Story by A. P. Younger.

"SONG OF THE BURALES." Outdoor, all-talking, with Armida, Don Terry, Marjorie Kane, Victor Pate, Wesley Barry, Frank Glendon, Harry von Meter. Directed by Richard Thorpe.

"HOT CURVES." Featuring Benny Rubin, Pert Kelton and others of note. Story by A. P. Younger.

"THE GREAT WIDE TRAIL." A story of the Alaskan Gold Rush, from the story by David Graham Stewart.

### SHORT SUBJECTS DE LUXE

"THE VOICE OF HOLLYWOOD." One-reeler, in which stars broadcast on the screen and answer questions from fans. New and highly entertaining. Produced by Louis Lavin.

FORBES RANDOLPH'S KENTUCKY SINGERS. Six two-reelers, filled with darkey comedy and singing.

COLOR SYMPHONIES. One reel technicolor subjects that are entralling the world. Supervised by Rudolph Ploow.

With RCA Synchronization.

COMING The Greatest Screen Drama of All Time

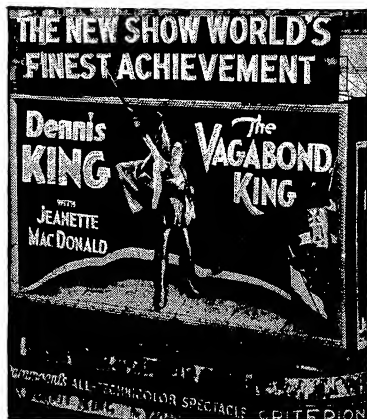
# JOURNEYS END

DIRECTED BY  
JAMES WHALE

TIFFANY PRODUCTIONS INC.

729 SEVENTH AVE.

NEW YORK CITY.



**NEW YORK.** In 5th week of \$2 run "The Vagabond King" is doing absolute capacity every performance at the Criterion. Topping receipts of "Covered Wagon," "Wings" and other hits playing this famous Broadway road show theatre.

# WHILE FILMDOM ACCLAIMS AMAZING "THE VAGABOND

**CHICAGO.** Broke all existing records opening week-end at United Artists Theatre. Business holding. Set for long, prosperous run.

**ROCHESTER.** First picture to play Eastman Theatre second week since opening of house in 1922. Theatre has always played best pictures made.

**MIAMI.** Three times normal business at Fairfax Theatre. Nearly an hour required to clear ticket lines at each performance. Miami Herald says: "So amazingly perfect that one hesitates to compare it with any other motion picture."

**NEW ORLEANS.** Variety reports, "Vagabond King" topping all previous records at Saenger Theatre."

## ... COME THE GREATEST



**"SARAH AND SON."** Ruth Chatterton, Fredric March. "Greatest dramatic hit of 1930," agree N. Y. reviewers. Tremendous week-end business N. Y. Paramount.

**"HONEY."** Like "Sweetie," and even bigger. Musical comedy starring Nancy Carroll, Harry Green, Skeets Gallagher, Lillian Roth, Stanley Smith. Includes great song hit, "Sing, You Sinners." "Biggest business in four months," wires Colonial Theatre, Akron.

**"YOUNG EAGLES."** Buddy Rogers, star of "Wings," unites with director of "Wings" to produce greatest air-romance thriller yet! With Jean Arthur, Paul Lukas, Stuart Erwin.

# SUCCESS OF KING...

**BOSTON.** Wire from Uptown Theatre: "‘Vagabond King’ perfect box office attraction. Governor Allen of Massachusetts says, ‘Most wonderful picture I have ever seen.’"

**MINNEAPOLIS.** Wire from Century Theatre: "‘Vagabond King’ got greatest reception from audiences in Minneapolis show history. Started big and growing bigger."

**NEWARK.** All records smashed at Rialto Theatre.

**SAN FRANCISCO.** Greatest business St. Francis Theatre has seen in months.

**ST. PETERSBURG.** Setting new high marks at Paramount Theatre.



**DENNIS KING**  
in "THE  
**VAGABOND KING**"  
with  
**JEANETTE MacDONALD**  
O. P. Heggie  
Warner Oland  
Lillian Roth  
*Ludwig Berger Production*  
**PARAMOUNT**  
**ALL-TECHNICOLOR**  
Song Romance

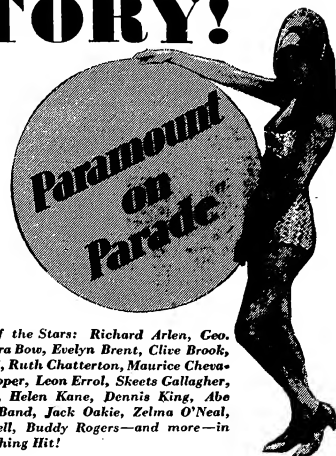
# B. O. HITS IN HISTORY!

**"BENSON MURDER CASE."** William Powell as "Philo Vance" in best of all S. S. Van Dine mystery thrillers. Same principals as in "Canary" and "Greene."

**GEO. BANCROFT** in "Ladies Love Brutes." Variety names Bancroft "biggest box office draw on the screen" in annual poll. This hit, with Mary Astor and Fredric March, shows why.

**"LIGHT OF WESTERN STARS."** Another "Virginian." Richard Arlen, Mary Brian, Harry Green, Regis Toomey.

**AND 20 MORE JUST AS BIG!**



*The Frolic of the Stars: Richard Arlen, Geo. Bancroft, Clara Bow, Evelyn Brent, Clive Brook, Nancy Carroll, Ruth Chatterton, Maurice Chevalier, Cary Cooper, Leon Errol, Skeets Gallagher, Harry Green, Helen Kane, Dennis King, Abe Lyman and Band, Jack Oakie, Zelma O'Neal, William Powell, Buddy Rogers—and more—in one Big Smashing Hit!*

# Talking Shorts

## LAUREL AND HARDY

"Blotto" (Comedy)  
19 Mins.  
Gaiety, New York

Roach-M-G-M  
A nice, easy, laughing comedy, much more legitimate than Stan Laurel and Oliver Hardy have made for some time. It will please any audience. One or two real low down bits are done so well the intent of at least one will escape almost any house, but still remains funny. It's your old friend, the seltzer bottle, once more.

Hardy does the more and better work in this, mostly entirely pantomime by himself. He is gotten out of his home at night through advice per a phone call from Laurel, with Hardy's wife overhauling the phone conversation from an extension. She frames both, locating them later in a new club where the wife had grown soused drinking cold tea in a scotch bottle, which the wife had substituted for the real McCoy, added all of the pepper and spices she could find in the kitchen.

James Parrott directed without costing a laugh. Anna Garvin is featured on the slides as the wife. Victor recorded on W. E. equipment.

"Blotto" is the English expression for stoned. *Sime.*

## AL TRAHAN

"With Lady Yukona Cameron"

"The Musical"

Comedy Pianolog

9 Mins.  
Strand, New York

Vitaphone No. 936

Al Trahan, one of vaudeville's star comedians, left none of his punch on the boards. The saloon is present in the few bits from his stage routine and some talk poorly specially devised for this short.

Better camera work has been strengthened the total, though high enough now for any program.

Cameron jumps from the floor, jerking from one corner and pan to another, with many of the quick shots of a parlor audience unnecessary, besides interrupting the work.

Locale is a society musicale, with Trahan getting a gag introduction and starting in dialect. He switches tongues for starting laughs, then into the pianolog.

Lady Yukona Cameron, tall and nifty blond, is Trahan's singing foil here as in vaudeville. Closes with Trahan doing his own vocal work.

Trahan refrains from spilling too much of his stage material into this short. The parts he used are very effective. *Bigs.*

## O'DONNELL AND BLAIR

"The Plasterers"

Comedy

6 Mins.  
Paramount

O'Donnell and Blair's roughhouse vaudeville routine, screened without change or alteration, makes a knock-out comedy short. This is the team's second short. They have a short of a previous stage turn of theirs, "The Piano Tuners," just as funny.

As in the stage, Miss Blair does straight for her partner's clumsy, tumbling plasterer character. An assisting plasterer and two men under prop horse costume are the unbelied support. Accidental cracks on the dome, false brick, and false gates that sock in the rear, etc., all from the stage script, are individual and sure-fire howls.

Picture set looks like the one used in vaude by the mixed couple. At six minutes, short runs about the same time as the stage version. *Bigs.*

## "SEEKING A HEAVYWEIGHT CHAMPION"

Pugilistic

27 Mins.

Loew's New York

Best moment from the silent record of heavyweight fights of the last three years, held together by offscreen description by Sam Taub. Some excitement, much interesting action. Men and boys will all like it and some of the women may.

Full of prop comedy for boys, for Jack Dempsey and for the Madison Square Garden Corp. Opens and closes with dialog about the heavyweight situation by Taub and Humphries, the Garden's staff announcer. Portions are shown from the Dempsey-Sharkey, Dempsey-Tunney, Sharkey-Heene, Heene-Delaney, Tunney-Heene, Sharkey-Strubling, and the Dempsey-Sharkey-Laughan and Scott-Von Forst bouts.

Conclusion drawn by Taub and Humphries is that Dempsey is old as he is, holds the key to the heavyweight lock.

Taub gets too excited in his descriptive chatter and at times sounds as though going into a panic. Everybody's left hand is tantalizing and the game is good work for every bum pug, including Phil Scott.

Henry Sonnenshine is the producer billed. No recorder credited. *Bigs.*

## Program Layouts

### PARAMOUNT, NEW YORK

(Week March 14)

(St. Patrick's Day Week)

(135 Mins.)

"Irish Rhapsody," orchestra 12 mins.

Par. News and Trailer, 12 mins.

Organ Concert 4 mins.

Puttin' on Dog (stage), 42 mins.

"Sarah & Son" 76 mins.

Trailers 2 mins.

### PARAMOUNT, BROOKLYN

(Tentative, Week March 21)

(140 Mins.)

Prelude.

Par. News and Trailer, 12 mins.

"Getting a Ticket, Short 11 mins.

Organ Concert 5 mins.

"Puttin' on Dog (stage) 38 mins.

"Young Eagles" 75 mins.

Trailers 2 mins.

### FOX, ATLANTA

(Week March 10)

Fox Movietone News

Organ

Terrykoon ("Pretzels")

Overture

F. & M.'s "Drapes" Idea

"Lone Star Ranger"

Fox Movietone News

Organ

Cartoon ("Cat's Meow")

F. & M.'s "Screenland Melodies"

Idea

"Happy Days"

### RIVIERA, CHICAGO

(Week March 21)

(155 Mins.)

Metro News 5 mins.

Publix "Alntcha," song 5 mins.

U. "Show Up" 125 mins.

Columbia "Screen Snapshots No. 11" 16 mins.

Trailers 3 mins.

### HARDING, CHICAGO

(Week March 21)

(150 Mins.)

Par. Sound News 8 mins.

Organ Spotlight 5 mins.

Organ 3 mins.

Fox "Sunshine Up" 123 mins.

Trailers 3 mins.

### SENATE, CHICAGO

(Week March 21)

(154 Mins.)

News 12 mins.

"Naughty But Nice" 7 mins.

Organ 5 mins.

Par. "Street of Chance" 76 mins.

"Uppercut O'Brien" 18 mins.

Trailers 6 mins.

### NEW ORLEANS MARDI GRAS

(In Color)

Pathe Sound News (1 Clip)

2 Mins.

Globe, New York

Pathe

Although lasting but two minutes, this news reel, shot in color, appears to be the far more important than its brief running time infers. It's an advance view of what will be accomplished when color is freely available to news cameramen.

In the Mardi Gras, New Orleans' annual carnival, Pathe picked a natural for color application. Pathe's Coloratura is the shading process. While the picture lacks the clarity usually missing in color scenes, most of the tints seemingly were faithfully recorded. It makes a striking picture of the Mardi Gras, far more effective than similar scenes have been in black and white.

Color shot is part of the March 15 Pathe news release, and was slipped into the Globe without advance heralding. *Bigs.*

### "MOUNTAIN MELODIES"

Musical Scene

10 Mins.

Stanley, New York

Paramount

Robert C. Bruce scenic, with songs and dialog that weave a story around landscape pictures. Handled like the scenes of silent days, with the scenery still more important, but with the song and talk lifting it above the former plane and making this an enjoyable short of the refined category.

"City youth, sent to the mountain country by his rich father for a lesson, is taught the lore of the forest and streams by an old woodsman, and a bunch of warbling forest rangers. They sing him into liking the outdoor life."

All of the eye stuff far more important than the story, which was built to be forgotten. *Bigs.*

## "STAR"

"Voice of Hollywood"

With Ben Turpin, announcer

9 Mins.

Gaiety, New York

Tiffany  
Another of the STAR novelty shorts, bringing to view new and old names in the picture colony, where this radio station operates.

In this one, Ben Turpin is the station's announcer, making up his eyes on the picture colony, where this radio station operates.

First called to the mike, which the audience can see, is Madge Bellamy. She sings at Turpin's request "The Last Rose of Summer." Though but one verse, that was Turpin's first error. Miss Bellamy's good looks couldn't square it.

Then Mickey Maguire, also Alberta Vaughan and Al Cook, and may be some other stars.

Not bad at all these STAR bits for shifting variety of more or less well known names, with some entertaining, as with the Maguire kid in this.

The shorts should grow in popularity if STAR can hold up its end with them. *Sime.*

## Billy and Elsa NEWELL

"Then and Now" (Comedy)

6 Mins.

Strand, New York

Vitaphone No. 937

Mixed comedy couple from vaudeville in a former stage routine. When they get their laughs they are really got, for the Billy and Elsa Newell know talker timing. Or were properly directed, for they get over as enough to shove the short away.

Past and present idea, first section (past) the meatier of the two. Boy taking girl home, in the 90's. Asking her what first attracted her attention to him called for good judgment in delivery, and judgment is more necessary on the screen than in vaudeville.

"Present" part opens with the couple in a kiss clinch. Boy then asks the girl her name. Duet with Billy singing and Elsa contributing muggings, gets them off.

Newell's second short. First made about a year and a half ago. *Bigs.*

## "HE TRUMPED HER ACE"

With Johnny Burke, Marjorie Beebe

Comedy

16 Mins.

Loew's New York

Educational

Delightful comedy for deluxes or wherever bridge, as a game, is familiar. Story is simple and the comedy handled with refreshing freedom from mugging or forcing. It is a high grade comedy talking short all the way.

A couple on the first night of the honeymoon become involved in a bridge game at their swank hotel. Hubby is a mental vacuum, sets the stakes at 10c, a point and proceeds to do everything he should not.

His bride, a good player, fights wily and the bride on the stand to win an important rubber that will take some of the sting from the defeat, when hubby, at a signal from a kibitzer, trumps her ace. She faints.

The next fade-in is on the divorce court with the bride on the stand. Humor is further developed through the kibitzer who signalled the dog that was turning out to be the trial judge.

Johnny Burke, playing straight lead, does his usual joke as a sure thing. Miss Beebe makes the wife's feelings always understandable. Scenario, direction and acting shrewd, restrained and intelligent. *Land.*

## PATHE REVIEW

Magazine

10 Mins.

Carnegie, New York

This issue is pretty weak consisting of the type of filler known among newspapermen as "pig yams," in other words, lacking in real substance. Possibly the faulty reproduction in this house impaired the effect.

Sound is mostly doped or faked. Peggy Hamilton shows a cello and bridge will wear. Long drawn out interlude of slight novelty although women probably always interested.

The dog that sings to the strains of a band music is interviewed, there's rough seas off Great Britain, and the scene jumps from one foreign country to another revealing saloons and guzzling parlors around the world as an explanation of what became of the good bartenders. *Land.*

## "STIMULATION"

With Johnny Arthur

Comedy

8 Mins.

Strand, New York

Vitaphone No. 936

Big laugh here arrives when the hero, previously relieved of his

## Miniature Reviews

### "Song of My Heart" (Fox).

Excellent picture with John McCormack's name and voice plus brilliant comedy performance by J. M. Kerrigan and Farrell Macdonald. A simple tale charmingly told.

"Mamba"—All color and all dialog and Tiffany spent a lot of money in staging it. But it is not a first-run picture, and poor for the better seconds.

"Madame" (MGM). Destined for house records. Greta Garbo talks and is great. Distinguished production all the way and rates adjectives.

"Sarah and Son" (Par). Excellent performance by Ruth Chatterton and some fine acting by others puts this one

ahead of "Madame X," having similar mother over "The Steps Out" (Fox). William Collier, Sr., featured. Far comedy plot and good cast not helpful enough. Destined for secondary spots. Can play anything under the big houses.

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## SONG OF MY HEART

JOHN MCCORMACK

(All Dialog with Songs)

Fox production and release. Starring John McCormack, Maureen O'Sullivan, adapted and dramatized by Tom

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nation of the singer's occupation until somewhere in the last three reels when it is hinted that he will sing in public "again." Up to that time the audience must accept him as a man of apparently moderate means, devoted to his wife.

Meanwhile, there are the two village cronies—Kerrigan and Farrell Macdonald. Almost as good as Kerrigan's own, Macdonald's performances. Not simply a matter of being just two clowns mugging for laughs. The picture has none of the anything that goes on and says fits, and Kerrigan's work is a study for performers either on the stage or screen. He probably never sees footlights again if the studio has it's way, and a report is that Fox has a long string of options in his contract.

Kerrigan is a former legit actor of note, who also was director of the Abbey Players in London, for a number of years. His personal effort here is bound to rank among the greatest in talking pictures to date. Actually, a superlative contribution.

Cast blends throughout both Irish and English. Miss O'Sullivan, who and the lad, Tommy Clifford; impressing favorably. Effie Ellier, the Irish actress, who starts, makes a small part stand out while Alice Joyce is always easy to gaze upon. De Serravallo makes a bit of the Irish, and John Garfield, Miss O'Sullivan as the direct-love, interest, mildly suffices. Emily Fitzgibbon, who is a bit of the Irish, is cold-faced relative about to wreck the life of Ellen, as she did that of the Irish actress, Mary.

McCormack plays easily and well, occasionally flashing a sense of humor. His singing, of course, stands itself out, and he is the spotting and selection of songs which are so important for this picture. McCormack's singing is a fine change of pace with "Ireland, Mother Ireland," perhaps the top thrill of the premiere.

So far, McCormack's work is a credit to everyone concerned in its making. The recording on McCormack's singing is excellent, as evidenced in the handling of all the component parts. Its unspontaneous, its sincere, and its warmth are what they'll like.

Besides John McCormack and 11 McCormack songs for 75c. *Sid.*

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B

# VAGABOND ADVENTURE SERIES

THE

with TOM TERRIS  
the VAGABOND  
DIRECTOR

**26**  
**Super**  
**Dramatic**  
**thrills in sound!**

**ready  
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**The  
most  
sensational  
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in  
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field  
today!**

## THE FIRST 3



### "THE GOLDEN PAGODA"

Buddha and mystery! You travel with Tom Terris into the streets of Burma. See the native beggars, the beauty parlors for husbands while wives supervise. Gorgeous temples bejeweled with emeralds. Domes of solid gold—and a thrilling trip into the forbidden caves of the Kings where one mis-step means death. And you hear it all!



### "STREETS OF MYSTERY"

India, land of magic and superstition—land of the savage tiger and the royal elephant, of ancient historic temples and monstrous gods. The story, dramatically told, of a boy lured to ruin by a bronzed savage beauty—swallowed up in the mysterious streets of India!



### "THE LAIR OF CHANG-OW"

China, oldest civilization in the world, joss houses, temples, poppy-fields, silks, satins, rice, leering coolies . . . And a curdling night in the Wang-ho caves, the lair of Chang-ow the dreaded bandit chief!

produced by  
THE VAN BEUREN CORPORATION  
released by  
PATHE





*Just out*  
**PATHÉ COMEDIES**

Q The announcement book for Pathé's new season comedy product is out today.

Q This book keynotes a new thought and a new pace in comedy making.

Q Pathé has ever been supreme in this field and this announcement sets a new high mark.

*Phil Roman*

General Sales Manager  
PATHÉ EXCHANGE, INC.

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(SIX)

MANHATTAN COMEDIES  
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(SIX)

CAMPUS COMEDIES  
(SIX)

FOLLY COMEDIES  
(SIX)

RODEO COMEDIES  
(SIX)

RAINBOW COMEDIES  
(EIGHT)

WHOOPEE COMEDIES  
(EIGHT)

*{all two-part productions}*

*Produced at Pathé's  
Culver City Studios*

E. B. DERR, Executive vice President  
in charge of production

JOHN C. FLINN, vice President  
in charge of comedy production

## Allied States O. K.—Myers; Around \$60,000 Annual Dues With 33 States Now Covered

Claiming that the Allied Federation now reaches into 33 states which pay dues in excess of \$60,000 yearly for its maintenance, Abram Myers, who left a high Washington post to organize small indie exhibitors, declares that arbitration and a standard exhibition contract, which his own efforts get partial credit for overthrowing, will be back in the industry within 60 days.

That the axe of the Hays organization, sharpened originally to grind for "a thousand reasons," featuring any obstacle obstructing its domination of filmdom, is duller than that of a single producer, member is opposed to Allied, and that producers are becoming aware of Hays' politics as their greatest impediment to successful outside relationship, is being materially demonstrated by members taking many such dealings into their own hands and relieving paid Hays' lieutenants—these are a few of the highlights in the most exhaustive trade paper interviews Myers has had since vying for the film sceptre.

All of his own lieutenants, Myers asserted, have at one time or another been offered "better jobs" with the Hays organization. But, as Myers puts it, "they are all diamonds," despite occasional bits of by-play well known to the political trade.

Now, the situation is reversed, Myers states. It is the independent theatre owner who wants the return of arbitration, but as it prevails in 150 other industries, the indie is equally aggressive for one form of contract.

### Unrest

That there is serious unrest, dispute and disagreement over arbitration and contract is met by Myers thusly:

Today 75% of the contractual clauses are approved by the independent box office man.

Today 85% of the conditions governing protection are agreeable to the independent.

The remaining differences can be threshed out and put in effect within the next two months if the producers and not their paid emissaries continue to deal with the

theatre owners, he says. Allied Myers emphasizes, is willing to be elastic in its demands and to more than go half way in eliminating discrepancies in the remaining controversial percentages.

Contracts now being put into use by all producing companies are regarded by the indie simply as temporary expedients; exception is being taken to none so certain are exhibitors, according to their spokesman, that uniformity according to legal Hoyle will be speedily forthcoming.

That the producers' attitude is changing for one of respect toward the independent has been personally witnessed by him since picture makers commenced acting individually in matters that were formerly left to the political body, Mr. Myers stated.

What the 15 and 25% intake the indie buys mean to the big fellows was brought up, as it has been reiterated many times in published reports, Myers smiled significantly. Then came credit in major proportion to the little grind owner for doing the real work on the legislative jobs; affecting the important contracts and pressing contentions to the maximum degree because of intimate knowledge then:

"I haven't found a single producer who has refused to sell. I haven't found a single producer who doesn't figure his time with us is well spent. The only persons opposed to us are those dependent upon playing politics, and I say Allied will be flourishing long after that organization, from which propaganda that we (Allied) are on the rocks is emanating, is forgotten."

### Fair Play

Under the present system of negotiating Myers stated: "Everything is being handled as fairly as I could ask. Fair fellows are dealing with us and if we get off the track then we will be willing to be reminded of the fact. There will be no monkey business, though."

### Allied Support

Allied gets its dues not from members but from organizations. These, he stated pay annually all the way from \$150 to \$10,000 yearly. The \$60,000 approximate total, he said, excluded the \$70,000 Radio and Tiffany paid in to promote sale of franchises among Allied affiliates last year, Myers added. Of the organization which, he said, now come under the Allied banner, are:

New England Association; Louisiana, Mississippi, Rocky Mountain State organization with headquarters at Denver; Inter-Mountain, at Salt Lake, including Salt Lake City and Idaho; Southern California, Arizona, New Mexico; Northwest theatre owners including with others, Minnesota, Michigan, Iowa, North and South Dakota, Texas, Illinois. Others are New Jersey and western Pennsylvania.

### R-K-O Booked in Chi

Chicago, March 18. Seventh street, Minneapolis, and President, St. Paul, R-K-O run houses, added to the western office's booking list. Formerly booked in New York.

## MPTOA CONVENTION AT PHILLY OR A. C. IN FALL

Barring a merger with Allied States (indie exhibs) in which case plans would likely be altered, the M. P. T. O. A. will hold its 1930 convention in October or November, probably at Philadelphia. The Quaker City seems to be favored by most of the MPTOA crowd with next preference Atlantic City.

Other cities suggested are New Orleans, St. Louis, Miami and Jacksonville, local interests having gone after the Hays-controlled exhib organization to pick these cities.

Since inception MPTOA annual meets have been in Cleveland, Minneapolis, Washington, Chicago, Boston, Milwaukee, Los Angeles, Columbus, Toronto and Memphis. Last year in Memphis the convention was held Oct. 29.

### R-K-O Buy in Louisville?

Indianapolis, March 18.

Reported here R-K-O interests will acquire Apollo and Lyric from the Fourth Avenue Co. of Louisville. R-K-O has been booking the Lyric, former Pantages house, from its Chicago office.

## R. I. Indie Exhibs Influencing Legislation to Harass Chains

Providence, March 18.

Theatre men here are burning up over tightening of city and state laws, which practically makes it impossible for any ballyhoo stunt on the streets. The few independents left in this town are said to be responsible for the laws taboos ballyhoo.

Stunts are usually put on by chain theatres with the result the indies suffer. Indies rather put their money in the newspapers rather for street

stunts. What little influence they have left is being used in putting the screws to the chain men. So far they have been able to register success in more than one instance.

The latest move of the indies is to bar the use of radios on automobiles. Legislation has been presented in the General Assembly and passage is practically assured. It has been no uncommon sight in the last few months or so to see all sorts of motor vehicles on the streets of the city bedecked and exploiting some presentation via radio.

### No Janitors' Strike

Chicago, March 18.

Strike of theatre janitors, threatened in connection with demands for more pay, was averted at the last minute with union's acceptance of a \$2.50 increase for janitors getting less than \$30 a week.

It's a \$1 boost for those receiving over \$30.

BILL AND HARRIET

# HUTCHINS

With "White Caps" Upt

This Week: Oriental, Chicago

## Young Moderns wear LORRAINE HAIR NETS to keep the hair neat—chic

**Wear a Lorraine Hair Net—and your coiffure will stay perfect for hours on end! No stray locks to mar your smartness, no collapsing of once-snug chignons. Little wonder young moderns are devoted to Lorraine Hair Nets!**

Lorraine Hair Nets—for long hair or bobbed—are smartly fashioned—finely made! No better hair nets are obtainable at any price!

# Lorraine

## HAIR NETS

All Colors Including GREY and WHITE

Exclusively at F.W. WOOLWORTH CO STORES

LORRAINE HAIR NETS—Double or Single Mesh 10c  
LORRAINE BOBBED NETS—Special Size for the Bob or Growing-in-Bob 10c  
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## OTHER LORRAINE HAIR DRESS AIDS

LORRAINE GYPSY CAP—Spanish Bandeau—10c CROWN—10c sold separately

Ideal for wear while motoring—or in outdoor activities.

LORRAINE SPANISH BANDEAU—with fringe—10c GAY BUCKLE 10c sold separately

A colored silken band—4½ inches wide—long—enchantingly youthful. The attractive buckle of cloisonné enamel keeps the fringed ends in place.

LORRAINE WATER WAVE AND SPORTS NET—10c

To set a perfect wave—for active sports—to protect your hair when cold creaming your face. The style: cap, with chin ribbon, with chin elastic.



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T SOUND AND SILMERY TRAILERS

**Joseph Jackson**

Has Signed a New Long Term Contract with  
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**MYSTERIOUS MOSE**  
SNEAKIN' UP ON YOU.

**F.W. WOOLWORTH CO 5 AND 10c STORES**

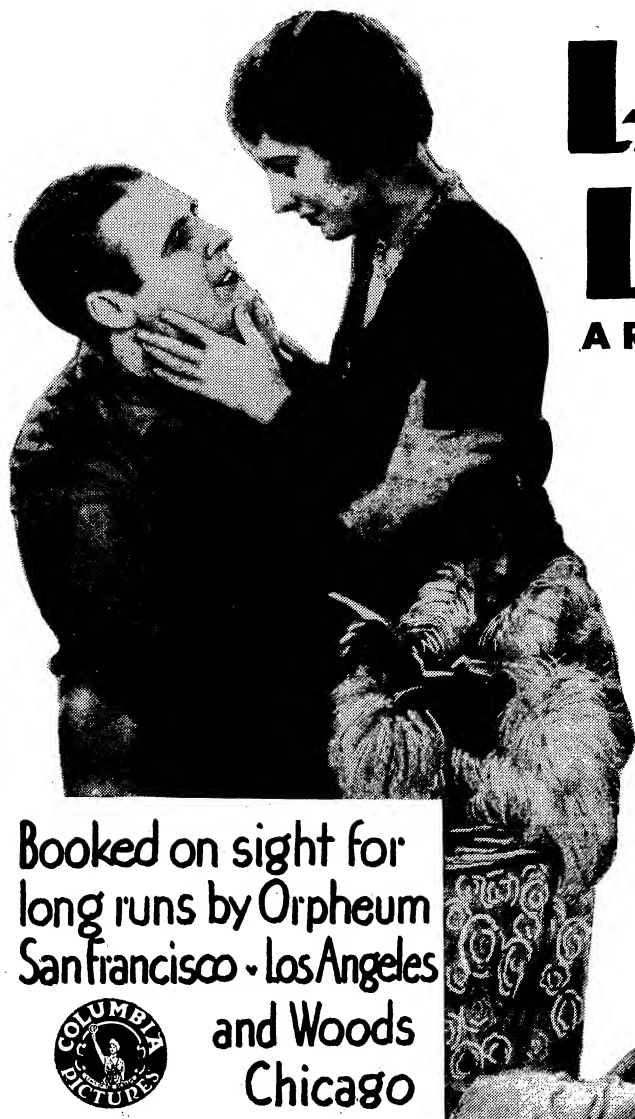
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Fanchon & Marco's  
"GYP GYPSY"  
IDEA

# JEANNE ALEXANDREA

"ROSE GIRL OF RADIOLAND"

This Week  
Loew's State,  
Los Angeles

# COLUMBIA *has* *the* SENSATION *of the* YEAR



## LADIES *of* LEISURE

**A Road Show Attraction**

featuring the greatest cast  
of the year . . . headed by

**Barbara Stanwyck**  
**Lowell Sherman**  
**Ralph Graves**

Marie Prevost Nance O'Neil  
George Fawcett Johnnie Walker  
Juliette Compton

**A FRANK CAPRA PRODUCTION**

From a David Belasco Play by  
Milton Herbert Gropper

Booked on sight for  
long runs by Orpheum  
San Francisco • Los Angeles



and Woods  
Chicago



# "It's Such Men as You Who Break Trusting Hearts"

said the irate mother of a trusting girl old enough to have voted for Grover Cleveland. "You men trample on the souls of young girls and make a joke of their confidence—you—you—viper in trousers."

Haldane was innocent; knew he was innocent—but just at the moment could think of nothing really effective to say. But he eventually regained his presence of mind—and WHAT he said and how he said it is disclosed in the dialog of this talking typhoon of comedy.



*Example of unusual and effective ad campaign available in Press Sheet.*



OPENING

Warner Bros.

**BEACON  
Theatre**

March  
21



**EDWARD EVERETT HORTON ▲ LOUISE  
FAZENDA ▲ PATSY RUTH MILLER ▲  
T. ROY BARNES ▲ EDNA MURPHY**

*From the novel "The Narrow Street  
by Edward Bateman Morris.*

*Adapted by James A. Starr and Arthur Caesar.  
Directed by Archie L. Mayo.*



Warner Bros. present

# WIDE OPEN



## AL JOLSON in "Mammy"

Opening Warner Bros. Theatre — March 26

Hold Everything for "HOLD EVERYTHING"  
with WINNIE LIGHTNER and JOE E. BROWN

## Behind the Keys

Reading, Pa. Partly because of cold feet owners of three of the large theatres giving paid admission benefit shows here Sunday nights for several months have announced they are "observing Lent" and will discontinue the Sunday film shows until late in April. One house, Park, remained open last Sunday night. Whether they will be resumed in April or not is uncertain. Easter falls on April 20 and April 27 is the first day of daylight saving, to be

observed here for the first time since the World War ended.

Lebanon, Pa. No money is available for dividends to creditors of local Apollo Theatres, Inc., operating several theatres here until two years ago, according to a report by A. M. Bowman of Carlisle Pa., bankruptcy referee.

Lebanon, Pa. The Strand, not adapted to wiring, will close and be leased for store purposes by George T. Spang. He also owns the Academy of Music here.

Lenape, Pa. The Lenape Amusement Hall has been sold to John V. Gibney, owner of Lenape Amusement Park, opposite the hall. He will conduct both places this summer.

West Chester, Pa. Warner Bros. have had plans made by C. L. & G. W. Rapp, New York architects, for a new one-story picture theatre (150x150) with stores in front, on High street.

Toledo. Toledo theatre operators called before city council's public improvement committee to explain charges of overcrowding of local houses. Charge is pretty much a good laugh and probably is only an excuse to go after them on Sunday shows. Councilman A. J. Lee, who introduced the legislation, demanding operators refrain from opening until church services have been concluded.

## WARNERS AFTER EXPANSION ON COAST

Hollywood, March 13.

With Harry M. Warner here, that company is beginning a theatre expansion program on the Pacific Coast, whereby it figures on having its combined product in all localities with the beginning of next season's releases.

Warner has closed a deal for a new 2,500-seat house in San Francisco, and also approved plans for a 4,000-seat house at Broadway and 20th street, Oakland.

At the present time Warners' product is playing in all parts of Southern California with the exception of San Luis Obispo and Santa Maria. In these towns, in the middle of the state, sites have been purchased and theatres will be erected shortly.

## HOLLYWOOD CHATTER

Agnes Ayres is home from Gotham voice culture.

Billie Dove wants to do a character part. She won't with F. N. Radio gives its dancing girls vacation with pay between pictures.

For condensed isolation, the one-room bungalow is now available. Beatrice Blinn has returned from the east.

Ralph Murphy, stage in the east, is in the local colony.

Howard Strickling looking at Hollywood through smoke colored glasses.

Whispering Jack Smith's part in "Alone With You" (Fox) will not be cut down to a whisper.

Barney Balaban here from Chicago with his family to spend a month.

With voice the big discussion around the studios these days, "profile" hasn't been heard in the past six months.

Dr. Henry Kohner, over here to

represent a syndicate of German newspapers, now literary aid to Ernst Lubitsch at Par.

Dick Barthelmess not afraid of competition. Doug Fairbanks, Jr., and Neil Hamilton cast with him in "Dawn Patrol."

Midge Bellamy has been cultivating her soprano. Not hesitating between touring to sing or talkers at home.

Leon Janney must play the violin in a picture. He got the motions in three weeks and will study the music after the picture is made.

May Company sends shoppers home in a taxi if they arrive in a

taxi and shop \$2 worth. Arrangement takes in Beverly Hills, 10-mile ride.

That exclusive colony at Malibu Beach will be about as exclusive as a railroad depot after some 30 salesmen, recently added to the real estate company's payroll, get working.

Joe Brandt's pastime on a transcontinental trip is explaining how towns got their names. One guy, he says Wootton (Ariz.), got off because it was too cold, and another decided to go out and La Junta (Ariz.), a squaw. Brandt hides in his compartment at Albuquerque.

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**FOX THEATRES**

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**Howard J. Green**  
NOW WITH FOX  
CONTINUITIES ADAPTATIONS

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COSTUMES  
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HE'S COMING TO GET YOU!

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**JOSEPH LITTAU**  
**DIRECTOR OF MUSIC**

**ROXY THEATRE**  
**NEW YORK**

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with sincere gratitude  
this recognition  
accorded me by

**Mr. S. L. ROTHAFEL**  
(Roxy)

**GEORGE PRIZE**

FEATURED IN F. & M. "GYP, GYP GYPSY" IDEA  
THIS WEEK LOEW'S STATE, LOS ANGELES  
Direction: ABE SUGARMAN, LYONS & LYONS

**SPANISH-LATIN AMERICAN FILM BUREAU**

Now Acting as Advisor for  
SONO-ART'S PRODUCTION, "SONBRAS DE GLORIA,"  
STARRING JOSE BOHE  
ADDRESS  
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Originators  
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Racing

**THE WORLD IS OUR MARKET**

(CAROL)

(MACEO)

**CHILTON AND THOMAS**

NEXT  
TO  
CLOSING

Direction, London,  
FOSTERS' AGENCY

LONDON, PALLADIUM, Dec. 16, Daily Telegraph:—"Palladium Bill is exceptionally strong this week, but the strongest turn on the Bill is CHILTON and THOMAS."

CANNES and MONTE CARLO:—"CHILTON and THOMAS can return here any time," Say Duclos & Balancore, directors.

PARIS, EMPIRE, Jan. 23, Comedia:—"Greatest Dancers since 1895."

BERLIN, SCALE, Month of Feb.:—"A sensation like this never before seen in Berlin."

BOOKED FOUR RETURN DATES AT THE PALLADIUM, LONDON

A New Song and Dance  
and Piano Act, with  
entire musical score.  
Written and Composed  
by Yours Truly, Feat-  
uring Our Latest Hits:  
"Do I" and "Rain  
Drops."

Chicago,  
WILLIAM MORRIS  
New York,  
WILLIAM MORRIS

# RADIO'S

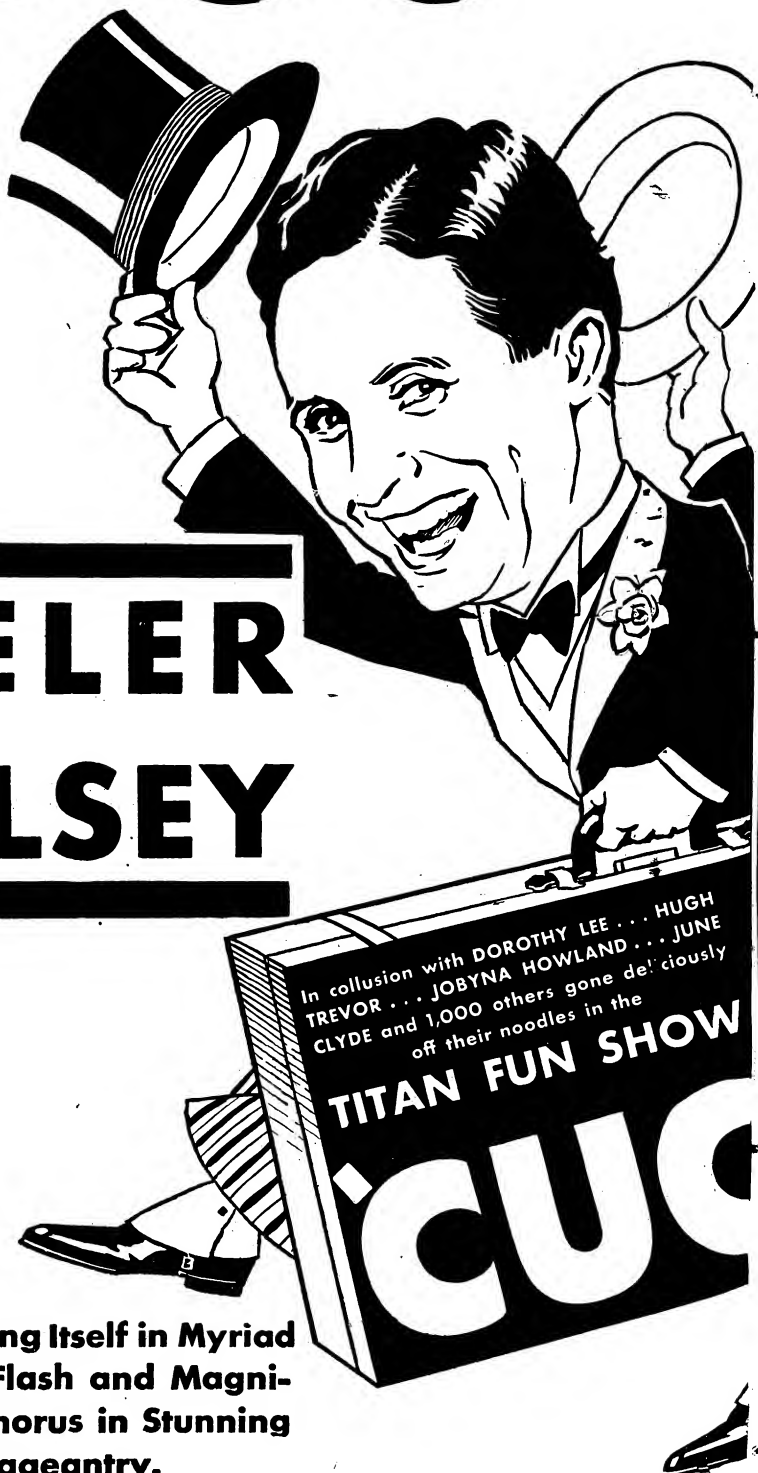
**Jumbo of  
Fabulous  
Grandest**

BERT

**WHEELER**

ROBERT

**WOOLSEY**



**T**ECHNICOLOR Surpassing Itself in Myriad Scenes of Gorgeous Flash and Magnitude . . . Radio Beauty Chorus in Stunning Song and Bewildering Pageantry.

**Joy . . . Hippodrome of Hoke . . .  
Eight-ring Circus of Lunacy . . . With the  
Aggregation of Bounding Oafs and  
Zanies Ever Turned Loose.**



**World's Greatest  
Comedy Team...Mad  
Wags of "Rio Rita"  
Together with All the  
Nuts and Nit-Wits of  
Cock-eyed Creation in the  
Year's Dizziest Dish of  
Slapstick Fun and Whirl-  
wind Jamboree.**



**WHEELER and WOOLSEY**  
... Glorifying the Great American  
Belly-laugh.



**KOOOS**

Directed by Paul Sloane... Based on  
B'way smash "The Ramblers"... Story,  
Lyrics and Music by Harry Ruby, Bert  
Kalmar and Guy Bolton... Costumes  
and settings supervised by Max Ree  
... Dance direction — Pearl Eaton.



Reg. U. S. Pat. Off.

## MID-WEST CAN USE FOREIGN TONGUE FILMS

Chicago, March 18.

Indie distributors in the midwest are complaining that with a good potential home market for foreign-tongue product, there are no likely releases available.

Since "Royal Box," Warner's German talker, cleaned up at the local Orpheum, the indie distributrs have been seeking similar stuff, particularly from indie foreign producers. They claim the films would be sure fire. What are wanted are French talkers for New Orleans, Spanish for Texas, Scandinavian for Wisconsin, Minnesota and Iowa, German talkers for the same region, and also Pennsylvania, and Polish product for Chicago. A local exchange has been formed to distribute Yiddish versions.

Regular exchanges here receive very little foreign-tongue product. M-G-M recently started a survey of the field in an effort to catch some of the trade.

### Schildkrauts Again

Hollywood, March 18.

Elise Bartlett Schildkraut is again reported about to file divorce action against Joseph Schildkraut, Universal star, from whom she has been living apart several months.

Understood a property settlement has been made and that Miss Bartlett will receive \$200 weekly maintenance.

### ED DELANEY RESIGNS

Ed Delaney, assistant to Oscar Doob, Loew Publicity Department, has resigned.

Delaney was formerly head of that division. Following Doob's occupancy of the chief berth he handled the press supervision for Loew's out-of-town houses.

## R-K-O Div. Mgrs. Meet

R-K-O division manager meetings in New York with Joe Plunkett, general theatre operator, will probably be held quarterly.

At yesterday's (Tuesday) meeting, the second of its kind to be held, various matters of circuit importance were touched on, with following present:

Charles L. Winston, New England; Charles B. McDonald, Manhattan; David Beehler, Brooklyn and Long Island; H. R. Emde, Westchester Country and Newark; Lou Golding, New York State; Ace Berry, Washington; J. E. Firnkoss, Cleveland; Nate Blumberg, Chicago; Thomas D. Soriero, St. Louis; J. L. McCurdy, Minneapolis; Frank W. Vincent, Los Angeles and James Carlier, Northwest.

Next meeting will likely be held in July.

## Safe Crackers in Texas Robbing Small Theatres

Dallas, March 18.

Several small town theatres in Texas have been recently worked by safe crackers. Believed to be gang working in systematic routine and with plenty of experience.

Latest victims were the Austin, Nacogdoches, for \$500 and Grand, Ennis, \$400. Yeggs usually make break between Saturday night and Sunday, as small town exhibs find it impossible to deposit their heavy Saturday receipts in banks before Monday. They seldom get more than \$500, but they make their hauls often and get away clean.

For awhile box office holdups got plentiful in Dallas and other larger Texas towns, but were finally quelled after a hijacker was killed during holdup in Ft. Worth last fall.

### Col's Coast Convention

Hollywood, March 18.  
Columbia will again hold a sales convention this summer at the Roosevelt hotel, here.  
Date in June.

## WEST END 10-20 GRIND WITH DOUBLE TALKERS

Double talking features with four changes weekly at 10c. in the afternoon and 20c. at night, started at the West End on 125th street in Harlem this week.

The theatre, one of the oldest in the section and of many policies, has been taken over from Dr. Donofrio, its owner, by a trio of showmen, headed by Tom Kirby, who is managing the house. His companions are Mark Murphy and Johnny Daly, formerly connected with the R-K-O booking office in New York.

The West End will play second runs for Harlem, taking them after the larger theatres up there have the initial stanza.

## PAN BOYS OUTBID W. C. FOR TIFF SPECIAL

Hollywood, March 18.

After various attempts to make deals for partnership with chains and producing organizations, Rodeny and Lloyd Pantages will open the new Hollywood house which their father built about April 15. House will be called the Pantages. It is reported the Pantages boys outbid West Coast Theatres for the premiere of "Journey's End," by guaranteeing Tiffany \$40,000 for its share on the run.

Stage band with Slim Martin, m. c. and presentation ideas will also be part of the policy.

### Par's 2 Meetings

Hollywood, March 18.

Paramount will hold two sales conventions this spring.  
Those east of Denver converge at Atlantic City May 15. Those on the Pacific slope get together May 28 in San Francisco.

### Sam Moros Resigns

Sam Moros, exhibitor organization executive and for past two years in Universal's contract department in charge of delinquent accounts, resigned Monday.

## Comparative Grosses for February

(Continued from page 10)

### BALTIMORE

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>CENTURY</b> High..\$27,000 Low... 15,000	"Not So Dumb" \$21,000 All Sound	"No, No, Nanette" \$20,000	"Ship from Shanghai" \$23,500	"Marriage Playground" \$19,500
<b>STAN-LEY</b> High..\$33,500 Low... 12,000	"Their Own Desire" \$18,500 All Sound	"New York Lights" \$16,000	"Devil May Care" \$18,500	"Street of Chance" \$16,500
<b>VALENCIA</b> High..\$11,000 Low... 1,900	"Love Parade" \$2,900 (1st week) All Sound	"Little Johnny Jones" \$2,500	"Wedding Rings" \$2,500	"Lilies of the Field" \$3,400
<b>KEITH'S</b> High..\$19,000 Low... 8,000	"Show of Shows" \$9,000 (1st week) All Sound	"Peacock Alley" \$10,500	"Party Girl" \$10,000	"Sally" \$9,000

### PROVIDENCE

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>STATE</b> High..\$29,000 Low... 14,000	"Chasing Rainbows" \$24,500 All Sound	"Ship from Shanghai" \$19,000	"New York Nights" \$20,000	"Devil May Care" \$20,000
<b>STRAND</b> High..\$14,900 Low... 8,000	"Sally" \$13,500 (2d week) All Sound	"Kibitzer" & "Wedding Rings" \$10,700	"Applause" \$10,000	"No, No, Nanette" \$11,200
<b>MAJESTIC</b> High..\$16,500 Low... 8,200	"General Crack" \$13,500 (1st week) All Sound	"Painted Faces" & "Second Choice" \$11,000	"Seven Days Leave" \$10,500	"Party Girl" \$11,000

### TACOMA, WASH.

	Feb. 1	Feb. 8	Feb. 15	Feb. 22
<b>BLUE MOUSE</b> High..\$8,250 Low... 1,400	"General Crack" \$4,850 (1st week) All Sound	"General Crack" \$3,000	"Aviator" \$4,100	"She Couldn't Say No" \$5,000
<b>RIALTO</b> High..\$8,500 Low... 2,000	"Hot for Paris" \$5,500 All Sound	"Navy Blues" \$5,100	"Kibitzer" \$3,300	"Anna Christie" \$5,500
<b>R-K-O</b> High..\$14,500 Low... 4,200	"Love Comes Alone" \$8,900 Vaude	"Sally" \$7,800	"Hit the Deck" \$9,800	"7 Keys to Baldpate" \$8,100

## FIRST APPEARANCE IN THE EAST



EDDIE

EDDIE

SONNY

# THE 3 GOBS

SENSATIONAL SINGING AND DANCING TRIO

STOPPING EVERY SHOW  
in Carlton Winkler's "Sunny Days"

NOW (WEEK MARCH 14), STANLEY, JERSEY CITY

Publix Tour to Follow

Thanks to Fanchon & Marco for a Pleasant Season in Their "Hollywood Studio Girls" Idea  
Personal Direction NAT KALCHEIM, WM. MORRIS AGENCY



# UNITED ARTISTS

## *world's best*

**THE '2 TOP SENSATIONAL HIT OF NEW YORK!**

The world's greatest entertainment with the world's greatest cast.

**Joan Bennett—James Gleason—Aileen Pringle. Directed by Edward Sloman. Presented by Joseph M. Schenck.**

"Oh, Boy! Will this one clean up at the BOX-OFFICE"—said the N.Y. News. "The Best Talkie-Single to Reach Broadway."

"A Box-office hit. A triumph for United Artists" said the N. Y. World.

"Richman puts over his songs like a million dollars" said N. Y. Graphic.

**NOW IN ITS 5th SMASHING WEEK!**

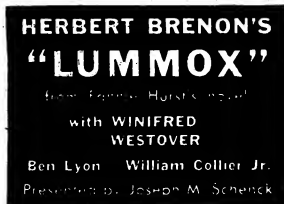
**COMING SOON!**



**LILLIAN GISH**  
**"ONE ROMANTIC NIGHT"** with Rod La Rocque, Conrad Nagel, Marie Dressler, O. P. Heggie.  
Presented by Jos. M. Schenck.  
Directed by Paul Stein



**DOLORES DEL RIO**  
**"SAILOR BEWARE"**  
**EDMUND LOWE**  
George Fitzmaurice Production  
Presented by Jos. M. Schenck



**HERBERT BRENON'S "LUMMOX"**  
with WINIFRED WESTOVER  
Ben Lyon William Collier Jr.  
Presented by Joseph M. Schenck

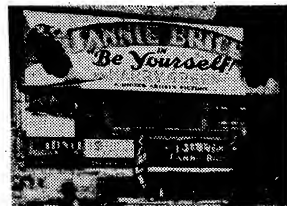
"Will leave its imprint upon the memory of all who see it. Miss Westover's performance the most impressive that the screen has offered."

— San Francisco Examiner  
"A great picture. Quite possibly the greatest the talkies have produced. A classic."  
— St. Louis Globe-Democrat

"It stands in the line of super-movies. One of the best of this year."  
— St. Louis Times

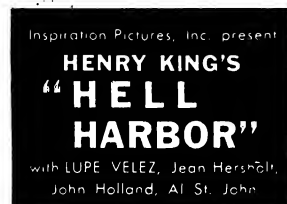
"It is one of the great things of the screen."  
— Dayton, Ohio. Herald

"May be considered as an achievement."  
— Montreal Daily Star



**"HILARIOUS COMEDY"**  
Fannie Brice at her best. Sparkles with scores of sure-fire laugh provokers."  
— N. Y. Graphic

**"A LAUGH GEM."**  
Probably the happiest picture now current. Fannie Brice at her funniest."— Brooklyn Union



Inspiration Pictures, Inc. present  
**HENRY KING'S "HELL HARBOR"**  
with LUPE VELEZ, Jean Hersholt, John Holland, Al St. John

"Mark this in your date book as something not to be missed."  
— Exhibitors Herald  
"Measures up to every standard of a great photoplay."  
— Tampa Morning Tribune

**WORTH SAVING DATES FOR**

**GLORIA SWANSON** in **"What A Widow"**  
Directed by Allan Dwan. Musical drama.

**RONALD COLMAN** in **"RAFFLES"**  
Samuel Goldwyn's 3rd All-Talking Box-Office Sensation

**EDDIE CANTOR** in **"WHOOPEE"**  
The first Goldwyn-Ziegfeld All Technicolor musical comedy

**"BRIDE 66"** with Jeanette MacDonald  
All Technicolor mammoth Arthur Hammerstein  
Joseph M. Schenck Musical Production

**D. W. Griffith's "ABRAHAM LINCOLN"**  
with WALTER HUSTON. Adapted by Stephen Vincent Benét. The "Birth of a Nation" of Talking Pictures.

**MARVELOUS!—And You Ain't Heard Nothing Yet!**

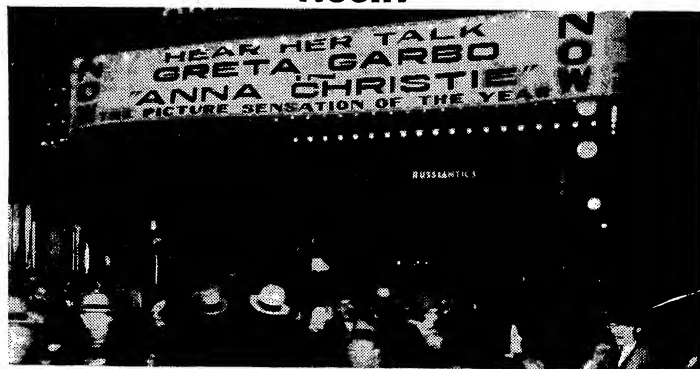
# GARBO SMASHES ALL CAPITOL N.Y. RECORDS!



**Morning!**



**Noon!**



**Night!**

**METRO-GOLDWYN PICTURES PRESENTS A LAY**  
*Electrifying the Amusement World!*



# **Dr. De Forest Sound Equipment Clinic . . . . .**

## ***To the Rescue***

You can have De Forest Sound quality without junking your present equipment—Have De Forest Engineers diagnose the ailments of your machine . . . . .

**H**UNDREDS of exhibitors are desperate! They are faced with the necessity of junking their ill-purchased bootleg sound equipment and taking the loss. This is a burden that few of them can bear. It is to those theatre owners that this message is directed.

DR. DE FOREST SOUND EQUIPMENT CLINIC will show you how your present equipment may be completely rebuilt without the necessity of losing all your original investment. By the addition of DeForest sound heads and necessary parts, you will have DeForest sound quality and protection.

CLINIC engineers will gladly examine your present equipment free and give you an estimate of the cost of rebuilding. Factory trained men will reconstruct your machine at surprisingly low cost, and you will have sound that will make friends for your theatre.

This is the first concrete plan to come from any manufacturer of sound equipment to give the exhibitor material aid in his pressing problem. The plan was conceived for you. Make the most of it.

•

**“OUR CLINIC FOR YOUR GIMMICK”**

**General Talking Pictures Corporation**  
**218 West 42nd Street** **New York City**





A jolly bit of dialog  
being heard in the  
cash tills of houses  
all over the country  
playing . . . .

# Hello, Sister..

A JAMES CRUZE PRODUCTION



Geo. W. Weeks, Executive Vice-Pres.  
Harry H. Thomas, Vice-Pres., in  
Charge of Distribution

Starring OLIVE BORDEN and LLOYD HUGHES in a fast bubbling tale with a new angle on flippant flappers, seeking sheiks and rowdy revels. Indulgent fathers, careful mothers and reformed radio announcers, too, are going for it like kids for a jam closet!

ASK R-K-O, STANLEY-WARNER, FOX, LOEW, SPARKS, CIRCUIT MANAGERS-THEY KNOW!

# DESYLVA, BROWN & H

## WORRYIN' OVER YOU

WORDS BY CHARLES TOBIAS - MUSIC BY PETER DEROSE

### CHORUS

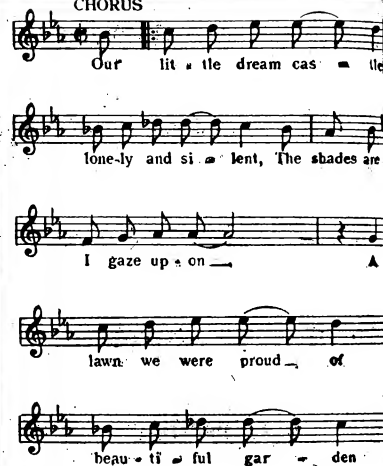


"Another MEAN TO ME"

## A COT FOR

LYRIC BY LARRY CONLEY

### CHORUS



Copyright 1930 by De Sylva, Brown and Henderson, Inc.

"Another S"

## CONGRAT

by Maceo Pinkard • Coleman  
 "A Great"

## I'VE GOT MY EYE ON YOU HANG ONTO A RAINBOW

Words and Music by Bud Green & Sam H Stept  
 From the First National Picture  
 "Show Girl in Hollywood"

## LET'S DO SOMETHING DIFF'RENT TONIGHT

by Billy Frisch and Otto Motzan

All Special  
 Material  
 Ready...

# DESYLVA, BROWN

745 SEVENTH AVE.

ROBERT CRAW

# HENDERSON INC. SONGS

## STAGE SALE

MELODY BY WILLARD ROBISON

with ev-ry dream gone, — Is

all drawn, And my heart is heav-y as

Cot-tage For Sale — The

s way-ing in hay, — Our

as with-ered a-way, — Where

Henderson Inc., 745 Seventh Ave., New York

OUVENIRS"

## ULATIONS

by Goetz and Green & Stept  
Ballad"

## YOU WILL COME BACK TO ME

Words by Sylvia Fields  
Music by Bert Rose

## WASHING DISHES (WITH MY SWEETIE)

WORDS & MUSIC BY PETER DIXON TOM NEELY and CHYL RINGLE

CHORUS

Wash-ing Dish-es With My Sweet-ie  
Oh gosh, I get so ex-cit-ed I can hard-ly think,  
I get a mouth full o' soap suds, But they taste good to me  
long as my Sweet-ies by my side do-ing the dish-es with me.  
There's no moon light or a juce sight, but I'm tell-ing you  
I get lov-ing! Near the ov-en when there's dish-es to do;  
Copyright 1920 by De Syth, Brown and Henderson Inc., 745 Seventh Ave., New York

"Another Novelty Standout"

## MONA

by Con Conrad · Sydney D. Mitchell & Archie Gottler

## (I'M ON A) DIET OF LOVE

Words by I. Wolfe Gilbert Music by Abel Baer  
From the Fox Production "Happy Days"

# & HENDERSON INC.

WYFORD - PRES.

NEW YORK CITY

Call, Write,  
Phone or  
Wire . . .

## SHE STEPS OUT

(Continued from page 34)

Collier's off the screen the film version of Harry Delf's play, "The Family Upstairs," has no clink making the grade. Story would have made a first-class short. This way, stretched to feature length and called "She Steps Out," it has frequent frail moments, and these moments are likely to keep the picture out of the big spots.

Where it plays it will amuse, because of Willie Collier. His talk is smart, fitting and scoring a laugh every few feet. The dialog is credited to Edwin Burke and Elliott Lester but often sounds more like Collier's.

In "She Steps Out" he's the father of a family composed of a daughter of 21 and in love, a lazy son, a 6-year-

kid sister who practices on the piano, and a mother who talks too much. Mother's talk and well-meant but misplaced attempt to build her elder daughter up in the eyes of a \$40 per week bank clerk suitor, almost busts up the romance, with the boy summing from the mother's talk that he's in too high. Pop's level head and sense of humor clears the situation.

Every character played as it should be by a 100% good cast.

Collier himself rates more than this. His easy style and knowledge of comedy delivery makes him a talker natural. *Rigs.*

Ramon Pereda, Charles Villar, Maria Miele and Manuel Conesa for Spanish version of "The Benson Murder Case" (Zur).

## Belgian Films

By T. J. UNDERWOOD

Brussels, March 7. "Kleptons Family," first Belgian talker, has returned to this city, at the Lutetia Palace. Film is still a failure in the provinces as a faithful representation of the life of the true Brussels.

Another 100% French talker, "La Route est Belle" at the Coliseum (Paramount) is thin. It concerns street singer who comes into contact with a rich young couple. Feature of film is Andre Bauge, who has a fine voice.

The "Mickey Mouse" sound cartoons shown exclusively at the Scala, often obtain a better reception than the feature.

## PATENTS AND FILMS, SEVERAL BY T. W. CASE

Washington, March 13.

New list of inventions just given patent protection includes several from T. W. Case with most in connection with his development of the sound track on film. Several of these have been pending since far back as 1928.

However, fact that patent is granted indicates new features not previously covered.

Foreigners have been granted an unusually large share of the new list.

It is noted that several new motion picture projecting devices are listed without any distinction as to new features involved. Technical language of the Patent Gazette makes these difficult to ascertain.

Full details with drawings on any of the following list may be secured by forwarding the name and number to the Commissioner of Patents, Washington. Necessary to forward ten cents to cover cost of printing.

Apparatus for reproducing photographic records of light variations corresponding to sound variations. T. W. Case, Auburn, N. Y., assignor to Case Research Laboratory, Inc. Filed Feb. 10, 1926. Ser. No. 87,716. 3 claims. 1,747,274.

Sound reproduction (photographically on film). A. Poulsen and A. C. Petersen, Copenhagen, Denmark. Filed Aug. 7, 1926. Ser. No. 129,520. and in Germany Sept. 3, 1925. 2 claims. 1,747,351.

Film shifting device for cameras (still). A. Slocum, Huntington, N. Y., assignor by messes assignments, to Artus Anco Corp. Filed Sept. 21, 1927. Ser. No. 521,067. 4 claims. 1,747,328.

Apparatus for lighting photographic exhibits. C. W. Rhoads, New York. Substitution for application. Ser. No. 100,727. Filed June 22, 1924. This application filed April 25, 1927. Ser. No. 160,319. 3 claims. 1,747,416.

Film measuring device for motion picture units. W. H. Underwood, Hempstead, N. Y., assignor to Nicholas Power Co. Filed May 25, 1924. Ser. No. 475,285. 1 claim. 1,747,421.

Film projecting method and means. J. E. A. Audoux, Schaerbeek, and J. W. A. Duden, Oude God, near Antwerp, Belgium, assignors to Gevaert Photo Production Nammooze Vennootschap, Oude God, Belgium. Filed March 18, 1928. Ser. No. 348,110. and in Belgium Aug. 17, 1928. 50 claims. 1,747,066.

Film feeding device (motion picture). E. Goldberg, Dresden, Germany, assignor to Zeiss Ikon Aktiengesellschaft, Jena, Germany. Filed Jan. 9, 1928. Ser. No. 1,741,416. and in Germany Jan. 16, 1928. 3 claims. 1,747,060.

Synchronized release (transmission and reproducing of motion pictures). J. N. O'Leary, Washington, D. C., assignor to Jenkins Laboratories, Washington. Filed March 27, 1928. Ser. No. 265,006. 3 claims. 1,747,375.

Film magazine (motion picture). A. L. C. Derris, Paris, France. Filed Sept. 6, 1927. Ser. No. 217,860. and in France Oct. 18, 1926. 2 claims. 1,747,031.

Apparatus for the automatic control of motion picture projecting machines. E. F. Gormann, Garden Grove, Calif., assignor of one-half to C. S. Crookshank, Santa Ana, Calif. Filed May 31, 1926. Ser. No. 109,533. 8 claims. 1,748,190.

Picture enlarging apparatus. C. F. Smith, Colville, Wash. Filed Feb. 14, 1927. Ser. No. 168,071. 2 claims. 1,748,523.

Flushing exposure device for cameras (still). W. A. Wade, Columbus, O. Filed May 12, 1928. Ser. No. 270,000. 2 claims. 1,748,097.

Apparatus for the manufacture of films from cellulose solutions. M. Lubow, Muxau, Karlsruhe, Germany, assignor to Feinmechan. Papier- und Zellstoffwerke Aktiengesellschaft, Stettin, Germany. Filed May 7, 1928. Ser. No. 275,905. and in Germany May 10, 1927. 3 claims. 1,748,965.

Camera and supporting means. T. C. Wilson, Philadelphia. Filed Nov. 14, 1927. Ser. No. 238,106. 14 claims. 1,740,057.

Cinematograph machine. A. Gentilini, Rome, Italy, assignor to Societa Anonima Radio, Rome. Filed Aug. 11, 1926. 8 claims. 1,748,000.

Motion picture projecting machine. T. A. Killman, Nashville, Tenn. Filed Dec. 31, 1925. Ser. No. 76,067. 6 claims. 1,740,149.

Shutter for motion picture projectors and cameras. A. M. O'Hagen and G. Berger, Boston, Minn. Filed Dec. 21, 1927. Ser. No. 241,018. 3 claims. 1,749,184.

Motion picture projecting apparatus (with adjustable bracket). J. Frocha, Chicago, assignor to Illinois Corp., Chicago. Filed May 21, 1925. Ser. No. 17,337. 3 claims. 1,748,394.

Talking picture apparatus. T. W. Case, Auburn, N. Y., assignor to Case Research Laboratory, Inc. Auburn. Filed Dec. 10, 1929. Ser. No. 164,007. 3 claims. 1,750,412.

Method of producing cinematographic titles, headlines, announcements, and the like. J. J. P. Stock, Munich, and P. E. J. Berlin, Germany. Filed March 19, 1927. Ser. No. 170,762. and in Germany March 20, 1928. 2 claims. 1,740,061.

Cinematograph projection apparatus. J. S. Nairn, Wards, Edinburgh, Scotland. Filed Oct. 31, 1927. Ser. No. 237,784. and in Great Britain Nov. 6, 1928. 8 claims. 1,750,020.

Sound recording apparatus for use in educational motion picture programs. H. E. Foley, Seattle, Wash., assignor by messes assignments of 66-100 to International Acoustograph Co. Filed June 12, 1925. Ser. No. 85,030. 3 claims. 1,750,175.

Motion picture apparatus. E. C. Pyle, Rochester, N. Y., assignor to Eastman Kodak Co., Rochester. Filed Aug. 22, 1924. Ser. No. 235,083. 8 claims. 1,750,230.

Camera lens carriage and track latch. C. C. Puert, Rochester, N. Y., assignor to Eastman Kodak Co., Rochester. Filed June 12, 1928. Ser. No. 239,100. 7 claims. 1,750,223.

Photo photography. P. A. Richard, Paris, France, assignor to La Societe du Film on Couleurs Keller-Dorian, Paris. Filed Nov. 18, 1926. Ser. No. 149,106. and in France Dec. 10, 1926. 2 claims. 1,750,148.

Cinematograph camera with clock work driving mechanism. E. Goldberg and O. Fischer, Dresden, Germany, assignors to Zeiss Ikon Aktiengesellschaft, Dresden, Germany. Filed Dec. 20, 1927. Ser. No. 243,420. and in Germany Feb. 10, 1927. 3 claims. 1,750,401.

## COAST NOTES

Alan Bunce "Tommy" Radio.  
Raymond Hatten "Hawk's Island" Radio.

Ralph Inca, Wheeler Okunian, Larry McGrath and Tony Stabenau to "The Big Fight," Cruze.

Morton Downey and Zasu Pitts to "Devil's Holiday," Far.

Buddy Messinger, "Alone With You," Fox.

Slim Summerville "King of Jazz," Univ.

Jackie Heller, "Hot Curves," Tiffany.

Junior Durkin, "Fame," W. B. Regis Toomey, "City of Silent Men," Par.

William Baudine to direct the next Billie Dove picture for F.N., originally called "The Devil's Playground."

Jimmy Milhauser to Tiffany for screen treatment on "Moran of the Lady Letty."

Stepin Fetchit "The Big Fight," Cruze.

Adele Windsor, "True to the Navy," Par.

Kay Hammond and Jason Roberts to "Abraham Lincoln," U.A.

Frank McHugh to F.N. on term contract.

George Bickel for "Fame," W.B.

Lucille Power to "All Quiet," U.

Doris Hill, Joe Girard, Carol Nye, Francis Ford and Harry Todd to "Songs of the Saddle," U.

Douglas Scott, Doris Lloyd and Edward Martindale for "Reno," Moon Carroll, Cyril Chadwick, Herbert Buston and Edie Elsie to "High Road," M-G.

Duci de Kerekskoti, Hungarian violinist, "March of Time," M-G.

PARAMOUNT NEW YORK THIS WEEK

(Mar. 14)



SAMMY COHEN

SEES ALL  
HEARS ALL  
NOSE ALL

Dir. WM. MORRIS

## "Thanks a Lot, Everybody!"

## VOTES FOR REAL MUSIC



1,785,229 Members

JOIN MUSIC DEFENSE LEAGUE

In Sixty Days

## The Public Wants Real Music in the Theatre

Within sixty days after formation of the Music Defense League was announced in newspaper advertisements (January 13) 1,785,229 citizens of the United States and Canada had joined it in protest against the substitution of mechanical music for Living Orchestras and Organists in the Theatre.

The cultural consciousness of America has been aroused.

**But the struggle has only begun.** For every person who has voluntarily signed and mailed a Music Defense League coupon there must be ten who feel the same way, but have neglected to act.

If you, as a person of taste, value the art of music and would shield it from debasement . . . if you feel that the price you pay for screen entertainment entitles you also to living music, exercise **your** right to a voice. **Sign and mail the coupon below.**

V-3-11

AMERICAN FEDERATION OF MUSICIANS  
1440 Broadway, New York, N. Y.

Gentlemen: Without further obligation on my part, please enroll my name in the Music Defense League as one who is opposed to the elimination of Living Music from the Theatre.

Name .....

Address .....

City..... State.....

THE AMERICAN FEDERATION OF MUSICIANS  
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## 50 Names and Standard Acts Taken By Loew's for 1st Time—Left R-K-O

About 50 standard acts seldom before on any other books but Keith's are now playing the Loew time for their former Keith salaries or better, without fear of black-listing or of losing a chance to return. It's a sign that the old "opposition" threat and the little black book are buried with the rest of vaudeville's past.

Most conclusive proof of the "opposition" threat's death is to be had in the yell of all vaudeville circuits about a shortage of good material and statements that all good acts will be played.

Among the many Keith standards now playing for Loew's are 50 names considered passe or too high priced by the R-K-O bookers, but played and paid by Loew's on the theory that to Loew audiences they are new faces and still names on strength of the reps they built up in former years in the Keith theatres.

Loew's current name line-up is the largest in the circuit's history. Salaries being paid by Loew's are higher than ever before, among the name acts. Loew booking office declares itself interested in anything that will draw business and willing to pay on a chance they will draw in the Loew theatres despite the R-K-O opinion that the same names are highly paid and still names worth the money in the R-K-O houses.

### Names

Sophie Tucker, Belle Baker, Joe Frisco, Anita Stewart, Lou Holtz and Herman Timberg, Eddie Leonard, Trilzie Friganza, Shaw and Lee, Roy D'Arcy and Ted Healy are some of the big salaried turns on the Loew books at present. A Texas Guinan will be added in April. Loew office is negotiating with Fannie Brice and Clayton, Jackson and Durante for time in the near future.

Plenty of standards not quite in the name class, but established vaudevillians, are being seen by Loew's audiences, in most cases for the first time.

Part of the list reads: Joe Darcy, Mae Usher, Watson Sisters, Conrad and Eddy, Mary Haynes, King, King and King, "The Little Rascals," Willie West and McGinty, Venita Gould, Jeanette Hackett, Roy Cummings, Lillian Shaw, Tony and Norman, Runaway Four, Jack and Kay Spangler, Ed Fleming, Sam Hearn, Al Herman, Billy Glason, Keller Sisters and Lynch, McCallen and Sarah, Lang and Haley, Les Ghezzi and many others.

To a previous report that the names turned down by R-K-O over money differences would be played by Loew's for a once-around on the new faces theory, the Loew bookers answered that the names will not be played once, but more often if they show in the Loew houses the drawing ability they once favored the Keith theatres with.

### Greta Nissen Dancing

Greta Nissen, the Swedish film player, makes her second vaudeville try April 6 in Patterson, N. J., for Keith's, in a dance act with nine people.

First try by Miss Nissen was in a sketch about a year ago, and not successful.

### JUDGMENTS

Corvelli Realty Co., General Outdoor Advertising Co., Inc., 1111 Broadway, Samuel Ituriz, W. & W. Dev. Corp., 1150.  
Ray Ruggiero; Davena, Inc., 447.  
Prince Nicholas Engelstein; E. Swift Management, 170.  
Fifth Avenue Playhouse Group; Peopie 125.  
Greisley Motor Tours, Inc.; B. A. Miller, 314.  
William W. Johnstone; J. D. Stout & Co., 3510.  
Lynchout Court Rose, Literary, 333 E. 43d st.; liabilities, \$1,642; assets, none.

### Bankruptcy

Charles W. Down, cameraman, 4231 Carpenter Ave.; liabilities \$32,676; assets \$200.  
Joseph Albowitch; Columbia Phonograph Co., 1111.  
William A. McGuire; E. Hemmendinger, 1620.  
Lillian Shaw; Bruller Realty Corp.; assets, \$111.  
Maurice Theatrical Co.; Nat. Theatre Sup. Co., 1124.  
Nessette Rose, 280 West End Ave.; liabilities about \$26,696; assets none.

### Assignments

Rose Brown, trading as College Book Shop, 237 West 19th St., assigned for the benefit of creditors to Alessandro J. Chiofalo.

## STAR VAUDE COMICS CAN'T GO IN SHOWS

Applications for release from vaudeville bookings from two of its star comedians, Ken Murray and Al Trahan, to allow them to go with legit musicals, have been turned down by R-K-O.

Murray is wanted for the star role in a new Bessinger revue, being produced by Alexander Leitch in San Francisco. Trahan was sought by the New York producers of this year's "Little Show."

Murray, with vaude contract with R-K-O runs for another year, washes up his current season's bookings May 9 in San Diego. The two previous weeks he plays Frisco and Los Angeles. His request was for release from the final two weeks, when the coast show is slated for rehearsals.

Trahan, through his agent, Charlie Morrison, was all but set with the "Little Show" when the booking office declared it would not release him. "Little Show" starts rehearsals May 1, with Trahan's vaude bookings going until July 1.

Booking office based both refusals on grounds that Murray and Trahan are too valuable for the R-K-O theatres to lose them.

Murray was temporarily relieved of R-K-O obligations some time ago to do some picture work for Radio. He came back to vaudeville after completing the film job.

Both comics are in the skyrocket class, having jumped to stardom in the last two seasons. They represent most of the star comedians material unearthed by vaudeville in the last few years.

## Trickery Alleged in S. F. Union's Heavy Fines

San Francisco, March 18. Charges of trickery were made against the Musicians' Union here last week by Attorney Nat Schmulowitz, representing three women among 10 members fined more than \$11,000 by the San Francisco local for alleged violation of rules.

Schmulowitz alleged that his clients had been tricked into a "dummy" agreement to work for less than the union scale and that the union was attempting to force them out of the organization. He said they were solicited by a man, working for the union and using a fictitious name, who persuaded them to sign contracts which were an indication of willingness to work under certain conditions. The cards, he declared, were used as evidence against the women and they were given practically no legal rights.

Albert Greenbaum, secretary of the union, answered this charge with: "Well, we had to get evidence in some way. They were playing the game and we've got plenty of members who are. It's a matter of no interest to the public—merely a union situation to be settled by us. No, they haven't been given a chance to appeal the fines because they haven't complied with the union rule that requires them to put up 25% of the fine before a hearing can be held. We grant it. As far as the union is concerned the matter is closed and the fines will stand."

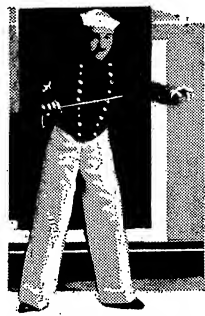
The women represented by Schmulowitz and the fines levied on them are: Shari Lyon, \$1,250; Bernice Woodhill, \$850; and Nina Bayless \$750. Others fined are: Bertram Hoppes, \$4,000; Beth Polan, \$750; Hamilton Anderson, \$850; Lole Duke, \$750; Claude B. Edwards, \$1,000; Bernice Derry, \$1,000; and Edvin Siegfried, \$250.

### Fells Opposition

Although claiming Loew's new 176th Street (deluxer) is not out of the R-K-O is booking names for the Coliseum, six blocks up the street, to offset the new opposition.

Canadian Names Changed  
Nana of the Panther Hamilton, Ont., is being changed to the Capitol for opening with R-K-O vaude Saturday.

Pan house in Toronto, also taken by R-K-O, opened last Saturday as the Imperial.



HARRY FOSTER WELCH

This week (March 15), Keith's Palace, New York.  
Booked solid with RKO for three years.

Personal Manager  
CARLTON M. HUB

## \$5,500 PALACE WALKOUT TO LOEW'S

Ted Healy, who walked out on a third week at Keith's Palace, New York, over a billing dispute, will play the Palace's chief opposition, Loew's State, next week (22), at his Palace salary, \$5,500.

Healy was to have returned to Keith's at the Albee, Brooklyn, for that week, but was cancelled. He opened for Fox Saturday for the first half at the Audubon, and may follow the State with a week at the Metropolitan.

Another former Palace regular booked for the State is Sophie Tucker, week April 5. Recovered from illness, Soph resumed for Loew's this week in Akron, O.

## Internal Trouble Brews in Intact Unit Shows, with Acts Rebellious

After considerable trouble between various parties concerned and the R-K-O office, with back talk, exchange of barbs "Silent Timblin has served notice he will refuse to appear in the afterpiece in road-show No. 8, following current week's engagement in Providence. This was the first of the intact's to have been built up by the R-K-O production department. That operating and booking officials were displeased with the result, and the bickering between artists and others involved is now declared to have been partly responsible for calling off further intact units in the east."

It was the plan with No. 8, and succeeding shows to have the production department, with special writers and others at call, to build up the intact's until they looked less like regular vaude bills.

The Prod. Dept. did this, spending a reported \$500, and then the trouble began. Timblin and his manager, Alex Gerber, complained about the afterpiece in which the former did a 10-minute dramatic bit. Squawk was that Timblin was a comedian and the material was bad, while from the Prod. Dept., the complaint seemed to be that Timblin was not co-operating. This led to agreement by Gerber that he would stage the afterpiece, if wanted. Then trouble was run up again from Raynor Lahr, hoover, also with some talk in his act.

Lahr didn't like the idea of playing second fiddle to Timblin in the afterpiece and his agent, Lee Stewart, put in the official complaint. Later Lahr complained that Timblin was trying to kill his act, even though Keith's had previously taken out the talk. When the unit got to Boston, where dancing isn't allowed on Sunday, Timblin stepped in to help out Lahr in his regularly allotted spot.

Along came another hot squawk, with Lahr reported burned up be-

## \$1,142 Salary Hold-Out From 3-Act Becomes Momentous Point

## N. B. C. SPLITS COMMISSH WITH KEITH AGENT

Half of the customary 5% agent's commission from the salary of Carmella Ponselle, who recently came from the R-K-O, has been awarded to the Artists' Bureau of the National Broadcasting Company. The other half goes to Jeff Davis, R-K-O agent who booked the singer for vaude.

Upon learning that Davis booked Miss Ponselle, the N. B. C. questioned Davis' right to serve as her representative and claimed full commission from Miss Ponselle's salary on the ground it holds an exclusive contract to represent her in all engagements.

By its demand for full commission in this case, the N. B. C. Artists' Bureau, which charges 10% on non-radio bookings against the Keith agents' 5% limit, declared itself as in direct competition with the regular R-K-O artists' reps.

Miss Ponselle's Keith weeks were in Boston, Providence and Portland: She has not been booked for further time.

### New Warners Shorts

Shorts lately made at Warners Flatbush, L. I. studio include: Babe Egan and her Hollywood Redheads, augmented by Gertrude McDonald and Jack Thompson from the "50 Million Frenchmen," and Maxine Lewis; Ryan and Lee in "Western Students" were assisted by Alfred Frankensome and Margaret Ayres; "Cock-Cluck" included Margaret Leach, Frank Pierlot, Harriet Harbaugh, Edna Miller, Leo Raymond, Bob LaMar and Ethel Merdman.

### Ed Lowry Sticking

St. Louis, March 18.  
Ed Lowry has no present intention of leaving the Ambassador, to travel with a Public unit or a show.

## Max Hayes Locates as Par Dialog Director

Odd situation wherein one agent is paying commission to another agent, instead of doing the customary collecting, has been created in the case of Max Hayes, who goes with Paramount as dialog director. Hayes was one of the 10 agents and producers recently disenfranchised by Keith's.

He landed with Par through William Morris and is paying the Morris agency commission for the job.

## Mae West Sidestepped

Mae West, now on trial for indecent play presentation, was sidestepped when offered to the RKO booking office last week for vaude.

No explanation was made nor salary mentioned.

Miss West may be submitted to Fox or Loew's, upon the completion of her trial, if then available.

### HELEN MORGAN IN VAUDE

Helen Morgan will play two weeks at the Palace, New York, starting March 29.

### Team Out of Revue

Jans and Whalen will leave the "International Revue" March 22, having turned in their notice. Team contemplates returning to vaude.

cause he figured Timblin was trying to hog everything. Then Gerber told Singer that in view of the fact Timblin wasn't being paid extra for working in the afterpiece, he would let the R-K-O office worry about it. Mowatt and Hardy and Jean Rankin's "Blue Belles" are the other acts with the Hardy.

A momentous point to vaude acts has developed from the deduction by order of the R-K-O eastern booker, George Godfrey, of \$1,142 from the \$4,250 weekly salary at Proctor's, Newark, N. J., week before last, belonging to Clayton, Jackson and Durante. The act refused to accept the remainder of the amount when tendered by the manager of the Newark house.

Loew Clayton called at the R-K-O booking office several times to see Godfrey for an explanation, but was shunted to others without being able to interview the booker. He was informed the deduction consisted of items for damages to props and a \$10 daily charge for moving the piano the act requires on the end of the stage. Clayton refused to answer his question why the R-K-O booker had waited until the final day of their engagement on the circuit to notify them of the alleged damage and make the collection by deduction, after they had played seven R-K-O theatres within Greater New York in a row.

### "Suspended Sentence"

Finally Clayton managed to see Ben Piazza and insisted upon a showdown. He was informed to call the next day, "after a meeting." The next day Piazza told Clayton the booking office had decided to split the amount with the act.

"Oh," answered Clayton, "then we are innocent, so we are given a suspended sentence, and make all 'Either or' nothing," said Clayton as the act's ultimatum, Claytons' partners, Eddie Jackson and Jimmie Durante, having given the act a demand of \$1,142 for talking. Clayton said he would wait another 24 hours or so to give the booking office another chance to talk it over.

### Concentration

In the act is a number labeled "Wood." In it the three boys employ any kind of old lumber, piling it up themselves on the stage while singing the song. Clayton said that perhaps Godfrey thought R-K-O would have enough money to build a wooden theatre if he could get away with the unprecedented claim, in vaude at least, of any act causing a demand of \$1,142 for lumber, let alone making a charge for moving a piano on and off of the stage. The latter is always a part of the theatre's service to the act.

"If those booking fellows would concentrate more upon making money at the box office instead of on the stage, R-K-O might be better satisfied with them," said commented Schnozzle Durante when Clayton reported 50% progress through the proffered split.

Saturday the trio opened for Fox at the Academy, New York, and may continue for a few weeks.

Last week they signed with Paramount to do their second talker, at \$4,000 for five weeks for \$20,000 work pro rata. The boys' first picture with Par is "Roadhouse Nights," now released. The new talker is to start either by May 1 or Sept. 1, next, and will be made at the Paramount Long Island studios.

### Tex on Loew Route

Texas Guinan, when completing her Chicago night club stay in April, will go vaude.

Ed Lowry and Mae West have sold Tex to Loew's for a 15-week route.

### Ace Berry in R-K-O's Jersey

Ace Berry, formerly with the Stanley houses in Pittsburgh, has signed with Claude Saunders as R-K-O division manager in New Jersey.

Berry's territory also takes in Philadelphia and Washington.

### Arthur's New People

George K. Arthur is shifting cast, with three of his men leaving for New York.

He will break in three new men in Minneapolis, besides adding new business in hope of speeding up the sketch.

### Smith and Dale's Shorts

Smith and Dale (Avon Comedy Four) have landed with Paramount for three two-reel talkers.

Team has made a few shorts for Par.



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Stan Kavanagh  
Willie West  
and McGinty  
Louis Berkoff  
Edna Torrence  
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## Indecision Whether N. V. A. Drive Will Be by "Collection" or Benefit

Pat Casey called a meeting of the variety chain executives upon his arrival in New York last week, to determine the method the N. V. A. drive week shall employ to procure maintenance funds for the show business' charitable institution. The meeting reached no decision.

The midnight benefit performance that had been previously proposed as a means and to eliminate the collections of previous years amongst theatre audiences was not wholly favored by the chains' managing heads. They are reported as stating their belief the midnight affairs would return but meager average grosses. The statements made to that effect it is said were

based upon the chains' own experiences with special midnight shows in the smaller key cities and minor towns.

Instead of the midnight performance the suggestion was made and a resolution passed that the former collection system again be put into effect; collections to be continuous throughout the N. V. A. week, rather than a speculative single midnight show for one evening of that week.

### Submitting Plan

It was decided to submit the resolution to the heads of all of the variety chains for approval.

Another resolution incorporated is that midnight shows be held additionally in theatres within metropolitan areas, or the largest key cities.

Week April 28 has been selected for the N. V. A. drive.

About \$1,000,000 will be required for the entire 1930 support of the N. V. A. charities, inclusive of the operation of its new sanatorium at Saranac Lake, N. Y.

Mr. Casey submitted the resolution to the heads and will follow the method they approve of for the drive.

## REMEMBER

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Blondes, brunets and redheads. Muggers, goofs, ruses and pony types. Take your pick! You'll just go simply crazy about our ponies.

**AL TRAHAH**

## 2 Stage Shows Dropping Out of Denver Houses

Denver, March 18. With Publix discontinuing stage units at the Paramount, March 20, the Tabor, indie operated, will follow suit by dropping Fanchon and Marco Ideas. These two have been the only deluxe stands in town.

Agreement is understood to have been reached between Publix and the Tabor people because of economic reasons.

## 1ST KEY TOWN VAUDE BATTLE

Utica, N. Y., March 18.

For the first time in two years real vaude opposition has grown hot in a key city. A local fight has resulted in three houses increasing their bills.

Nathan Robbins has vaudefilm at the Colonial, with RKO supplying the acts. Robbins is using six on a split week.

Stanley (Warners) in addition to its films is playing five acts and a house band.

Fox, at the Galety, has increased its vaude to five acts on a split in addition to talkers.

## Three Exhib Groups

(Continued from page 11)

Gabriel Hess will write one contract and arbitration system, while M. A. Lightman and Frank Walker will do the same for the MPTOA, with Abram Myers and H. M. Richey trying for the Allied organization. Major Thompson (R-K-O) and E. A. Shiller (Loew's) may make some recommendations for the affiliated theatres.

### Straw Vote

The winning system and contractual formula picked out from those mulled over at the April 1 session will be straw-voted among the exhibitors of the land. Copies will get into the hands of all indies, with the request that they either approve, disapprove or make recommendations—but that in any event they declare themselves in writing.

So that every detail on the Thatcher end will be observed, the April 1st pow-wow is announced as open to the trade press. All arguments, technically and otherwise, it is claimed, will be aired in the open. This attitude was not reflected at the last session when a group of trade paper men were literally herded out of the Union League.

## Unit People Must Stick to Usual Routine When on Publix Route

Because of complaints that acts in their units have not been sticking to routines, and squawks over rearrangement of the productions by local managers and others, Publix is covering all the shows in the Warner-Stanley houses excepting Pittsburgh.

A Publix representative is catching and watching over the units during their engagements every week at the Stanley, Jersey City; Mosque, Newark, and the Mastbaum, Philadelphia. The Publix shows play these cities in addition to the Stanley, Pittsburgh, following the week at the Paramount, Brooklyn.

In some cases Warners book an extra act for the units or put in its own m. c.'s to work along with the m. c. in the units. While this is satisfactory to Publix, the latter will not allow any rearrangement or serious cutting of production routines. The show must run as produced, with the acts workings in the order scheduled by Publix.

Recently acts are reported having gotten wise to the fact they were out of Publix territory when playing the New Jersey time and have tried out new material on the Warner

audiences. The acts, according to the Publix attitude, must do only the routines approved by the unit producer and the circuit, but m. c.'s can't be stopped from doing what they want because of the nature of their work, it is pointed out.

Result in some cases has been that the m. c.'s have tried out all the material they knew about, in some cases, along with what Warner added, nearly doubling the usual running time.

Recently one of the units, scheduled to do 35 minutes, was on 58 at a show caught by a Publix rep.

## 15 Weeks in Midwest

Billy Diamond, Keith's western booking manager, and Max Richards, Lew Goldberg and Oz, Chicago agents, arrived in New York last week for a week's act hunt.

They have set 25 as the number of turns desired to take west with them for 15-week routes and options. Last trip of Chicago bookers and agents to New York netted only about 10 playable acts.

## Poodles and George HANNEFORD and FAMILY

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CHICAGO

## DEL AND ART CHAIN AND CONROY INTERNATIONAL SINGING COMEDIANS

R-K-Q. PALACE, NEW YORK, THIS WEEK (MARCH 15)

Direction WEBER-SIMON

## The Stooze Drops In

By Joe Laurie, Jr.

Hello, Mr. Johnson. I'm on the bill with you here. I'm with Joe Dosakes and Co. I'm certainly glad to know you personally. I've seen you in a lot of your shows. What was the name of the last one? Oh yeh. I didn't get a chance to see that.

What happened to it? Closed it eh? Too bad you were immense in it I heard. So you're in vaudeville now, eh? I told Dosakes that you would be on the bill with us cause I looked it up in the route list. Are you gonna do another show soon? Say I wish you would get a load of me in this act, you may have something for me sometimes in one of your shows.

I'm not doing the stuff in this act that I can do, just a lot of hoke.

Big pants, runnin out in the audience, up in the box, back in the orchestra pit, 'everything. We figured out that I cover about 3 miles every show runnin around the house.

I get plenty of laughs though, and if not for me the agents wouldn't book the act. I could do more but the guy I'm workin for wants some laughs hisself. At that a lot of people think I'm the comic. I gotta notice in Troy saying I was the principal comedian. I do all the work in the act while he stands on the stage making a few wise cracks. I gotta hang the drops, check baggage rehearse the music 'everything.

I monkeyed around until the bankroll died down and then I meets

Dosakes and when he asks me to join him I thought I might as well and kill the rest of the season. It's all in the breaks.

Say I saw Ed Carney in his show just before we left New York. The night I was there he hardly got a laugh. And they're starvin him too. He gets away with murder.

He's got all the answers in the show. Everybody is doing straight for him. They say I work a lot like him. I do all his dance routines 'everything, and I can't get a break. Only dramatic shows. Well some bit in that would be O. K. I'm getting sick of vaudeville anyway and I wouldn't mind 3 shows a week.

I can do all kinds of character parts. I was with a stock burlesque in Detroit for a season and did French, Wop, Dutch, Irish, Scotch, Jew and Swede. I can help you dress and get all your stuff together and find the spots where they have good beer. You like good beer? So do I.

You gotta country place? That's perfect. I can take care of the joint. I'm handy with tools and I can cook. I used to be a painter before I got in this racket. I stayed at Joe McGuffus' place all last summer. I was layin off and I went up there and helped him fix his barn and house and paint.

But his wife and me didn't click. She got sore because I got a little stewed for a week. Said I frightened the kids. She don't know what it's all about but Joe's a great guy.

Well take a peek at me during the week. I can gargle a ballad, if I have to. Stop shows with it, but they cut it out on account of the act running too long. I'll be in your dressin room after your act is over. I may have a good piece of business for you to do in your act or something. I gave a bit to a guy on the bill with us last week and it was a wop.

Where are you stoppin? O. K. I'll bring your mail over in the morning. No trouble at all. You can pound the hay until matinee time. See you later.

## Inside Stuff—Vaude

Vaudeville appears to be still getting the worst of it in the combination houses. Whatever attempts are being made to forge vaude to the fore once again appear to be on the stage only.

Such chains as may be playing acts on their stages, whether as vaude or otherwise, give it scant attention in exploitation or billing. It's just there as a part of the entertainment—find out for yourself. If that's the way to sell a part of the show, the chains have discovered a new art.

The main obstacle to the advancement of vaude seems to be that the chains' burden of man-power lies in "picture men." The picture men can see nothing but pictures—vaudeville is but incidental and an expense, as they view it. The fault with the "picture men" is that while their whole dependence is placed on the featured talker of the bill, they are unable to bring to the screen every week a talker that can draw.

While every week vaude goes in and out. It may be very good every week, but if so, it remains a secret, for the theatres fail to advertise or exploit it properly.

If vaude does do a comeback it may have to be a natural. That is possible. With the talkers now settling down to the best buy by the public, the chain operators will discover they will have to strengthen up the human end of the program. This will likely become most evident by the opening of next season.

The foremost of the comeback brigade for vaude has been RKO, with that chain so far this season having done the least. It is now March, so there's small hope it can do anything more before Labor Day. In RKO towns where there always has been a demand for vaude and with the RKO house the only local theatre now playing that attraction, the same secretive way of handling the vaude end in billing continues.

And that vaude is keeping many a house at least out of the red when the picture can't draw, and the picture can't more often than it can, is assured. A "picture man" connected with chain theatre operation when he doesn't know vaude is almost as terrible as a vaude man who doesn't

(Continued on page 56)



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## Burlesque Reviews

### NIGHT CLUB GIRLS

(MUTUAL)

"Night Club Girls," produced by Jaime Fotar, holds the rostrum here for next to farewell week of the Columbia, New York, as a Broadway stand for Broadway, as a Broadway dancing show with a measure of good fun.

Possibly through a prank of fate "Sliding" Billy Watson, one of the former Columbia show operators going Mutual, is spotted for the valedictory week when the Columbia passes as a Broadway temple of burlesque and leaves the surviving Mutual Wheel, if it does survive for another season, without a Broadway stand.

The Columbia, from a picturesque standpoint, runs with the current generation of burlesque followers in a measure with Miner's Broadway, New York, in a previous generation. Graduates from Miner's gaining their place in the theatrical sun later is more or less ancient history. When the Columbia passes to be renovated for burlesque, it will have practically rounded out 22 years as a burlesque stand, the first and only one on Broadway.

Built in 1908 with Sam Scribner and J. Herbert Mack had bucked the Columbia wheel to form the Empire (Western) wheel, which, when it was viously had the burlesque wheel sewed up, the house was figured as a symbol of early success for the Columbia. Through the years, Sam Scribner and Mack bringing burlesque to Broadway, the house had a record in the theatrical sun for Behman interests and gaining what was then considered the most lucrative spots for burlesque in the Star and Gayety theatres. Both had previously played Empire Circuit but had been unsuccessful. It was this convinced that Scribner and Mack meant business. During its 22 years the Columbia, not unlike old Miner's, served as an incubator for talented artists who later graduated to stardom and with many still around.

J. Herbert Mack, president of Columbia Amusement Company was first manager of the house, relinquishing the post later to Fred McCloy, now president of the Mutual Wheel. In the early career of the house McCloy, as press agent, induced Mack to sell the house to recognize burlesque. When McCloy departed to accept present post he was succeeded by Fred McCloy, who stuck until the dissolution of the Columbia wheel two years ago. It was then taken over by Walter Rose, who now manages the house. Joyce, former assistant general manager of Columbia Wheel, became its house manager. Joyce held that assignment up to now.

"Night Club Girls" holding the stage for the current week is as likable as the Mutual's, but nothing extraordinary in the comedy division but depending entirely upon fast dancing and the chorus and the strip downs of the female principals in the teasers to it across. The Mutual's Fred and Freddy Walker, comica, have their provoking moments but too widely failed to mean anything. Rose, dancing juke, spots a couple of good dancing specialties, especially the "High Life" and the "Hello Paulaen." Joe McDonald, Ray, and Ilan Fernald are the remaining trio of principals contesting to outwinkle each other and win the week's better on the take off stuff. Most of the latter gets over.

Aside from this just another Mutual. Edb.

### IRVING PLACE, N. Y.

(STOCK)

"High Life," current stock bill at this former downtown Mutual stand, shapes up as ill-judged entertainment, less dirt than usual, and comica getting laughs legitimately, rather than resorting heavily to the rough stuff. Some double entendres, of course, but not of the quality that has seemingly done great damage to burlesque.

Burnley Burnley, Mutual producer, is operating the stock and tops his wheel efforts with the real group of 15 principals and 26 chorists. Burnley reported taking the plunge on a heavy nut to find out if 14th street was washed up on burlesque or not. So far the stock fared to have had encouraging patronage during its five weeks in, and a packed house last Thursday night when reviewed.

The comedy division is equally divided between Harry "Hello Paulaen" Field, and Billy Wilson, both recruited from wheel shows winding up ahead of season; Johnny Weber and Betty Wheeler. The latter brace are holdovers from the miniature stock troupe that has been flanking the wheel shows at the Irving Place for up earlier in season. Weber, veteran Dutch comic, and McAllister team throughout, with Field and Wilson working individually in their own comedy scenes. The foursome of comica gives all ample chance to laugh for a while, but rather as the stage too much, but rather

concentrating on their allotted bits and getting good results.

The femme contingent is headed by La Villa Maye, featured soub, with Peggy Reynolds, runner up as other soub. Mildred Cozette handles the comedienne, and does it well, while Isabelle Lorie, Sally Swan, Dolly Davis, Elaine Culleton and Irene Annis are a quick succession of girls going for semi-strips and alternating as number leaders.

Wilson and McAllister get first crack at comedy with knockabout and eye gouging stuff reminiscent of Weber and Fields, but still good for laughs on 4th street. Harry Fields, doing his familiar "Hebe," is spotted in an East Side bit that gets over and he tops this later with a hophead characterization supported by Mildred Cozette, with both grabbing plenty of laughs through extravagant chatter. Wilson, doing semi-tramp, gets his inning in a convict bit, in the bars and getting everything else but. All the scenes are burlesque familiar, but get over on restraint and manipulation rather than newness.

La Villa Maye spots two specialties, one in each act, and the boys out front interested, until reaching the permissible stripdown number, then the house goes over too, in several runway numbers and also goes for the peel off. Sally Swan, doing her act, is even better for her numbers that eclipsed the others, while Dolly Davis and Isabelle Lorie were also acceptable, even though not as dynamic in delivery as their predecessor.

In contrast to usual burlesque routine, the show is even better proportioned as to comedy scenes and numbers in both parts rather than making the early season show a heavy with comedy as most of the wheel shows do.

The chorus, shapely and lookers, is a show stopper for burlesque work with commendable animation. Scenic equipment and costumes look fresh and are not the usual relics of a costumer's cupboard which most stock houses have been going for.

An all around good show for burlesque, with less dirt and plenty of peppy numbers to keep it moving at a good pace throughout. Edb.

### LEE HICKMAN HELD UP; LOSES MONEY, JEWELRY

Lee Hickman, comic with "Gay Paree," is nursing bad lamps and a swollen jaw as result of combat with a couple of holdup men while the show was playing Jamaica, L. I. last week.

Hickman, whose home is in Jamaica, was waylaid on the way home, losing \$2,500 cash, diamond ring and jewelry.

Police investigating the robbery figure it was a tipoff job, since Hickman has been known to carry large sums of money. Hickman explained to the cops that he had withdrawn the money from the bank Saturday and intended to invest the amount in a business venture Monday. The money was in a money belt.

He's still with the show, doing his stuff behind smoked glasses.

### Rotating Stocks

Stock burlesque relighted the Opera House, Bayonne, N. J., this week, with Joe Hurtig operating.

House stock doing a rotary alternate arrangement with the stock at the Playhouse, Passaic, N. J., operated by same interests.

Bayonne company includes Jack Miller, Harry Cornell, Billy Leonard, Joan Bodine, Helen Moran, Alma Montague and Jean Gardner.

With the shifting of the above company from the Playhouse, Passaic, where it formerly held forth, the new company spotted at latter house includes Hal Rathburn, Tom Miller, Harry Cornell, Billy Leonard, Joan Bodine, Helen Moran, Alma Montague and Jean Gardner.

Both stocks will alternate weekly between both houses.

### From Film to Stock

Oxford at State and Flatbush, Brooklyn, will go burlesque stock this month.

It has been playing pictures.

### GARRICK ON 35TH GOES STOCK BURLESQUE

Garrick theatre, 35th street and Sixth avenue, New York, will light up with burlesque for the first time in 10 years, when Jerome Rosenberg opens his stock company at the house March 22. Rosenberg formerly managed the Columbia. Garrick is now being renovated for the new management, who plan a three-a-day policy with a morning matinee break-off. Casting will go on going. The Garrick has tried everything, and nothing seems to draw 'em to the now isolated theatrical spot. It even tried burlesque before, playing the old American circuit shows. When the cops made a raid, burlesque stopped. This was in 1916.

And it was the Rosenberg brothers who were operating the house. Sim Williams, old wheel manager, was pinched with Jerome, and it is recalled that Sim carried the ticket box along with him to the coop. When the came came up in the old Yorkville court it was dismissed.

### COLUMBIA'S FINISH WITH BURLESQUE MARCH 29

Curtain for the Columbia, New York, March 29.

The house closes to permit remodeling to become a picture grind.

No invitations have been sent out for a gala blowing in farewell to the old American circuit.

The Columbia opened as a burlesque house 22 years ago.

### Girls Missed Tip to Tone Down, Passaic Sloughed

Stock burlesque resumed at the Playhouse, Passaic, N. J., last week following a three day shutdown after being sloughed the previous Saturday night by Police Commissioner Ben F. Turner.

The stock had been in three weeks and Turner's visitation was prompted by numerous complaints from the dirt and unadornment angle. Turner and several of his aides entered the theatre and were spotted by the door man who warned the comica to hold in, but didn't tip the girls. Half way through the show, one of the runway soubds did a peel off teaser, to trunks and transparent brassiere which was Turner's cue to hop back stage and order with curtain down and the audience dismissed. A packed house was in and refunds were made when the mob, dubious about reopening of the stock, refused to take rain checks. No arrests were made.

Joe Hurtig, manager of the house and interested in operation of the stock, was called in and summoned to Commissioner Turner's office later and upon agreement to tone down the shows and dress the femmes, was permitted to reopen in a few days.

Since the change business has dropped off.

### Montreal Raids Mutual; 16 Girls, Bailed, Resume

Montreal, March 18.

Sixteen girls of "Jazztime Revue" Mutual burlesque show running at Gayety, were taken by the police when theatre was raided this week and were later released on bail. Show held up for one evening but resumed next night with the same cast of girls without interference. Police claimed show immoral, but action is seen a political move in view of municipal elections to be held April 7.

### 125th St. Stays Stock

Proposed change of the New 125th Street from stock burlesque to picture house was called off last week policy was continuing stock indefinitely.

A siege of full business for several weeks is reported as having prompted the idea of a change. A flurry of business changed the management's mind again.

### Holding the Bag

Stock burlesque at the Lyric, Hoboken, N. J., folds up this week. Cast and chorus were left holding the bag for salaries.

## News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

### LONDON

"Petitcoat Influence," by F. Neil Grant, is the Repertory Players' latest effort to get on the map. Sunday night performance at the Strand, with Diana Wynette, Dorothy Black and Frank Albany cast.

Rachin's "hedre," in the original French, is an experiment by the arts. Sybil Thorndike to star, with producer Alice Gachet.

"I Pronounce Them," divorce play by the late Woodbine Willie, East End preacher, current at the Everyman.

Divorce suit filed by Isabel Dominay, former vaude star, was dismissed. Miss Dominay, a musical player, was cited without success.

Major Ian Boulough, former husband of Lily Elsie, actress, about to get married for the third time.

Lizza Annadulu one-time opera star, in the workhouse.

Squawks raised here over the south-Shirley fight, and the girls from London correspondents who said the film version had been cut, casting the foul, brought forth announcement of the fight, to the effect the complete film will be shown or here.

Rosita Filippi, 44, one time famous actress, died last night in "Ivory Door" at the Haymarket last year.

Regional broadcasting as a permanent feature of British radio. Arthur Winton, Marle Nev, Gene Gerrard, Desirée Ellinger, Adrienne Brune, Moya Nugent, Louis Hector, Raymond Newell and Jack Livesey.

Fred Barnes, vaude player, got fined for going to sleep and not paying the taxi driver.

Full cast for Drury Lane version of "Three Musketeers" is Dennis King, Arthur Winton, Marle Nev, Gene Gerrard, Desirée Ellinger, Adrienne Brune, Moya Nugent, Louis Hector, Raymond Newell and Jack Livesey.

"Daily Mail" has started two color printing on the front page. Uses the red for edition heading and small cut in the top ad. Puts the ad price up accordingly.

### NEW YORK

Virginia Myers, 22, dancer and singer, married and returned to Downs, 28, of "Street Scene."

Lee Hickman, 28, natural burlesque comedian, was hustled into sedan by two men, while on his way home, and relieved of \$2,500 cash, diamond ring and jewelry. The \$2,500 cash was thrown by him in a charcoal bag around his neck.

Mildred Mandell, 23, maiden name Kelly and former show girl, charged her husband, Alfred H. Mandell, non-pro, with abandonment in her separation suit. She claimed he left her in 1928.

Irene Bordoni secured an injunction in the New York Supreme court restraining E. Ray from continuing his divorce suit against her.

### Soub's Comeback

La Villa Maye, forced to withdraw from burlesque earlier in season after under-going several operations through which she lost much weight is doing a comeback with the stock at Irving Place, New York. Miss Maye was featured with Charles (Tramp) McNally in "Puss" (Mutual) last fall and had been with the show when forced to undergo the series of operations.

### Split Week Shows

Stock burlesque supplants vaudeville at the Central, Woodridge, N. J. March 21. Al. Selig has the house. Company includes Ned (Happy) Fay, Edna Lawrence, Genevieve, Adrian Duff, Rudy Beyers, Elaine Hill, Deborah Hyde, Frank Keller and 14 chorists.

Semi-weekly change policy.

### Pateron's Stock

Stock burlesque supplants Mutual show at the Orpheum, Pateron, N. J., March 30 with Billy (Beef Trust) Watson operating.

Injunction upheld the Chicago divorce which Miss Bordoni recently secured against her husband. The ground that the theatrical producer was prohibited from re-marrying by his former wife's divorce.

Mrs. Natalie Chadwick, former show girl, pleaded guilty to the charge which Miss Bordoni recently secured against her by Pollu Lux, also a show Polles girl. Mrs. Chadwick, who was married to Pollu Lux's summer home, sold \$10,000 worth of furniture for \$800, and had two vans cart the furniture away.

Valerie Ramiere, show girl in "International Revue," fainted as she was leaving the stage of the Madison Theatre, New York, and injuring a vertebra in the fall. An understudy went on in place of Miss Valerie, and the show continued. The most beautiful girl in America by American Legion artists.

Ramona Glis, adagio dancer, charged Joseph Buckley with robbing her apartment. Miss Glis stated she and her husband, who is her dancing partner, found Buckley in her apartment when they returned home and vanquished him.

Marguerite Volavy, concert pianist, was awarded \$24,000 from the I. R. T. for a crushed finger. Miss Volavy, 34, was married to a man who in May, 1924, a finger of her left hand was crushed in a door of the 31st Avenue Hotel.

Junetta Hansen's verdict for \$17,500 damages against the Hotel Lincoln for having scalded herself with hot water while taking a bath, was reversed by Justice George H. Taylor, Jr., of the Supreme Court, and a new trial ordered. Judge stated the jury awarding the verdict was unnecessarily influenced by her comeliness. The original suit was for \$50,000 for disfigurement.

Lighthouse Players, group of big-name actors and actresses, made their seventh annual appearance on Broadway at the Booth theatre March 13. The group presented one-act plays, and worked as naturally as though possessing sight.

A group of New York University students, including the girls of the Paramount, New York, during the midnight performance March 13. Of 19 youths were arrested and lodged in the West 47th street station. They were also charged with causing a commotion by fighting with the police and running up and down the aisles.

Nettette Guilford-Rosen, of the Metropolitan Opera, filed a voluntary petition in bankruptcy, listing liabilities of \$25,000 and no assets. Richard William Lehne, director of the Harrington National Opera, formerly husband of Gladys Frazin, actress, was re-married to his first wife, Mrs. Gladys Frazin, at the civil register. Mr. Lehne married Miss Frazin while the latter was married to Charles C. Cargy and was divorced from her last Sept. 1.

John Cuomo, property man at Pathe's Manhattan Studio, testified during an inquiry before Chief Magistrate William McCadoe that during the fire in the studio in December, where 11 lives were lost, the emergency hose system in the plant refused to work. He stated it produced a stream of water only two feet long.

Robert Brinkley, 73, father of Nell Brinkley, artist, died suddenly, March 12, in Orlando, Fla.

International commercial broadcasting on weekly basis will be inaugurated April 6. Canadian Pacific Railway behind the programs, will broadcast from Toronto to WJZ, New York, having taken over heard Tuesday and Sunday evenings.

Four young men held up the guests in Forstner's Inn, Eastchester, road, Bronx, who lined up all the guests and the waiters and relieved them of \$1,000.

By Tuesday Charlotte Fiscal Leslay, claiming to be Abe Erlanger's daughter, and claiming part of \$75,000, had been taken up to show cause why her objections to the probate of the will should not be dismissed. Order was obtained from Surrogate Foley by the heirs to Erlanger's estate and was served on J. D. Steuer, counsel for Miss Leslay.

Mrs. Natalie Chadwick, former show girl, was sentenced to serve from two and a half to five years in Auburn, N. Y., prison for burglary. She confessed to having taken \$110,000 from the estate of her husband.

(Continued on page 54)

# Bway Nite Clubs Just Ain't Now; Even 'the Hangouts' Had to Fold

Broadway has turned stool!  
This does not relate to the pigeon, but to the Main Stem night clubs, which have been virtually run off the Artery map by soda fountains and luncheonettes.

More drug stores are catering to night club fans after midnight than ever before. Many of the quick lunch counters operating after 1 a. m. get the stay-out-lates, who chin and exchange the gossip.

Instead of a ringside table, a host of the mob occupy stools, looking at themselves in a mirror, rather than at a floor show. Most any soda fountain, in town is doing more biz than the night club, and the latter is the middle class, now non-con-

vert clubs, have in the past year evolved into asylums for the proletariat. Whereas they once catered to the middle class, they are now a few suckers; the prevailing patronage is sold declass. The big spenders of old are a deceased entity.

The life of a Broadway night club is now as precarious as tomorrow with a Chicago gangster. Each rendezvous has its heyday and then is put on the spot.

The fact that two genuine night retreats are closed at this time of year, which formerly was peak in night club trade, presents the most extraordinary change in nocturnal activity today.

Top class business is now being done by the Central Park Casino, which weathered the migration of patrons to Florida, but an inspection of its environs reveals most of them back, for there are more sun-tanned habitués ransied here than elsewhere.

The Lido and Montmartre are still extant, although they have been wallowed and buffeted as never before. Both were virtually deserted when visited, but the proprietors con in that week-ends take care of the overnight.

Bravely enough, the Silver Slipper, always a stronghold because of its central location, has attempted a respiratory miracle. Tremendously large floor show with 12 principals and a chorus of 14 are operating the pulpit. Business was fairly successful visits here.

Advertised and exploited by radio, magazine and newspaper, the non-convert club are enjoying a prosperous, though undistinctive resurgence. The Bronx, Westchester and Jersey regions are among the highly represented locales patronizing them.

It is not unusual to see a young man with tattoo marks on the back of his hands, decorating a bottle of gin for the girl friend in greasy taffeta. All of the non-convert entrepreneurs are hopeful of combating summer, to the finish.

Viewed generally, the whole Broadway night club industry could be cornered for a bagful of slugs. Even the hangouts for the regular bunch have been obliged to close.

## Buddy Lewis Lived with 14-Yr-Old Runaway Girl

Raymond (Buddy) Lewis, 30, 156 West 45th street, who is said to conduct the Pranna Studio, 145 West 45th street, school of dramatics, was before Magistrate McKinniry in West Side Court on a statutory charge and held in \$1,500 bail for further hearing.

Lewis was arrested in his studio by Joseph McCarthy, secretary of the Children's Society. Later Lorraine Siegel, 14, dancer, and a runaway from her home in Boston, was taken into custody on a charge of juvenile delinquency.

McCarthy received an anonymous tip the Siegel girl could be found at the 45th street studio. He went there and questioned the girl, following the interrogation the Siegel girl entered the place. The agent learned that the girl had left home about four months ago.

Shortly after her arrival in New York she met Lewis and went to live with him at 156 West 45th street. Lewis, McCarthy said, admitted he had seduced the girl and said the only reason he brought her to his home was that he was sorry for her as she had no money or place to stay. He denied he had attacked her. The girl's mother, Josephine, has been notified and will take charge of her daughter.

## BANG UP ROBBER

Adagio Dancers Find One in Their Apartment

Ramona and Chelso Gila, adagio dancers appearing at Janssen's Hoffbrau, captured an alleged burglar in their apartment when they returned early in the morning to their home. The intruder gave his name as Joseph Buckley, 24, ironworker.

Buckley was arraigned in West Side Court before Magistrate Richard F. McKinniry on the charge of burglary. He entered a tentative plea of not guilty. No bail was set by the court because Buckley had been arrested on a former occasion. Mrs. Gila is 19 and pretty. She was the first to step into the apartment. She noticed a flashlight in her bedroom and whispered to her husband. Both seized the intruder. Mrs. Gila got a flatiron in the kitchen and returned to where her husband was dragging Buckley. A few well-aimed blows with the flatiron had him yelling "quit." Patrolman Harry Nichols of the West 47th Street Station arrived with his drawn gun, but there was no further fight in the hallway.

Nichols found on Buckley a set of amber beads and a purse belonging to Mrs. Gila.

## INVESTIGATION OF L. A. MIXED DANCEHALLS OFF

Los Angeles, March 18. With Mark Pierce, Los Angeles police commissioner, resigning, and the downtown police precincts undergoing reorganization, the threatened investigation of local dance halls bled up.

For some time the police commissioners have been trying to figure out a way to curb the mixing of white girl taxi dancers and Filipinos in the downtown dance halls. Some time ago they held a meeting with the dance hall owners, and some of the girls were questioned. None of them saw any reason why they shouldn't make dough by dancing with the Filipinos. Dance hall owners said the Filipinos were their best customers, and if excluded the white dance halls would have to close.

Nothing was done by the commissioners until the recent race riots in which Filipinos figured.

## PROTECTING PANSY BAD

Cops Back in Uniform—McQuillan-Houghton Step Up

Patrolmen Charles McQuillan and Francis Houghton of the West 47th street station have been assigned to do plainclothes work on the staff of Captain Lou. Dittman of West 47th street.

McQuillan and Houghton succeed Tommy Ward and George Meyers, who held the detail for more than two years. Rounding up pervers is a special phase of their work.

Ward and Meyers "bagged" more than two hundred during the time they held the detail for more than two years. They were given the gate recently when a defendant testified that Ward had supplied him a phony name when he was arrested in Loew's New York Roof.

Purpose of supplying the spurious name was to deceive the newspapers so that the real identity of a prominent defendant would not become known. The Grand Jury investigated the matter. Ward and Meyers were quickly chased to Brooklyn in uniform.

## Judge Goldsmith Reinstated

Albany, N. Y., March 18. Court of Appeals today reversed the lower court which dismissed New York City municipal court judges, appointed in error the lower court decided.

Four judges reinstated. Is Frederick E. Goldsmith, the theatrical attorney.

Emphatic!

New York agent who furnishes girl entertainers got a call for a flock of them for a joint in Pennsylvania. Not knowing the owner of the place, wrote the local chief of police, in accordance with the regulations of the License Bureau here. He closed his letter with the question: "Is this a safe place to send respectable girl entertainers?" Chief's answer was an eloquent "NO" written in big letters across the bottom of the letter which he returned.

## SHOW FOLK DESERTING HOTELS IN CHI. LOOP

Chicago, March 18. Loop hotels have been forsaken by theatrical folks. The Sherman, Morrison, Congress, City Hall Square, Lorraine and Grant, that were once headquarters for the 150 performers beneath their roofs today. Actors have discovered they can live outside the Loop cheaper.

One of the McCormick, located just outside the Loop, with 600 new rooms, is making a strong drive for show business. Sending a representative as far as Pittsburgh, Detroit, Cleveland, St. Louis and Kansas City to get theatrical folk. His house is an apartment hotel with the first 10 floors of apartments and the next regular hotel rooms.

Other nearby houses, just as new and offering home comforts, are also reaching for the big biz.

## Actor-Addict Pinched

Charged with possessing half an ounce of heroin, William Burton, 39, actor, was arraigned in West Side Court before Magistrate Richard F. McKinniry. He offered a plea of not guilty and waived examination, being held without bail for trial in the Court of Special Sessions.

Detectives Pat Monahan and Daniel Christ of the Narcotics Division at Headquarters arrested Burton at 44th street and Broadway. The detectives stated that they had trailed him for several blocks. A search of his pockets disclosed the contraband.

Sleuths said that Burton admitted he was an addict. He is alleged to have acquired the habit seven months ago. He said he was married to a show girl who is now in Florida.

## Inaccurate Biographies

George Bancroft

By Claude Binyon

Hollywood, March 15.

George (Sneepan) Bancroft, a sweet guy of an 'slave, was born in Philadelphia under the name of Sardy (Chuckles) MacTavish. His change of name was a political move, as one of our residents had ruined a set of store teeth in a mess of butterscotch.

Sneepan's parents soon abandoned efforts to line him up with some good Y. M. C. A. branch. On his third birthday the kid threw watermelon at the chicken his father had been saving for the annual visit of Aunt Nellie from Chortling Creek. The chicken passed away.

Mrs. Bancroft was indignant. "I'll tell your father," she threatened. Sneepan laughed in his boyish way. "Go ahead," he said, "and I'll throw the piano at him!"

After a swift swing through a circuit of Philadelphia schools and a short stretch in Tomes Institute at Port Lepost, Sneepan decided to join the navy and meet some gals. He started an apprenticeship aboard the "Constellation" and spent long hours infiltrating Joan Lowell into the intricacies of puppy affection. Later Miss Lowell wrote a book about his adventures, under the name of Corey Ford.

Talked Back to Dewey

The Spanish-American tete-a-tete found Sneepan serving under Admiral Dewey. In the heat of one

# Parisian A. K. Dough Dames With Their Mush Changeable Gigolos

## BUS FARES SLASHED

Greyhound Chicago Trip Cut to \$15—Competition Tells

Bus competition is getting so hot in New York that fare slashes are now in vogue to cop the biz. Greyhound line last week put the tariff for the Chicago trip at \$15. The \$16 tax to Detroit was cut to \$13 to El Paso and back the reduction was from \$55.00 to \$47.00. The Hot Springs rate was chopped from \$34.50 to \$26.50. To Indianapolis, Ind., a three dollar knifing sent it from \$18 to \$15 and from N. Y. to Jacksonville, Fla., the \$25 rate was clipped to \$20.

Some reduction in the Los Angeles round trip. Formerly \$70 it is now \$51.50 by the Greyhound line. Going south to St. Petersburg, Fla., the \$31.95 rate was changed to \$29.95.

## SPURNED BY SWEETIE, DANCER TRIES IODINE

Sobbing that she had been spurned by her sweetheart and that she desired to end her life, Jewell De Witt, 35, a dancer, stopping at the Times Square Hotel, drank a quantity of iodine in her room. She was removed to Bellevue Hospital, where doctors stated her condition is serious.

Mrs. De Witt registered at the hotel the previous night from Chicago. John Bryan, house detective, was passing her room when he heard the dancer sobbing. He rapped on the door and getting no response he realized that something had occurred. He sent for the maid and she entered.

Mrs. De Witt was lying in bed. Her lips were seared from the acid. A small vial was on a table nearby. There was also a letter addressed to "George Coste," whom the dancer told Bryan was her sweetheart.

Dr. Arthur Berger, hotel physician, and Bryan gave Mrs. De Witt an emetic that helped her. The letter stated that Mrs. De Witt was amiable a "Coke" rejecting her. "I depended upon you above all others to stick by me. Now that you have spurned me there is nothing further for me to live for," Bryan quotes the letter as reading.

Paris, March 10.

The stage-door Johnny and the matinee Fannie have nothing on one of Paris' oldest institutions, the ga-gigolo gee-gee. She's the a.k. filly who's a sapadillo for the joyous jigs. The oblique-sideburned Argentinians are the type who toil not; their existence looks soft.

The ga-goo goofs who spend their Babbitt's boodle on the decorative males are, in sectors, the backbone of certain enterprises catering to the public. That covers lots of territory, ranging from nite clubs to jollifiers (ritz for bauble-peddlers), buying everything from babbles to baubles for their peripatetic males.

Great system here in the nite joints for the mutual convenience of the jigs and the old gals. The matinee hotel spots 'em a mile off and makes the tri-act to defeat the "addition" (check) until they scam. In the outer foyer, the gal in the meantime has had a chance to slip a b.r. to the subsidized male or just make good-facts. Gotta keep in the news herself. This help would rather the jig paid off, better break for the percentages that way.

The jig having no qualms about: how much or how little money her spending is a more generous tipper; besides there's something akin to both in that they're distantly in the same gig class.

Dame Changes

The props and fancy accessories the jigs sport are a panic. Would make the rajah jealous. Costly, but the lighted-up, high-class, money combination male vanity doo-dads, rings, watches, slave-bracelets, etc. All convertible and all often as not, playing whatever might be the available of fate. Gotta keep in circulation, and keep 'em changing; sort of an inverse jig-slattery to their ego to prove in demand. That just for the real high-class jig. The ordinary cabaret-at-tache hooper who just takes any moll for a crawl or a creep is just a smallie.

Some of the jigs have been fluctuating up and down, quite a few times. Some of the jigs have been fluctuating on 12-cylinders; soon after they're down to earth with the rest of the mob in the pop-priced Montmartre. Especially now, with the moiled mania, the jigs with their spouses either in Egypt or on the Riviera or just forced to behave because of the market and the curtailment of the remittance.

A jig's no cheap toy for a heavy-weight frail.

## Dressmaker Assaulted by Nanette Fresno, Dancer

Nanette Fresno, 25, Argentine dancer, wife of Oswaldo Fresno, 66 West 53d st. was fined \$5 in West Side Court on the charge of disorderly conduct. The dancer was haled to court on a summons procured by Jeanette Rose, customer in theatrical dresses, 3515 5th ave, Astoria.

Mrs. Fresno paid the fine. She denied the charge that she assaulted the dressmaker. The latter asserted that Mrs. Fresno and her husband each ordered an Argentine dancing costume.

Miss Rose stated that the dancers were pleased with the costumes. When they were completed she took them to their apartment. In the apartment at the time she said were several others of a cast that is rehearsing with them.

Mrs. Fresno, she said, was dressed with her husband's costume but made some complaint about the dress. The dressmaker asserted that Mrs. Fresno offered her a price for the costume, but declined to do so. Mrs. Fresno declined the offer. She said she started out of the apartment Mrs. Fresno struck her and tore the garment. She stated that the eye-witnesses failed to assist her. She brought the garments to court.

Mrs. Fresno denied the charge.

## CANZONERI IN FORM, TRIMS STAN LOAYZA

By JACK PALASKI

Card at the Garden did not look hot on paper, and it was just a fair evening of boxing before a middling crowd. Lightweights performed, none with a real wallop. For the main event they tossed in Tony Canzoneri and Stanislaus Loayza, the pug from Chile, who has been fighting in wind-ups for years. Canzoneri won, easily, showing excellent form and condition.

Match was made because on a previous meeting the decision to Tony was questioned. That was in Chicago. It was one of those buty affairs reported round by round in favor of Loayza, with the flash at the finish, "Canzoneri wins."

No question which was the best man this time. In the fifth round the little Brooklyn wop staggered Loayza. That was within the first minute. Tony either couldn't or wouldn't put the Chilean down. It has been said before that Tony cases up on opponents whom he is besting. Stan's best round was his fourth. He elected to stand up for time, and connected with hooks that may have worried the former featherweight champ. Loayza has a rep for putting up excellent socking exhibitions. He was always walking in, and he took plenty of punishment.

In the later rounds Tony made a fool out of the Chilean, making him miss repeatedly and ending many blows with his gloves. He crouched over with Loayza and belted him in the mid-section. Often he would even make right tap leads. Often, again, he would twist himself free from under Stan's crouch, and the customers laughed. If the Chicago thing was as close as they say, then Canzoneri had one of his bad nights, for one Friday he was far the better man.

Semi-final was interesting, bring-

## Nude Photos

Latest attention nabber devised by Times Square's competing haberdasheries is nude photos of Broadway show girls among the dry goods in the windows.

Pictures are deftly spotted so that the skirts and ties on display will not be overlooked by the boys who gape.

ing together Sammy Dorfman and Irish Jackie Pilkington, whom they said was quite a bit of a thrower. That's just about it. He threw both hands at Sammy in the first round as though he was going to chase him through the ropes. After that he slowed down, and young Dorfman started to pile up a long lead.

## Old Gym Chums

Fact is these two fellows have boxed in the gym many, many times. Sammy knew his Jackie, and he knew he could outsmart and outbox him. If Dorfman could wallop he would be up in the big money—and isn't doing so badly at that. With Pilkington it was a sort of act, though there is no doubt that Jackie wanted to put the bee on the boy friend because it would have made quite a rep for him.

Charley Rosen met a tartar in Vincent Sireci in the first ten rounds. They had met before with Rosen the winner. Sireci had learned something since then and looked to be the harder hitter. Within the first 15 seconds he clipped Rosen on the chin and tilted him over. Charley arose at once, and they went at it hammer and tongs. Rosen's left side was raw from the many right wallops to the kidney region, seemingly unable to protect himself. Sireci had had an advantage in reach, and used it. Crowd called for a draw, but Sireci won the decision, which was correct.

## FRESH STUDENTS

Court Lenient with N. Y. U. Crashers of Paramount Theatre

"The fact that I don't want to mar your records in case some of you might be studying law. You certainly would not pass the character committee if found guilty." So said Magistrate Richard P. McKinstry to 19 students of New York University (freshmen) who had crashed their way into the Paramount theatre.

The defendants spent the night in West 47th street station house after their arrest. Some escaped in the theatre following the concerted rush. They had been to a freshmen dinner, they said.

They did a snake dance up Broadway, arriving at the Paramount theatre, they rushed past an

## Cauliflower Angeling Percent Lower Than Stage Bankrolling

usher and fled for seats. Some excitement was occasioned. Louis Nye, assistant manager, notified Patrolman William Shields of West 47th street station, and 19 were corralled.

In court, they pleaded guilty. The court withdrew their pleas. He discharged them with a reprimand. In court were the rest of the students who escaped the cops in the theatre.

Parents of the students were in court and told Assistant District Attorney Max Weider they would "take care of the situation."

Like the theatre biz, the fight racket has its angels. The money lads on the pugilistic street drop pretty fat kums on occasions which compare quite favorably with one dough box by floppo shows. One difference between the two, however, gives a slight edge to the theatre boys. That is that many a boxer is kept alive through hobby money. In one case it amounted to nearly \$50,000.

But in either case so far as success goes the millionaire beginning from Park Avenue in the fight game has yet to mark up a grade for himself in the mit game.

Several of the dough boys have tried it and are still busts, although their proteges are still running around for bounties. Among these fight angels can be spotted Anthony J. Drexel Biddle, Edward P. Hutton, Walter P. Chrysler, Bernard Gimbel, James Gallo and Ed Stevenson.

Gallo is an Italian and one of the richest contractors in Queens. Technically, he hasn't flopped yet. Nevertheless, he paid \$10,000 for the rights to an Italian heavy, Salvatore from the eve of battle. Gallo has yet to show his first bust. Ruzirelo is 6 feet 2½ inches and weighs 265 pounds. He was recently scheduled to fight Marty Gallagher, but got sick on the eve of battle. Gallo bought the boy from Joe Woodman and Joe Lawrence.

## Boston Cop a Winner

There's a manager who became a millionaire in a near millionnaire game. He is Dan Carroll, manager of James Maloney, Boston heavy. Carroll was a cop during the Boston police strike of 1922 that brought national attention to Calvin Coolidge.

Bernard Gimbel, the department store magnate, was among the first owners of Paulino Uscudun, but dropped on the managerial end and Al Mayer, Bertice Perry and a man named Arthus took hold of the fellow. Controversy broke out and Uscudun may soon be managed by Billy Gibson.

Ed Stevens made millions in the plumbing line in Chicago. He tried to manage Otto von Porat, which tells its own story.

Walter P. Chrysler, the auto king, brought out Knute Hansen, Danish heavy, only to slip the bird to Billy Gibson, professional fight manager.

Ed Hutton is the Philadelphia millionaire responsible for ring recognition being given to Roy Wallace, Cleveland light-heavy—and nothing happens has happened.

Biddle is the millionaire who brought on Rene de Vos, Belgian middleweight. He got him from Eugene Eustein, only to have Joe Hudkins take the Belgian's measure. De Vos now is unheard of and unsung. Biddle, according to inside info, dropped more than 50 grand on de Vos.

The interest in managing boxes has grown among the millionaires, and these same men are still interested in some way or another in the game through proteges. An extent to which this interest lies is evidenced in that it has even reached the diplomatic circle. There's an Argentine heavy who is managed by an attaché of that country's consulate in New York. The fighter's name is Rand Bianchi.

Angeling a fight means literally supporting him until a game makes some returns. In the cases enumerated there hasn't been any so far.

## Schireson License Revoked

Chicago, March 18. State of Illinois has officially revoked the license of Dr. Henry J. Schireson, plastic surgeon.

Revocation action was based upon recommendation of state medical committee, which found Schireson was "guilty of fraud in obtaining the license, and of gross malpractice."

## Next to the stage door of the Palace Theatre, the new home of

MRS. GERSON'S GRILL

After 11 Years on Broadway

## 'ROUND THE SQUARE

A story was sent out of Chicago that Maurice Chevalier received \$1,000 from B. & K. for a single appearance at McVicker's for singing a couple of songs. The boys sent by the Palace and the office for Chevalier's hospital, Dispensaire Maurice Chevalier, in Paris, as a contribution and not as stage compensation.

## Color of the Big City

A juvenile band of three pieces is supplying music nightly, on the fly, to Broadway pedestrians.

Are young boys not yet in their 'teens. One plays the violin, and the other two banjo and clarinet. Boys alternate music with magic doing a great disappearing act when cops show.

## With a Sense of Humor

Racketeer with a sense of humor must be operating in Times Square. Has a gay way of going after dough by springing a form application for shares in what looks like a legit show company through the mail.

Application is unaccompanied by any letter of identification and includes a clause that if the company is not incorporated by April 1, the chump gets his dough back. Name of the company in the application is given as Stepping Stairs Corp.

## Bad Accounts at Wrong Time

When a Times Square hotel recently turned over its long list of bad accounts to a lawyer for collection, it forgot to omit the names of guests still stopping there on the cuff.

As a result numerous guests, most of whom are pros without bookings, are being notified of impending court proceedings by the hotel which at the same time is permitting them to increase the cuff account. The guests say they'd rather be sued than dispossessed.

## Class French Cafe Folding

Marcell of Los Angeles, operating on 49th street, New York, for the past three years, is folding up next month. Class restaurant with French cuisine was badly located, too far from the tuxedo district. Marcell had a following among the film colony when operating on the coast.

Marcell is also half owner of Pierre's, ultra Park avenue restaurant with a clause giving him the right to take sole ownership when his partner opens the new Hotel Pierre at 6th avenue and 62nd street in September.

## Loew's New York Lobby Pests

Lobbyists, hangers-on and sundry others continue to infest the lobby of Loew's New York, even though the "No loitering" signs have gone up all around the place. Loew tried for a time to discourage the loiterers by having porters around the place do the chasing, then gave that up for signs. Special cop may be the next step, it is understood.

Loew's New York, a grind, is unique as a lottering place. Formerly there was a large sign on the main floor. So many sleepers and masher started using the place that it was finally closed up entirely, the convenience angle for patrons going up the floor.

## Inez Norton Unpaid

Dallies printed a story last week that Inez Norton, prominent in the Arnold Rothstein case, has been paid the first installment of a bequest by the slain gambler's executors. Truth is she has not received any money from that source. Not enough cash is on hand at this time for a pro rata division among the beneficiaries.

Miss Norton lost a \$20,000 life insurance policy made out to her by Rothstein, on a technicality. Her claim upon the estate is based on the disputed will of Rothstein, signed by him with an X as he lay dying in the Polytechnic hospital.

It was decided rather than involve the estate in litigation to make a settlement with Miss Norton. She is to receive \$3,000.

At Jackson Heights Monday Miss Norton opened in "Room 349," a meller based on the Rothstein murder, the room number being that of the one in the Park Central hotel that figured in the Rothstein killing.

## Cops on Private Theatres

Coppers, both precinct men and those of the inspectors staff, are again checking up on the operations of the tiny theatres of Greenwich Village. Most of the small groups under police scrutiny are operating in non-licensed theatres which prohibits general sale of tickets to the public although most have been getting away with window sales without molestation from authorities until now.

Tip has gone out that the coppers are watching and the window sales have been stopped.

Some of the smart groups are working the subscription racket subterfuge of inducing the ticket purchaser into membership for the price of the tickets. It's the same gag which fight club operators worked around New York when boxing was taboo.

## Teaching Those Chinese

Mel Lan-Fang, playing at the National, New York, with "China's Greatest Actor" as his billing, should gradually learn all the local rackets if sticking long enough. It took a theatre concessionaire to tip him to one that nets the run so quick, sugar.

Along with his props and chop sticks, Lan-Fang brought a flock of books with him. The books, printed in China, are the English version of info on Mel and the Chinese theatre. Books' intrinsic value is about \$2 each, duty bringing their cost to more. Lan-Fang was about to hand them out gratis over here when the concession kid stopped him. Customers are going to get a book, enough to read. What kind of a deal the concessionaire made with Lan-Fang isn't known, but likely that by now "China's greatest actor" has also learned something about that end of the biz.

## NEW YORK THEATRES

BROCK FERRINGTON Presents  
**Strictly Dishonorable**  
Comedy with Preston Sturges  
Directed by Anatole Thibault  
AVON Theatre, 45th St. at A.L. Engelberg  
Box 130, Main, Wed. & Sat. 2:30  
An average of 250 stands at every performance since the opening, Nov. 18, 1929

BELASCIO Theatre, W. 44th St. Box 140  
Main, Thurs. and Sat. 2:30  
DAVID BELASCIO Presents  
**It's a Wise Child**  
A New Comedy by Laurence E. Johnson

2ND YEAR IN NEW YORK CITY  
**STREET SCENE**  
Has moved  
from the PLAYHOUSE  
TO ANOTHER THEATRE  
For further information  
see daily page  
Even. 8:40. Main, Wed. and Sat. 2:30

GRACE GEORGE  
in the St. John Ervine comedy  
**"FIRST MRS. FRASER"**  
With A. E. Matthews  
and Lawrence Greenish  
PLAYHOUSE 45th St. at A.L. Engelberg  
Box 130, Main, Wed. & Sat. 2:30  
Extra Matinee Every Thursday until June 15

THEATRE GUILD Presents  
Opening Monday Eve. 8:30  
**A Month in the Country**  
By IVAN TURGENEV  
GUILD Theatre, 52d St. W. of B'way  
Eve. 8:30. Main, Thurs. and Sat. 2:30

A THEATRE GUILD PRODUCTION  
**THE APPLE CART**  
Bernard Shaw's Political Extravaganza  
MARTIN BECK Theatre, 46th St. Box 130  
Main, Thurs. and Sat. 2:30  
GRETA GARBO TALKS

"ANNA CHRISTIE"  
A Metro-Goldwyn Picture  
ALL TALKING  
Based on L. H. GILLIS's Play  
on Stage—DAVE APOLLON  
in Color Revue  
CAPITOL Theatre, B'way  
51st St.

ROXY 50th St. & 7th Ave. Dir.  
of R. L. Rothstein (ROXY)  
Second Week of the  
Third Anniversary Program  
WILLIAM FOX Presents  
ELINOR GLAVIN's First Talking Picture  
**"Such Men Are Dangerous"**  
With WARNER BAXTER  
Announcing: "Such Men Are Dangerous,"  
in a "Jazzing Garden," Roy Sneyd  
Orchestra, Chorus, 250 Spectators  
Brilliant Affair of Artistic

3 Warner Bros. and Villaphone Hits!  
**SONG OF THE WEST**  
(IN TECHNICOLOR)  
With John Boie, Vivienne Segal and  
Joe E. Brown

WARNER BROS. THEATRE  
B'way and 52d Street  
**GEORGE ARLISS**  
in  
**"The Green Goddess"**  
Winter Garden—B'way & 50th St.

Valid the Best Picture of the Year  
**GEORGE ARLISS**  
**"DISRAELI"**  
CENTRAL THEATRE—B'way and 47th St.  
Daily, 2:45-4:45—Sunday, 3-6:45  
at the 3 Theatres

RKO THEATRES—LET'S GO!  
B. F. KEITH'S PALACE 5th Ave. & 47th St.  
Box 130, Main, Wed. & Sat. 2:30  
FANNIE BRICE  
in C. F. Fennell-Royce's Lullaby  
AMATEUR THEATRE, W. 47th St.  
All Comedy  
RICARDO CORTES

R-KO PROCTORS 58th St. NEAR  
AVENUE  
Wednesday to Friday, March 19 to 21  
REEBE DANIELS sings superbly in  
**"LOVE COMES ALONG"**

Famous Radio Star—HENRY BURBORG  
Frank Roloff—Joe Daly & Co.  
R-KO PROCTORS 86th St. COR  
LORAIN AVENUE  
Wednesday to Friday, March 19 to 21  
REEBE DANIELS sings superbly in  
**"LOVE COMES ALONG"**

BEN POLLOCK & Orchestra  
ROY CROPPER

# Broadway Chatter

Doris Jay is headed for stock. Rube Goldberg will shortly gage for Rusty Glickman's hobby is to reminisce about Park Ave. belle. Lillian Cedar drove back from Miami.

Reetle Dean believes in spirit communion. Hanna Cass is angling for Europe again.

Kitty Gahagan used to usher at the Willis theatre, Bronx.

Paula Sands has learned the cobb.

Murray Stand back from the palm trees and hungry blondes.

Barbara LaMae dying to sell her car.

Larry Adler will go with Ted Healy's act.

Dolly Gilbert has two more weeks on location here in "Whoops."

Naryda around the clubs, but no snuggles.

Ben Barzue back after a stay down South.

Jean Ackerman is back after long nights at Deauville in Miami Beach. Came at the Radio studios have to be heated each morning before a scene can be filmed.

Betty Compton has the finest collection of Paisley shawls in the film colony.

Lon Chaney manufactures his own false teeth for each character makeup.

Fifth Den (Betts) Blue back in town. Charlie Morrison's worries are over again.

Danny Simmons and Jack Curtis both on the "Bremen" which docked on the rebound last week.

Robert Betts, Columbia tenure, is a winner of the Juilliard Fellowship for Music.

Kenyon Congdon, radio baritone, once worked for the Bethlehem Steel Co.

They're calling Connie St. Claire "Cynthia" now. From burlesque to night clubs.

Gibson Goward dug diamonds in Africa to make enough money to learn how to act.

Dan Clarke, Metro working on his fourth gangster book in two years. Three of 'em published.

They're coming from the Silver Slipper, New York, headed by Jimmy Carr's band, is going vaude.

Rudy Widoeff who has a whole chapter in Rudy Valle's autobiography, hasn't read it yet.

Edna de Haas and Katherine Zimmerman, circling the globe, in Bombay.

Lawrence E. Rerik, replaces Al Adams as editor of the Camera-men's Union's house organ.

Jack Pearl's everywhere telling gags and stories. Columnists take note.

Jack Malloy, on the desk at the New York "American," brought Mrs. Malloy hither from Chi.

Nat Pendleton, wrestler, has been engaged by Fox instead of Warners, as reported.

Tess (Aunt Jemima) says she's having her name legally changed to the Z-4.

George Pearl, Eugene McGregor and George Woods have affiliated with Lou Irwin.

Saranac ought to open a department for the care of the 47th street boulevard, no more offers.

Henri Bernhey, chef at Dave's Blue Room, has opened office as an agent. Two acts in action.

Freeman Bernstein is now Commander Bernstein with a private yacht anchored off Miami Beach. The yacht's name is Calumet.

Mike Mindlin, originator of the R'y theatres, has sold his interest in the 14th Avenue Playhouse to R. Stanley Grooves, Jr.

Since the big no received by an agent offering Argentinia, \$3,600 weekly pool of all Lew Leslie folks, for vaudeville, no more offers.

Bill Robinson left New York Thursday to open at the Golden Gate, San Francisco, today (Wednesday). He'll return via RKO.

Gouls McDermott, Public unit producer, has requested a berth on the coast as talker short director for Par.

More actors and p. a.'s in the Club now. Herbert Rawlinson, Bill Gowan, Fred Hovos are among the chesco-bits.

Hortense Schorr has broken the ice for film cartoon exploitation in Columbia's Disney drawings.

On the third birthday of the Sardi restaurant which happened to be the date of Rene Carroll's birthday—the coat girl, only Broad-

way "characters" were invited for a free feed. Standout was that nobody made a speech.

Gertrude Lawrence may return to England after the "International Review" closes, to clear up some personal matters.

Harvey Gaul, drama critic of Pittsburgh "Post-Gazette," was in New York last week looking over new plays.

George Mayer, firstnight champion, is away from Broadway for first time in 20 years. Vacationing in Honolulu.

Harry Hersfield's one-room studio in Chanh Tower, what with its painting and trappings is valued at \$100,000.

Rosita and Ramon are going in the Central Park Casino, having completed at the Deauville, Miami Beach. Open March 24.

Alice Joyce commutes between New York and Hollywood four times a year and maintains a home, servants and car in each city.

Nancy Dover was overlooked by Hollywood producers until picked up by Harry Harris and proved a hit as "Jane Jones" at Milwaukee.

Molly Doherty driving up Broadway on the left side of the street—an Irish lass with an American car and British traffic fines.

Arthur Roman, the famous "single," has quit the stage to open the Pearl-Ann modish frock place. Her partner is Ann H. Cohn (non-pro).

E. Franklin Goldner, the voluptuary, has his troubles, too. Constantly making dinner either for Paul Whiteman or Larry Rich.

Fry Vogel's main passion is making it easier for crippled children. Distributing novelties and candles to the hospitals yearly.

Lynn Farnol and Bob Sisk quarreling in the "Tribune" over Hollywood or Broadway and which is worse.

One of the Miami freaks was a Broadwayite who daily toured the beaches in riding boots but never sat on a horse.

A guy trying to do a Rudy Vallee, just coming over the radio in the rear, sounds like Sir Jos. Gainsburg in his famous three keys at once.

He is still Mr. Rose to Fannie Broke's lady. Billy tried all manner of bribes to his stepchildren, who are very proper persons under their French guises.

Theatre Assembly says it's not renewing the lease on the former Princess on West 38th street. No one seems to care excepting the Assembly.

Dodge Sisters, who returned from Europe this time ago for a Schubert supper, opened in vaude at Keith's Theater, New York, Saturday.

The Ambassadors, the Broadway nice place, closed Thursday. Just previously the partners disagreed over the closing, bringing about a noisy verbal row.

Jimmy Mack, called by those with a sense of humor the biggest press agent on Broadway (she's at the Capitol) has taken off 31 pounds in the last two months.

Herb Crocker, E. Waxman's staff, is one of the better known French translators along the Broadway aisle. He has several books to his credit.

Jimmy Gillespie blew right back to Hollywood after making summer arrangements in the east for Paul Whiteman. Band will open at Pelham Heath in April.

Jim Lind and Max Lief, brothers, are at work on a new musical based on one of Mollere's plays. Max Lief, author of "Hangover," at work on a new book.

Herb Crocker, E. N. publicist, had himself posed with a wire haired terrier as an exploitation photo for his new book. Both look okay.

Strand theatre went very chop suey this week for "Son of the Gods" (W. B.). House staff doped up like mandarins and odor of burning incense.

Broadwayite bought a parrot for his mother-in-law. After waiting a few days, he called at the house to learn her condition. They told him the parrot had died!

Will Gordon is now in charge of the drama and picture advertising department of the "Morning Telegraph." Around Broadway for 10 years.

People who live in glass houses are apt to get broken. He got back from the coast in time to move into a new glossy glass-eased office, including a glass door and everything else you need.

Maie Stewart who's been 'slinging

'em off the arm in the St. Regis longer than anybody can remember, is celebrating her birthday this week. Nobody believes her age for she shops around like a filly.

That Jessel-Osterman merger is apparently on the level. The boys are out together (ill all hours, talking business). They aren't rid of each other. Each insist on having the last crack.

George Jean Nathan is reported as having been the go-between in negotiating the merger of the Lillian Gish, leading to plans to star her on the legit stage. "The Swan" washes Miss Gish up under her U. A. picture contract.

Marion Frelva, co-star of the Metropolitan Opera, has joined the Silvermine colony of theatrical people in Norwalk, Conn., by the purchase of the estate of Dr. Dever S. Ely, a Yale. She is the wife of Elmer Jones, president of Wells Fargo & Company.

Ben Serikovich gave Bland Johnson a duck to board on her Staten Island estate. Bland ate the duck and is now sending Serk a weekly bill of \$1 for board. Mugg Ben says \$1 a week is too much for her ducking—and he thinks that's funny.

No use trying to talk to Elsie Morrison until she recovers. A young man came up to Elsie the other day and asked her for an autograph. Mrs. Morrison replied her husband had sold the car but felt better when told what it all meant later.

The International club—Gulnan's old time club in the Harding hotel—opens tomorrow night with the following cast: Joe Felt, Marion Sakl, Dolores de Cordova, Germana Gish, and Leo Bessers for Lipoff Arnetine Serenades and the Canadian collegians. Feet Edson, the boss.

Basil Gerson is collecting stage gags. Distributing them out to customers, and handing out the total weekly as house organ for his restaurant. Basil duces credit for the whole affair, calling the four-page sheet "Gerson's House Organ."

Married 25 years and now she's got to stand for that.

Every time Ricardo Cortez gets a note from an admirer in one of the night clubs, he says "If I tell her hello to the young lady, I'll get slugged, and if I do I'll get slugged; so will you pardon me a moment while I step over to the table and take my life in my hand."

It is a dizzy thing for women to annoy celebs.

A 2 a. m. call to a producer from his secretary, who was catching up on her work, resulted in a small war between the producer and his wife. The latter, couldn't be convinced that call was on business.

Princess time ago for a Schubert supper, opened in vaude at Keith's Theater, New York, Saturday.

The Ambassadors, the Broadway nice place, closed Thursday. Just previously the partners disagreed over the closing, bringing about a noisy verbal row.

Jimmy Mack, called by those with a sense of humor the biggest press agent on Broadway (she's at the Capitol) has taken off 31 pounds in the last two months.

Herb Crocker, E. N. Waxman's staff, is one of the better known French translators along the Broadway aisle. He has several books to his credit.

Jimmy Gillespie blew right back to Hollywood after making summer arrangements in the east for Paul Whiteman. Band will open at Pelham Heath in April.

Jim Lind and Max Lief, brothers, are at work on a new musical based on one of Mollere's plays. Max Lief, author of "Hangover," at work on a new book.

Herb Crocker, E. N. publicist, had himself posed with a wire haired terrier as an exploitation photo for his new book. Both look okay.

Strand theatre went very chop suey this week for "Son of the Gods" (W. B.). House staff doped up like mandarins and odor of burning incense.

Broadwayite bought a parrot for his mother-in-law. After waiting a few days, he called at the house to learn her condition. They told him the parrot had died!

Will Gordon is now in charge of the drama and picture advertising department of the "Morning Telegraph." Around Broadway for 10 years.

People who live in glass houses are apt to get broken. He got back from the coast in time to move into a new glossy glass-eased office, including a glass door and everything else you need.

Maie Stewart who's been 'slinging

# London's Nite Clubs in Bad Way; Very Few Breaking—Dives Worse

## Literary Diners Fail to Prove Cafe Mgr. Hit 'Em

Paul Ferrari, 34, manager of a restaurant on 53rd street, was freed in West Side Court by Magistrate Richard F. McKinley, when he was arraigned on the charge of punching Charles T. Heaslip, writer.

Heaslip's lip was badly cut. He was accompanied by William B. Taylor, writer, who told the Court that he was punched from behind. Ferrari denied that anyone had touched the writers.

Heaslip stated that he had been a customer of Ferrari's for several years. He went to the restaurant and had food and "some refreshments. When the bill was submitted I felt that I was being gypped. I told Ferrari about it and got little satisfaction."

"Two waiters pinioned me while Ferrari struck me," said Heaslip. They denied being intoxicated.

Ferrari stated they were not drunk. Ferrari claimed that both came into the restaurant pretty well "soaked" and that he received several complaints from a customer who had been with him that night. Taylor was continually annoying them. He stated that Taylor wanted to "crash" the party.

Finally Ferrari advised that the pair go home. He said they were reluctant. They sought to strike him and he had them ushered out. "They were not struck, your honor," said the manager.

## Phoney Film "Cannibal" Wins Pay Suit in Hub

Boston, March 18.

Pirpo Jacko, former Harlem, New York, janitor, and more recently a "genuine cannibal" appearing at Tremont Temple with Dr. Daniel Davis, an African explorer, in conjunction with pictures and a lecture by the Doctor on Africa, has been awarded verdict in a non-payment of wages suit he brought against the Davenport-Quigley Expedition, Inc.

Pirpo claimed he was promised \$60 a week but did not receive all his pay.

## Chatter in Loop

The Billy Weinbergs are hopeful. Albert Goldman, grind house broker, back from Biloxi.

Attorney Ben Ehrlich back from Florida with charcoal fat.

Small Stern's Florida vacation is over.

The Unwashed Baritone is writing an autobiography.

Joe J. Caspary, agent, falling for matrimony.

Alex Pantages telegraphs his Chicago office daily.

Ferris and Ray sporting a \$10,000 jaunt to the States.

Zimmy is going to pack his stogees and hit New York.

Inde agents are beginning to stay in their offices during office hours.

Paul Yarkin, musical director for Mitzel, wears a monocle and gloves while waving the baton.

Jack Hess had a great time at the former Mrs. Hess' wedding last week.

Leopold Spitznail's music library rates among the city's finest private collections.

Duke Brokers says business the last two weeks the worst in local history.

Chicago theatre is waiting for an "A. of God" so it can present Mr. and Mrs. Preston Sellers in a double organio.

Daniel Dover, theatrical attorney and son of the late former Mayor DeWitt, running for 49th ward aldermanship.

"Your Uncle Dudley" forced to get along without Mrs. Jacques Martin a couple of days when her lawyer died.

When Anne Ford had dinner at the Congress the head waiter told her it was a great honor to serve Bertrice Liddle.

Widow "Dead Old England" moving to the Harris, Gladys Hanson's and Charles Emerson Cooke's back doors will adjoin. Her p. a. at the (Gar-

London, March 18.

All show, business has taken a nose dive in the last 10 days, due to a combination of causes. Chief among them are the Lenten season, uncertainty over the forthcoming budget and offers of help which lead to political and business uncertainty, and general trade depression, with tightness of money in the city (financial district).

Worst hit of all the amusement branches is the night club division. Only two exceptions to gloom are the Savoy hotel cabaret and the Cafe de Paris. The last named establishment looks like the luckiest of the night rendezvous, doing around \$15,000 a week which is profitable.

Savoy is depending upon transient trade and offers only two acts together with the novelty of the rising floor. Spot is averaging \$30,000 a week.

Mayfair is creating a clientele and offering only two acts, attracted by the Ambrose orchestra, considered the best band in the town. Place is getting about \$6,000 a week.

K. K. Cat has not done real business since the departure of Abe Lyman and is now averaging under \$15,000 a week. That is not a profitable figure with the place's high rent of \$15,000 a week.

Cafe Anglaise, supper joint for the sophisticates, has suffered from the termination of Rex Evans' engagement. Termination came suddenly. It gets around \$15,000 a week.

Embassy's \$12,000 Gross

Embassy Club, still the classiest of the smaller establishments, has suffered with the rest, dropping lately from \$18,000 normal to around \$12,000 actual a week.

At the Embassy, the place in fashionable prestige and the oldest night resort in London, is grossing around \$6,000 a week.

Trocadero restaurant gets a week-end blast from parties from the suburbs and provinces, but takings for the rest of the seven days are not important.

Carlton hotel cabaret is doing little business and the room is maintained only on account of the hotel's reputation. Getting probably around \$3,000 a week.

Prosvornov House cut prices to attract custom, but still is averaging \$4,000 a week.

Hotel Splendide is running an expensive revue, headed by Frances Day, formerly with Texas Guinan, but still is doing business at a loss of probably \$3,000 a week.

The Berkeley hotel, practically the only London hostelry without a cabaret is relying upon its excellent dancing and catering to a clientele strictly its own, with no bid for transients.

The shady night resorts have gone flat and are depending mostly on profits from the illegal sale of liquor. At that they are dying. Those that are not going cold are losing most of the proprietors, foreigners, by deportation.

## Somerset Bellhop "Afraid" To Testify Against Cop?

Bernard Grant, Negro bellhop in the Hotel Somerset, who stated he was "slugged" by Patrolman Edward Gorry, 35, mounted patrolman, failed to appear in West Side Court today to testify in the case.

Cop meanwhile has been suspended, Grant having failed to show up in court several times, fitting reprisals, friends said.

On the morning of Feb. 6 at 3:30 a. m. Gorry went to the hotel. He is said to have been accompanied by a superior officer. Gorry wanted Grant to open the door of a woman. The police had refused.

Gorry then began to beat Grant over the head with the butt of his service gun. It is alleged.

Bellhop was badly hurt. A police surgeon declared Gorry's story. Inspector Patrick McCormack started an investigation and Gorry was arrested.

Witness "Dead Old England" moving to the Harris, Gladys Hanson's and Charles Emerson Cooke's back doors will adjoin. Her p. a. at the (Gar-

Cookin' lurching boy m.e., had diphtheria, but didn't know it until he was well again. Found out when he asked a doctor what made him lose 10 pounds. Bandmen all escaped.

## Clothes and Clothes

By Mollie Gray

**Fanny Brice's Heartache**  
Fanny Brice has been broadcasting her broken heart so long it is taken for granted as radio static during a thunderstorm. It's time the pieces were given a chance to knit. "The Younger Brice" at the Rialto, —Miss Brice, and better yet, Brice, —with a whole heart—is a treat for any audience. Gertrude Astor is the big blonde bandit who lets in that when a woman loves a man, an earthquake, so Miss Brice's heart can crack right open before the night clubbers.

The star appeared unusually tall and wore some very good looking costumes screen credited to Alice O'Neill. A dark velvet suit closed its short jacket with two gray fox buttons, the fun allusion for a shawl collar and cuffs, skirt with snug hips and very full from there. Black velvet gown for the heartache had square collar and crystal spray across the front at the waist. With a metallic stage gown enough ropes of pearls were worn to enclose the ring that meant so much in the tale of broken hearts. A neat frock of dark crepe had the vestee and sleeves trimmed with tiny buttons. Gertrude Astor specializes in long slithering strapless in short bodices, her sport suit in broken stripes very good looking.

### Thoughts on March 17

What was the police commissioner thinking of when he failed to give the thespians a parade—on the 17th of March—and let the Reds and Greens settle the question? And what a pleasure it would have been for the Irishmen.

Unbelievable there are so many horses left in New York as those in the parade—and the other plagues (haunt of every village). They look as though both horses and riders were kept in camphor (together) from one parade to the other.

That anxious moment when the mounted men are called to join in a blues under and on them, both giving trouble (always windy on an Irish parade day). Only time the Prince of Wales gets any sympathy from an Irishman.

"Great day for the speakies," said one in the crowd.

"G'wan, every man in that is his own speakie."

That a good thing ticker tape is buff and not orange.

### 17th at the Hipp

Hip show, recognizing the 17th of March, decorated its acts with green carnations.

Alice and Sonny Lamont, with their parents, are true stage lovers—hate to leave it. Miss Lamont's gown on the variety show of her most enjoyable violin selections. Costume a black velvet trouser arrangement with gold touches. Little dancer with her, a talented tapster and toe worker, first in light green trunks and pink satin blouse and again in ostrich trimmed frock, including a cap of pink crepe. "Dance of the Paper Doll" given by the actress a pleasant contribution, the dolls even taking bows with the rest of the company, very cute.

### Florence Richardson might have

glean the audience more of her most enjoyable violin selections. Costume a black velvet trouser arrangement with gold touches. Little dancer with her, a talented tapster and toe worker, first in light green trunks and pink satin blouse and again in ostrich trimmed frock, including a cap of pink crepe. "Dance of the Paper Doll" given by the actress a pleasant contribution, the dolls even taking bows with the rest of the company, very cute.

### Zippers for Men!

Ronald Colman "Condemned," is headlining at the State in spite of the fact that Lou Holtz should be; at least one new story would help him.

Venita Gould becomes in turn Ted Lewis, Sophie Tucker, and Helen Kane, but makes the best of Blossom Seeley. For Tom Patricola, 1939, Mr. Gould dresses in shadows revealing a zipper fastening for the male—all but the coat—outfit. "Looks like an idea the men might copy. Gown of deep yellow velvet with her, embroidered yoke, very full skirt which finishes with a double bounce of malleine carried upward partly to the waist where a shower of orange buds on the hem. The dress is tipped ostrich fan for the B. S. imitation."

Woodland Revelry still hiding—or trying to—a piano in among the trees. Costumes colorful gypsy, the latter very fine) constitute the

capers. Three rhythm dancers in black and blue—skin and suit—respectively. Willie West and McGinty still making gold from sawdust.

### Aima Rubens Kidding

The 86th St. stage suffered a sad blow when the White and Manning cast was replaced by the Wilson Brothers—that was no equal exchange.

Aima Rubens is kidding the imitators quite smartly and will probably recite her songs more smoothly when less nervous. Lovely as she was, Miss Rubens made no change in costume other than removing a black velvet jacket with off the shoulder white bow collar and revealing the princess bodice of a black taffeta gown. Skirt of narrow ruffling ruffled on a platform making it very light and partly transparent, hung to the floor in back gardens for the shoulder; diamond pendant earrings and choker.

"Street of Chance" supplying all the deficiencies of the stage show.

### Modern Cinderella

Bill Technor plays the slipper filer in a costume of modern "Cinderella" at the 68th Street and with some fresh costumes for herself would make a very agreeable act. Those of the two girls, Emily Verdi and Marie, are rather "fired" in advantage, opening as they did in cape collared yellow satin frocks with finely pleated skirts, then long orange crepe ones made with clarity and black bodices sparsely beaded and finally in white satin and crepe ruffles. Shawls of blurred tones fringed with gold, very effective. Miss Technor doffed silk gingham for green silk rather "fired" looking, and peach crepe ruffles whose bloom had faded. Silver of the finale sadly tarnished.

Corinne Tilton made more of her appearance in a black taffeta frock with its rhinestone rays on bodice and filling each big petal of the hem which was completed with net, then in the deflated ruffles later worn.

Harry Hayden and Co. are losing most of the value of their comedy, "Take My Advice," by reading their lines so abstractly, especially Alan Koenig, who reads his lines always flat. Hatelung for a telephone call. Maxine Marshall wore black taffeta and lace which hung straight the width of the back from neck to hem. The skirt was an orchid frock which seems to have earned retirement.

**A McCormack Appreciation**  
"Give us My Heart" is going to echo in every Irish heart as well as the other admirers of John McCormack, not alone because of Mr. McCormack's presence, but for the perfectly genuine touch of the old country screened here. If St. Patrick stepped into the 44th St. theatre he'd think he was right at home, between the screen and the audience.

Mr. McCormack is as natural in his playing as in his singing, which is all his devoted followers could wish. An added attraction is the playing of the two youngsters, Tommy Clifford and Maureen O'Sullivan, who should be permanent residents here. Miss O'Sullivan is delightful in the part she plays as a girl who man does to an argument. Alice Joyce looks almost too frail, even though she was supposed to be ill, soft crepe frocks adding by their very touch to her illness.

Mr. McCormack's own accompanist, Edwin Schneider, is one of the characters so as to account for his part.

### All-Female Film

"Sarah and Son," directed by Dorothy Arzner, screen play by Zoe Akins, has practically all feminine credits, though the original story was written by a man. But that can be ignored. Ruth Chatterton does a splendid impersonation of the ambitious German girl in America who later becomes an opera singer, meanwhile seeking to retrieve her son.

An elaborate sleeve-beaded velvet princess gown very becoming; a smart suit with much squiring, that with collar and sleeves just below the elbow and making the sleeve not quite full length. The astrachan-trimmed suit and cap appeared a bit too heavily furred; black velvet with collar and sleeves just below the elbow with diamond-shaped tabs hanging from the wrists. Doris

Lloyd wore a charming flowered chiffon frock with large transparent hat.

"Puttin' on the Dog" for the Paramount stage show was a noble idea—animal acts being scarce and missed these days. Several beauties and several more outcasts share the doggy part. Girls' costumes are mostly all striped black ruffles and feather headresses for one number, black lace tights draped with white satin for another group, the finale strollers are dressed in white satin. Rope-skipping number pretty because of the dogs; girls wore awkward-looking coral velvet gowns lined with satin.

Jesse Crawford, "The Old Orange," and his inspiration in a light blue frock pipe their customary lay to rhythm and success.

Whether because of Elton Smith's new altitude record for women, Macy's is displaying cases of gloves to be worn in airplanes. Probably be having sales of planes next, and then watch the women take to the air!

### In the Shop

Stores are displaying summer underthings, even though March is the well-known blizzard month—not that the girls make much distinction between seasons. Still those mesh styles in Altman's do look cooler than the average; pastel colors.

Stocking shades are being called "powder hats" and a brown is included with the lighter skin tones; Macy's in particular.

"Coin dots" have nothing to do with the price of the frock appearing in expensive materials, as well as plain crepes, Lord & Taylor show silk suits with either the dot or background light, cape colors naturally and even the white on black. Still other suits of canton crepe use the dots for blouse and coat lining only.

Witchy evening gowns in Altman's made of indestructible net, soft flowing lines with flower applique on bodice and tiny sprays on the skirt, cape collar. Also a satin gown with green skirt and bodice covered with four rows of fringe, a trimming that shows signs of reviving.

Copies of Paris hats at Saks include a black velvet hat covered with a bow on the forehead; a cloche in natural bakau with brown belting ribbon draping the crown; a white hat with a black ribbon combination of bakau and stitched felt in still another, practically all size brims for the faces that need them.

## News From the Dailies

(Continued from Page 50)

000 worth of furniture carried away from the home of her friend, Polly Lux, also a show girl at one time.

N. B. C. dedicated the roof of its new radio studio on the 9th of the New Amsterdam theatre, Sunday night. Collier's Hour first program.

Peggy O'Neill, 16, radio singer, known outside the profession as Margaret Frecker, mysteriously disappeared last night. She was a Police suspect she ran off with Jerry De Rosa, non-pro, who is twice her age.

All official Albany plans to turn out for the opening of "When Johnny Comes Marching Home" at the Capitol, March 26. Play was written by Col. Frederick Stuart Greene. Story centers on the experiences of the 77th Division, of which Col. Greene was a member.

Song publishers have requested Police Commissioner Gray to "shut out" song sheet vendors, who they insist, have cost them an aggregate loss of \$15,000,000 during 1929.

Mrs. Marion M. Armour, former dancer and silent film star, music store proprietor, alleging her work by drugged liquor. She claims that she was forced to do so by her husband, who she later found out had been divorced by her husband when she was a minor.

Relatives of Earl Stanley, deceased actor, are demanding a complete investigation into the sudden death of Stanley, which occurred July 30 last. Stanley, during a party in the New England art center, took a drink from a bottle of champagne and died. In the middle of the song he suddenly stiffened and crumpled to the floor. When first rushed to him his lips gave off a faint odor of cyanide, a deadly poison.

Daphne Pollard started suit against the Concourse Plaza Hotel, Bronx, for loss of jewels valued at \$100,000 during 1929. She claims that in September, 1927, the

## Wisdom for the Woeful

By Nellie Revell

Letters submitted to Miss Revell will be treated confidentially. No attention will be paid to unsigned letters, but real names will always be suppressed.

Miss Revell may be addressed care "Variety," New York.

Dear Nellie:—I am in love for the first time. As you know, I am a pretty old bird and thought I was immune. But now I am sunk, long distance calls, long railroad trips, flowers, gifts and doing all the old stuff. I haven't a lot of coin, but I am in demand for pictures and am good for a few years' work yet.

But here's the catch—she is only 20 while I am nearly 50. Do you believe such a marriage would be o. k.? I could provide well for her—better than she has been accustomed—but would she be happy with a man so many years her senior, even though she now professes great affection for me?

Unk.  
Answer: You are obviously not ready for marriage even now, or you wouldn't be questioning her affection. I think the disparity in your ages is too great.

Dear Friend:—I have two children and when I am living at home with them I am a mother. I am a dresser back stage. I find myself worrying about them. We live with my husband's mother, who is an old-fashioned woman and believes mother should take full charge of her children. I can't do it and attend to my work at the theatre. The strain of attending them and holding my job is getting on my nerves; I can do either one, but I don't see how I can do both.

Dresser.  
Answer: One solution would be to get a little home of your own, no matter how humble, where you and your family can live by yourselves. Perhaps you can find a childless woman who loves children to come into your house to care for them while you are away. It is nonsense to think no one can take as good care of a child as its mother. I know many childless women who make splendid mothers, and I know many mothers who care for their children. If the grandmother is able to take care of them and is

Jewels were stolen from the hotel safe drawer, where she had left them for safe-keeping.

Peggy Uddell became a wife for the fourth time last week, when she married Pete Michon, of the vaude team; Joe and Pete Michon. Miss Uddell claimed her age as 26, but she admitted 27. Two of Miss Uddell's prior marriages were to the same man, and the controversy was her first husband. She later married Jimmy Connelman, pro-football player. That marriage also ended. They became reconciled, but were finally divorced in July.

John C. Flinn, vice-president of Pathe, and Henry F. Lally, studio manager, were found guilty of violation of a city ordinance pertaining to the storage of excessive film. Flinn was in the Pathe studio, Harlem, where 10 people were killed by fire December 12 last. Each was fined \$500. Fines were paid under protest and notice of an appeal was given. Sentence was rendered by Magistrate Simpson in the Municipal Term Court March 17. Both executives face another charge, that of manslaughter, which will be heard before Chief Magistrate McAdoo at a later date.

Billie Corbett, show girl, is claiming \$25,000 as compensation for a suit she is bringing on the nose. The beating she alleges was administered on her by Vincent H. Foster, non-pro. Miss Corbett charged that Foster was drunk when he was with her. She later found out he had been divorced by her husband when she was a minor.

Richard von Sinnow, dancer, pro-namer Barry Renaud, was before Judge James C. Day, immigration commissioner, on a charge of violating the immigration laws. Renaud is charged with illegally extending the six weeks granted him in this country as a performer, to a period of between one and one-half years.

A dispatch from Paris reports that the European manager for Hearst Newspapers, died March 17 in the American Hospital, Paris, from pneumonia. Gettin, a native of Brooklyn, had been in Paris 11 years.

unwilling to do so while you get your necessary rest, you should move.

Dear Miss Revell: I am trying to get out of show business. What else is there for an actor who has closed his life? I haven't saved enough money to retire. There doesn't seem to be any market now for what little talent I possess. Where does such a fellow beguist live?

Answer: A great deal might depend on what line of business you were in before you went on the stage, what education you have, and what business other members of your family are in. With your appearance, manner of approach and personality you ought to make a good salesman.

Dear Madam: I am in a stock company and stock doesn't pay as well as production work. Mr. , the New York producer, saw me play and offered me a role in one of his shows. I am afraid to give up my management here, where I am sure of a full season's work, to take the chance on a New York production. What?

Ignorance.  
Answer: While the producer is a man of good standing, he has produced his quota of failures. Things being the way they are this season, I think you are better off in the stock job. As you have already attracted the attention of the New York manager, he will not be hard to interest again.

### Postscripts

Helen: Write to Harold Franklin, head of the West Coast Theatres, Los Angeles, N. H. I question if it has any value. Policy: Consult musician, Zeh. Never heard of the party you mention. May be using another name on the stage. Mary: The cost would depend on the location. Butte: The advertiser, musician, Zeh. Never heard of the party you mention. May be using another name on the stage. Mary: The cost would depend on the location. Butte: The advertiser, musician, Zeh. Never heard of the party you mention. May be using another name on the stage.

## HOLLYWOOD

Helen Henderson Rice, dancer, filed suit for divorce from Robert Rice, musician, with George H. charging cruelty. She is a former "Follies" girl.

Trial of Buck Jones, accused of stranding three cowboys on the road, was continued six months ago. Jones' attorney, George H. monthly settlements for the amount due.

Pat Rooney, pictures, and Thomas Humphrey arrested on a grand theft charge of stealing an automobile. Rooney is not Pat Rooney, 3d of vaude.

## CHICAGO

Roy Mack, film producer, was found guilty of auto theft conspiracy. Mack represented by Attorney Harry P. Munns.

Illinois Woman's Athletic Club has taken over radio station WCHL. First woman's organization in world to operate a station.

Dr. Frederick A. Cook, out after five years in Leavenworth, is back in town.

Attempt to pinneapple the Little Club, new night spot, failed because of a defective use.

Lillian Coolidge, picture actress, has filed suit to secure temporary alimony from Leslie Wheeler-Reid. Hollywood publisher.

Wheeler-Reid is suing for divorce following his charges of his wife's infidelity with Delbert Sponey, accountant in his employ.

Mrs. Florence Gaudsmith must let her son spend the next 30 days each week with her father.

Bandits held up William Pruit, manager of the road, St. Charles, and escaped with a small amount of cash.

James M. Feron, police magistrate of Oak Park was arrested in the Lexington theatre last night on charges of embezzlement. Show was stopped and lights turned on, with manager giving an excuse that the projector was temporarily out of order.

# Uncommon Chatter

By Ruth Morris

## More "Venice" Alumnae

Recent program announcements would make it seem that "Night in Venice" was a training school for come-out-the-revue acts. The latest turn to come out of the revue is the Dodge Sisters, first half at the 81st St. The girls look like the act has a class production quality that is bound to impress. First costumes are giddy things, such as a Shubert, but are carried smartly. Second costumes in which the sisters emerge from a bird cage for a whistling bit and climb finally to a finale picture in the branch of a tree are "chasing" studded leotards covered with chiffon caps edged with ostrich to give the effect of wings. Also on the bill is Marie Martin, whose shy, pathetic comedy never grows tiresome. "RKO's Discoveries"—Violetta Florio, Little Ann Little and Honeybee Flinnberg—all continue to make "Honeybee Flinnberg" is part of an adagio trio that introduces a new idea. In the midst of a hand-to-hand battle over the girl, one of the three "chasing" and hurls him unceremoniously off the stage, one way of settling the adagio problem.

## Spotting Deadhead Audiences

Audiences are indicative of a play's success—which at first sounds like a very obvious statement. Full houses don't always mean success, what with producers and press agents who have a way of "chasing" their theatres with passes to give them the look of a healthy audience.

The casual observer might think that such a house represents money in the box office, but there are sure ways of telling passes in the house. The few groups of unseated spectators scattered about the auditorium, the pass-givers being cagey enough to spread their audience as completely as they can. Incoming spectators will stop to speak to friends as they pass to their seats, or they will wave to greet other friends of the producer. Such audiences are either extremely well-dressed or pretty shabby. Boxholders seldom wear evening clothes. The cut-rate audience is as easily apparent. Its apparel is a mixture of shabby, genteel, dowdy and cheaply flashy. Its women wear embroidered mandarin coats as evening wraps. Or they may appear with a face-veil substituting as a hat in honor of the occasion, and a dark coat for street wear. Their escorts are seldom in evening dress.

## Articulate Garbo

Greta Garbo has finally spoken and unmistakably established the fact that talking pictures have no terror for her. Her speaking role of Anna Christie suits her admirably. Her voice, which is surprisingly low-pitched, is suitable to Anna's hard-boiled unattractiveness and the strength she gives to denunciations of her father and sweetheart dramatic force. She reads lines with the naturalness and conviction that will make her a success to her career. For once, advance trailers have not exaggerated in promising a greater Garbo. In this film Marie Dressler, too, earns new laurels. She has been funny in other pictures, mugging through low comedy matron parts with robust good humor. But as the drink-sodden mistress of a coal gas Mariner, she gives her real impersonation, delicately shaded and pathetic despite its comic features.

## B'way Gone Ga-Ga

New York has recently been treated to a load of Chinese actors. Instead of turning a hard-boiled frock to the symbol art, Mel Lan-Fang, Broadway's first Chinese actor, is nurturing the delicate flower of Chinese drama with healthy box office receipts. The intelligentsia has gone ga-ga over the foreigner, but can't explain some of the most fragile symbols of his acting, but they're ga-ga just the same. The following (culled from a memo. of Mr. Mel's company) is given in the way they'd like to find out some of the fundamentals of the art they're raving about.

Native criticisms which Mr. Mel's secretary keeps to show visitors describe the actor's voice as "jade about bluish" receiving "aplanation" ending with "like a rose like pearls"; or which state: "The actor's expression and eloquent use of facial may be compared with the adaptability of running water which, placed in a square receptacle, is

square, but when put in a round one, is round."

Try to get a Critic's Box Score out of that!

Mel Lan-Fang (who enjoys the title in his own country of "Foremost of the Peach Orchard"—which means that he's Head Man of the theatre) likes America. He can't speak any English so he doesn't have to talk much. He never shames hands for fear of spoiling the shape of his beautiful ones. A corps of valets dress him for performances with ancient ceremony—the last and most important one being his sword on out-stretched arms.

## Beauty and Gaiety at Capitol

The Capitol has gone Russian this week with a bright and amusing unit featuring Dave Apollon and his Kossack Philinos. Virginia Martin dances, Lillian Shade, sings (wearing a beautiful Russian-esque gown of dark blue and beaded satin) and Danzi Goodell does her classic strut number, every move of which is supremely graceful. The Chester Hales achieve one of the greatest line-ups to date at the Capitol this year, wearing ankle-length ballet dresses of white tulle with under-layers of lavender. Bunched of lavender flowers punctuate the delicate skirts and give a glow of shiny lavender oil-color complete a beautiful picture in front of which Apollon appears for a burlesque pas de faux with the girls of Burns and Swanson. It's a cute idea, establishing all that beauty for a comedy dance, and will be funnier when repeated playings make it more smooth.

## Infinite Firsts

Ever since the first talking picture, producers have been selecting fine distinctions between their products to call them as "firsts." There have been a lot of "Talking Pictures," the "First musical comedy" and the "First outdoor Drama," sufficiently unique to warrant such billing.

Then came Technicolor to start the whole thing over again—the First 100% This and the First 100% That. Quite recently "Mamba" chose as its claim to distinction the fact that it was the First 100% Technicolor Tropical Drama. Just as it seemed that nothing under the sun could be new enough to be first, the wide screen leaped into prominence to start a fresh cycle. A really novel announcement would be of a picture that is the First not to be First.

## Dolish "Lord Byron"

"Lord Byron of Broadway" was a peculiar choice for a moving picture. Its main oddity is its hero, who, up to a last-minute reformation, is a dolish, conceited oaf, whose personality never substantiates the fact that women go wild over him. Such a hero might be the main character in a biting satirical play—but in a picture he has no place.

Picture has two beautiful production numbers in technicolor, but the other one, an elaborate Russian ballet executed on spiral platforms, is incongruous. It is offered as entertainment in a small night club and takes place on a stage as Miss Fawn, the greatest Hippodrome. The second is a modernized version of the "Old Woman Who Lived in a Shoe," and very pretty.

## A. D. 1849 Locks Modern

"Song of the West" has Vivienne Segal looking entirely modern in 1849—in a blue tulle dance frock with silver yoke at the drop shoulders. Grey velvet and blue plumes may never again be riding habits which is a pity but those poke bonnets never will be missed. Next to the hair which Mr. Technicolor alternated between auburn and dark brown as the lens moved him, but it couldn't change its texture or silky waves.

## "Mamba" in Africa

"Mamba" is Hollywood's version of how the great war reached New Guinea. After the borderlines between German and British possessions. The beautiful woman who marries the gross millionaire, the young captain who falls in love at first sight, the native uprising, the chase through the jungle and last-minute rescue—all these are familiar devices to picture audiences. Eleanor Boardman screens with

## Did You Know That

Ethlyn Terry has reduced to an astonishing degree. Gus Kahn, Al Johnson and Walter Donaldson arrived in Los Angeles Saturday night... Russ Brown's wife is very... Queen Smith is going big in "Street Singer," in Chicago... Jasha Heifetz and Florence Vidor left for Chicago Wednesday... Everyone's trying to recognize themselves in Marion Spitzer's new book, "A Hungry Young Lady"... And who's the \$1,500-a-week star who has a long under-cover to "Ex-Mistress"... The Jack Whitings left Sunday for Hollywood and the Warner lot... Louise Brown and Barbara Newberry may do "Heads Up" in London... Bobbie Perkins looks beautiful in her new two-piece ensemble trimmed in fur... Lily Panita is also gorgeous in a tweed frock with a tiny hat made of the same material... Michael Bartlett, the tenor, may be signed by Warners... The Charlie Morrisons have bought a home in Bayshore, L. I... They say there's plenty of feeling these days for having opera against members who have gone high hat since making pictures... Paula Stone's smile is so happy she makes you feel like crying for having no smile... Regina Carey, Dorothy Hall, Virginia Smith, Olga Munson, Barbara Newberry, Jean Dixon, Joyce Barbary and Raynold Harris were all lunching at the Algonquin the other day... Bill Frawley was offered his same role in "Sons of Guns" when he becomes a picture and turned it down... Beth Brown is still in New Orleans.

customer beauty as the harassed heroine. Her voice, marked with a German accent that comes and goes, adds to the picture's interest. Several of her costumes are worthy of note—one a green velvet traveling ensemble, with generous collar of fur, a squirrel worn with a matching tail sweater. Arriving in Africa, she wears a brown silk frock accompanied by a largish hat with slightly drooping brim over which is draped a long lattice veil gathered in at the throat with a narrow velvet ribbon. In spite of its slight resemblance to Queen Mary style, it becomes a picture manager to suggest a wealthy German noblewoman.

## Civil War "Pansies"

As a film of the Civil War, "Only the Brave" isn't convincing. It seems all to be occurring in a motion picture studio. Possibly the fact that its characters are permitted to "smile" more than garden products and to indulge in other contemporary colloquialisms defeats its historical accuracy.

But when the film works into its love story and the attempts of a Union soldier to be caught as a spy, it has great charm and entertainment. The picture belongs to Mary Brian, who is better than most share with William LeMaire, who as a last Southern entry plays one of the funniest silent scenes ever pictured. With the possibility of going utterly scorching as a Southern belle, Miss Brian overcomes the onus with delightful touches of humor.

## Concerning Coats

Coats are creations this spring and not to be taken casually. In Bonwit Teller a jabot coat has a band of fox at the outer edge of the collar, and the band is lined and held in place with a string belt. Another has a triple tiered cape collar and gaily cravat, no belt. Still another unbelted mode has a wide collar and a long, flowing shoulder to knee on the opposite side and also on the oddity cut sleeves. A cape coat in Franklin Simon's has animal heads at both front ends of the collar, and a long, flowing length collar. But of course capes will be any length from the tiny epaulette on down.

Travel coat of camel's hair at Peck & Peck has a scalloped reverse collar, is belted and slightly flared; very swaggy. Fitted cape coats at Russeke keep the blue for trimming—Royal Blue Fox, Russian blue and navy not—close to the face which would seem the place Royal Blue Fox would do the most good. Stern also shows a two-head blue fox border on an away from the

## THINGS HAVE CHANGED

(Continued from page 49)

ly medals with the Canadian National hockey team.

Herman Shumlin, legit producer, was a reporter on "Clipper" and "Billboard."

Vincent Lopez banged the keyboard of an upright in a dinky Brooklyn honky-tonk.

Basil Gerson was just William Meyer Gerson, presiding over the cigar stand in the old Knickerbocker hotel.

May Leslie, now staging Junior League and other ambitious amateur musicals, was the only femme stage manager.

Jack Robbins never heard of a theme song and was his uncle Maurice Richmond's office boy.

George Olsen was the owner of a storage warehouse and trucking biz in his native Portland, Ore.

Ben Bernie was a C. E. undergrad at the Columbia School of Mines.

Billy Rose, even then staiding time to fashion lycra, was Bernard Baruch's sec.

Jed Harris was chiseling p. a. copy for Mark Klav.

## MARRIAGES

Peggy Udell (Peggy Uerth) to Peter Michon (Peggy Uerth), N. J., March 12. Uerth is a hairdresser. Groom is of Michon Bros. (vaude). Miss Udell's previous husbands were Jack Montgomery, 1922, and Jimmy Conzelmann, 1924. She has a one, Patricia Conzelmann.

Ethel Evans (non-pro) to John B. McMahon in Toledo last week. Groom is local attorney.

Frank Martin, baritone and orchestra manager for DeSylvia, Brown & Henderson, to Mary E. Kelly, non-pro, in New Rochelle, N. Y., March 3.

Low Sherman to Helene Costello in Beverly Hills, Cal., March 15. Groom's third, bride's second marriage.

He again married, Saturday, to Helene Costello, his second marriage.

## BIRTHS

Mr. and Mrs. Myron Seiznick, March 8, at Monte Sano hospital, in Glendale, Calif., daughter. Father is an agent and mother formerly was in pictures as Marjorie Daw.

Mr. and Mrs. Jack Pettis, March 12 in New York, daughter. Father is the orchestra leader; mother is Teddy Lynch (Keller Sisters and Lynch).

Mr. and Mrs. Jack Powell, daughter, March 8.

Dr. and Mrs. M. G. Platt, son, March 6 in Cleveland. Mother was formerly Gertrude Platt.

Mr. and Mrs. Harry Englander, March 6, Methodist hospital, Los Angeles, son. Father is purchasing agent for Tec-Arts studios.

neck collar on a slightly flared coat.

De Pinna recommends their cunning white belt for the black and white costume; made of white felt intricately cut, tiny flat inverted pleats hand sewn and fitted to the head. Recommendation approved.

## Shoulder-Length Hats

"Such Men Are Dangerous" and "The Girl Who Sings" from Elinor Glyn? Some beautiful gowns worn by Catherine Dale, Owen Hedda Hopper, especially the wedding gown with large eye and sleeve insets, another lace collar and hem on a street frock being exquisite.

Ermine coat with three pointed hem; transparent hats on both sides, crushed off the crown and almost reaching the shoulder in back a black on Miss Hopper might have been modeled on the fireman's hat. Miss Owen using a pleated brim. A flowered chiffon Miss Owen wore appeared to have but one shoulder, the other being white net edged with the flowered material. Many jewels of course, pearls held with crystals especially flattering necklace.

# Caliente—To the Saps

By Cecelia Agar

Los Angeles, March 15.

Agua Caliente, in Mexico, striving to capture the atmosphere of a class Continental resort, sets its stage with a large magnificence. Scene is a faithful reproduction! Settings designers' trappings.

All the trappings are provided. Natural beauty to begin with and a building program that omits no detail in its hope to make this a spot of international appeal.

Careful and far-sighted planning prepared this gilded accompaniment to heavy spending, just the sort that heavy spenders are supposed to demand when doing their heavy spending. Now it is a nearly perfect job. Everything is ready for the "right" sort of people.

But even the best laid schemes continue to be stubborn about working out in the way expected of them, for the folks hanging the gambling rooms are mostly the onlookers who have arrived in small sedans, attracted by the excellent dollar lunch, and the hotel's crowded of supers, although they make themselves right at home, must be told again and again that \$1 is the minimum bet permitted at the tables. They are not to be trusted in roles for which they have no training, cast for parts in "high life."

The setting is fine, the play is sure-fire, but most of the actors are amateurs.

Tuesday's ladies are admitted free of charge at the race track, so great crowds of middle-aged women drive over for lunch, greatly intent upon seeing all this drinking and gambling, they hear go on here.

## From Mid-West

Tourists from the middle west, for their cars bear Kansas and Iowa licenses to an alarming degree. By noon they have filled the patio of the gambling place, houses the dining rooms, gaming rooms and bars.

After lunch they flock to the gaming room, ideally laid out, with the bar at one end and a gift shop at the other. Timorously they approach the tables, but are certain that it has a brass rail and that the bartenders are real. They next step into the gambling part of the room to find out what happens at all those great tables.

Now it is time to go to the race track. The Jockey Club and grand stands of the race track, not half a mile away, are beautiful in the clean sunlight. Built on a hill in the Spanish architectural style, the design of the hotel, they beckon to the ladies to hurry. The always thoughtful management has provided the clubhouse with tables and chairs for the ladies. Here the customers may eat and drink as they give themselves to the arduous business of judging the horses.

## Talk for Years

The Tuesday ladies' interval with delight that the ladies' interval between races may be spent in the recreation rooms of the Jockey Club, which has just another bar and more gaming tables. Bookmakers, too. The ladies profit, too, by seeing a lot in a day. They have little time to gamble. Watching the horses race is thrilling in itself, even though it is all the same to them which horse wins.

As soon as the races are over they leave Caliente. Travelers are not permitted to cross the Mexican border after 6 p. m. Any, they want to go home and talk it over.

For dinner there is a dance band. Wine is ordered, but the popping of champagne cork is an infrequent sound. Dinner is served so quickly so that no time need be lost in returning to the casino, which stays open as long as there is a player left.

The faithful finds all the activities of the night life in the casino. Outside the air is heavy with the fragrance from the gardens. No clouds hide the stars from sight for it never rains. But the guests must ignore the party of the Mexican night. There is no place to walk save to the bungalows.

So they yield to the dictates of the management which serves its own interests. They are quick to promenade and cluster about the canteen of the casino.

The take is ample, but it would be bigger if the sort of crowd was accustomed to being taken.

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## 15 YEARS AGO

(From Variety and Clipper)

Jack London's novel, "The Sea Wolf," was done as a play in Boston and failed, said to be due to fact it was inferior to the film drama of the same story done previously by Hobart Bosworth. Play adaptation was made by Joseph Noel Springer and Guy Bolton.

Jesse Lasky returned to New York from the coast, declaring there were more than 60 producing companies within 30 miles of Hollywood, and they were spending between \$25,000,000 and \$30,000,000 a year in that territory.

Lasky said he proposed to organize a film stock company that would be all star, proposing for membership House Peters, Blanche Sweet, Theodore Roberts, James Hall, Mabel Van Buren and others.

John Bunny was touring in a stage piece, but made known that the following year he would be back in the picture studio either with his own company or under Vitagraph direction.

Censorship had to be the excuse for a picture trade headache. Now it began to worry the legitimate managers. New York Association of producers met to discuss the subject. Censor bills impeded in several more states and was under discussion for a number of cities.

Show business generally was making its plans on the basis that the World War, then about seven months old, would continue until late autumn at least, but expectation was generally entertained that the winter of 1918 would see peace.

German submarine campaign had not yet begun and there was still interchange of acts and plays between England and America.

## 50 YEARS AGO

(From Clipper)

Benefits were being given from one end of the land to the other for the relief of famine-stricken Ireland. New York "Herald" fund promoted a benefit at which Edwin Astor played an act of "Hamlet." Fanny Davenport was feature of a like benefit at the Philadelphia Academy. It is related that at this performance the theatre insisted on \$150 rent and stockholders of the corporation claimed three rows of seats for their free use.

Idea of Scotch tournament purses is obtained from the 72-hour walking match of the Aberdeen (Scotland) Athletic Club, contestants to walk 12 hours a day. The purses were \$150, \$75, \$50, and \$25, a total of \$300 in four prizes for 6 days grind.

National Baseball club of Washington offered season tickets to fans at \$10 for men and \$5 for women. At the same meeting it was ruled that daily entrance for women would be the same as for men from then on.

Amateur athletic events enjoyed small public interest. Finals of a five-mile bicycle race were staged at the American Institute, New York, with a free gate and it is recorded that only a handful of spectators appeared.

A novel boxing tournament was held at the Cornsue theatre, Providence. Contests ran all week with the audience's votes determining the winners. Jerry Murphy, described as "the clever Bowery boy" withdrew early in the week, claiming that not only were contests decided unfairly in favor of local boxers, but the vote was being unfairly counted.

## Inside Stuff—Pictures

Unprecedented in the annals of legal censorship is the banning in New York of the British made picture "White Cargo." At the same time there is an odd twist which makes it independently effective until a court ruling, despite the authorizations of both the local and national boards. This, according to Commissioner Wingate of the New York Board, is unique in that Hays' organization's members can agree among themselves not to consider certain themes for screen usage, while legal boards are authorized only to pass upon the finished product. It is therefore simply a matter of sleazemanship with the producer who disobeys the Hays edict. Whether such producer could win redress in the courts and have charges of interference sustained, the commissioner did not know. Furthermore, edict/censor boards are not interested or guided by Hays' moves.

"White Cargo," is now negotiating with independent exhibitor organizations for a release. It is understood he has yet to receive authority from overseas which would sanction him entering into litigation of a kind that would be lengthy and expensive. The picture has been taken off at the Coburn, New York.

Distributors and exhibitors will likely watch the development of Paramount-Public ideas of releasing "The Vagabond King" (Par) in Public houses and perhaps others at \$1, top, despite former house scale. It may work both ways, although at the very least a change in scale must be called a change in policy. Here at the most though the change is in the price only.

Some of the combination houses have thought nothing of ousting the stage end for a week or longer, to devote the show to pictures only.

How those houses expected to bring back the former patrons who liked the stage is better, doesn't appear to have been much of a matter of concern to those who should have been mostly concerned.

In the past rapid changes of house policy were thought to be very dangerous. Perhaps the theatres have passed that period, along with the rest of their progressiveness of recent years.

Whether or not a condemned man having his last meal in the death house is allowed the privilege in any penitentiary or county jail in the country, of having a knife and fork to eat with, was a detail in a script now being made at Warner Brothers' laboratories in Brooklyn which cost much labor and time, so essential in the story was the presence of the utensils. Before Murray Roth, the director, would proceed with the script, he alluded to all the wardens' orders of the largest penitentiary institutions, only to learn that the food is cut for a condemned prisoner and the only implement allowed is a spoon.

Reporters on the New York daily papers were called to see if they had them ever sat through a last meal session where the prisoner was accorded the privilege of using a knife and fork. None could remember such a situation.

Managers in the midwest are squawking that some of the engineers the sound companies are sending out know less about the wiring and equipment than the operators, or even the managers. Exchange men also in the squabble are explaining it as lack of experience on the part of companies. They point out that the first sound men on the new reel trucks were just as uninformed, since it took time for the companies to weed out the inefficient.

Although he doesn't speak or write a word of French, Charles Judels had the Fox scenario department worried when he delivered the dialog for his part in "Hot for Paris." Scenarist assigned to make the screen treatment didn't want to confess her ignorance so paid \$30 to an interpreter who said he didn't know what the actor was saying.

When called to explain, Judels insisted it was French and carried the lines through to the screen. And today no one can understand what Judels is saying.

Numerous exhibitors who welcomed the Thatcher decision are now squawking about loss of arbitration when claiming exchanges fail to live up to contracts. They charge exchanges have taken advantage of the decision, and that some have become lax in observing agreements.

In Chicago several exchanges and exhibitors have tacit agreements to arbitrate through a third party, Edna Pfister, secretary of the Film Board. Miss Pfister has made several decisions, accepted by both sides.

A slant on "White Cargo" says that the Hays office is not publicizing in response to the action stirred up by the British company because of the ban on the picture is this:

W. B. Films, Ltd., were advised before making the screen version that the theme was unfit for American showing. Again, when the production was brought over here the local office was informed that it would be unable to get bookings in producer-owned houses.

Pathe is the only member of the producer organization which gets a plug in Hays' waiting room. There, on a table, is a catalogue of the company's pictures. All are educational, religious or social. Probably there to give important visitors a slant on the industry's highbrow side.

## Inside Stuff—Outdoors

The "apprentices" with circus acts seems to be a thing of the past. They are getting fewer and fewer from year to year, the business having lost its appeal since the future in it is getting to be uncertain.

There was a time when there were just as many apprentices with the circus acts as there were with the animal showmen and such other worked for years before they were ever permitted to appear with the act at a paid performance. You could always find a half-dozen or more youngsters tumbling around the lot, before the morning show and between shows every day, all of them working religiously several hours a day, in season and out of season, under the direction of the head of the act they were apprenticed to, and all of them just living for the day when they would be accepted by the people of the white tops as finished performers.

But that day is going. The youngsters of the country just don't seem to care to study to be bare-back riders, animal trainers, acrobats or to work with return and other aerial acts.

But as long as they have playgrounds for kids, there will always be plenty of girls available for swinging ladder acts.

The boys are sure scratching their heads and wracking their brains to dig up new stunts for the show this coming season. They have just got to have something new to ride.

A couple of the gentry who will go through New England have hit upon one that's old but hasn't been done in recent years; that's a wax medical show that's different to the ordinary run.

Runners they have to go up on the front of such a show are a great come-on since most local authorities compel showmen having such attractions to banner the outside, informing the world at large that the show is "For Men Only." Of course the inside lecturer may not know any too much about the ravages of diseases, but he doesn't care about that.

## Inside Stuff—Legit

Mel Lan-Fang, the Chinese star who starts back to the Orient after this week, was given a reception by the Players Club last Thursday night. Occasions of the kind are rare in the organization. Mel was presented with a volume on Edwin Booth. He then presented the club with a painting of himself and several unique Chinese lanterns. The visitor was made an honorary member of Equity.

Chinese drama is said to be the earliest, going back to 900 B. C. and antedating the classic Greek drama. Then, as now, all feminine parts were played by men and that is Mel's stronghold. In China he is said to employ seven men and eight women dressers.

Mel is wealthy. With his supporting players he occupied a suite of 15 rooms at the Plaza, later moving to the new New Yorker because it is nearer the theatre. His wardrobe is prodigious. It is said that when China became a republic, Mel spent \$200,000 buying up the royal wardrobe.

A Buffalo newspaper under new management, recently announced a pay-as-you-go policy with respect to the theatres, stating it intended to pay for every ticket directly or indirectly used by the paper. This was reported in conformity with the rule laid down by the ownership of the chain of which the paper is a member.

The Joker of the situation is that the picture and dramatic reviewer of this sheet has been and continues to be notoriously up in his demand for tickets both as to numbers and locations for "personal and other use" of the reviewers. The reviewers, apprised indirectly of the new rule alleged in effect by the said paper, asked when it was going into effect and suggested the critic be informed by the paper management when the prohibition was supposed to have started.

Tom Finn, of Hoosick Falls, N. Y., one of the best known "Tom show" promoters, says his troupe will set out from that town shortly "bigger and better than ever." Finn's troupe will travel in more spectacular style than in the past, the 35 people in the company, and the equipment being transported in motor trucks and busses.

Commenting on a recent article in Equity's house organ declaring that not a company in the picture was presenting the old standby, Finn said: "Uncle Tom's Cabin" isn't dead, for my company is starting out from Hoosick Falls this year in the biggest way yet. I am not the only manager staging the play this year, either. There's another chap presenting it in the midwest, Bill Harcourt, of Middletown, O. Reports state that he is making money, too."

Harry Harris, former bantamweight champion and one time in the box office of the New Amsterdam, is going abroad next month for the last time since he went over and beat Edmar Palmer for the title. Harris is unmarked by his ring experience, his last match having been in 1907.

He quit fighting at the behest of the late A. L. Erlanger, who loved to box. Harris in addition to acting in the box office instructed Erlanger in the glove game. But like many others he passed out of the Erlanger organization. Lately Harris has been working in Wall street.

## Inside Stuff—Vaudeville

(Continued from page 44)

understand pictures. When neither knows what three or four shogys daily in combination houses mean, then the result is just what it has been and is.

A feud seems to be on between Marvin Schenck and George Godfrey, though Godfrey may not be aware of it. Schenck is the Low booker and Godfrey books for R-K-O, eastern. Schenck became angered when Godfrey gave him the rundown over Schenck's simple request for the release of an act for a week or so when that act was not playing for R-K-O.

After stalling and annoying Schenck for two days, without an answer, disclaiming authority or responsibility himself and referring Schenck to others in the R-K-O office who were powerless to act, Godfrey finally refused to answer the phone in response to Schenck's calls.

This had followed the release by Schenck to R-K-O of two or three acts within a short time previously. One Low act loaned to R-K-O was held by that office for seven weeks, with Schenck acceding weekly. So Schenck wrote Godfrey a letter saying what he thought and let it go at that.

Some of the R-K-O New York bookers should change their methods. They still reek of another day, as witness: last week an act wanting \$675 of R-K-O was informed by one of the R-K-O bookers, western, it could not obtain over \$650. At that time the act had an offer of \$750 from Low's and \$850 from Public. It went with Low's.

Why an R-K-O booker believes that an act worth \$650 to the circuit isn't worth \$25 more, or how an act asking \$2,750 can be allowed to walk out because it's worth only \$2,500 the booker says, has never been fathomed. One must probably be an R-K-O booker to understand those things.

With Public and Low reported signing standard acts for next season, one could almost suspect that these kind of R-K-O bookers are working for the opposition, whether they know it or not.

Last photograph of E. F. Albee, who died in Palm Beach last Tuesday night, was taken on the day of his death by a cameraman for the New York Press, racing sheet, at noon. Mr. Albee died at 10 o'clock that night.

It was talking to Ptolemy Howard, publisher of the New York "Press" about the difference in bathing suits since the old days when the photographer got the last photo of him.

R-K-O Palace, New York, now straight two-a-day vaude, is nearly wrecked. If not for the purpose of playing sound news reels, it may be that the future of the Palace will yet see a combination vaudeville show there.

R-K-O bookers never appear to realize that the Palaces, New York and Chicago, cost the remainder of the chain thousands and thousands through increased salaries from all sought for acts who hear about so-and-so having received so much at the Palace. They increase their salary accordingly.

Perhaps the bookers don't want to see it.

With Public withdrawing its presentation stage shows from the southern time, it leaves the Interstate in Texas and the R-K-O Orpheum in New Orleans without stage competition.

Report remains prominent, however, that next season Public will open with several combination houses playing vaude and the southern houses amongst them.

A. L. Robertson, private secretary to E. F. Albee for about 25 years, was released from his employ by the late Mr. Albee, just before the former vaude chief left New York for his final trip to Florida.

# 'DIP' WASHER UP'—SELL

## A. L. Erlanger's Two Biggest Shocks; Wife's Divorce—Split with Klav

Former Judge Mitchell L. Erlanger, brother of the late A. L. Erlanger, has taken charge in the Erlanger offices, New Amsterdam theatre, New York. Following a session, the board of directors agreed the affairs of the Erlanger enterprises should continue along the lines as previously.

Marcus Helman, it is stated, may assume some executive activities. Helman, formerly of the Orpheum Circuit (vaudey), thought in a general Erlanger theatres in New York and elsewhere a year or so ago, when leaving vaude. Though he was recently close to Erlanger, Helman's experience in the field is limited. Judge Erlanger also has even less experience. Charles Dillingham, one of the directors, will act in an advisory capacity. Ziegfeld also a director, may similarly act.

Saturday morning, Jack Dillon, general manager of the Erlanger office, and Madeline Donnelly, his wife, was Erlanger's private secretary for 12 years, were summoned by the judge and curtly discharged without explanation. F. Richard Anderson of the costume firm of Schneider and Anderson, who has been in the Erlanger office a number of years, was appointed to succeed Dillon. Other staff changes may be made later. One mentioned would have Arthur Houghton succeed Malcolm Douglas as manager of the New Amsterdam. Douglas has been in charge since the house opened.

Chances of Leonard B. Bergman, once Erlanger's favored nephew, returning to the offices, are still uncertain. Understood the directors made no favorable sign in that direction. Anderson took over Bergman's duties when the latter withdrew last year.

### Wife's Protest

Max D. Steuer, attorney for Charlotte Leslay, who has been in the Erlanger's common law wife and for whom he seeks the dower right to the estate, interposed objections to the probating of the will by the executor, the late Erlanger's daughter. The bill states that the document filed is not the deceased's last will and testament, that on Oct. 18, 1927, the deceased was of unsound mind and undue influence was practiced by the principal legatees—Mitchell L. Erlanger, Rae Erlanger and Mrs. Caroline Bergman and Saul J. Baron, an executor, along with the other named. About the time the will is dated, Erlanger had suffered a paralytic stroke.

Answer promptly called upon Steuer to show cause why the will should not be admitted to probate.

Last week engraved cards were sent to those who expressed condolences to the "widow." They read: "Mrs. Arthur Erlanger. We fully acknowledge," etc. Charlotte Leslay, she appeared in Weber and Fields shows, also on the New Amsterdam roof in "A Little Bit of Everything," which starred Ray Templeton. Her family name was Fixal. It is said she was a kin but not the niece of the late Judge Leavenworth, one time Erlanger attorney.

Erlanger Twice Shocked  
Those who were formerly close to the late show man say the two shocks of his life were the divorce secured from him by Louise Balle, and the split with Marc Klav. The latter incident especially affected Erlanger though Klav never seemed aware of it.

The first Mrs. Erlanger received \$10,000 yearly alimony, but whether that is payable after death is not definite. Some ventured the idea that the alimony was a reason why she did not legally wed Miss Leslay. For a time he sought to have the alimony reduced but friends pointed out he was too big a man to go into court over it.

The split with Louise Balle-Erlanger was not altogether blamed on the late showman's propensity to wander from the hearth. He insisted on eating breakfast every

## DUNNING FELL INTO SACROILIAC SPRAIN

By Philip Dunning

Buddy and Billie, two trick ponies I got from John Held, Jr., were making their professional debut at the Shlurins' Indoor Circus in Bridgeport last week. I played hockey from "Those We Love" at the Golden Theatre, going to the circus with my wife, small daughter and some Bridgeport friends.

It was quite an honor for the Dunning ponies to be performing on the same bill with such big timers as Jorgen Christensen's Famous Stallions, "A Marvelous Exhibition of Equine Intelligence"; Margaret's Famous Baby Elephants, the Inimitable May Wirth, with Bunny Phil and the Wirth Family. We had a most enjoyable evening and everybody gave the ponies a hand.

As we were crossing the street to the gasoline station where our car was parking, the following scene, we heard a scream and someone said, "Look—a woman's fallen." In the darkened yard of the parking space we saw what looked like a woman figure on the ground and another trying to pick her up.

I went to assist (even as you and I). It was dark, and just as I reached her I suddenly stepped into an oil pit where the lady in distress had also fallen. Before I knew it I had fallen, landing most indelicately on my back. We were finally hoisted out, the lady taken to one hospital and I to another in an ambulance.

The next day my X-rays were taken. Though the pain has been terrific, the nurses are nice. Drs. Hawley and Griswold of Bridgeport and Dr. G. W. Roberts of New York have given me a most elegant diagnosis. I have a sacroiliac sprain. I will be moved home in a week or so, but this is the last time I will play hockey and go to the circus.

They say in from three months to a year I will be all right, but I hope it will be sooner. Meantime, I will be moved home in a week or so, but this is the last time I will play hockey and go to the circus.

Bridgeport, March 18.  
Philip Dunning will probably be discharged from the Bridgeport hospital at the end of the week. He will be taken to his home at Westport, Conn.

It was feared he sustained a fracture of the pelvis in falling into a filling station pit trying to save a woman who stepped on a loose board and also fell in.

A New York specialist confirmed the first diagnosis of the lesser injury.

## "Flowers" for Belasco

Culver City, March 18.

"Say It with Flowers," stage play by Frances Marion and Salisbury Field, will be produced in New York by David Belasco.

### Ed Giroux Stricken

Ed Giroux, manager of the Morocco and Bijou theatres for the Shuberts, was stricken early last week and has been confined to his home.

The attack which occurred while he was in the Shubert office is said to have been a severe nervous shock. Condition reported improved.

morning with his mother and he dined with her each Friday. For that reason his mother who lived with the judge resided close by. His insistence of going to his mother's house caused bitter objection by the wife, who was not on good terms with the Erlanger family.

## FILMS LICK LEGIT, SAYS PRODUCER

Edgar Selwyn Going to Coast for Pictures—More Opportunities with Less Worries—Not Much in Broadway Hit Anyway

### OTHER PEOPLE'S MONEY

No one can produce plays on Broadway any more, Edgar Selwyn believes. If this season weren't almost over, everything is shot at the present time. Even if a producer has a hit, he has very little these days.

Therefore, Mr. Selwyn is taking another trip to the coast to direct for the picture industry. Pictures, he believes, offer more opportunity for expression than the stage anyway, and are a more satisfactory medium to work on.

The only stumbling block in pictures is the censorship. A picture executive's desk is piled high each day with prohibitions upon one point or another. Clever picture directors can work tabooed subjects into their picture in some subtle way. They all do it because no one believes in censorship today. The average person has so few inhibitions now that nothing they see in a show or picture shocks them.

Pictures, too, strongly appeal to a Broadway producer, because when finished, they can be revised. There is no first night audience waiting to jump at the unfinished product. That in making a picture, one is using someone's else money strongly appeals to a legitimate producer. There is not the fear that one may go broke overnight.

The only thing that Selwyn thinks of attempting to do on Broadway again is a play of Frederick Lonsdale's. He has had a payment advanced on it, and Lonsdale has been promising to write it for six months.

## STRIKE COST EQUITY \$85,000—NET \$44,000

Equity has printed an audited cost sheet on its last summer's campaign against the picture studio, which ended disastrously. The total Los Angeles disbursements were \$85,582.65. Against it contributions amounting to \$41,608.81 reduced the net cost of the strike to \$43,973.84.

Largest items were: \$52,899.65 for relief to striking actors without funds; \$7,257.70 to special clerical staff maintained during strike period; \$3,809 for printed matter; and \$1,885 for automobiles to ride around in.

### Shubert Chi. Transfers

Chicago, March 18.

Entire local Shubert organization went in the air last week, when J. J. Shubert started house cleaning. J. J. let out Francis Gilbert as manager of the Harris and sent in Harry Rosengie, former manager of the house.

Lewis Judah, manager of the Apollo, is another Shubert man slated to leave shortly.

### EDNA ARCHER BRUISED

Edna Archer, actress, has started an action against John A. Fritzler, householder in Long Island City when Fritzler's car knocked her down. Miss Archer, confined in the French Hospital, claims a fractured foot, a scratched head and other injuries.

## Carroll's "Great Love" for Dorothy Knapp Mentioned in Affidavit

### ROXY'S BIG OFFER FROM ROCKEFELLERS

Anxious to utilize his property on 5th Avenue between 48th and 51st streets to aggrandize his philanthropic work in music, John D. Rockefeller, Jr., through his banking representatives, offered Roxy \$425,000 a year, according to inside dope, to head an alternative plan of the Rockefeller interests to create a vast musical center on the property. The original plan, given much space in the dailies, was originally intended for opera only.

Thus far nothing has been done. Were the plan ever to go through it is the inner sanctum's hope that it will also include Erno Rappe, Warner musical chief, and until recently with Roxy. Roxy's present salary is \$150,000 a year and his existing contract still has two years to run. Rappe's contract calls for an initial salary of \$76,000 for the first year with Warners and an upward sliding salary until it will reach about \$125,000 for the third year.

The alternative plan which credited to the Rockefeller interests calls for the erection of a musical center which will include practically every type of music entertainment from opera to legit and pictures.

Efforts to obtain affirmation of the plan from either the Rockefeller interests or the Culling group failed. The latter officials denied all knowledge and so far as the former was concerned, the only information gleaned was that if such a plan were under consideration it must be personal with Mr. Rockefeller.

## Wyman, Back, Confesses Holdup Clumsy Frame

Kansas City, March 18.

The mystery surrounding the robbery of the Shubert box office March 6 has been cleared. Leo A. Wyman, treasurer, missing since March 8, returned from a trip to Chicago and confessed the police here say, that the robbery was a frameup. He implicated James Woods, advertising agent for the house, and an outsider. He admitted knowing the holdup was to take place. Woods, held by the police, denies any complicity.

Eugene Jones alias Mike Howard, 27, arrested March 14 in connection with the Shubert robbery, told police he was in the "holdup" but that he had been aided by another man. He believed Wyman got \$1,000. Wyman told of hiding \$1,500 behind the Shubert ticket rack and the money was found there.

Wyman accused Woods of getting \$1,500. It is stated the loss to the house will be about \$5,000, which it is understood, has been or will be made good by Wyman's family.

### Stock "Journey's End"

George Kondolf, Jr., and Walter Palmer launch summer stocks at Buffalo and Rochester on March 23. Both will open with "Journey's End."

It will be the first stock presentation of the R. C. Sheriff play, Kondolf guaranteed Gilbert Miller four weeks between the two towns.

### LESLIE'S 'REVUE' BUY

Broadway brokers have taken a four-week buy on Lew Leslie's "International Revue." The buy is for 400 orchestra seats nightly.

Dorothy Knapp moved a notch closer to a conclusion of her suit against Mrs. Ann Wainwright Pe. field, elderly society matron, and alleged backer of "Fiorella," for \$250,000. The Appellate Division of the New York Supreme Court has denied Mrs. Wainwright's appeal from an order that she appear for an examination before trial. It is to take place March 26.

Named with Mrs. Wainwright in Miss Knapp's suit are Earl Carroll, Evelyn Hubbell, George Bagby and Romilly Johnson. The last two named were the authors of the musical, while Miss Hubbell is alleged to be Mrs. Wainwright's secretary.

Miss Knapp's suit is premised on a contract with the producer which called for her to star in "Fiorella" at \$1,000 per. She alleges in her affidavit that this contract was broken from an order that she appear for an examination before trial. It is to take place March 26.

In the action is an exhibit of an affidavit by the defendants wherein Carroll at the instigation of Mrs. Wainwright, Miss Hubbell and the authors, was not qualified for the starring role, but that he couldn't do otherwise because "of his great love and affection" for the girl.

Subsequently, Broadway heard that Carroll and Miss Knapp had split.

## TEX. AMATEUR GROUPS TOURING FOR PROFIT

Dallas, March 18.  
With legit a thing of the past in Texas, little theatres and amateur play groups are taking to the road and picking up considerable money. There about 12 of them in the state; Dallas alone has six. Posing under the "art" gas, they get social pull and consequently exemption from ordinary taxes, fees, etc., imposed on traveling stock troupes.

As matter of fact they are systematically organized clubs, whose members make it their regular profession. No salaries are paid but all members manage to eat. By giving a couple of amateurs a look-in here and there they manage to keep good will and their amateur standing. The biz has become a full grown racket, especially for ambitious collegiates. Most colleges have own clubs which makes good training schools.

On the road little theatre troupes go from city to city, to a seat, and they usually get a full house, with little or no expense for ballyhooing. A tie-up with women's clubs in small burgs serves better than any two press agents.

## Woods Calls It a Day

Looks like A. H. Woods is washed up for the season. His latest try, "Love, Honor and Betray," will be taken off at the Eltinge Saturday. It opened last week.

With no bookings in sight, notice was posted Monday dismissing all employees front and back. Woods' office force has been cut. Max Kohn, secretary of Woods, after many years has gone on what the office says is an extended leave of absence. John Zwicke, who handled the theatre, is also through.

### STEWART UNDER KNIFE

Charles Stewart, general manager for Laurence Rivers, Inc., who produced "The Green Pastures," is in grave condition at the Post-Graduate hospital.

Stewart was operated on for intestinal ulcers just after the show opened. This was his third operation, but doctors are confident of his ultimate recovery. Stewart owns 15% of "Pastures."

## Quotes of Burns Mantle's Notices To Burn "News" Kidding Critic

Burns Mantle, dramatic critic of the New York "Daily News," writing in the Sunday edition, challenges the five no opinions charged against him in the last tabulation of Variety's dramatic critics' box score.

"Tain't so, he says.

Mantle declared: "The 'Variety' game is one in which only the side inside of the office knows the rules, and these, I gather, vary with the weather, or the judges, or the temper of the season. I resent those five no-decision verdicts. There may have been plays that I thought were half good and half bad, parts that I might have placed a certain section of the public for which they were obviously written and produced, but not the general public; plays that might have failed but did not deserve to fail; plays that I disliked but thought would sell, or plays that I liked but thought would not sell."

Variety's record for the current season reveal Mr. Mantle as charged with no opinions on the following shows: "Queen Bee," "Vener," "First Mortgage," "Rope's End" and "Claire Adams." Re-reading these reviews, Variety's scorekeeper cannot wholly agree with Mr. Mantle that "There has never been a play about it." A review was written in this column by this reviewer about which some definite expression of personal opinion was not carried in that review. In justice to Mr. Mantle it must be added, the inclusion of "Claire Adams" as a no-opinion was incorrect. Ratings of no-opinions on the other four notices must stand. Mr. Mantle said in part of each: "Vener," "A drama of frustration. Therefore interesting. Likewise depressing. And mostly honest."

"First Mortgage," "The result is compromise. A natural inclination is to accept the play as a story born half of dreams and half of disappointing reality."

"Rope's End," "I am not much at judging murder plays. . . I do not react" as I should to the play."

"Queen Bee" (with society star) "You should be prepared to view it as sort of a social as well as a dramatic diversion."

"Variety" has been killed before by dramatic critics over the interpretation of reviews. Perhaps Mr. Mantle can match Variety's cull tidbits from his notices to prove a contrary viewpoint.

### Reviews

No opinions are a matter of the spirit of a review. Mr. Mantle's five no-opinion verdicts, as he put it, to an incident-by-incident decision of the plot. Such notices are potential recipients of the no-opinion rating. Where it is not possible to speculate on a critic's final emphasis there is apt to be a well-developed germ of no opinion by box score standards.

Necessarily in regarding no opinions there is an arbitrary aspect. Mr. Mantle's comment about only Variety knowing the rules can only be answered by saying there is no secret about the rules. Interpreting the critic may be difficult, but in general the facts about any given show are plain enough to mark it flop, moderate or full success.

From the beginning Variety has set up a 12-week period as the dividing line between flops and clicks. Entire scoring system is based upon the commercial angle and takes account of shows that deserve but do not get a run, or, reversely, shows that do run but don't deserve it.

## Quits Chi. Drama League

Chicago, March 18. May Dowling has resigned as director of the Chicago Drama League. She will remain with the Shuberts. She has been granted a four-week vacation by J. J. Shubert, and upon her return will do advance work in Chicago or New York.

Dramatic League's first subscription season ended Saturday (15) at the Princess. Venture got around 4,000 steady subscribers. Dowling, her resignation, on the ground that the work was too heavy, was protested by the Shuberts and it is likely that in October she will be asked to manage the League again.

## JESSEL AFTER THEATRE

New Producer Wants Home for His Own Shows

George Jessel, with an undiminished backing representing the money end, has a deal on for Bolognini's Tivoli theatre (straight pictures), 31st street and 8th avenue, New York. If getting the house Jessel proposes to name it after himself and play his own production there.

Jessel entered the producing field with "This Man's Town," opening at the Ritz, New York, last week, with Jessel as producer only and not in the cast.

Tivoli, 1,000 seats, is considered the best money maker of Bolognini's 8th avenue chain.

## 11 DAYS LONG ENOUGH TO BE WITH MILLIONAIRE

Chicago, March 18. Legit performers got the divorce court spot last week.

March 11 Frances Miller, of "Fifty Million Frenchmen," married John Brody, Jr., said to be a Pittsburgh millionaire. Something went wrong, and 11 days later she sued for divorce, charging cruelty.

Kenneth Hunter, of "Let Us Be Gay," filed divorce proceedings against Maxine Hunter, with desertion as the charge. They were married 1914. In February, 1923, according to Attorney Phil Davis, Maxine deserted by moving to New Zealand.

One year after having divorced Roy Getschov, contractor, Beulah Getschov, former show girl, is suing for \$100,000 for damages. She alleges that Getschov broke into her apartment March 10 while she was entertaining Lawrence Robbins, booking agent, seeking her and Robbins. Beulah Getschov is still in bed, according to the statement.

## FROLIC ROOF FOR NBC'S TELEVISION BROADCAST

The former Midnight Frolic theatre atop the New Amsterdam is now a broadcasting station, the Times Square branch of the NBC. It went on the air for the first time when Collier's hour was handled.

The theatre is complete, stage and seats having been installed upon Ziegfeld's attempt to bring back the place last season. Spectators are not admitted by card and may witness the entire broadcast, so far as the microphones go. A glass partition separates the studio from the spectators and may be raised or lowered.

The roof is equipped for all systems of talking picture showings, and may be used later by the NBC for television broadcasts.

## Ia. Legion Jails Actor, Charges Benefit Trick

Des Moines, Ia., March 18. Stuart Carroll's "benefit" production in the Grand theatre here, tentatively scheduled for late in the month, was nipped by police, last week, when the American Legion post commander swore out a warrant against Carroll, after he had turned loose a crew of ten ticket-sellers upon the city.

The Legion kicked because it didn't know anything about the scheme until it had been purchased. "Tellegen and I have gone our separate ways. I have no interest in his marriage whatsoever."

Asked if she cared to comment on Lou Tellegen's recent marriage, Miss Farrar laughingly replied: "Tellegen and I have gone our separate ways. I have no interest in his marriage whatsoever."

## HARRIS DEFERS "SANYA"

Jed Harris has shuffled plans again and will not return to production activities until next season.

Harris was to have produced "Sanya," an American adaptation of the Russian drama presented here in the repertory of the Moscow Art Players, next month, but has sidetracked until next season.



Harold C. Eckert, "Journal," Columbus, Ohio, said: "Comedian Roscoe Ails, important land owner of Indian Lake, Russells Point, Ohio, received a sustenance oyster. This funster quite well mannered, clown with assortment of discolored, foot-legged poses, acrobatic artistic hands, roving eyebrows—made his lines gems of wit, by vocal inflections and mugging."

## ROSCOE AILS

Featured comedian in Schwab & Mondell's New Moon Co. enroute. Direction LOUIS SHURA.

## CIVIC AID NO HELP FOR SHOW

Minneapolis, March 18.

Solution for the road show problem apparently does not lie in civic organization and newspaper support.

For the first time in its existence the local Civic and Commerce Ass'n, leading local civic body here, got solidly behind a touring attraction, "Street Scene," at the Metropolitan last week, sending out letters to its several thousand members urging support and arranging a big business men's banquet with William A. Brady, producer-owner of the show, as the principal speaker.

Through the association's efforts leading business houses took blocks of seats for the opening night.

Newspapers plugged the attraction in front page articles and editorials. This is a record for any show here.

But there was no underwriting and no subscription plan. When the gross for the week was checked up it was found to be only around \$15,000—not so hot at \$3 per seat and fully \$12,000 short of capacity.

Balcony trade throughout the week was comparatively light. The hot polio evidently not being influential.

Without any civic support "East of Suez," with Florence Reed did near-capacity at every performance with the stock at the Shubert. Scaled at \$125, show holds over.

## Farrar to Retire at 50, Will Never Broadcast

Macon, Ga., March 18. Gertrude Farrar, who drew 4,000 persons to her concert here last week, declared she expects to retire forever in two years at which time she good-humoredly confessed she will be 50 years of age. She states she never will appear on the radio.

Asked if she cared to comment on Lou Tellegen's recent marriage, Miss Farrar laughingly replied: "Tellegen and I have gone our separate ways. I have no interest in his marriage whatsoever."

## Tent Show Booze!

Kansas City, March 18. Here's a new squawk against booze. While traveling, an actor with the Mark musical comedy ran wild on the train. He didn't do any soaking, but, according to the Equity representative here, "the bit up the chimney."

Equity in New York was queried over the propriety of dismissing the man without notice. The wild guy is said to have bitten the lip of another actor so severely that the latter could not go on that night. Show is of the tent and rep class.

## Quick Vogue of "Green Pastures" Brings Cycle of Colored Plays

### "WHOOPEE" CLOSES

Cantor Leaving New York This Week for Picture Colony

Cleveland, March 18. Ziegfeld's "Whoopee" with Eddie Cantor closed its stage career Saturday in this city.

Cantor immediately left for New York to make a talking short. He will leave New York, Friday (2), for Hollywood, to start "Whoopee" as a musical talker for Sam Goldwyn at United Artists studios.

## TICKET CONTROL PLAN UP TODAY IN N. Y.

A show-down meeting on the proposed ticket control system, which has been in preparation for several months, is dated for this afternoon (Wed.) at 2 o'clock, when it will be the combined managerial, agency, Equity and Authors' League committee has been accepted by some theatre owners, but others are wary of opinion when it comes to the plan. The latter group are showmen who okayed the proposition when originally suggested.

Objection has been voiced by theatre men as to the wide latitude given a proposed committee of five, also the matter of financing the plan. There appears to be a difference of opinion when it comes to start operating. Some believe it is too late in the season to start, others saying this would be the proper time for the experiment.

The general plan is designed to do away with high prices of theatre tickets, all agency buys to be discontinued and the brokers to charge no more than 75 cents above the box office price.

## FRANK SHAY ASKING FOR DIVORCE IN MASS.

Frank Shay, one of the founders of the original Provincetown Players, which has been organized since 1916, has brought the action for divorce in the County of Barnstable, Cape Cod, Mass., against Fern Forrester Shay, now living at 239 East 19th st., New York.

Hearing is set for the Barnstable court April 22. The Shays were married in New York, Jan. 2, 1918. They have one child, Joan Barbara Shay, born March 22, 1920. Shay, until recently, was dramatic editor for D. Appleton & Co. of New York.

## No. 2 "Sinners" Quits; Hurt by Boston Censor

Second company of "Young Sinners" which has been organized primarily for Chicago folded last week in Boston after three weeks out.

Deletions in script and business to meet with requirements of Censor Casey, of Boston, is reported as having put two strikes upon the chances of the piece on Boston run and with Shuberts, producers, deciding to close and hold Chicago open for the original company when it winds up at the Morosco, New York.

## "Ripples" Out; House Tenantless Till June?

With "Ripples" (Stones) going to the road after another week, the New Amsterdam may go dark indefinitely. No booking is in sight until a new "Follies," which Ziegfeld tentatively dates for June production.

"Ripples" is in its sixth week. Withdrawal of show is no surprise to insiders. Business slipped after the first two weeks.

## BUCHANAN'S FILM DATES

Jack Buchanan has been placed under contract to make three pictures for Paramount on the coast. He will depart for California April 20.

"Wake, Up and Dream," the Coplan-Selwyn show, featuring Buchanan, will close one week before Buchanan goes coastward.

The heavy click of "The Green Pastures," colored cast melodrama at the Mansfield-New York has precipitated a cycle of colored cast attractions to follow, some dramatic and others musical, but in all instances producers anxious to take chances of patronage figuring the type of play ripe for a cycle after the reception accorded Marc Connelly's opus.

Colored cast production now rehearsing and with premieres set for early date is "Hot and Bothered," melodrama which reaches production in two weeks at Harrison Hough. Others listed for prompt production are "Change Your Luck," "Lenox Avenue" and "Harden Nights." The first is a musical with remaining two dramatic productions.

### Jobs for 200 Players

The click of "Pastures," heavier than that of the Theatre Guild's production of "Porgy" which also has been a well colored play, has blown up a harvest wind for colored performers both in the dramatic and musical comedy divisions. With most of the productions enlisting colored cast, the figure of 200 in the new venture will provide employment for nearly 200 performers who would be otherwise jobless.

Among the colored players T. O. B. A. Circuit, which has been routing the colored shows at its lowest ebb this season, colored performers in all stage divisions have felt the pinch of unemployment.

## Equity Plays Safe in Stage-Screen Tieup

Equity has sounded a warning to its membership via weekly deputy report against signing contracts for legit productions with strings attached, that would give services of casts for reproduction as talkers in pictures.

Complaints to Equity that certain managements, mostly of the picture industry, are making better offering engagements with stipulation that same cast should do talkers of the production, are said to have prompted the matter being threshed out before Equity's council and with the latter ruling the idea out.

Since Equity has been unable to get its way in the picture division, but talks of new efforts in that direction, new rule looks like a protection measure.

Some of the short roll boys without access to the big film companies have been attempting to promote finances from some of the smaller picture producers upon promise of being able to deliver original casts for talker versions of shows if the picture people will furnish bankroll.

Complaints that have reached Equity on the arrangement producers have gone as far as to try to persuade actors to sign a stipulated arrangement, outside of the provisions of the Equity contract, whereby they would share in a split on salary of the legit if making the picture version while still appearing in original production. Equity has ruled this arrangement out also, and while giving its members permission to make individual talks with picture producers, it has stressed the point that no player is to tie up with stage producers in any arrangement whereby the picture intends collecting part of the actor's salary for subsequent appearances in screen versions of the same piece.

Equity's ruling on performer's services is somewhat similar to the stand the Dramatists' Guild has taken in the matter of playwright members placing their works with picture producers for subsequent appearances in screen versions of the same piece.

## COAST "CODE" CAST

Los Angeles, March 18. Rehearsal of "The Criminal Code," starts Monday (24) from the east. Seven principals will be cast for the Belasco & Curran production are: Arthur Byron, Katherine Keys (Mrs. Hyron), Walter Colquhoun, Russell Hardie, Thomas Findley, William Franklin and Leo Curley. Locally, 25 parts are being opened April 21, at the Curran. Full services.

# Another Adverse Angle to Stock Operation—Talkers Taking Plays

What's still left of the dramatic stock field is in a predicament, since 30% of the current season's output thus far is impractical as stock bills.

Stocks in paying stands have been compelled to shift to other territories because of a scarcity of new material and figuring repeats suicidal.

With most producers more anxious for quick turnover on sale of picture rights, the slow revenue from stock releases has proven another drawback for the stock managers.

Frothy farces, sex stuff and large cast and scenic affairs which have been in the majority this season, have been tabooed by the stock men. Many may close prematurely to conserve the few remaining plays available for stock for next season.

## Royalty for Mother of Death House Play Hero

Issues involving authors' royalties on "The Last Mile," current at the Sam Harris, have been settled in conference. Upshot is that Mrs. Ellen Blake, mother of Robert Blake, executed prisoner, who was the author of the manuscript from which the present play was mainly built, will receive 20 percent of the royalties going to the author, Jackson J. Eric Pinkler. Weir's agent, contrived the agreement.

Mrs. Blake formerly received only 5 percent. This was by agreement of Weir. "Subsequently the operation of the play brought newspaper discussion that reached Mrs. Blake in her Texas home, and friends there spurred her to seek a better arrangement. They contributed to her traveling expenses and had her come on to New York, where her presence impelled much newspaper space in exploitation of the play. Thus far she has not yet seen the piece and from last accounts has no desire to view it.

## Equity-Radio Idea Up

Equity held a special meeting Monday to select the nominating committee for the annual election in May. The committee is of nine members, three appointed by the Council, and the other six by members' ballot.

The meeting also considered proposals for changes to the constitution. One is to have four vice-presidents instead of two as at present. The third, vice-president, is especially requested. Members engaged in pictures, while the fourth will represent the mid-western actors, principally the tent and rep people. The idea of having an official designed for the Coast colony is the first development within Equity since its Coast defeat last summer.

The other change has to do with the future growth of radio entertainment and television. While Equity is supposed to cover the amusement field, the matter of radio has never been specifically considered. Radio program people have suggested to Equity that it organize the division. At present Equity's interest in broadcasting is confined to production and stock actors appearing in radio plays and sketches.

## "Gala Night" Goes Cold

Proposed plan to reopen "Gala Night" for an additional New York run went cold last week when the cast refused to waive security for the reopening. Hunter Williams, producer, had been unable to post further security at Equity to permit reopening. "Gala Night" folded week before last at Erlanger's New York, after two weeks.

## WEVER-FAGAN AWARD

Edward Wever has applied in the Supreme Court to confirm an award in his favor made on an Equity contract with Myron C. Fagan, by which Wever was awarded \$1,400 a week in "Nancy's Private Affairs." The arbitrators, Charles L. Wagner, Marcel Steinberg, and Francis C. Hubert, ruled that there was no breach of the contract by Wever and that Fagan owes him \$1,412.

## Good Reason

Long Beach, Cal., March 18. As the fifth production of split-week dramatic stock at the Capitol, the MacKenzie Players decided to play "Peg o' My Heart." Then they decided on "Shavings."

Finally they gave it one more thought and decided to play nothing. No biz.

## FUTURE PLAYS

"They Never Die" is in rehearsal, placed by C. Hall. Currents at the Playhouse, Wilmington, April 5. Incast are Marion Foster, William Deane, Daniel Gill, Marjorie Wagner, Louise Fischer, Eleanor Condon, James O'Connor, Dorothy Collins, Eugene Jackson, Ruth Marquard, Antonette Engelhardt, Robert Rowley and Robert Conklin.

"Stepping Sisters" goes into rehearsal this week as next for Albert Newman. Starts at Playhouse, Great Neck, L. I., April 5.

"Uncle Vanja," translated version of the Russian drama of same title is set as Jed Harris's return to legit as producer. It was formerly done here in original as part of the repertory of the Moscow Art Players. Harris is now casting.

"Intermission," comedy by Irving Kaye Davis, will reach production within a week by a new producing firm. Action of piece takes place in a theatre lobby during entr'acte period.

"Marching Men," by James Henry O'Brien, produced by R. Reynolds. Production is scheduled to open at M-G-M will do a musical play called "One Night Only."

"Once a Year," by Jack O'Donnell, to be produced next month by Robert Newman.

John Golden returns from Florida March 23, when he will do a comedy, "Between the Two," by Geoffrey Kerr, followed by "After Tomorrow," by Hugh Stange, with Ross Alexander in the lead.

Marion Gehring is doing a play with an all-English cast.

"One Beautiful Evening," by Vera Caspary, will be put on by Crosby Gaige in July. Casting is scheduled for June. Play comprises women characters only—24 of them. Helen Hayes will be starred and Winifred Lithuan is scheduled to direct.

Crosby Gaige's next play will be one as yet untitled from the pen of Sidney R. Buckman. Buckman is the author of "Storm Song," which Sam Harris intended for the late Jeanne Eagels. The play will go on in May, with tryout scheduled for Cleveland.

"Feast of the Fools," by Garrett Ford and Garrett Weston, has been obtained for production by Crosby Gaige. Piece will be given a spring tryout and then held out until autumn.

"Hotel Universe," by Philip Barry, went into rehearsal this week as next for Theatre Guild. Arthur Hopkins was formerly reported having this one upon production schedule, but instead will do another comedy by Barry, untitled as yet.

Cast includes Katherine Alexander, Ruth Gordon and Earle Larimore among others. Philip Moeller is directing.

## Nine Shows Going Out

There are nine shows on Broadway's existing list. Three are musicals, two are Oriental. The Chinese troupe departs from the National this week, while the Japanese players quit at the Booth last Saturday.

"Bitter Sweet," presented here by Arch Selwyn, Flo Ziegfeld and Charles B. Cochran, goes out for four weeks prior to sailing back to London. Over 100,000 tickets were sold in the early weeks, averaging better than \$40,000 weekly. Recently moved from the Ziegfeld to the Shubert. Has played 20 weeks. Engagement said to have been profitable.

## BITTER SWEET

Opened Nov. 5, Little (Post) said "delightful." Summed up general reaction.

Variety (Rush) wrote: "Fine romantic quality is bound to exert powerful pull on women, and that probably will move it out of limited class draw."

## LOVE, HONOR AND BETRAY

Opened March 12, Garland (Telegram): "Cheap, obvious and woefully unfunny." Little (World) found "more than the usual brutality and offensiveness."

"This Man's Town," offered by George Jessel at the Ritz, stopped Monday night. Played a week and one day.

## THIS MAN'S TOWN

Opened March 10, "Indifferent melodrama," reported Brown (Post). Other notices were of that thought.

"Many a Slip," presented at the Little by Lew Cantor, goes to the road after playing seven weeks. Got good notices but only light trade. Averaged \$7,000 or a bit more.

## SWEET ADELIN

Opened Sept. 2, "Should be listened among the walloping smash hits," declared Winchell (Mirror). "From end to end and pretty handsome and enjoyable sightseeing tour through the gay Nineties," said Adeline (News).

Variety (Sime): "Sweet entertainment of all-around appeal. Plenty of fun, fun and sight and song. If other musicals are worth \$6,000, this is a bargain entertainment."

## TOP SPEED

Opened Dec. 25, "Bright, brisk musical," opined Lockridge (Sun). Winchell (Mirror) was most favorable, saying "refreshing hit."

Variety (Said) pegged it moderate, and predicted quick appearance at Leblang's.

"Everything's Jake," an independent show, goes out of the Bluff. Played seven weeks, mostly at the Little Princess.

## EVERYTHING'S JAKE

Opened Jan. 18, Critics found much humor tucked away in uneven and uncertain comedy. "Genial wheezy piece," said Little (World).

Variety (Land): "Many of the virtues and most of the weaknesses of the farce form of writing. Apt to attract some trade for a couple of months."

## Shows In Rehearsal

"Virtue's Bed" (Lohmuller & Egan), J. Egan. "Hotel Excelsior" (Theatre Guild), Guild. "Hot and Bothered" (Harrison House), President. "Your Luck" (Acme Productions), Bryant Hall. "Jonica" (William Friedlander), Longacre. "Hello, How to See Paris" (Shubert), Morosco.

## REVIVING CLAIMS

Square With Equity, MacLoon Wants to Collect on Coast

Los Angeles, March 18. The MacLoons are in action again. Mrs. MacLoon (Lillian Alberson), since squaring with Equity recently, has started digging up old claims against actors. During the MacLoons' altercation with Equity, the latter refused to permit any arbitration on the producers' claims unless and until they were reinstated.

Mrs. MacLoon has started with Harry Golub, singer, who is alleged to have walked out on her production of "The Desert Song" last year. Golub, asked to return two weeks' salary, contends that urgent business compelled him to leave and that he explained this to Mrs. MacLoon.

Equity is understood to have designated Mitchell Lewis to arbitrate for Mrs. MacLoon, while naming Frederick Buter for Golub. Third arbitrator is yet to be selected.

Another of Mrs. MacLoon's claims is against Barrett Greenwood, actor, charged with walking out on "The Desert Song," produced by Louis MacLoon, the coast a couple of years ago. No action has yet been taken in this case.

## Cast Waives—Show Opens

"The Royal Virgin" landed at the Booth New York this week as result of the cast meeting W. P. Tanner half way and waiving claim for a week's salary for laying off last week.

W. P. Tanner decided the week layoff last week when the Booth date had not been clinched the cast brought the matter to Equity. It was to have been taken up by the Equity council until Tanner announced that he would open the show with the original cast this week if the cast would waive the layoff week.

## Kondolf's Twin Stocks

Rochester, N. Y., March 18. George Kondolf, Jr., will operate stock companies in both Rochester and Buffalo this season. Opens in Lyceum, Rochester, March 31, and in Erlanger, Buffalo, late in April. Harry Essex will have general charge in both cities. Walter Folmer, financially, is again associated with the show. Brown and Irving White return as stage directors.

## FELIX YOUNG PRODUCING

Felix Young has squared differences at Equity and will resume production activities. Young lifted an obligation for a week's salary to Katharine Wilson, who had appeared in "Top of the Hill," produced by Young early in the season. Miss Wilson claimed the amount in lieu of notice when clothing in the show and arbitrators upheld the claim.

Young now is casting for a new comedy, untitled as yet, which goes into rehearsal late in March.

## PROVIDE HIRSCH BERTH

Chicago, March 18. Max Hirsch is out of the box-office at the Erlanger, with Chester Amborg moving in from the Rialto. Johnny Jones had an agreement with union that Amborg would get the spot if he were forced out by the closing of the Star and Garter or Rialto.

## LESLIE PAY OUT DISPUTE

Complaint was made to Equity by two acts in "The International Rive" at the Majestic because of alleged unauthorized salary cuts. The complainants are Herbert and Gordon and the McCann Sisters. Show management said the agent for the acts consented to the cut. The acts say otherwise.

## Mae West's Trial Starts, 57 Other Defendants

The trial of Mae West and 56 other defendants for participating in an alleged indecent performance of "The Pleasure Man" was finally begun Monday before Judge Amedeo Bertrani in Court No. 1.

Selecting a jury started, with Assistant District Attorney James G. Wallace appearing for the prosecution and a group of lawyers, headed by William E. Burkan, for the defense.

The other defendants are: Carl Reed, producer; Charles Edward Davenport, stage director; Alan Brooks, who played the featured role; Stan Stanley, comedian; Jay Healy, William Augustin, Carmella Campbell, Edgar Barrier, Elaine Evans, Leo Howe, Lester Sheehan, Martha Vaughn, Edward Hearn, Albert Dorando, Leo Lorraine, Jo Huddleston, William McDonald, Gene Pearson, Howard Chandler, John B. Ayres, August Boylston, Marguerite Lee, Kate Jillaine, May Davis, Edward Roseman, Joe Delaney, Robert Cooksey, William Sell, Herman Jensen, John Charles, Philip Grossman, Richard Kellar, James Rich, Frank Leslie, William Cavanaugh, Charles Ordway, Chuck Connors, son of the famous Bowery character; Fred Dickens, Harry Armand, Sylvan Repetti, Gene Drew, Robert De Marke, James Clark, Charles Blotoff, George Cartier, Philip Kier, Charles Philip Grossman, Richard Read, Fred Carlton, Jack Denton, Rudolph Carmillo, Tommy Denton, Frank Rendache, Frank Spenser, Kuni Hara, Walter James, and Tod Lewis.

As the charge against the defendants is a misdemeanor the defendants are not required to appear in person, but may be represented in court by counsel. The only ones in court at the opening of the case were:

Miss West, Reed, Davenport, Stanley, Sheehan, Miss Lee, Miss Jillaine, Miss Davis, Cavanaugh and Connors.

## Jones & Green, Fagan in Hookup for Producing

Jones & Green, producers, and Myron Fagan, playwright, have effected an arrangement whereby the three will join in production of several of Fagan's plays. The combo deal was set last week when "Nancy's Private Affairs," produced by Fagan and agreed to fold was shifted by Jones & Green, 48th Street, New York, of which the latter's are lessees.

With new arrangement the trio will produce "Peter Fling High," another of Fagan's plays now in process of casting and will later project a musical version of "Jimmy's Women," produced in non-musical form last season by Fagan & Whitlock.

## Stock Mgrs.' June Session

The Theatrical Stock Managers' Association will hold its third annual meeting on the roof of the Hotel Pennsylvania, New York, June 18, 17, 18.

The list of speakers invited includes William F. Canavan, head of the I. A. T. E. and Joseph Weber, president of A. F. of Musicians. The stock managers through a letter some weeks ago by the Association's exec chairman and counsel, George J. Houtain, aroused the union chiefs to resentment by allegations made by Houtain. Especially bitter was Canavan, who was quoted at the time as stating that he was willing further to do with Houtain upon any matters pertaining to the Alliance.

## "MINSTRELS" COAST ROUTE

Los Angeles, March 18. Arthur Hockwall's "Georgie Minstrels" will play two weeks of one and one night stand at the Fox West Coast Theatre. They open March 20, at the Rosemary theatre, Ocean Park.

Long Beach, Hermosa Beach, San Diego, Riverside and Santa Ana will follow.

## Frazer Leads L. A. "Married"

Hollywood, March 18. Robert Frazer set for lead in Dudley Ayres' production of "Among the Married," with Ayres in a subordinate part. Charles King will direct. Play will play a week in Long Beach, then to the Curran, San Francisco, before opening here.

## Austrian Stage Show Biz Shot; Native Theatres Tax-Overwhelmed

Vienna, March 18.

Theatre business here is shot with the exception of the Opera house, subsidized by the state. One reason is that the show business is overburdened by taxes imposed by the socialist government and by embarrasments caused by the administration of the tax laws.

For instance Alfred Piccaver, American tenor of the Vienna opera, was prevented from re-opening a feature at a local vaudeville house dark three years, because the Socialist tax bureau insisted that the house could not resume unless it paid three years' back taxes.

Small picture theatres which cannot afford to wire are preparing to organize themselves into chains, playing vaudeville and pictures on a pooling system, cutting costs by co-operation and sharing in profits. In addition to the other local troubles, there is a great deal of unemployment, which depresses business and throws many performers out of jobs.

## High Class Sewer Place Rome's Best Nite Club

Rome, March 5.

"Champagne must pay for art," is the dictum attributed to Anton Giulio Bragaglia, director of Rome's smartest night club. It is also the motto of the Imperial cabaret. The cabaret is literally an upholstered sewer, occupying an ancient Roman bath.

From 9 p.m. to midnight, Bragaglia gives ultra-modern plays and advanced theatrical programs to highbrows. From 12.30 a.m., the Theatopian is transformed into a Terschloren resort with jazz, ladies and low-brows who can afford \$8 to \$10 a bottle for champagne. This offsets the theatre's deficits.

Rome is not much of a city for night life. A Fascist edict closed all night resorts after one a.m. about two years ago, but they have since been permitted to reopen, and operate till 4 a.m.

The patrons are mostly tourists, businessmen from the provinces in for a spree. A few of the Roman aristocrats and the young aristocrats of the embassies and legations drop in. Night life in Rome is not much to talk about, though. There are only three resorts open after midnight, including Bragaglia's.

The latter is unique in that it is situated in what was once the private bathing establishment of a Roman patrician in the times of the Emperor Septimius Severus. Some say the Emperor owned the bath himself. The ancient Roman columns can still be seen. Even traces of the original lead piping, which brought the hot water to the bath, remain. "The stage of the little theatre is built over the remains of the swimming bath, which has been filled in. The establishment is several feet underground the level of the street.

## Vera Vergani Marries

Rome, March 6.

Signorina Vera Vergani, one of Italy's famous leading ladies in legit, has married the Italian mercantile marine officer, Leonard Pescarolo. She is retiring professionally though one of the youngest and most attractive leads in the country.

## Yvonne George Very Ill

Paris, March 10.

Yvonne George, locally famed beauty and entertainer, in America some years ago, is seriously ill in Lausanne, Switzerland.

## "Frederique" Flivs

Paris, March 11.

Franz Lehár's operetta "Frederique," after a good run at the Lyrique theatre, is flivving. It is being replaced by "Ciboulette," revived musical by Reynaldo Hahn, with lyrics by Robert de Fiers and Francis de Croisset.

"Ciboulette" played with success two years ago on the boulevards.

## Only Rep House Closing

London, March 11.

Avenue Pavillon, London's only repertory film house, and the only one in the country, folds March 15, management and staff having been given a fortnight's notice.

House was then taken over by Stuart Davis, on behalf of Gaumont, and has run on subjects successfully for a year.

## Belgium

By T. J. Underwood

Brussels, March 6.

The Three Eddies, late of "Blackbirds," are at the Ten o'clock Cabaret, Brussels. Zoiga and Hucro are another couple of dancers, acrobatic style, in the program.

Yvette Guilbert sang a series of 18th and 19th century songs at the rare theatre, Brussels, by way of illustrating the music of today different from that of yesterday. Public agreed with her.

Alice Vander Heyde, known as Alice Verlet, Belgian singer who has appeared in opera at Carnegie Hall, New York, died in Brussels.

Jean Herve, French actor of the Comedie Francaise, said in Brussels:

"When I was young I was vain and lazy and the theatre held glamor for me. Today I have no vanity and I have to work 'comme un diable' (like the devil). That's my punishment."

Fairbanks' first talker, "Iron Mask," makes his bow to Belgium shortly at the Monnaie and Victoria cinemas, Brussels.

Raoul Spilaeis, of La Louviere, Hainaut, Belgium, is the newest "prodigy." Nine years old, he interprets Bach, Chopin, Beethoven and Mozart on the piano with a mastery that confounds the critics.

At the Scala music hall, Antwerp, Jennity, deputizing for Helen John's Glorious Gloria, scored. She's a girl who has a way with her and her songs at the piano and accordion playing were something new. Acrobats and jugglers are the main ingredients in every Belgian music hall show.

Overflow daily at the Eldorado Cinema, Charleroi, where the talker, "Noah's Ark," is showing permanently.

Gramophones and records are to be the special care of Phonica Arts et Sciences, an association founded in Brussels. Holding strictly aloof from commercial enterprises the association intends to make the gramophone aid for linguists, historians, musicians, doctors, to record famous voices and those of prominent persons; extend use of gramophone for the diffusion of the spoken word; make it part of school curriculum; arrange gramophone concerts in hospitals and sanatoria; create world service of phonographic documentation; publish periodical, and organize national and international gramophone congresses.

## Amsterdam

By MAX TAK

Amsterdam, March 5.

Effort of P. Holman to form a new cabaret company, the "Witte Raar" (White Crow) has failed. Performances of this company in the Amsterdam Central theatre met with bad reactions.

Theatre company "Nieuw Nederland Tooneel," under direction of Louis Sjaalborn, brings on the occasion of its first lustum Shakespeare's "Much Ado About Nothing" with music of E. W. Korndel, under conductorship of Mr. L. M. G. Arntzenius, music critic of "De Telegraaf."

Two revues in Holland are going big, those of Bouwmeester and Stoppet, "Zand er over" and "Lach en vergeet" ("Laugh and Forget"). Public interest very vivid; reviews are very good.

Julius Ronxten, ex-director of the Amsterdam Conservatorium, has been awarded an honorary degree by the Edinburgh University.

Ceremonies take place March 27 at Edinburgh.

## PAYLOVA IN DENMARK WITH NEW PARTNER

Copenhagen, March 10.

Anna Pavlova comes to Denmark the end of this month, bringing this time a complete ballet corps, two music conductors, altogether some 50 persons, besides three wagonloads of scenery.

Her partner, instead of Diaghileff, who died recently, is now Pierre Vladimiroff, of the Mariinski Theatre, Leningrad.

Pavlova will show Copenhagen six complete ballets at the Casino. After Copenhagen she goes to Paris, and then to America.

## 10 New Plays in Paris This Week; None Last Week

Paris, March 18.

Past week without a single new play.

This week are 10 new ones.

It is a remarkable spurge of enterprise for early Lent.

## Roller Skaters Ruled Out

Paris, March 18.

Three whirlwind roller skaters, playing a return engagement at the Cafe de Paris, Monte Carlo, dropped out of the show in mid-week by direction of the manager.

Cafe operator's explanation was that the turn was too dangerous for the floor space available and cafe tables crowded close around. Report has it members of the turn broke the resort's rule against performers visiting the gaming tables in the Casino.

## Baty Held for Flop

Paris, March 11.

Gaston Baty, associate manager of the Theatre Pigalle, is leaving shortly.

The "Fou du Clef" flop is the cause of the trouble between him and Philippe de Rothschild, Baty's associate, who thought the play not only poor, but also badly staged by Baty.

## Sweden

By INGRID C. SWENSON

Stockholm, March 5.

The leading circuit, Svensk Filmindustri, has just concluded a deal with Tobis in Germany whereby both companies will produce sound pictures containing dialog in Swedish and German. Tobis recording apparatus will be installed in Stockholm. Swedish talent for sound pictures so far has been secured only by the above concern and Paramount.

Anshelm Schultzberg will head an American Art Exhibition in Stockholm, beginning March 15. Ninety-six artists have contributed. This is to be characterized as a loan exhibition, contributions having come from different parts of the States. Director for the exhibition will be G. W. Eggers, chief for the Worcester Museum of Art. On the American committee are Herman Aspregen, Jules Kahn, J. P. Caldwell, N. Jeppson, Mrs. George N. Jeppson, George D. Pratt, J. P. Seeburg, Otto E. Kahn, Henry Goddard Leach, Mrs. Henry Goddard Leach, Johan Lie, J. P. Murn, Harold H. Lamm and Hans Christian Sonne. The American Federation of Arts is represented by Mr. Robert W. De Forest and the American Institute of Architects by Mr. Julian C. Levi. There is also a committee functioning in Sweden, consisting of the foremost representatives of arts and of organizations that have American connections.

## English Revue

Thomas Warner, English stage director, who successfully staged "Journey's End" at the Oscar theatre in London last season, is at present in Stockholm to prepare the presentation of "Henry VIII" at the same theatre. It is so possible that he will bring over an entire revue ensemble from England to give a real English show at the Oscar theatre this summer.

## London Chatter

London, March 7.

Bert Lee landed a broken nose in a taxi job.

Nito clubs are moving out Long Acre way.

Paul Swan, American dancer, here, hoping for recitals.

George Arliss is still here, but quiet about it.

Tallulah's letting her hair grow.

Noel Scott, playwright, admits getting his living, as a medico.

Dames are getting eager about the gowns in the coming Cochrane show.

Joe Marks scoring points.

Martin Harvey's passion, pligs.

H. Bandy here for "Sally" premiere.

Frank Cellier is giving talkers two years. Just a sap.

George Berkeley and Madeleine Carroll ain't friends. Ask Berkeley.

Bransby Williams impersonates anyone you ask for; except Bransby Williams.

Billy Caryl's crashing musical comedy.

Olive Blakeney out of "The Middle Watch" into "Songs of Sixpence," same management.

Alexander Oumansky will remind folks what he did for the Roxy.

Harry Gordon, world's hardest limpet, has clung on to the Palladium again.

Brian Aherne says he's had Hollywood offers.

Signs all this town's talker players'll be raging on Ellis Island soon.

Rose Quong reckons she scored all the honors in "Circle of Chalk."

Anna May Wong may injure.

Minnie Raynor's never been to the States. Depends on Novello how long she stays.

Tightlipped actors explain they last the last contract through the mail bag being pinched.

Ducky swears that which last year went into millions, are this year being kept down.

Suburbans who used to go to Hammersmith to dabble in what they slate at nite life, now congregate at a huge dink in Streatham, where they get it up by the thousand.

Sharkey's the most unpopular guy around here at present.

Song publishers here say "Variety's" their only means of checking up American house hits and protecting themselves.

The film trade's hoping the squawks against the censor won't result in a new one.

Two British talkers current in West End key houses. Regarded by their backers as sign of revival.

Projection in talker houses around town is so bad the operators ought to be given lessons.

Posh clubs are feeling the draught.

Leslie Henson's sorry he likes beer.

Dorothy Dix is breaking into vaude. No alibi.

John Peter, manager of the Grosvenor Hotel, is retiring.

Short skirt societies springing up. Guy's satisfied.

Ivor Novello's written a theme song. That could happen.

W. H. Leverton, veteran theatre b. o. manager, is doing turns for a change.

Legmen write plays between assignments these days.

Correspondent of "Chicago Tribune" took an hour persuading London hotel that his French wife, over for the week-end, really was.

Frances Wilberley, columnist, started new fashion. Ear-ring on forehead only.

Edith Sitwell, broadcasting her own verses, not helping listeners any.

With Noel Coward coming back next month, Swire'll have something to write about.

Jamieson Thomas swears he's got to Hollywood.

Almost a honeymoon is almost a success.

"Healthy, Wealthy and Wise," New York play, looks pretty sick here.

British International's studio publicity job is still vacant. None of the boys rushing for a ten-hour job at 40 bucks a week.

British talker players have found the only way they get space is to pan home talker production.

Gerald du Maurier and James Barrie godfathered the latest Gladys Cooper baby, Sally.

Henry Ainley, says he dresses for

dinner in four minutes. Probably didn't get the time.

Charlie Chaplin is featuring 14-year-old Kathleen Gibson, sister of Madeleine.

Marle Ney, lead in "Three Musketeers," glad no songs.

Nicholas Hays, Athens Seyler out of the "Last Enemy" for African tour. Milton Rosmer and Sybil Carlisle get the break.

Diners at the Savoy precede the premier of all the dud talkers these days.

Miles Mander, with one job in past year, reckons Hollywood's just scumming him.

Henry Sherck received \$150 for writing an article for the "Sunday Dispatch." Now thinks journalism pays better than booking.

Little theatrical sandwich shop in the West End bears this sign: "Eat here or we'll both starve."

Flops are in full swing again.

All the talk writers are turning out war plays.

Soho's so pure these days they get nabbed for loitering.

Lady Yvonne's going to hit the footlights again. Organizing a pageant.

Leslie Henson and Arthur Melford are getting together. They think they've got a winner for the Comedy.

Judging by court reports, Seven Dials, once this town's chief crime center, is getting into its stride again.

Tallulah has chosen Glen Byam Shaw, the artist's son, as her leading man for the "Camella" epic.

Betty Balfour's contract with British International expires shortly.

Acrom is seeking affiliation with Gaumont British.

The "dry" bar at St. James' Palace, especially put up for the American delegates to the Naval Conference was such a frost the caterers folded it after three nights.

Athole Stewart hopes to get over to New York if he can take the "Carliaries Sometimes Sing" with him.

Graham Cutts, who has only made one flicker since the talkers came, is trying to stage a comeback.

William Gerhardt, highbrow's darling, has authored "Pleading Heaven," and the critics are still tearing it.

E. A. Dupont doesn't like pressure on his set at Elstree.

Lee Ephraim won't call his new theatre the Ritz after all. Reckons folks'll get it mixed with the hotel.

Neriah Baring gets two talker leads.

Gerald du Maurier gets a talker break in Basil Dean's "Escape. He's a director of the company."

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## Louis Gance Dead

Paris, March 10.

Louis Gance, comedian, died here after having retired two years ago.

He had made a name for himself creating many roles at the Theatre des Varietes.

## In Paris

Paris, March 11.

Theodore Strack, opera tenor, and wife; Alexander Kipnis, Chicago Opera singer, and wife; Mme. Anne Roselle Rosner, opera; Mme. Elsa Lehn and Mrs. Omer; pianists; Mrs. John O'Hara Cosgrove, wife of Sunday editor of N. Y. "World"; Baron Leopold Popper, husband of Jeritza; Capt. R. A. Suppance, Hapsburg's European rep; Marshall Field.

New cabaret, Le Grand Horizon (Wide Horizon) opened under the Theatre Pigalle where the picture gallery used to be.

Henry Weber and Marion Claire Weber (Chicago Civic Opera), Mrs. Charles Formann, R. A. Suppance, Helen Jacobs, Mrs. Earl Carroll, Gertrude Hoffman.

## Better London Legit Theatres Decision of West End Managers

London, March 18. Several principal West End theatre owners are seriously considering going into competition with the cinema builders, by making over their show houses on modern lines.

Competition from picture houses of modern construction and of a new type of audience-comfort has helped greatly in bringing the legit people to the new theatres. Managers insist upon comfort in the theatre as well as a good entertainment.

Another element is that beautiful new theatres are springing up in the suburbs and all are running West End attractions with original casts, keeping away from the central London theatre center large numbers of people who are finding their entertainment nearer home.

The Jack Hulbert and Paul Murray revue, "The House That Jack Built," closes at the Adelphi late in April or early in May, with the theatre undergoing radical changes in structure. These include the demolition of three tiers, with two tiers or balconies to be substituted and giving the house larger capacity. Stalls' capacity also will be enlarged.

The reconstructed house is to be ready around September in time for the new Murray-Hulbert revue starring Sophie Tucker and with Hulbert in her support.

## BRECHT'S OPERA STARTS RIOTS

Performance Stopped in  
Leipzig—Political Satire

Berlin, March 18. "The Rise and Fall of the City of Mahagonny," opera by Bert Brecht, with music by Kurt Weill, caused riots during its first performance at the Opera House, Leipzig. It was withdrawn immediately. Now it will be brought to Berlin to be presented at a private theatre.

Trouble was caused by the satire on radical political views, which inspired the protests of German political reactionaries. The police makes ridiculous all the reactions of conservative society. The reactionaries protested some of the scenes and wrangles arose all over the theatre. Only with great difficulty was the performance finished after the final act in the crowd remained on, fighting among themselves until all were ejected by the police.

The satirical story treats of a pioneer city where the populace goes anarchistic under the threat of an impending destructive hurricane. They stay in that state of mind and the community organizes itself in accordance.

In its caricature of civilization the play presents the lack of money as the sole crime and the leading character of the story is electrocuted for that reason.

Authorities of Leipzig prohibited further performances on the ground the attraction promoted breaches of the peace.

## Argentinita's Concerts

Her first venture on Broadway having proved a failure when her contract to appear in Lew Leslie's "Amateur Night" was cancelled by mutual consent after one week, Argentinita, Spanish dancer, will make a second try at American audiences in concert work.

She has signed for a series of concerts to be presented in conjunction with the Arthur Judson bureau. The first of these presentations will be given March 23 (Sunday) at the Ethel Barrymore theatre, New York. One at Tampa, March 26, follows and a third March 30, at the Ethel Barrymore theatre again.

Raquel's Hearty Reception  
Paris, March 18. Raquel Meller was well received Saturday evening in a concert in the Playel hall, giving the whole program.

## MUSICAL OF MOLIERE'S

Two Adaptations to Music on Same  
Parisian Program

Paris, March 18. A musical version by Max O'Fallone of Moliere's comedy, "George Dandin," was done with fair success at the Opera Comique last night (Monday). Production is first class, but the music seldom rises above middling good.

On the same bill is "The Sicilian, or the Love Painter," also from Moliere and adapted by Omer Loterey, much better. Music is appropriately sprightly and the little operetta pleased thoroughly.

Casts involved in the two pieces include Musy, Claudel, Balbon and Emma Laurt.

## Operatic Stars Go to It on Stage; Girl Bunged Up

Paris, March 18. Alice Raveau, Paris opera star, charges in a suit brought here that she was deliberately mishandled by Pedro La Fuente, Spanish tenor, during a scene in "Carmen."

Acts complained of are alleged to have taken place during a performance of "Carmen" at the Grand theatre in Lille and specifically during the go-called jealousy scene in the fourth act of the opera.

The tenor in defense asserts that the soprano willfully scratched his face during the scene in which he appeared as Don Jose.

## HERVE, ACTOR, PANNED FOR STRIKING CRITIC

Paris, March 18. Jean Herve, actor of the Comedie Francaise, displeased at the comments of the critic, Robert Brissac, met him in the lobby of a local theatre and struck him.

Incident has stirred a tempest of talk in which the actor is pretty generally blamed. It couldn't be well otherwise in France, where critical observations that are printed in sin rather in excess kindness and amiability than otherwise.

## Provincial Actress Scores In London, but Play Poor

London, March 18. "The Artist and the Shadow," opening Saturday (15), at the Kingsway, is a disappointing play.

Redeemed in its first performance by the striking hit scored by Celia Johnson. Actress until now identified with touring companies.

Mrs. Cochran's Statement  
London, March 18.

Mrs. Evelyn Cochran, who is in Manchester, where her husband, C. B. Cochran, is breaking in the new Pavilion Revue, telegraphed to London to deny stories that "Nin-Till Six" had failed to click in London, where it is current.

She declares the revue is playing to a profit at the Apollo, has already repaid the production cost, and will move to New theatre March 24.

Mrs. Cochran adds that the Shuberts have purchased the American rights of the piece.

Run "Calendar" Through  
London, March 18.

"The Calendar," at Wyndham's since September, closes March 23. New attraction will be "On the Spot," opening April 2.

Another "Journey's" Hit  
Copenhagen, March 18.

"Journey's End," given in Danish, was a smash at its Theatre Royal opening.

## ITALY INVITES EGYPT'S STAR ACTOR TO APPEAR

Cairo, March 18. Tusset Bey Wahby, Egypt's leading native stage actor, has just accepted an invitation to appear in Italy under the auspices of the government, playing at one of the state-subsidized (stage) theatres.

The Egyptian star will be cast with eminent Italian players, marking the first time under an association has occurred. Significance of an artistic entente between Mussolini's government and the Egyptian theatre doesn't appear on the surface, the Italian dictator having banned all foreign tongue dialog from the native screen.

## Owen Nares' Own Plays

London, March 18. Upon the close of "The Calendar" at Wyndham's, Owen Nares, in the play, will set up under his own management, appearing in a series of pieces.

Titles of productions and theatre at which he will preside have not been announced.

## MYSTERIOUS AUTHOR

Ferdinand Bruckner Not Up to  
Record With "Creatures"

Berlin, March 18. "The Creatures," new play by the mysterious Ferdinand Bruckner at the Komodie theatre, is not up to former pieces by the same author, which were sensations.

Story has abnormal erotic angles and never could pass muster in the States.

Here the sponsorship of Max Reinhardt, his brilliant direction of Lucie Hoefflich, Helen Thimig and Rudolph Forster insures a moderately long run.

## Amsterdam Opera in Paris; 10 Performances Only

Paris, March 18. Amsterdam Opera will do a short season at the Pigalle, the new Rothschild theatre on the Rue Pigalle, beginning March 21. It is limited to 10 performances of Strauss' "Die Fledermaus."

Franz Horth of the Berlin National Opera is directing rehearsals. Bruno Walter will conduct for five nights and Van Goudouwer the remaining five.

The Pigalle probably will resume drama with "Simoun" after the opera venture.

## "Enchantment" Mild

London, March 18. "Enchantment," by Jefferson Farjeon, opened at the Lyric theatre. It is well acted, but scarcely forceful enough to promise a great success.

Play is similar to Pinero's "Enchanted Cottage," but inferior.

## Musicians Visit Cairo

London, March 18. Celebrated musicians from other countries seem to have chosen Cairo for the late winter.

Among distinguished visitors arriving in the last few days are Francesco Mores, the virtuoso; Tibor Szatnari, Hungarian pianist, and Emile Sauer, famous pianist.

## Stoll's Am. Acts

London, March 18. Reed and Lavery, Johnny Hyman and the Ushers, booked by Sherek, open for Stoll's March 24. London booking for that circuit later are Burns and Allen and Medley and Duprey.

## Knoblock's Latest

London, March 18. Edward Knoblock will shortly produce a new play, "Zulherby Bush." It will probably go into the Haymarket as successor to "The First Mrs. Fraser."

## Premier's Son's Play

London, March 18. Oliver Baldwin, son of the former British premier, and labor M. P., goes producer with a play called "It's a Pity About Humanity." Opens April 9 at the Arts theatre.

## Alfred Butt Left with Drury Lane Only, as Legit Theatre Operator

## PALLADIUM'S NEW BILL

Kouns Sisters Headlining in London's Vaude House

London, March 18. A well balanced, smooth running bill opened yesterday at the Palladium, headed by Kouns Sisters. They were cordially received by an audience of three-quarters capacity.

George Wood, making first West End appearance since his Canadian tour, popular as ever.

Dufor Boys and Mann and Carpenter, supported by a group of Allan Foster girls in a dance flash, did nicely despite the handicap of an orchestra that didn't co-operate.

Three Swifts return after an American tour and showed themselves still supreme in their line. John Olms, making his London debut, was well received.

## Indian Singer in Paris Represents Our U. S. Artists

Paris, March 18. Benefit performance at the Champs Elysees in behalf of the slum rescue work carried on by an American society, was turned into a hands-across-the-sea affair, making much ado over Franco-American amity.

Sacha Gultzy and Yvonne Prinemps took part as representing French artists, while the States were appropriately represented by Co-Ke Ton, Indian singer.

Tableaux were staged showing the reception in Washington and at Mount Vernon to Lafayette during Colonial times. A companion piece was a representation of the landing of the American doughboys in France in 1917.

The program bore a dedication signed by Marshall Joffre.

## 1-Night "Revue"

London, March 18. "The Intimate Revue," at the Duxth theatre, played but one night.

Piece was clumsily staged, not sufficiently rehearsed and had poor material, further handicapped by a small stage. The first night audience walked on it.

"Enchantment" Mild  
London, March 18.

"Enchantment," by Jefferson Farjeon, opened at the Lyric theatre. It is well acted, but scarcely forceful enough to promise a great success.

Play is similar to Pinero's "Enchanted Cottage," but inferior.

"Jew Suss" Closing  
London, March 18.

"Jew Suss" closes at the Duke of York's March 22, after five months.

It will be followed by a new war play, "Suspense," by Patrick MacGill, Irish novelist.

Two American Girls, Hits  
Buenos Aires, March 18.

Sarmiento theatre here opened with a new revue featuring two American girls, Virginia Regals and Hilda Moreno, both scoring hits of magnitude.

Miss Regals is a first rate dancer, while Miss Moreno, who speaks Spanish as well as English, does songs, dances and plays in dialog scenes and blackout sketches.

## "For Sale" Sure Fire

London, March 18. Joseph Greenwald, supported by Joe Hayman and Mildred Franklin in the sketch "For Sale," proved sure fire hokum Hebe comedy, opening at the Coliseum yesterday. Considering the sketch opened here, it was splendidly acted by the company.

## Farquhar's "Beaux" Adapted

Paris, March 18. Atelier theatre will stage Thursday evening "La Stratageme des Beaux." Piece is George Farquhar's "The Beaux Stratageme," adapted to the French by Constantin Weyer.

London, March 18.

Sir Alfred Butt has resigned as chairman and managing director of the Dominion theatre and Victoria Palace, London, and the Alhambra, Glasgow.

He is now managing director only of the Drury Lane.

This action almost removes Butt from theatre operating and involves other changes in the theatrical map.

It brings about a new alignment of Clayton & Waller. That firm, whose lease on the Palace expires April 18, vacate the house after five years. They originally intended to produce "Sons of Guns" there, but that would mean carrying the theatre along as a speculation for some time, since the show will not be ready until the end of June.

The Palace is now leased by Lee Ephraim for "Heads Up" (from New York) starting the end of April.

With Butt and his partnership terminating their theatrical partnership Clayton & Waller are once more identified with Moss Empires and will produce "Sons of Guns" at the Hippodrome in conjunction with the Moss Empires, of which Gillespie is the head.

Butt produces "Three Musketeers" alone and has bought into "June Rose," the Williamson-Tait, all-English musical, which will star Gene Gerrard, whom Butt has under contract. This means that Leslie Henson, understood to have been engaged for the company, is out.

Since Butt has only the Drury Lane under his control, it looks as though they will have to do the new piece in a rented house. It may be Daly's.

## LEGIT FADING IN GERMANY AND AUSTRIA

Zurich, March 18.

Many legit houses in Germany and Austria are closing. The movement away from the stage appears to be taking on new speed and constantly drawing more important houses.

Examples of important towns which are closing their stage theatres are Heidelberg, Linz (in upper Austria) and Salzburg.

Encroachment of talking pictures is one of the reasons advanced, but only partly explains the situation.

## Abbe and Band Left London by Request

London, March 18. Leon Abbe, after opening the Deauville on Regent street last week without a labor permit, left the country suddenly with his negro band at request of the police. Ministry of Labor ordered his departure.

Abbe was imported to this country two seasons ago by the Bertram Mills circus. He doubled at the Covent Garden opera house dance hall under the same management. Abbe then went to Paris and on returning here, neglected to secure the necessary labor permit.

## Amusing, Without Punch

London, March 18. "A Song of Sixpence," by Ian Hay and Guy Bolton, proved an amusing comedy opening at Daly's last night (17).

Piece is competently acted and was well received, but its success looks uncertain, due to the lack of just the final punch.

## Edward Mitchell Dies

London, March 18. Edward Mitchell, 64, one time London agent for "Buried Bill," died last week at Romsey, his home.

## Carson Agency Split

Paris, March 18. The Carson Brothers, operating an agency, have split with Albert dropped from the firm.

## Literati

## No Second Thought

"Liberty," in one of the longest articles between the covers in some time, extolled the great comeback of Mary Nolan (Imogene Wilson). The article dwelt on the phenomenal success of the ex-Follies girl who, according to the article, was signed by a director cognizant of her status. It told of his sportsmanship and enterprise in going through with the contract and of his having Miss Wilson change her name.

The "Liberty" writer prophesied a great film career for Mary Nolan. The ink had hardly dried on "Liberty" when Mary Nolan was let out by Universal. Her dismissal occurred when the next number of "Liberty" was on the stands, otherwise it would have resulted in a dual mortification for Frank Tinney's ex-sparring partner.

## Westport Recruits

Westport, Conn., has received an acquisition to its literary and literary circles in Finley Peter Dunn, Jr., dramatic critic on the New York "World," just married, who has bought a home on Crosshatchway Road. He will be in the city in April. Dunn is the son of the famous creator of "Dooley" and "Hinnissey" philosophers.

When Mr. Dunn's creator, retired from the will of the late Payne Whitney, of whom he had been an intimate friend, he retired from writing.

The wife of Mr. Dunn, Jr., is an author, resident of Chicago, recently divorced from her first husband and engaged in literary work in New York.

## An Ex-President

Former President Coolidge, the only living ex, stood in the Grand Central station the other afternoon, waiting to catch the Century for Chicago.

In the crowded station at the time of between 300 and 400 people, not over 25 gathered in a little fringe around to look over Mr. Coolidge.

Maybe that's one of the rewards for going into business. When on the coast recently and a big ballyho for the New York Life Insurance Company, which now employs him, of the odds of front page stuff given Coolidge by the local dailies, not one mentioned the New York Life.

## In London

On complaint of a London theatrical manager, Lord Rothermere called up Bernard Falk, editor of "Sunday Dispatch" and told him to fire Ewart Hodgson, paper's dramatic critic. Falk had just looked into it. Comes back his Lordship "I said get rid of him. If you don't, I'll find someone who will."

So Hodgson got six months' pay and walked over to the office of front page stuff in Billy Batten, who leaves end of March to edit a northern daily.

Hodgson is the second successive "Don'tch" dramatic critic who has gone straight to the "Express." Other is Beckles Wilson, who now does the music stuff for the Beaverbrook sheets.

## Mag-Novel Harper Tie-Up

Harper's Magazine is using a new plug idea to get subscribers by tying up with its own book publishing department. A Harper book by Alfred Payson Terhune not yet released has on the jacket a tear subscription blank for the magazine. Harper's is the first publisher to include both a magazine and books to tie this angle. Surprised to the trade because the policy has always been to keep book and mag departments separate. Help in the book end of the firm have always liked they couldn't get a break in the mag.

## Gold Medal Getters

O. O. McIntire has received the Eichelberger Humant award, an appropriately engraved gold medal, for 1930 in recognition and appreciation of outstanding literature on human subjects.

Donor of the fund is Mrs. C. C. Eichelberger, of Seattle. Others who received 1930 awards were Mrs. Fiske, Mrs. Harry U. Kibbe, George Arliss, Radclyffe Hall, Irene Castle McLaughlin and Ida Diana Ekeberg.

## Postess. Hints Clubwoman

Friday Morning Club of Los Angeles, ladies, ill, society paid Edna St. Vincent Millay, poet \$500 for the lecture. After the talk the ladies came up in bunches with Miss

Millay's book asking for autographs, but the writer escaped without lifting a pen. Ladies burned.

## Spelling Bee On Air

An old fashioned spelling bee is to be staged at the National Press Club in Washington with Columbia Broadcasting Co. sending it out.

"This to be a three way affair with senators, representatives and members of the club doing the spelling." Senator Fess, of Ohio, who used to be a college professor, will conduct the proceedings.

## George Jean's Chirp

George Jean Nathan quietly, but with authority, chirps news in the literati item as to his future labors after leaving the American Mercury. Though in other words he says he ain't going to edit Vanity Fair, adding the query: "What for?" Also says it ain't true about being lifted over any Menckien holiday. George says Menck don't take vacations and they will show him on the boat to get him away recently.

## Hoover'll Tell 'Em

President Hoover will address the American Society of News Editors when that body gathers for a convention in Washington on April 19. David Lawrence, editor of the U. S. Daily, extended the invitation. This session editors from abroad will be represented for the first time.

## Publishers on Hollywood

Carroll and Garrett, Graham, former Hollywood publishers, have found a Hollywood printer for their book on Hollywood.

Boys went to New York several months ago with the manuscript, but were told by several publishers that the book was not dirty enough to come from the film center.

## Hopping About

Waterloo, Ia., March 18. Boyd B. Trousdale, players agent at the Waterloo theatre, March 30, on conclusion of 10 weeks in Cedar Rapids, where the company moved after 35 weeks in Sioux City.

## Authors' Real Names

Some more real names: C. Lenanton is Carola Oman; Ruby Ayres is Mrs. Reginald William Foose; Ethel Pomelston Hueston is Mrs. E. J. Bee; "Gloucester" is Wallace Irwin; Jonathan Brooks is John Colville Mellett; Katharine Sunnahan Prichard is Mrs. Hugo Throssel; and Arthur Stirling is Upton Sinclair.

## Dollar Books

Simon and Schuster will publish Joe Coker's "Why I Won't Live in Four Hawaiians" in small book size to sell for \$1, along the lines of Chik Sale's "The Specialist." If the book gets across, that publishing house will get out a number of small dollar books, authored by various stage humorists.

## Another "Racketeers"

Those articles written by Courtney Terrett for the New York "Telegram," called "The Racketeers of New York," have been assembled in book form and will be known as "Only Saps Work." It's similar to Johnny O'Connor's recent "Broadway Racketeers."

## New Weekly

A new weekly planned for New York will be known either as "Times Square" or "Broadway." Letter this is favored, but was used by a recently defunct mag and might not be available. "Variety" holds a registration on the "Times Square" title.

## Birdwell Editing

Russell Birdwell, who directed one picture for Fox in Hollywood, is western editor of the new Dell picture publication, which will be published in competition with the Woolworth "New Movie."

## Cecil's Operatic History

Capt. George Cecil, with an operatic background of 46 years, has written "History of Opera in England." Wessex Press (British), is bringing out.

## Vallee Book Plug

Music dealers throughout the country are being plugged to handle and display Rudy Vallee's book, "Vagabond Dreams Come True," by the Plaza Music Company. It called jobbers. Dealers get a discount on retail price of the book.

## Ritz

Mrs. Elsie Clisbee Frazee, first wife of the late Harry H. Frazee, and mother of the present Harry H. Frazee, recently sold her country estate at Westport, Conn.

The widow of Mr. Frazee, who previously divorced William Boyd, the actor, has rented her Park avenue apartment, luxuriously appointed, to Gertrude Lawrence.

## Pianist Advances

Several summers ago when the ill-fated Embassy Club opened at Newport, with Mrs. R. T. Wilson much in evidence (she having previously been associated with the subsequently padlocked Lido-Venue in New York), Jack King, from California, played the piano. Mrs. Wilson allowed him to occupy a tiny cottage on the grounds of her estate. Later he became vaudeville accompanist to Elsie Janis. Now he and Elsie and Herbert Stothart have written the music for "Madame Satan," which Cecil B. deMille is directing.

## Carolyn Storrs' Engagement

It is presumed that when Carolyn Storrs, daughter of Mr. and Mrs. Frank Vance Storrs, marries to Daniel E. Sickles the characteristic splurge will be made. The engagement was announced from Palm Beach. Carolyn has danced semi-professionally with Max.

Mr. Sickles is the son of the Countess Napoleon Magne, of Paris, and a grandson of the late Gen. Daniel E. Sickles, Ambassador to Spain.

April 7, when the case comes up brought by Charlotte King Palmer against her former husband, James Cresson Farish, surprises are expected. A generation ago she was a well known show girl and appeared in several musicals. Mr. Farish, of wealth, is descended from the first Cornelius Vanderbilt. He married Charlotte in 1910, and she divorced him in 1916. He then married Mrs. Burton Oliver Elkins, with whom he still lives. Charlotte claims she gave him money during 1928 to invest for her and he lost \$57,000.

A few years ago Miss Palmer was attacked in her home and robbed of jewels worth \$550,000. Later she sued Wilda Bennett, who had rented the Palmer home, for \$4,000 damages to the premises.

## The Mizners

Addison Mizner is conspicuous at Palm Beach, where, as an architect, he designed many homes. Later Mizner was forced to develop a development corporation that went into bankruptcy, after many well known people had invested. Thirty million dollars' worth of lots at Palm Beach were said to have been sold. Wilson Mizner, brother, in Hollywood, was associated in the venture. Wilson has been writing plays and scenarios for many years. He married the widow of Charles T. Yerkes, American millionaire, who built the subways in London. She soon divorced him. As Mrs. Yerkes, she claims, she would employ the late William Savery Lower as secretary. There was a rumor they would marry, but instead Lower became the third husband of another elderly heiress, Mrs. Katharine Dunn-Gelshenen-Braker, who died and disposed of a large fortune, but cut Lower off with \$10. He then tried a season at Newport, and died in the attempt.

## On Stage at 3

Joseph Sanley's directing engagement with Pathe begins with "Swing High," a circus story which he wrote with James Seymour. He has directed his own musical comedy shows for years. Born in Salt Lake City, he played the Duke of York in "Richard III" at the age of three. By an odd coincidence, Minnie Madeline (now Mrs. Fiske) played the same role at the same age, in 1838.

Later he played Little Lord Fauntleroy, which was alternated on Broadway with "Born Leslie." Tommy Russell and Wallace Ridinger, while Eva Tanguay did it on tour. In 1903 he was so-starred in "From Rags to Riches" with Laurette Taylor, whose first husband, Charles A. Taylor, wrote the play.

Wilson Collison, who authored many farces in collaboration with the late Avery Hopwood and others, has turned novelist. His first book, "The Murder in the Rain," McBride will publish.

## London as It Looks

By Hannen Swaffer

There were riotous scenes at Copenhagen railway station when dramatic critics, actors, actresses, producers, all belonging to Denmark, of course, presented me with a wig. They photographed me wearing it in the carriage door, flashed me, rah rah railed. It was the last rag after a five-days' banno.

## The Wonders of Copenhagen

Jorgen Bast, the editor of "B. T.," invited me to Copenhagen to criticize the local production of "Journey's End." "Journey's End" was postponed, but I could not postpone myself.

I went over, spent five hilarious days in the theatre world of Denmark and created such a disturbance that the Sharkey-Scott fight seemed tame when I read about it immediately after my return.

"I have chosen four shows for you to see tonight," said Jorgen Bast. "We will run round."

We saw one act of a military skit unworthy of Fred Karno in its setting; one act of "Murder on the Second Floor" so badly done that I said it ought to have been called "Murder on the Second Night"; a few minutes of a most artistically staged translation of "Springtime," a German tragedy of youth, and then we saw an act at the Theatre Royal which is a State theatre 200 years old.

## A Stage That Wants a Wiggling

"I think the Danish theatre wants a good wiggling," I said, in "B. T." the next day.

They spell "wiggling" wrong, of course, but they got the point—that wiggling means both lecturing and putting on someone else's hair. Even in the Theatre Royal, this much-boasted act Paradise, the wigs do not fit. Every wig I saw had a gap between the neck and the other wig. This was true of the women, too. I slashed the scenery at the Theatre Royal, which was unworthy of a touring show in a fit-up theatre.

I criticized, too, the general carelessness of this State-endowed so-called art, and wondered why such a frumpy comedy as the one I saw should be thought possible in a theatre dedicated to serious art.

## The Managers Want Lillian Foster

Immediately, the Managers' Club met and sought vengeance. "We wish Lillian Foster would come here," declared the Charles B. Cochran of Copenhagen. "Then she would smack Swaffer's face again."

The next night, Jorgen Bast gave a supper party in my honor. It lasted, as is the Danish habit, from seven o'clock at night till five o'clock the next morning.

They ate all the time, they drank all the time, and I had to make speeches all the time. The leading lady of the Theatre Royal was there, and one of the leading men, a fine producer called Gadd, just returned from Hollywood, and the dramatic critic of the "Politiken."

They started criticizing my attack on their beloved theatre. After my 18th speech, they collapsed.

## The Sleeping Act

"All this State theatre stuff strikes like Nell Gwynn," I said. "Why should I pay for a State theatre because a king once slept with a woman?"

"Unfortunately, that is true," said Viggo Cavling, the dramatic critic. "Only the actress whom one of our kings slept with, when our State theatre was founded, married the king and gave the Danish people their constitution."

I lectured on psychics to a large meeting in the hall in which Bjornsen Bjornsen caused 15,000 nights, all at once, on the night he took the German side during the war. I lectured to the University on the future of England, over 1,000 students standing up like Germans when I arrived, and applauding most politely. I lectured to the journalists, at a lunch, on journalism.

"In 1911, Nelson came to Copenhagen to bombard you with shells," I said. "I have come to bombard you with words. I know why Nelson put his telescope to his blind eye at Copenhagen. It was so that he should not see the National Theatre."

## A Theatre Royal Scandal

Three days after my arrival, there was the worst scandal in the Royal theatre that even that national theatre has known for years. It had been costing the State \$400,000 a year.

Adam Poulsen was put in to get this down to \$300,000. When he called 300 members of the company together, to tell them his plans, the leading actor walked out of the room, the leading actress walked out of the room and 200 members of the company followed them.

In fact, so great a sensation was caused, that the editor of the "Politiken" apologized to me that night because my lecture, delivered in his newspaper, could not go on the front page.

"We have got to print eight columns about the Royal theatre scandal," he said. "I am sorry for you, but the Copenhagen people always lap it up."

## Shaw Jazzed Up for Berlin

In Berlin, I saw Shaw's play, "The Apple Cart," produced by Reinhardt, who has put in sex appeal, to make that dull play palatable. Shaw does not know it, but they have cut out a long speech at the beginning, and then made the King's platonic mistress a real mistress, who was a waitress, jumps about all over a bed, specially put in to tickle the groundlings.

When she says to the King, "There is, of course, nothing between us," the King winks at the audience.

Poor Shaw! If he only knew! Still, Reinhardt produced it with a majesty of art. The scenery is perfect, and the lighting a thing to dream about. It is splendidly acted by a perfect company. Barry Jackson must go and look.

## A Young Man—Variety

When I was standing in Unter den Linden, a young man came up and asked if I minded being photographed with him. "I want the picture for Variety," he said. He was Fox of Chaney and Fox, on his way to Scandinavia. A friend photographed the two of us under the lines.

I saw scores of Americans in the Hotel Adlon, all kindly, charming as usual. All the highbrows, but Berlin was debunked and the few asides were recited to the audience in the old barnstormer way. That's the stuff to give 'em!

# "Scandals" Cuts to \$440 in Loop; Three Legit Theatres Go Dark

Chicago, March 18.  
Legits hold on flutteringly. Only one to show any combat was "Strictly Dishonorable" at the Adelphi.

Three houses went dark. Selwyn closed after scheduled three weeks with "Jenny," and fair business, and does not relight until April 20, when "Little Show" comes in.

Princess closed after a 22-week season of the Dramatic League of Chicago, which May Downing put over successfully for the Shuberts, Illinois went dark after two weeks of Mitz's revival of "Sari," which hit the trail.

"Dear Old England," after its scheduled four weeks at the Princess, moved to the Harris, which was dark a week. British comedy now being offered to the trade at cut rates. May originally carded for St. Louis, but the Shuberts changed Director Boatwreck's mind.

Gillette's "Sherlock Holmes" revival ended a good three weeks at the Erlanger and moved on, Otis Skinner coming in for two weeks with his "Papa Juan." Otis was at the Harris last year, known then as "100 Years Old." Grand, which had been dark since "Street Singers" moved, relighting was cut to \$440.

Among the flops, "Nina Rosa" dropped slightly at the Great Northern, but the Shuberts haven't announced pulling it yet. "Street Singers" started poorly at the Apollo; around \$16,000, which is a red figure.

**Estimates for Last Week.**  
"City Haul" (Cort, 24 week). Comedy meller opened in the middle of the week, replacing "Your Uncle Dudley." Yet, around \$2,500 for five performances.

"Dear Old England" (Harris, 6th week). Burlesque on British blue-bloods moved into this house after four weeks at the Princess, and is being cut-rated. Around \$7,000 last week.

**"Little Show," \$26,500, Bright Spot**  
in **Central's** Lenten Dullness

Philadelphia, March 18.  
With the Lenten slump closing in on all sides, trade in the legit houses here has been dull for a fortnight.

Last week, however, found some more encouraging features than the preceding one.

Chief feature was the galloping trade gained by "The Little Show" at the Chestnut Street opera house. A whopping big opening, and capacity trade the last three performances of the week carried this house to around \$26,500, which led by the town by a wide margin. It appears to have put the show over there, corking advance word that helped pack the house Monday night by letting word get around censorious cuts might be made thereafter, and also the fact that Philly has been getting nothing but light operas since the holidays, with the exceptions of "The Scandals," which flopped, and "Internationals," which did not.

The other musicals, which did so well last week. "A Wonderful Night," which began to build after a slow opening, and "The Chocolate Soldier," which had been with a divided, with no apparent reason. Even worse was "The Chocolate Soldier," last week's light operas, which were at Keith's, which was not over \$12,000, despite great notices given the best cast and production of the lot.

"Strange Interlude" again led the dramas, although off early in the week. Maxene's is now emphasizing availability of seats at the box-office to offset damaging remarks that the show was not the entire house sewed up for four to six weeks.

The Stratford-Upon-Avon Players have a tough spot at the Broad, because they were following three weeks of Shakespeare by the Fritz Jolber company at the Chestnut. Present outfit considered so good, however, that word-of-mouth is beginning to have an effect on attendance and this week looks to beat last by a good five grand.

Ethel Barrymore got \$16,000 in her first week at the Adelphi. "The Kingdom of God" and about \$13,000 last week, neither as big as expected, but the latter, which she would undoubtedly have beaten those figures by a substantial margin. Here again matinee trade is holding up.

"The Matriarch." Professional Players' sponsorship, at the Adelphi, got around \$12,000 last week. "The Criminal Code," not more than \$4,500 in its second and last at the Forrest, and "Brothers"

"Jenny" (Selwyn, 3d and final week). Society comedy was not liked, despite a fair crowd. Around \$10,000. House reopens April 20 with "Little Show." (Studebaker, 8th week). Comedy added to \$11,000, but is likely to stay on until the middle of April.

"Nina Rosa" (Great Northern, 10th week). Shubert musical left by dropping three to \$22,000.

"Sari" (Illinois, 3d and final week). Mitz's show didn't do wonders. Around \$13,000. Went on the road.

"Scandals" (Grand, 1st week). Musical came in with opening scale cut to \$440.

"Papa Juan" (Erlanger, 1st week). Skinner opus, here for second time, will stay only two weeks. "Sherlock Holmes" closed with a strong \$23,000.

"She Couldn't Say No" (Garlick, 3d week). New comedy, with Lynne Curran, closed on a Wednesday, held on; about \$9,000.

"Strange Interlude" (Blackstone, 17th week). Always held on. Around \$13,500. Leaves March 29.

"Street Singers" (Apollo, 2d week). Musical with Queenie Smith received good notices, but had hard time finding customers; around \$15,000.

"Strictly Dishonorable" (Adelphi, 6th week). Doing better, around \$16,000, with three G up. Overcoming handicap of being billed with only two days of advance billing and no press exploitation.

"Your Uncle Dudley" (Playhouse, 6th week). Always held on. In this small spot, moving from the Cort after five weeks there, and doing a nice \$4,500 for five performances.

**Special Attractions**  
Majestic (Shubert) "Fortune Teller," in for two weeks, did about \$10,000 its first seven days.

Goodman-Civic rep artists in a revival of "The Rivals."

quoted at a little over \$5,000 in its third week at the Walnut.

This week brings four newcomers, and Keith's dark, probably for the rest of the season, certainly in the near future. The new ones are "Candle-Light" at the Adelphi (Professional Players); "The Love Duet," with Ethel Barrymore, at the Lyric; "Ritz" at the Walnut; and "Follow Thru" at the Forrest. Latter has fine advance and is figured good for strong run.

Next week brings "Bitter Sweet" at the Shubert, for a fortnight, and "Many a Slip" to the Broad. On the 31st, "Bird in Hand" arrives at the Lyric, and on April 1, Eva Le Gallienne, with her troupe, for a two weeks' engagement in repertoire at the Broad, while Walter Hampden is slated, also in rep, for the Chestnut.

**Estimates for Last Week**  
Stratford-Upon-Avon Players (Broad, 2d week). Tough spot because of previous three weeks of Leib, but gained late in week. About \$15,000 at \$3 top. "Many a Slip" next week.

"A Wonderful Night" (Shubert, 4th week). Dropped suddenly again after spurring around end of first week. Last week it reached \$18,000. "Bitter Sweet" Monday.

"Strange Interlude" (Garlick, 4th week). Scored at beginning of week, but continues as town's dramatic leader with around \$18,000 in six performances. Will undoubtedly last its eight scheduled weeks, but not likely to move to another house.

"Follow Thru" (Forrest, 1st week). Advance sale indicates good run. "Criminal Code" pitiful at \$4,500 in its first week.

"The Little Show" (Chestnut, 2d week). Only real smash in town last week, and its \$26,500 figured amazing under circumstances.

"Brothers" (Walnut, 1st week). Ernest Truex comedy in for two weeks. "Ritz" way down to \$5,000 or less in last week.

"Candle Light" (Lyric, 1st week). Second Ethel Barrymore offering. "Kingdom of God" got around \$13,000 in second week, not as big as expected.

## NEW ERLANGER, FRISCO, STARTS TO \$16,000

San Francisco, March 18.  
Interest of legit centered in the opening of the new Erlanger Columbia here with "The Perfect Alibi." It easily led the town. With \$45 top premium, this Charles Wagner production pulled heavily through the first week to about \$16,000.

London (in "Bird in Hand") at the Geary, after several weeks of top-hole business, died. Final week, \$10,000.

Henry Duff's two houses also off. Curran has been dark for several weeks. It will reopen about April 1 with "Rope's End."

## L. A. CANT SEE DRAMAT \$2.50

Los Angeles, March 18.  
Lent here has been a tough one for business last week, with rain augmenting this excuse Friday. Journey's End ended its two-week run at the Belasco, closing its take down to around \$11,000, and made way for Lenore Ulric in "East of Suez" on St. Patrick's night.

"Rope's End," based on the Loeb-Leopold angle, has been a tough one, doubling admission fee of \$2.50 in the Vine Street. Management figured the daily critic would remind the locals of the play's inspiration, but it was passed cold to about \$5,000.

"New Moon," in eighth week at the Maetzel, did not show the \$10,000 mark and has about another two weeks to go before the MacLoons turn another way.

Music Box had another Civic Repertory opus. "A Romantic Young Lady" through the journey there, with Estelle Brody, playing in the lead, credited for trade of around \$3,600. Mostly contributed by theatergoers.

Taylor Holmes, always a big fav locally, helped matters along for Mr. Duff by appearing in "Your Uncle Dudley" at the President. Gross the highest in months at around \$6,300.

"Bird in Hand" closed on Wednesday, after one day short of four weeks at the Hollywood Playhouse to around \$3,800. May Robson in "Helena's Story" at the Lyric.

"Be Gay" tuned in for second week at 81 Capital with around \$5,900, making a nice \$4,500 for five performances.

**Estimates for Last Week**  
Belasco—"Journey's End" (8th and final week). After a long run, attraction came out with best average house has had, and sailed out with a little over \$11,000.

"East of Suez" (2d week). Theatre patrons curious to see Virginia Vail brought the income to around \$11,000.

Hollywood Playhouse—"Salt Water" (4th and final week). Not so hot for the final six days; about \$3,800.

Majestic—"New Moon" (8th week). Civic Repertory, presenting this eastern hit is nothing to make the royalty grabbers enthusiastic; less than \$10,000.

Music Box (Civic Repertory)—"A Romantic Young Lady" (1st week). Estelle Brody seems to be only magnet for performance. In a split among those who act on the sharing plan.

Independent—"Your Uncle Dudley" (1st week). Taylor Holmes mainly responsible for \$6,300, best in a long time.

Vine Street—"Rope's End" (1st week). With daily newspapers failing to take cognizance of the Loeb-Leopold angle on this play, plus a \$2.50 gate, little excitement at around \$5,000.

**"St. Scene," \$15,000 in Minn.; Miss Reed H. O.**

Minneapolis, March 18.  
Both local legitimate houses, the Metropolitan and Shubert, had strong attractions.

"St. Scene," direct from its Chicago run, did not get across at the Metropolitan as well as had been expected. Despite pleas of lyric bodies and newspapers for support, attraction grossed less than \$15,000.

Florence Reed, a great Minneapolis favorite, with the Bainbridge stock company as a guest star, drew practically capacity houses for most of the week.

"East of Suez." Scale raised from \$1 to \$1.25 top. Close to \$8,000. Held over for second week.

## Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful, while the same gross accredited to others might suggest mediocrity or flop. The variations in the variety business are in house capacities with the varying overhead. Also the size of cast, with consequent difference in necessary gross of profit. Variance in business necessary for musical attraction as against dramatic is considered.

Classification of attraction, house capacity and top prices of the admission scale given below. Key to classification: (C) comedy; (D) drama; (R) revue; (M) musical comedy; (F) farce; (O) operaetta.

**Admission list applies on tickets over \$3**

"Apron Strings" (Cort, 5th week) (C-1,043-\$3). Business generally further down. "Strings" somewhat better through switch in houses; claimed \$10,000 with cut rate support.

"Berkley Square" (Lyceum, 20th week) (C-957-\$4.40). One of the season's distinct winners and aimed for June; takings still good at \$16,000.

"Bird in Hand" (49th St. (51st week) (CD-708-\$3.85). Has been moved all over the lot; pace is lowest since opening; around \$9,000.

"Broken Dishes" (Masque, 20th week) (C-700-\$3). Moderate money, but profit right along and should complete season; slipped to about \$6,500 last week.

"Death Takes a Holiday" (Barrymore, 13th week) (D-1,030-\$3). Strong matinees feature this engaging musical drama, cashed down to about \$12,500, but still profitable.

"Dishonored Lady" (Empire, 7th week) (C-1,010-\$3). More than held its own last week with \$11,000 or slightly more; should last through spring.

"Eating the Cake" (Bijou, 7th week) (C-606-\$3). Final week; moved here from little theatre, money, not off of much; still under former pace here at \$43,000, claimed.

"Fifty Million Frenchmen" (Lyric, 13th week) (M-1,406-\$6.50). Musical smash, while demand in agencies has dropped for nearly everything, actual grosses of \$24,000, not off of much; still under former pace here at \$43,000, claimed.

"Flying High" (Apollo, 3d week) (M-1,168-\$6.50). Newest musical hit, but not off of much; still under former pace here at \$43,000, claimed.

"The Fraser" (Playhouse, 13th week) (C-787-\$3.85). First three months to excellent trade; off plenty, but claimed to be making \$10,000 a week.

"The Green Pastures" (Mansfield, 1st week) (C-1,010-\$3). May be a real smash but is not a fairly big thing among dramas; standees in for over \$26,000 last week.

"The Infinite Shoeback" (Maxine Elliott, 6th week) (CD-924-\$3). Best of the season, and mostly from the agency buy which expired Saturday; \$7,000 estimated.

"The Last Mile" (Harris, 6th week) (D-1,051-\$3). An exception; moved upward again and should make a hit; business good over \$15,000.

"This Man's Town" (Ritz, 1st week) (C-1,010-\$3). Closed Monday, but a week's grosses were the entrants were all disappointments; this one started with a good performance, \$6,000.

"The Millionaire" (1st week) (D-1,019-\$3). Presented by Lee Shubert; written by Miss G. Stern from her novel of same title; opened Tuesday.

"The Plutocrat" (Vanderbilt, 6th week) (C-1,010-\$3). Was slated to close; some improvement led to continuance but must materially bump to stick.

"The Prince of Pinstrip" (Booth, 1st week) (CD-708-\$3.85). Presented independently (W. F. Tanner) after opening overplay over the tracts; written by Henry Wagstaff Gribble; opened Monday.

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## Plays on Broadway

### THE ROYAL VIRGIN

Drama by Harry Wagstaff Gribble, presented by W. P. Tabor and starred by Mr. Gribble. Settings by Watson Barratt. At the Booth theatre, New York, opened March 17 at \$3.45 top.

Robert Cecil, Lord Burleigh..... Murray Kinnell  
A Gentlewoman..... Nancy De Silva  
A Gentleman..... Milton Parsons  
Sir Walter Raleigh..... Charles Kraus  
Countess of Nottingham..... Verre Teasdale  
Queen Elizabeth..... Wilfred Seagram  
Countess of Rutland..... Thais Lawton  
Earl of Essex..... Vivienne Osborne  
A Gentlewoman..... Maria Hannan  
Leut. of the Tower..... Milton Parsons  
Beefeaters—Charles Ashton, Alfred Burke, R. E. Houston, Charles White, Robert Cowan.

Exquisitely staged and costumed, "The Royal Virgin," as Harry Wagstaff Gribble calls his synthesis of versions of the celebrated Elizabeth-Exeter affair dating from the first writing in 1832, majors in a consistent tenacity of dramatic values that make this presentation at the Booth unquestionably fine entertainment. Although a Shakespearean atmosphere prevails, things medieval, with their flowery and dramatic incantations, have all the story nutriment and pulsations of a modernistic work. This phase should contribute largely to its successful acceptance by theatregoers a wider sphere than those strictly within the classification of intelligence.

A most admirable piece of acting, always within character, despite the numerous tempos brought into register by the vacillating traits of that ebullient, sex-suppressed Queen, is that by Thais Lawton.

Gribble starts his writing at the

Queen's 68th year, 12 years after Elizabeth I. has advanced Robert Devereux to highest honors in his title of Earl of Essex. This brings the Earl to his 34th year at the first curtain.

Hugh Buckler is a masculine Essex, deep and resonant of voice. The role is nearly as difficult as that of Elizabeth, with its arrogance, heated outbursts and misunderstandings, but always the necessity of maintaining pronounced that undercurrent of loyalty to the throne.

Again, Essex is revealed in the first scene by the scheming Cecil, Lord Burleigh, and by the beautiful discarded and thus malicious Countess of Nottingham, as a man of many amours. Buckler handles his Gribble lines so that Essex, while imperious, is sincere. Furthermore, Essex to the Booth audience is a man to whom amours are past tense. His secret marriage to the Countess of Rutland intervenes before any expectancy of salacious prowess on his part can be aroused. It is this marriage upon which the plot realizes its greatest drama, since each time the vacillating queen is about to banish conspirators, Rutland in her fervid innocence, goads Elizabethan jealousy and suspicion.

And the climax is geared on this matrimony: Essex, having been condemned to death for treason before secretly freed by the Queen, who quickly reverts to the decree of the record when Rutland, ignorant of the boudoir conversation, confesses that she is the wife of Essex.

The only semi-inconsequential performance is that by Wilfred Seagram. As Southampton, the lifelong companion of Essex, Seagram is conspicuously studied and conscious.

Murray Kinnell is excellent as the hunchback Lord Burleigh. Nottingham and Raleigh are two other roles essayed with equal merit.

Wally.

### A Month in the Country

Comedy in four acts at the Guild, March 17, by Theatre Guild, translated from the Russian of Turgenev by M. S. Mandell; staged by Henry Travers.

Igor Shaaf..... Charles Kraus  
Natalia Petrovna..... Alla Nazimova  
Mikhail Aleksandrovich Rakhin..... Elliot Cabot  
Lizaveta Bogdanovna..... Eda Helmenann  
Alexei Nikolaevich Dilevsky..... Edna Warrage  
Matvei..... Louis Veda  
Ignati Ilitch Spigolinski..... Dudley Digges  
Vera Aleksandrovna..... Eunice Stoddard  
Arkadi Sergieich Isaev..... Douglas Dumbrille  
Katia, a maid servant..... Hortense Alden  
Atanasi Ivanovich Bolshinsov..... Henry Travers

Theatre Guild has another production to do before calling it a season. It's better than even money that "Hotel Universe" will be more interesting. "A Month in the Country," presented for the first time in English Monday, maybe the youngest play will extend beyond the usual six-week subscription period, but that's doubtful. Very skillfully done and all that, notwithstanding an attractive title. The Russian plays generally fed

### Boston Grosses All Off; "Sinners," Low, \$6,000

Boston, March 18.

"The New Moon," at the Shubert, led the town in its fifth week. "Little Accident," at the Plymouth, which has been a steady producer of high grosses during its long run of nine weeks, slipped behind a little.

Fritz Leiber, with the Chicago Civic Shakespearean Society, grossed only \$10,000 at the Wilbur. The Stratford-upon-Avon Festival Co. will open a two weeks' engagement at the Hollis on Monday. This may have cut into the civic company's receipts a little.

"The Merry Widow" pulled a surprise at the Majestic, where it grossed \$20,000 for its second and last week. Up the street a distance the Tremont theatre George M. Cohan in his own play, "Gambling," got \$17,000.

Estimates for Last Week

Harry Lauder (Colonial)—House dark this week. Lauder's one week, \$14,000.

"New Moon" (Shubert, fifth week)—Grossed \$29,000 and led the town. "Little Accident" (Plymouth)—Dropped to \$14,000. In ninth week. "Young Sinners" (Shubert-Lyric)—Way down to \$6,000. In third week.

Fritz Leiber in Shakespeare at the Wilbur. One week netted \$10,000. Not what it should be. House now dark.

"Merry Widow" (Majestic)—Ended second week with \$20,000. Very good.

"Gambling"—Tremont. George M. Cohan in first week with his own play netted \$17,000.

out here are of the tragic sort and sometimes deeply dramatic. "Month in the Country" is a comedy. Turgenev died in 1882 at 45. He may have originated the sex play. In any event the triangle is present, though more gently and politely than the American and British brand.

For the Russian dish Alla Nazimova was drawn away from the Civic Repertory for the lead. Maybe someone in 52nd street figured her Moscow dialect was the right thing for such a play. However, hers is the only dialect in the cast. Miss Nazimova says Turgenev's young matron adroitly. Yet there were times when she could not be clearly heard, particularly in the rear quarter of the theatre. There were others in the play whose lines seemed blurred or too low.

Natalia Petrovna, wife of a landowner, is the mother of a son about eight. Despite her apparent happy marital life her attention has strayed to Mikhail (pronounced like Doc Leo Michele's name) who is a good friend of the husband's. Mikhail and Natalia appear to have verged on an affair. The author never says whether it is or it isn't, though they have been hanging around each other for four years.

Into the household comes Aleksei, 21, student, here to tutor the boy. Vera, the 17-year-old ward of the family, falls in love with the young fellow. He is penniless and unresponsive. Natalia too falls in love with the lad and she confesses that to her husband. He realizes there is but one solution—to leave the house.

That decision comes when the husband learns from Mikhail that he loves the wife. The surprising turn is that the husband is not angry, but still considers Mikhail his very best friend.

The student is enraptured for a moment when the lady of the house confesses her yen for him. But upon considering that two women in the home have fallen for him he takes French leave for Moscow. They all seem to be walking out on Natalia.

There are several lightly amusing scenes by other characters. Dudley Digges, as a peevish, middle-aged doctor, coaches and tries to fix up a marriage between the lovely Vera and Bolshinsov, a timid and unattractive landowner of another country. The doctor's fee is to be three good horses. Henry Travers is funny as the would-be groom. Digges gets in other effective comedy points when proposing to a spinster and telling her about himself—not all, but enough.

Of the others Alexander Kirkland very good as the student-tutor; Eunice Stoddard, attractive as Vera; Elliot Cabot seemed strange as the subdued Mikhail, near lover of Natalia; Eda Helmenann, good as the quiet spinster; Douglas Dumbrille, the complacent husband. "A Month in the Country" is excellently lighted and given carefully lighted and given carefully an exterior drop. A remark on the clearness of the sky is belied by the painted clouds. For the subscribers okay, but for the average pay as you enter too long an evening.

10c.

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# French Jazz Composers Lagging; American Tunes Best in France

Paris, March 11. Until the French jazzists learn how to properly orchestrate and render jazz native song hits will be few and far between and the American pop song output will continue to rule here as it does the rest of the world in addition to America. The natives are strong for the record disks popularizing pop songs, since the radio is as yet an unestablished factor, which is an idea of how many years behind American tin pan alley the local pop song production industry is.

J. H. Wood, head-man for Francis-Day, even though his "Deja" waltz hit is now in America as "Love Me" (Feist), states that the native when hearing a locally made recording of "Deja" and then also asks to hear "Broadway Melody" as recorded by Jack Hylton on His Majesty's Voice, or by an American orchestra, naturally passes up the local product, despite the strong local appeal, because the Anglo-American rendition is so much better.

It's not the disks, it's the theme songs that are now selling popular music. Usually both run hand in hand, but the records as an exploitation factor are no small item. The reason "Singing in the Rain" or "Moonin' Low" and "Can't We Be Friends" from "Hollywood Revue" and a Broadway musical, "The Little Show", neither of which has reached Paris, are so popular right now is because of the records.

Best Pops  
The "Broadway Melody" music, including the title song, and "You Mean It For Me" are among the biggest pop songs. "Mean to Me," an old boy, still is a wow; ditto "Ramona," for all its antiquity, and "Chiquita," since they like this type of waltz; also "Painted Doll" from "Broadway Melody," and for some reason, although the picture hasn't even reached within the boundaries of France, "Sunnyside Up" is getting a great dance floor play.

## PARIS CABARET MEN OVER HERE FOR NAMES

Paris, March 11. Paul Santo, local cabaret king, and Lee Weller (American), his associate, call March 19 on the "Rotterdam," with a double view of getting name features for the large string of nite clubs Santo controls, and eliciting extra capitalization. The Santo chain of cabbies have been in tough straits recently, owing to the lack of tourist patronage this season, he suffering along with so many other luxury adjuncts.

Santo and Weller have come to the conclusion the local cabarets needs more than a flock of gals as waitresses, an efficient jazz band (usually colored Americans) and Argentinian tangosters to bring trade. An attraction is necessary and they'd rather go into any of the convenient bars for straight—and cheaper—drinking than patronize just a cabaret with mediocre dance music and no features.

Columbia Not "Pressing"  
Columbia Phonograph Co. denies it is doing the "pressing" for the records to be made by Q.R.S. piano roll and home taking picture equipment manufacturers.

Broeckman Loaned  
Hollywood, March 18. Universal is loaning David Broeckman, musical director to "Tiffany." He will score two pictures for Tiff.

Writers Recalled  
Hollywood, March 18. Bobby Crawford has recalled Fred Ehrlert and Roy Turk songwriters under contract to Witmark, and for some time farmed out to Metro.

Boys are added to Warners music staff.  
Young-Warren, Warners  
Joe Young and Harry Warren, Remick, leave for the west April 1 to write for Warners.

Both are under six-month contracts with options.

## A.S.C.A.P. FORCING TEST CASE ON PUBLIC RADIOS

Kansas City, March 18. Whether radio music in hotel rooms, and lobbies constitutes a broadcast performance under the copyright act will be determined here this week. Case of the American Society of Composers, Authors and Publishers against the LSAHotel will be heard in the U. S. District Court of Appeals.

It is a test case, considered of major importance over the country, with the society out to establish a precedent ruling. Matter has been pending for some time. Lower district courts ruled against the society some time ago, when Judge Otis held that radio music, either by direct or remote control, in hotels was not a broadcast performance.

With the society's appeal to a higher tribunal, Federal Judge Haight, of New Jersey has been called in to try the case.

## Song Sheets Hit Tanks

Illegal song sheets are now flooding the bucolic regions. Previously the reason "Singing in the Rain" or "Moonin' Low" and "Can't We Be Friends" from "Hollywood Revue" and a Broadway musical, "The Little Show", neither of which has reached Paris, are so popular right now is because of the records.

Petty chislers jump from village to village by Ford, getting rid of as many sheets as possible in each burg within a few hours. Jack Yellon, song writer, returning to Buffalo after several months picture work in Hollywood, found song books containing certain of his copyrighted publications being hawked about the streets of Buffalo. He immediately started action here to restrain the distribution and for damages for violation of the copyright with the matter now in the court and an investigation in progress as to the personnel of the publishers of the booklets.

## "Mouse's" Song

Los Angeles, March 18. "Mickey Mouse" cartoons have come to the front with a theme song. Song is "Minnie's Yoo Hoo."

## Fred Fisher Leaves

Los Angeles, March 18. Fred Fisher is off Metro's song writing staff, after there for a year.

## SONG PLUGS IN SHORTS

Los Angeles, March 18. "The voice of Hollywood," Ted Astor, who writes pictures for film celebs, has tied up with Vile Moret, music publishers, to feature its numbers in the shorts.

First to get the plug is "Varsity Rhythm," sung by George Lewis and Dorothy Gulliver.

## Macdonald's Bequest

Los Angeles, March 18. Ballard Macdonald, song writer at Par, has fallen heir to a \$100,000 estate left him by his mother, who died recently.

Mrs. Macdonald passed away in England and the estate is now being probated in Massachusetts where her property is located.

## Amos 'n' Andy Moving?

Washington, March 18. Nobody will admit it, in fact everybody is strenuous in denying it—but word here has it that the NBC stars, Amos 'n' Andy, are to go with Columbia on the Palma tour of the Congress Cigar Co. (Philadelphia).

## Ed King with U

Ed King, formerly with Brunswick and Victor and recently in charge of Paul Whiteman's recordings has been appointed chief technical adviser at Universal. Proviso is that Whiteman can have King back at any time by 30-day notice to Universal.

## Working With Freed

Joe Myer and Harry Woods have been imported from New York to assist Arthur Freed on melodies. He will continue to write lyrics for Metro.

## TO FIGHT SEAT TAX?

Theatres Feel Score Charge Sufficient Levy

Film exhibitors throughout the country are expected to attempt within the near future to free themselves from the seat music tax charged for several years by the American Society of Composers, Authors and Publishers. M. P. T. O. A. at its annual meeting April 15 is planning to go over the question thoroughly.

Exhibitors now pay double former rentals in most cases, a score charge on talkers and besides the seat tax. Formerly, the seat tax was charged because of the use of copyrighted music in picture houses as accompaniment for pictures, either by orchestras, organists or pianists. With most picture houses in all sound policies, there is no use of music other than the music in talkers.

## SCREEN SLIDE PLUGGING OUT!

Los Angeles, March 18.

Music men on the coast believe the day of the picture house screen slide plugging of a song is over. Since most of the local picture houses operate with straight sound policies, there are but three feature organists left downtown, with present indications the form of selling a pop tune through slides will soon be extinct, except perhaps for a few isolated spots over the country.

Expense of putting out these song slides has been roughly estimated to run into the thousands and the music publishers in the east seem to feel the same way about slide plugging as do the local boys. From present indications the form of selling a pop tune through slides will soon be extinct, except perhaps for a few isolated spots over the country.

## Dictate Disc Songs

Paris, March 10.

The theme song prestige and attendant public demand for the songs have placed the French agents of the fortunate American firms in the same favorable position as back home.

"We don't any longer ask a recording manager of a phonograph company to do anything for us; we just talk to them," says one exec. That tells the story. They just tell the phonograph firm what's what and no request or favor is necessary; the recorders are only too willing to "can" the theme stuff.

## HERE AND THERE

Lloyd Huntley band moves from the College Inn on March 31, to replace Ted Florito at the Congress, Chicago.

Horlie Mintz band at the Southmoor Hotel, Chicago.

Jack Robbins is set for a coast trip April 5. He may be gone several weeks.

Robbins has transferred Dick Arnold from his Minneapolis office to succeed Newton Kelly at the S. F. office.

Earl Burnett's band will play the synopacted version of the Romberg-Hammett orchestra score in "Vivienne Nights" (WB).

American Society will hold its annual meeting and dinner at the Ritz-Carlton, New York, March 27.

Harry Swift, piano player with Mandarin Inn orchestra, Fort Wayne, Ind., is leaving to organize his own unit, to be known as the Harry Swift Stomps'ers. He was formerly with Ted 'swis' band. Fred Tangeman succ. him.

Joe Massberg, wh. Palm Beach, Florida, because of his health, was engaged by Howard Lanin to lead the orchestra at the Breakers Hotel, Massberg was engaged until April 10.

Hughie Barrett's MCA orchestra opens March 11 at Post Lodge, Larchmont, N. Y., for six weeks. They will be succeeded about May 5 by Johnny Johnson, another MCA unit.

# Never Pushed, Hill-Billy Discs Outsell Others—Material Scarce

## AMERICAN SOCIETY WILL HOLD COAST MEETING

Gene Buck, president of the American society; Nathan Burkan, attorney; George Maxwell, founder, and J. C. Rosenthal, general manager, will depart for the coast April 4 to attend a special songwriters' meeting. They will be gone about three weeks.

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Have him in mind for operetta, "Naughty Marietta."

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John Abbott and Eddie Day of the English publishing firm, Francis Day & Hunter, are in New York. They will remain a couple of months.

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Dave Stamper, back after four weeks in New York.

On the Fox lot.

## Plays on Broadway

### THE ROYAL VIRGIN

Drama by Harry Wagstaff Gribble, presented by W. F. Tanner and staged by Mr. Gribble. Settings by Watson Barratt. At the Booth Theatre, New York, opening March 17 at \$2.85 top. Robert Cecil, Lord Burleigh.

Exquisitely staged and costumed, "The Royal Virgin" as Harry Wagstaff Gribble calls his synthesis of versions of the celebrated Elizabeth-Exeter affair dating from the first writing in 1622, majors in a constant tenacity of dramatic values that make this presentation at the Booth unquestionably fine entertainment. Although a Shakespearean atmosphere prevails, things medieval, with their flowery and dramatic incantations, have all the story nutriment and pulsations of a modernistic work. This phase should contribute largely to its successful acceptance by theatregoers of a wider sphere than those strictly within the classification of intelligentsia.

A most admirable piece of acting, always within character, despite the numerous tempos brought into register by the vacillating traits of that callidate, sex-suppressed Queen, is that by Thais Lawton.

Gribble starts his writing at the

Queen's 68th year, 12 years after Elizabeth has advanced Robert Devereux to highest honors in his title of Earl of Essex. This brings the Earl to his 34th year at the first curtain.

Hugh Buckler is a masculine Essex, deep and resonant of voice. The role is nearly as difficult as that of Elizabeth, with its arrogance, heated outbursts and misunderstandings, but always the necessity of maintaining pronounced that undercurrent of loyalty to the throne.

Again, Essex is revealed in the first scene by the scheming Cecil, Lord Burleigh, and by the beautiful discarded and thus malicious Countess of Nottingham, as a man of many amours. Buckler handles

his Gribble lines so that Essex, while imperious, is sincere. Furthermore, Essex to the Booth audiences is a man to whom amours are past tense. His secret marriage to the Countess of Rutland intervenes before any expectancy of salacious prowess on his part can be aroused. It is this marriage upon which the plot realizes its greatest drama, since each time the vacillating queen is about to banish conspirators, Rutland, in her wifely innocence, goes to Elizabethan jealousy and suspicion.

And the climax is geared on this materialism, Essex, having been condemned to death for treason being secretly freed by the Queen, who as quickly reverts to the decree of the record when Rutland, ignorant of the boudoir conversation, confesses that she is the wife of Essex.

The only semi-inconsequential performance is that by Wilfred Seagram. As Southampton, the lifelong companion of Essex, Seagram is conspicuously studied and conscious.

Murray Kinnell is excellent as the hunchback Lord Burleigh. Nottingham and Raleigh are two other roles essayed with equal merit.

### A Month in the Country

Comedy in four acts at the Guild, March 19, by Theatre Guild, translated from the Russian by Turgenev by M. S. Mandell, staged by Rouben Mamoulian.

Her Shat..... Charles Kraus  
Anna Semenovna..... Minna Phillips  
Natalia Petrovna..... Alla Susimov  
Mikhail Aleksandrovich Rakitin..... Elliot Cabot  
Lizaveta Bogdanovna..... Eda Helmenann  
Kolia..... Eddie Wrasse  
Alexei Nikolaevich Rutlev.....  
Matvei..... Alexander Kirkland  
Ignati Ilich Spigelski..... Dudley Digges  
Eunice Stoddard..... Eunice Stoddard  
Arkadi Sergeievitch..... Douglas Dumbrille  
Katia..... Katherine Horton  
Alexei Ivanovich Bolshinov..... Henry Travers

Theatre Guild has another production to do before selling it a season. It's better than even money that "A Month in the Country" presented for the first time in English Monday. Maybe the Turgenev play will extend beyond the usual six-week subscription period, but that's doubtful. Very skillfully done and all that, notwithstanding an attractive title. The Russian plays generally fed

### Boston-Grosses All Off; "Sinners," Low, \$6,000

Boston, March 18.  
"The New Moon," at the Shubert, led the town in its fifth week, "Little Accident," at the Plymouth, which has been a steady producer of high grosses during its long run of nine weeks, slipped behind a little.

Fritz Leiber, with the Chicago Civic Shakespearean Society, grossed only \$10,000 at the Wilbur. The Stratford-upon-Avon Festival Co. will open a two weeks' engagement at the Hollis on Monday. This may have cut into the civic company's receipts a little.

"The Merry Widow" pulled a surprise at the Majestic, where it grossed \$20,000 for its second and last week. Up the street a distance at the Tremont theatre George M. Cohan in his own play, "Gambling," got \$17,000.

Estimates for Last Week  
Harry Lauder (Colonial)—House dark this week. Lauder's one week, \$14,000.  
"New Moon" (Shubert, fifth week)—Grossed \$23,000 and led the town. "Little Accident" (Plymouth)—Dropped to \$14,000. In ninth week.

"Young Sinners" (Shubert-Lyric)—Way down to \$6,000. In third week.

Fritz Leiber in Shakespeare at the Wilbur. One week netted \$10,000. Not what it should be. House now dark.

"Merry Widow" (Majestic)—Ended second week with \$20,000. Very good.

"Gambling"—Tremont. George M. Cohan in first week with his own play netted \$17,000.

out here are of the tragic sort and sometimes deeply dramatic. "Month in the Country" is a comedy. Turgenev died in 1882 at 65. He may have originated the sex play. In any event the triangle is present, though more gently and politely than the American and British brand.

For the Russian dish Alla Nazimova was drawn away from the Civic Repertory for the lead. Maybe someone in 52nd street figured her Moscow dialect was the right thing for such a play. However, hers is the only dialect in the cast. Miss Nazimova plays Turgenev's young matron amiably. Yet there were times when she could not be clearly heard, particularly in the rear quarter of the theatre. There were others in the play whose lines seemed blurred or too low.

Natalia Petrovna, wife of a landowner, is the mother of a son about eight. Despite her apparent happy marital life her attention has strayed to Mikhail (pronounced like Doc Leo Michel's name) who is a good friend of the husband's. Mikhail and Natalia appear to have verged on an affair. The author never says whether it is or it isn't, though they are hanging around each other for four years.

Into the household comes Aleksei, a student engaged to the boy. Vera, the 17-year-old ward of the family, falls in love with the youth. He is penniless and unresponsive. Natalia too falls in love with the lad and she confesses that to Mikhail, who realizes there is but one solution—to leave the house.

That decision comes when the husband learns from Mikhail that he loves the wife. The surprising turn is that the husband is not angry, but still considers Mikhail his very best friend.

The student is enraptured for a moment when the lady of the house confesses her yen for him. But upon considering that two women in the home have fallen for him he takes French leave for Moscow. They all seem to be walking out on Natalia.

There are several lightly amusing scenes by other characters. Dudley Digges, as a pesty, middle-aged doctor, coaches and tries to fix up a marriage between the lovely Vera and Bolshinov, a timid and unattractive landowner of another country. The doctor's fee is to be three good horses. Henry Travers is funny as the would-be groom. Digges gets in other effective comedy points when proposing to a spinster and telling her about himself—not all, but enough.

Of the others Alexander Kirkland very good as the student-tutor; Eunice Stoddard, attractive as Vera; Elliot Cabot seemed strange as the subdued Mikhail, near lover of Natalia; Eda Helmenann, good as the quiet spinster; Douglas Dumbrille, the complacent husband. "A Month in the Country" is excellently lighted and given carefully designed settings, except for an exterior drive. A remark on the clearness of the sky is belied by the painted clouds. For the subscribers okay, but for the average pay as you enter too long an evening.

Ide.

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# French Jazz Composers Lagging; American Tunes Best in France

Paris, March 11.

Until the French jazzists learn how to properly orchestrate and render jazz, native song hits will be few and far between and the American pop song output will continue to rule here as it does the rest of the world in addition to America. The natives are strong for the record disks popularizing pop songs, since the radio is as yet an unestablished factor, which is an idea of how many years behind American tin pan alley the local pop song production industry is.

J. H. Wood, head-man for Francis-Day, even though his "Dada" waltz hit is now in America as "Love Me" (Feist), states that the native when hearing a locally made recording of "Dada" then also asks to hear "Broadway Melody" as recorded by Jack Hylton on His Majesty's Voice, or by an American orchestra, naturally passes up the local product, despite the strong appeal, because the Anglo-American rendition is so much better.

If it's not the disks, it's the theme songs that are now selling popular music. Usually both run hand in hand, but the records as an exploitation factor are no small item. The reason "Singing in the Rain," "Mountain Low" and "Can't We Be Friends?" from "Hollywood Revue" and a Broadway musical, "The Little Show," neither of which has reached Paris, are so popular right now is because of the records.

**Best Pops**  
The "Broadway Melody" music, including the title song and "You Were Meant For Me" are among the biggest pop songs. "Mean to Me," an old boy, still is a wow; ditto "Ramona," for all its antiquity, and "Chiquita," since they like this type of waltz; also "Painted Doll" and "Broadway Melody," and for some reason, although the picture hasn't even reached within the boundaries of France, "Sunnyside Up" is getting a great dance floor play.

## PARIS CABARET MEN OVER HERE FOR NAMES

Paris, March 11.  
Paul Santo, local cabaret king, and Lee Weller (American), his associate, sell March 18 is the "Rotterdam" with a double view of getting name features for the large string of nite clubs Santo controls, and "Hollering Extra." Santo's chain of cabaret has been in touch straits recently, owing to the lack of tourist patronage this season, he suffering along with so many other luxury adjuncts.

Santo and Weller have come to the conclusion the local cabarets need more than a flock of gals as hostesses, an indifferent jazz band (usually colored Americans) and Argentinian tangoists to bring trade. An attraction is necessary and they'd rather go into any convenient bar for straight—and cheaper—drinking than patronize just a cabaret with mediocre dance music and no features.

**Columbia Not "Pressing"**  
Columbia Phonograph denies it is doing the "pressing" for the records to be made by Q.R.S. piano roll and home talking picture equipment manufacturers.

**Brockman Loaned**  
Hollywood, March 18.  
Is Universal a Roy Rush song writer, Brockman, musical director, to Tiffany. He will score two pictures for Tiff.

**Writers Recalled**  
Hollywood, March 18.  
Bobby Crawford has recalled Fred Ehlers and Roy Rush, song writers under contract to Witmark, for some time farmed out to Metro.  
Boys are added to Warners music staff.

**Young and Warren, Warners**  
Joe Young and Harry Warren, Remick's, leave for the west April 7 to write for Warners.  
Both are under six-month contracts with options.

## A.S.C.A.P. FORCING TEST CASE ON PUBLIC RADIOS

Kansas City, March 18.

Whether radio music in hotel rooms and lobbies constitutes a broadcast performance under the copyright act will be determined here this week. Case of the American Society of Composers, Authors and Publishers against the LaSalle hotel will be heard in the U. S. District Court of Appeals.

It is a test case, considered of major importance over the country, with the society out to establish a precedent ruling. Matter has been pending for some time. Lower district courts ruled against the society some time ago, when Judge Otis held that radio music, either by direct or remote control, in hotels, was not a broadcast performance.

With the society's appeal to a higher tribunal, Federal Judge Haight of New Jersey has been called in to try the case.

## Song Sheets Hit Tanks

Illegal song sheets are now flooding the bucolic regions. Previously the song sheet racketeers overlooked the sticks. Pretty chiselled jump from village to village by Ford, getting rid of as many sheets as possible in each burgh within a few hours.

Jack Yellen, song writer, returning to Buffalo after several months picture work in Hollywood, found song books containing certain of his copyrighted publications being hawked about the streets of Buffalo. He immediately started action here to restrain the distribution and for damages for violation of the copyright with the matter now in the court and an investigation in progress as to the personnel of the publishers of the booklets.

## "Mouse's" Song

Los Angeles, March 18.

"Mickey Mouse" cartoons have come to the front with a theme song. Song is "Minnie's Yoo Hoo."

## Fred Fisher Leaves

Los Angeles, March 18.

Fred Fisher is off Metro's song writing staff, after there for a year.

## SONG PLUGS IN SHORTS

Los Angeles, March 18.

"The Voice of Hollywood," Tec-Arts' one reel chit-chat pictures of film celebs, has tied up with Willie Moret, music publishers, to feature its numbers in the shorts.

First to get the plug is "Varsity Rhythm," sung by George Lewis and Dorothy Gulliver.

## Macdonald's Bequest

Los Angeles, March 18.

Ballard Macdonald, song writer at Par, has fallen heir to a \$108,000 estate left him by his mother, who died recently.

Mrs. Macdonald passed away in England and the estate is now being probated in Massachusetts where her property is located.

## Amos 'n' Andy Moving?

Washington, March 18.

Nobody will admit it, in fact everybody is strenuous in denying it—but word here has it that the NBC stars, Amos 'n' Andy, are being lured with Columbia on the Palms road of the Congress Cigar Co. (Philadelphia).

## Ed King with U

Ed King, formerly with Brunswick and Victor and recently in charge of Paul Whiteman's recordings, has been appointed chief technical adviser at Universal.

Proviso is that Whiteman can have King back at any time by 90-day notice to Universal.

## Working With Freed

Joe Myer and Harry Woods have been imported from New York to assist Arthur Freed on melodies. He will continue to write lyrics for Metro.

## TO FIGHT SEAT TAX?

Theatres Feel Score Charge Sufficient Levy

Film exhibitors, throughout the country are expected to attempt within the near future to free themselves from the seat music tax charged for several years by the American Society of Composers, Authors and Publishers. M. C. T. O. A. at its annual meeting April 15 is planning to go over the question thoroughly. Exhibitors now pay double former rentals, most cases, a score charge on talkers and besides the seat tax. Formerly, the seat tax was imposed because of the use of copyrighted music in picture houses as accompaniment for pictures, either by orchestras, organists or pianists.

With most picture houses in all sound policies, there is no use of music other than the music in talkers.

## SCREEN SLIDE PLUGGING OUT!

Los Angeles, March 18.

Music men on the coast believe the day of the picture house screen slide plugging of a song is over. Since most of the local picture houses operate with straight sound policies, there are but three feature organists left downtown, with one in the neighborhoods. This is probably the lowest ebb featured organists have reached out here.

Expense of putting out these song slides has been roughly estimated to run into the thousands and the music publishers in the east seem to feel the same way about slide plugging as do the local boys. From present indications the form of selling a pop tune through picture slides soon be extinct, except perhaps for a few isolated spots over the country.

## Dictate Disc Songs

Paris, March 10.

The theme song prestige and attendant public demand for the songs have placed the French agents of the fortunate American firms in the same favorable position as back home.

"We don't any longer asked a recording manager to be a phonograph company to do anything for us; we just talk to them," says one exec. That tells the story. They just tell the phonograph firms what's what and no request is necessary; the recorders are only too willing to "can" the theme stuff.

## HERE AND THERE

Lloyd Huntley band moves from the College Inn on March 31, to replace Ted Florio at the Congress, Chicago.

Herbie Mintz band at the Southmoor Hotel, Chicago.

Jack Robbins is set for a coast trip April 5. He may be gone several weeks.

Robbins has transferred Dick Arnold from its Minneapolis office to succeed Newton Kelly at the S. F. office.

Earl Burnett's band will play the synopsized version of the Robbins-Hammerstein operatic score in "Viennese Nights" (WB).

American Society will hold its annual meeting and dinner at the Ritz-Carlton, New York, March 27.

Harry Swift, piano player with Mandarin Inn orchestra, Fort Wayne, Ind., is leaving to organize his own unit, to be known as the Harry Swift Stompers. He was formerly with Ted Lewis' band. Fred Tangeman succeeds him.

Joie Massberg, while in Palm Beach, Florida, because of ill health, was engaged by Howard Lanin to lead the orchestra at the Breakers Hotel, Massberg was engaged until April 10.

Hughie Barrett's MCA orchestra opens March 21 at Post Lodge, Larchmont, N. Y., for six weeks. They will be succeeded about May 6 by Johnny Johnson, another MCA unit.

# Never Pushed, Hill-Billy Discs Outsell Others—Material Scarce

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## February's Music Survey

New York, March 13. February was an alarming month for the majority of the publishers. Slack sheet music sales were felt. That the market was especially light was noticed by all in the field. Various explanations, rarely any the same, are given by the publishers. Some still insist that it is hangover from the recent Wall Street crash, which cut the sale of pianos and thereby slided sheet music sales. Other publishers attribute it to the bootleg vendors of song sheets, especially since they branched over the entire country and are now covering every hamlet. Hit songs aren't getting the expected play. It is recognized now that the present day hit songs do not compare in bulk sales with those of yore. Nowadays, because of the surfeit of songs, they are closely scrambled for first position, with the market divided between the topnotchers.

"Cryin' for the Carolines" (Remick) was the big hit in the east during February, but toward the end of the month Ager, Yellen & Bornstein's "Happy Days Are Here Again" started edging in for the top rung. It will probably attain that position during March. Two of "Sunnyside Up" tunes are still persistent in remaining at the best six. Two other tunes which started up are "Should I?" (Robbins) and "Tip Toe" (Witmark). Both started at a walk but came in much in the manner of "Happy Days."

"Tip Toe" (Witmarks), which held the ace spot for four consecutive times, finally crumbled. Another Witmark tune, "Painting the Clouds," third for January, did a fall as bad as "Tip Toe."

Mechanicals were accorded much the same treatment as the publishers. February was altogether dull for the discs. The disc market does not appear to vary as much as the sheet music mart, which fluctuates in sales, but appears to be bent downward consistently. Publishers are now taking more cognizance of this, which they perceive is so when looking at the weekly statements. These statements have shown a decrease of almost 50% less than usual.

"Puttin' on the Ritz," coupled with "Danger in Your Eyes," both vocalized by Harry Richman, from the U. A. picture, holds the ace disc rung. "Chant of the Jungle," which held that spot in the last survey, is nowhere on the charts. The other Richman record, "Singing a Vagabond Song," backed with "With You," both from Richman's picture, are in the next to closing spot. "Strike Up the Band," No. 3 in January, slid to No. 4 in February. It is the only disc on last month's Brunswick survey to be included in this month's.

All New Songs

Columbia shows a clean slate of new songs for February, with a pre-release from a picture, "Under a Texas Moon" from the picture of that name, leading off the new Little Faith in Me" first for January dropped out of sight during February.

Victor shows only one song on this list which was also on last month's: "You've Got That Thing" first last month, but last this month. The pre-release from "Spring Is Here," "Cryin' for the Carolines" is filling the No. 1 position. Three Leo Reisman recordings are included on this Victor list. They are second and third best sellers. "What Is This Thing Called Love" and "Happy Days" and the No. 6.

### Loew's WPAP Broadcast

Long as Acts Last

Loew's first radio program will be held March 26, to work up interest in Loew's Spring Carnival. Broadcasting will go over WPAP, which station is controlled by Loew's. Phil Baker, Ted Lewis and Dave Apollon will m. c. over the air. There will be about two dozen other guest stars, including Joe Frisco, Dave Schooler, Lou Holts, etc.

Program is scheduled to go on at 11 o'clock and will run until there are no more artists left to go on.

### Chi's 4 Non-Com Bands

Chicago, March 13. With Ted Weems going on the Columbia system sustaining program every Friday, Chicago gets its fourth non-commercial broadcast.

Other three non-commercial programs are over NBC, and are: Monday, Dan Russo from the Edgewater Beach; Tuesday, Wayne King from the Aragon; Friday, Ted Fiorito from the Congress.

### SAM MACEO HURT

Galveston, March 13. Sam Maceo, manager of Hollywood Club, is in a critical condition at Texarkana hospital following an auto accident Saturday when his car crashed into a bridge. Maceo was en route from Galveston to Hot Springs.

A young woman with him escaped serious injury.

## RECEPTION TOO POOR, NBC DROPS EUROPE

No more advance publicity or announcements will be given out by NBC regarding international broadcasts as a result of failure of three or four of recent trans-Atlantic broadcasts.

Magnetic storms are blamed by radio engineers for the impossibility of ever being sure of the reception of a trans-Atlantic broadcast.

Magnetic storms are entirely different from static in that they kill off the volume entirely, or so that it is barely audible. According to the other engineers, magnetic storms correspond with the sun spots, which travel in 11 year cycles and are strongest during the first five years of the change. According to these engineers, the first five years of the present cycle have passed.

### Young Marks' Operation

Herbie Marks of E. B. Marks, music publishers, convalescing at the Mt. Sinai hospital, New York, from an operation for appendicitis. He was operated upon Saturday.

## Ray Miller Is Missing; His Band Boys Stranded

New Orleans, March 13. Ray Miller cannot be found. His band boys at the Hotel Roosevelt are stranded, with two weeks' salary due.

Miller left town suddenly, it is said, to evade an attachment for jewelry. Before leaving he received an advance deposit on another booking, it is claimed.

# FEBRUARY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING FEBRUARY BY THE LEADING MUSIC JOBBERS AND DISK DISTRIBUTORS IN THE TERRITORIES

### 6-Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
No. 1—SONG	"Cryin' for the Carolines" ("Spring Is Here")	"Happy Days Are Here Again" ("Chasing Rainbows")	"Should I?" ("Lord Byron of B'way")
No. 2—SONG	"I'm a Dreamer" ("Sunnyside Up")	"I'm a Dreamer" ("Sunnyside Up")	"Happy Days Are Here Again" ("Chasing Rainbows")
No. 3—SONG	"Talking Picture" ("Sunnyside Up")	"Cryin' for the Carolines" ("Spring Is Here")	"I'm Following You" ("It's a Great Life")
No. 4—SONG	"Happy Days Are Here Again" ("Chasing Rainbows")	"I'm Following You" ("It's a Great Life")	"South Sea Rose" ("South Sea Rose")
No. 5—SONG	"Should I?" ("Lord Byron of B'way")	"Little Kiss Each Morning" ("Vagabond Lover")	"Little Kiss Each Morning" ("Vagabond Lover")
No. 6—SONG	"I'm Following You" ("It's a Great Life")	"Should I?" ("Lord Byron of B'way")	"My Love Parade" ("Love Parade")

### 3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales are only reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	"Puttin' On the Ritz," "Danger in Your Eyes" (Harry Richman)	"Happy Days Are Here" (Ben Meroff Orch.)	"Puttin' On the Ritz," "Danger in Your Eyes" (Harry Richman)
BRUNSWICK—No. 2	"What Is This Thing Called Love?" (Ben Bernie Orch.)	"Cryin' for the Carolines" (Ben Bernie Orch.)	"Singing a Vagabond Song," "With You" (Harry Richman)
BRUNSWICK—No. 3	"Happy Days Are Here Again" (Ben Meroff Orch.)	"Tain't No Sin," "Sweetheart" (Dan Russo Orch.)	"Puttin' On the Ritz," "With You" (Earl Burnett Orch.)
BRUNSWICK—No. 4	"Strike Up the Band" (Red Nichols Orch.)	"What Is This Thing Called Love?" (Ben Bernie Orch.)	"If I'm a Dreamer a Year from Today" (Earl Burnett Orch.)
BRUNSWICK—No. 5	"Singing a Vagabond Song," "With You" (Harry Richman)	"Should I?" (Jess Stafford Orch.)	"What Is This Thing Called Love" (Ben Bernie Orch.)
BRUNSWICK—No. 6	"Cryin' for the Carolines" (Ben Bernie Orch.)	"Tip Toe Through" (Nick Lucas)	"Talking Picture" (Earl Burnett Orch.)
COLUMBIA—No. 1	"Under a Texas Moon" (Guy Lombardo's Orch.)	"Cryin' for the Carolines" (Guy Lombardo Orch.)	"Nobody's Sweetheart," "After You're Gone" (Paul Whiteman Orch.)
COLUMBIA—No. 2	"You've Got That Thing" (Ted Lewis Band)	"Little Kiss Each Morning" (Guy Lombardo Orch.)	"You've Got That Thing" (Ted Lewis Band)
COLUMBIA—No. 3	"Nobody's Sweetheart" (Paul Whiteman Orch.)	"I'm Following You" (Paul Specht Orch.)	"What Do I Care," "When You're Smiling" (Ted Lewis Orch.)
COLUMBIA—No. 4	"Tain't No Sin" (Ben Selvin Orch.)	"Funny, Dear, What Love Can Do" (Ben Selvin Orch.)	"Funny, Dear, What Love Can Do," "Tain't No Sin" (Ben Selvin Orch.)
COLUMBIA—No. 5	"Mary" (Will Osborne Orch.)	"I'm a Dreamer" (Paul Whiteman Orch.)	"Should I?" (Paul Whiteman Orch.)
COLUMBIA—No. 6	"What Is This Thing Called Love" (Fred Rich Orch.)	"Under a Texas Moon" (Guy Lombardo Orch.)	"Danger in Your Eyes," "With You" (Guy Lombardo Orch.)
VICTOR—No. 1	"Cryin' for the Carolines" (Waring's Penns)	"St. James Infirmary" (King Oliver Orch.)	"White Dove" (Lawrence Tibbett)
VICTOR—No. 2	"What Is This Thing Called Love" (Leo Reisman Orch.)	"Man from the South" (Ted Weems Orch.)	"Rogue Song" (Lawrence Tibbett)
VICTOR—No. 3	"Happy Days," "Lucky Me, Loveable You" (Leo Reisman Orch.)	"You've Got That Thing" (Leo Reisman Orch.)	"Should I?" (Arden-Ohman Orch.)
VICTOR—No. 4	"Congratulations" (Miller & Farrell)	"What Is This Thing Called Love" (Leo Reisman Orch.)	"Lover Come Back to Me" (Perry Aslam)
VICTOR—No. 5	"St. James Infirmary" (Gene Austin)	"Kissin' Reas" (Arden and Ohman Orch.)	"Tain't No Sin" (George Olsen Orch.)
VICTOR—No. 6	"You've Got That Thing" (Leo Reisman Orch.)	"Happy Days Are Here" (Nat Shilkret Orch.)	"My Love Parade" (Maurice Chevalier)

### 3 Best Sellers in Sheet Music

Publishers are listed in alphabetical order, not according to position their numbers hold in the present market. Publishers make their own reports

PUBLISHER	SONG NO. 1	SONG NO. 2	SONG NO. 3
Ager, Yellen & B.	"Happy Days Are Here Again" ("Chasing Rainbows")	"Lucky Me, Loveable You" ("Chasing Rainbows")	"Molly" (Grand Parade)
Davis, Coats & E.	"Why?" ("Sons o' Guns," prod.)	"Can't Stop Me from Falling" (Pop)	"Cross Your Fingers" ("Sons o' Guns," Prod.)
De Sylva, Brown & H.	"I'm a Dreamer" ("Sunnyside Up")	"Congratulations" (Pop)	"If I Had a Talking Picture" ("Sunnyside Up")
Donaldson, Douglas & G.	"Tain't No Sin" (Pop)	"Lou'siana Moon" (Pop)	"Romance" ("Cameo Kirby")
Famous Joe Feist	"Dream Lover" ("Love Parade")	"My Love Parade" ("Love Parade")	"Only a Rose" ("Vagabond King")
T. B. Harms	"One I Love Can't Be Bothered" (Pop)	"Funny, Dear, What Love Can Do" (Pop)	"You're Always in My Arms" ("Rio Rita")
Jack Mills	"A Little Kiss Each Morning" ("Vagabond Lover")	"I Love You, Believe Me" ("Vagabond Lover")	"What Is This Thing Called Love?" ("Wake Up and Dream")
Joe Morris	"St. James Infirmary" (Pop)	"Mistakes" (Pop)	"When Your Smiling" (Pop)
Red Star	"All That I'm Asking Is Sympathy" (Pop)	"Sweetheart" (Pop)	"I'll Remember" (Pop)
Remick's	"Happy Days" ("Happy Days")	"Fascinatin' Devil" (Let's Go Places)	"We'll Build a Little World" ("Happy Days")
Rebbins	"Cryin' for the Carolines" ("Spring Is Here")	"Have a Little Faith in Me" ("Spring Is Here")	"Hello, Baby" ("Forward Pass")
Saintly Bros.	"Chant of the Jungle" ("Untamed")	"Should I?" ("Lord Byron of B'way")	"Wonderful Something" ("Untamed")
Shapiro-Bernstein	"Beside an Open Fireplace" (Pop)	"My Fate Is in Your Hands" (Pop)	"Singing a Vagabond Song" ("Puttin' on the Ritz")
Sherman-Clay	"What Do I Care" (Pop)	"Man from the South" (Pop)	"Aintcha" ("Pointed Heels")
Witmark & Sons	"I'm in Love with You" ("Great Gabbo")	"Web of Love" ("Great Gabbo")	"Wedding of the Painted Doll" ("Hollywood Revue")
	"Hangin' on a Garden Gate" (Pop)	"Watching My Dreams Go By" ("She Couldn't Say No")	"Singin' in the Bathtub" ("Show of Shows")

# Television Broadcast of 'Journey's End' To Be Attempted April 7 in Jersey

Creation of the first radio television theatre is now in progress by the Jenkins Television Corp., its backers, with the official opening scheduled for April 7. The theatre is being erected in Jersey City and will inaugurate the first public broadcasting of television in America and the first public broadcasting of film in the world. The film to be televised is Tiffany's 'Journey's End.'

In embarking on the new plan the backers of the movement cognizant of the present limitations of practicable broadcasting are taking the view that television has got to come sooner or later and that it might as well be now. They liken their present status to the one-time in radio. Consequently long distance broadcasting will not be attempted and the program arranged for the first theatre will be all closeups.

"Theatre" is being erected at a cost of about \$100,000. When completed it will look like a combination radio broadcasting station and a moving picture studio. Manner of reception, however, is still embryonic and the question of receiving sets so far as officials would divulge is limited to a special few built by Jenkins for its inaugural period. Among the Jenkins backers are Anthony J. Drexel Biddle, Jr., and James W. Garalde, president of the De Forest Radio Corp. Inside info is that a budget of from \$2,500,000 to \$5,000,000 has been made available for the extension of the idea.

Special Reception  
Television's first theatre, which is licensed under the name of Eugene McMahill, who is in charge of the plan, will broadcast on a low wave of 37 meters. The inauguration of the broadcasting will be participated in by 10 radio stations in and around Jersey City, including WRNY, WOR and WIWL, with reception limited to 50 sets to be set up by Jenkins Company in as many selected spots.

Opening of the theatre so far as

## Roadhouse's Non-Cover

A cover charge on road house checks around New York this summer may be sparingly employed.

The Broadway idea of advertising "no cover charge" has penetrated the by-ways. One or two places now open on the roads around the metropolis is featuring the no-additional charge on the checks. It is said that these spots intend continuing the practice over the summer.

It has made nearby road houses give some thought, with one of the best known resorts stating it had about decided to altogether waive the covers excepting on the week-ends, when it will be moderate.

It is said that the Paul Whiteman engagement at the Roshams, Heath, on the Bronx Pelham road, is predicated under a percentage split upon the gross of the covers during the week.

Jersey City is concerned will be in the nature of a city celebration to last four days with the U. S. Government participating by official representation of Col. Lindbergh and Secretary of Labor James Davis. The celebration will comprise four hours of broadcasting each evening from 7 to 11.

Besides Lindbergh and Secretary Davis among those named to participate in the program are Mayor Hague of Jersey City; Gen. Heppenheim, Congresswoman Mary Norton, Lorenz Zielberg, Earl Carroll, Lily Damita, Ruth Etting, Jack Donahue and Ed Wynn.

Washington, March 18.  
Development of television has been so slow that the Chicago Federation of Labor is facing difficulties in getting its experimental license renewed for that purpose.

Hearing before the radio commission here developed that not one tangible result of its experiments had been submitted. Station representative stated that within a year data would be ready for submission that would "startle the world."

Commission took it under advisement as to whether or not the license would be renewed.

## Set Ups Illegal

Washington, March 18.  
Hotels got a set back by the U. S. Supreme Court yesterday (Monday). Highest tribunal ruled, in effect, that if an employer sells liquor to guests management is responsible and hotel subject to a padlock. Also ruled that the set-up proposition goes for hotel dining rooms as well as night clubs, restaurants, etc.

This is another in the long list of Supreme Court decisions that have favored the drys.

## The Air Line

By Mark Vance

### City Room Resumes

Herald Tribune WABC line news resume from the city room with local, state, national and foreign departments contributing. It has started something. Evening Post follows with daily broadcast except Sundays from WRNY, also be done from the city room covered excellently, directed by Mark Silver.

Trib has injected novelty through social writers and department heads called in for a speli before the spike.

### Cantor, Rosenblatt

Cantor Rosenblatt was stand-out of the special Maxwell House concert period. WGBS devoted entirely to a Jewish program. Cantor's voice came over effectively. Jewish Little Symphony orchestra played excellently, directed by Mark Silver.

### White's Switch

"Frontier Days" WJZ is new one for NBC using John White, "singing cowboy," drafted from WOR Lone Star city. Dramatic skits with cowboy characters and White sandwiched in for characteristic songs. White's departure did not wreck the Rangers on WOR same night, another man replacing nicely.

### Vallee's College Stuff

Rudy Vallee in the WEAF Fleischman Hour program featuring "fraternity" songs. He and his Yanks gave the Maine College yell songs and sang his winking song with the Maine university president and a bunch of the college boys at a banquet in New York that eve. Vallee's better voice than usual and not so tired.

Countess Olga "Olbana" back as "Queen of the Night" in a new, noisy style. Beatrice Kneal also did some high ranging with her pipes during Rambler Little Symphony orchestra's program. Incidentally this musical outfit has built up quite a following.

### John McCormack

John McCormack headlined the Victor period John P. Kennedy Collier's special writer, was guest.

Beside McCormack there were some other dandy features of this Victor period. John P. Kennedy Collier's special writer, was guest.

# Music Men Going Back to Former Way of Plugging Non-Film Songs

announcer. Leonard Joy's orchestra, Green marimba band and Johnny Mann were some of the additionalists that got over oke. And Julius Tannen did some of his amusing monologues.

### Negro Program

Newly organized Harlem Broadcasting Co., angling for an all-colored studio and planning all-colored shows, has landed with WRNY for the present; started its initial program last week and diversified its layout, with some of the Negro's best known talent for a brief display. Going from the ridiculous to the sublime. Hated the negro world from which to give WRNY plenty of musical novelty plus:

Central Labor Union secretary made quite a talk over WMAA on "Unemployment." Commented on the recent Communist meeting before Mayor Walker, and he rapped the Foster horseplay. He started a brief discussion of the union out of work or on part time.

## SHOW BOAT

Pittsburgh, March 18.  
With old Beulah Gluck decorated to extent of \$10,000 and rechristened the Show Boat, Pittsburgh for the first time in years has a night spot that is almost favored with any of the bright light places in the metropolitan centers. Boat, which for a long time was under management of Lazzaro Brothers, is now in new hands, with Lou Markowitz managing and having some silent capital in it. It is a regular houseboat, anchored at foot of Sixth street wharf on Allegheny river, and can accommodate 800 patrons.

Lighting and scenic effects have been done over entirely, with orchestra placed in Spanish garden mounting, set off in a soft glow. Multicolored drapes hang from top and tables are on two elevated platforms, with balcony running around the top.

Dowry Bergman's band, local fave, will boost their reputation a season or two, ago at Webster Hall and until lately at Winter Garden. Roof, where week ago and look set for nice season.

Roof show has five acts in addition to Harry Spear, m. c., and when caught here clicked nicely. Spear, a youngster with a quick wit and a ballad singer of distinction, keeps things moving and adds effectively with any celebs who happen to be in audience. Rae Russell, cute tap dancer, first, followed by Tommy McFarland, Irish tenor, who at one time was a professional boxer around here's Olga Restova prima donna, delivers single number nicely, followed by Caminos, adagio team. Last are the Carroll Sisters, harmony team with one of the girls working at miniature piano on floor. Both lookers and over big.

This spot has been in red for some time, but looks like it might climb up into the dough now. Covered 31 week nights and \$150 Saturday.

Music publishers are no longer exclusively devoted to plugging picture songs. Old time methods of selecting and promoting hits, regardless and independent of films, are returning even among the publishers with Hollywood tie-ups.

This is the result of conflicting factors, chiefly the failure of hit numbers to develop in sufficient numbers from the recent crops of films with music.

Unsalable tunes or poorly spotted and buried possibilities has left some of the publishers in a tough way. Result is they are going after tunes from the New York end and exploiting them, without picture tie-ups, in the old style. Henkleys, Vitmarks, Feist, DeSylva, Brown & Henderson, as well as the unaffiliated publishers, are launching old time campaigns on behalf of several non-film numbers figured as possible hits.

Dance orchestras, radio, picture houses and vaude acts are again assuming something of their former importance as plugs. It has also been reported that some of the film companies have told their music subsidiaries to stop sitting around waiting to be handed hits and develop a few themselves, without the benefit of the talking screen. On the other hand, some of the music very friendly to Hollywood supervisors who ruin their songs by bad spotting, etc., are anxious to develop hits on their own just for the personal satisfaction.

## White Goes to \$6.60

This week George White placed a top on his "Flying High" of \$6.60. At first intention of placing the \$6.60 only for Saturday nights was altered with the lift from \$5.50 starting last (Tuesday) night.



**TAVERN**  
A CHOP HOUSE  
OF EXCEPTIONAL MERIT  
156-5 WEST 48TH STREET  
East of Broadway

**JACQUES RENARD**  
Paragon of songwriting to Beethoven  
"The" of the "The" fantastic, at  
them. He is ever alive to the favorite  
of his own. He is the discriminating  
listener.  
That's why JACQUES RENARD  
ASKE in his "The" fantastic, at  
them. He is ever alive to the favorite  
of his own. He is the discriminating  
listener.  
"WHEN I'M LOOKING AT YOU"  
from "The" fantastic, at them. He is  
ever alive to the favorite of his own.  
Robbins Music Corporation  
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HOLLYWOOD

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**ANSON WEEKS**  
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Now in Third Year at the  
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**California Collegians, Inc.**  
NOW Featured in  
"Fifty Million Frenchmen"  
and  
Don Dickerman's Duffy  
New York City

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9 SEASONS ON BROADWAY  
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Opening Soon at the Million Dollar  
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Completing  
"KING OF JAZZ"  
for Universal  
Personal Rep: JAS. F. GILLESPIE

## Influential Companies Restrict Music Channels for Exploitation

A general tendency to bar or discriminate against other publishers' numbers on the part of Warner, Paramount and RCA music affiliates and their controlled outlets, has already greatly upset the status quo of music plugging and threatens to develop as a problem.

Warner and Paramount have informed their organists and orchestras to give preference to the numbers published by their musical subsidiaries. While no general policy has been adopted with regard to acts some pressure via "suggestion" is being used to promote with entertainers.

RCA's Radio Music Company, on the other end through the powerful N.B.C., has recently adopted a policy of "suggestion" for prominent orchestras. Usual technique employed is in the form of a request, "We would like you to," they say.

All of this reverses the open door policy that has prevailed in music, particularly since sound pictures came in, with all sides mutually friendly to any number, regardless of its origin, that developed hit strength.

In retaliation other publishers and film companies may adopt retaliatory measures.

## WMAA's Fight Comment

WMAA has hired Mike space to broadcast a personal impression of the hottest battles which are held in Madison Square Garden. The Boxing Board does not permit a personal opinion of the scrums to go over the ozone while the announcers are watching the scrap.

After each fight, Samuel Tauli, will dash across the street into a neighborhood building and for 10 minutes will give his personal opinion of the palookas. Robert Burns will sponsor each 10 minutes talk.

**MYSTERIOUS MOOSE?**  
Shh! HE'LL CROSS YOUR PATH!

## Real Medicine Show in B'way Store Now in Sixth Month to Big Trade

An old-fashioned medicine and sex show, without a new gag used or a single attempt made to lift the racket to a modern plane, is going into its sixth month on Broadway, the world's spiciest alley.

Outfit is grinding for 16 hours a day, opening at 10 a. m. and closing at 2 the next morning in the 47th street corner store of the Columbia theatre (burlesque) building. Store is leased on a month-to-month basis for \$2,800 a month, plus electric bills. Latter reported to average \$100 a month. Firm is running the show paying the bills and taking the take is called Balkin & Boyce.

About six "docs" alternate in the 16-hour grind with about an hour apiece per trip to the lecture platform. They use their own words for the same spiel on "health" and sex and the follow-up build for the medicine and books.

No kids under 16 admitted. When the "doc" of the moment spots one in the crowd he's supposed to tell him to scram. Men only at certain hours and mixed audiences the rest of the day, mainly in the evening. "Ladies Invited" sign on the door beckons the gals—and gets 'em.

No admittance. Just the sales for gross, with about 10% of the all-overs buying something. Books and a rubber, band exercising device go for \$1 and the medicine is priced from 50c. to \$10. Soap for half a smacker the balance.

### 2,500 Daily

Estimated daily attendance is around 2,500. Around midnight and just before there's time the place is usually packed, with many waiting on the sidewalk.

From the rate of the book and juice buying, the med store show seems to be doing better on net than the adjoining Columbia theatre (Mutual burlesque). Difference in net appears to be greater than the difference in grosses.

Nothing new in the spels and the shilling 'n' the same old way. Same old sex talks and warning stuff in the all-men talks, with similar dis-solow more politely worded for the mixed crowds. A couple of the "docs" are well muscled guys and strip down to personally illustrate the virtues of the rubber exercises (\$1).

### Only Difference

The only difference between Balkin & Boyce's layout and the shows given on the backs of wagons in the old days is that this one is in a high-priced Broadway store.

Believed to be the first time a medicine show has chanced such a prominent spot and high rental location. They usually open their trips in a middle of the block away where expenses are lighter.

Balkin & Boyce's racket must vacate April 1. Not because of lack of business, but because the owners are about to remodel the buildings. At the current rate of attendance and sales, appears a though the show could stick as long as it wished to.

Owners are said to be looking for another equally prominent spot, or will settle for a theatre if the dough is right.

To making the inside works look sweet and legit, posters in the windows warn in large type against phoney patent medicines and misleading medical advice.

### Circus Pool Left-Overs

Carnivals and mudshows are picking-up the left-over excess of the Ringling office. In hiring this season the big-office has left out all men appraised as not up to standard. All men shed made good with the Mugivan-Bowers combination were retained and are again in their places.

The men out know considerable about the outdoor business. Many of these have fallen into responsible posts on small shows.

### Big Show on Air

Ringling Brothers' circus will go over the ether for a period each evening during the first week of its Madison Square engagement through WJLB.

Station will broadcast different portions of the circus entertainment each night. By the end of the week the entire circus will have gone over the air.

## RINGLING ROUTE PLAN GRADES ALL CIRCUSES

Chicago, March 13. Routing of all circuses from the Ringling office, except Al G. Barnes' trick, is contingent upon the route of the Ringling-Barnum & Bailey outfit, according to Geo. Melghan, general agent. He is laying out the choice spots for the big one, with Sells-Floto to have seconds. Route of these two major tricks is still up in the air because of D. D. Murphy's refusal to let Sells-Floto have the St. Louis lot.

Murphy's plea is that he needs the St. Louis opening himself.

If St. Louis doesn't turn out to be the first under-canvas stand of choice, will bring about a change of at least 14 towns between the two circuses.

John Robinson and Hagenbeck Wallace circuses are dividing up remaining territory.

Ringling office will not lay out any routes for minor shows, which includes the Sparks, except time enough to give the G. R.'s time to get their dates printed.

## Tough Mid-West Spots On Circuses, Carnys

Chicago, March 13. Tough spots for carnivals and circuses this year near Chl include the following towns:

Rockford, Ill., which won't grant a license to any carnival within the city limits. Circus reader cut to \$100 daily.

Waukegan, Ill., wants \$1,500 daily before it will let a circus. Bars up tight against carnys.

Racine, Wis., will ask \$100 daily for the circus with an additional \$25 daily for each show. No permits for carnivals if they have over 4 rides.

## Warrant for Knight

Waterbury, March 13. Local police are holding a warrant for the arrest of Herbert Knight, manager of the Excel circus which exhibited in the state armory here. The charge against Knight is embezzlement. The complainant is Major J. William Carroll, chairman of the committee in charge of the circus. It is alleged that Knight failed to make returns on two batches of tickets sold for admission to the show, one involving \$50 and the other \$25.

The outfit has had rocky going in Connecticut and finally gave up the ghost here cancelling all future dates. A number of the animals are still being housed in the armory.

## "101" East Early?

Ponca City, Okla., March 13. Possible change of plan may open the "101" under canvas at Wichita, Kan., April 19. Bad biz in the far West is Miller's reason for picking the Kansas spot. He also wants to hop East as soon as weather breaks.

## FT. WORTH RODEO QUIET

Dallas, March 13. Annual rodeo held at Ft. Worth drew a mediocre biz, with Tad Lucas, cowboy, main attraction. A \$150 gate stopped trade. Affair is usually biggest entertainment event of the stockyard town.

## Shows Double-Dated

Chicago, March 13. For the first time in history both spring opening dates of Sells-Floto and Ringling, Barnum & Bailey are being double-dated.

New York billing reads: New York Coliseum 10 days, beginning March 27; Madison Square Garden, 21 days, beginning April 7. Chicago Coliseum 16 days, beginning March 22; Stadium, 12 days, beginning April 15.

Picnic bookings for Playland, Rye, N. Y., are so heavy for the coming season that the steamship company is putting on two extra steamers for the run from the Battery.

## \$5,000 FOR CIRCUS

Penny Parker Reported Buying Late Fred Robinson's Truck Show

Los Angeles, March 13. Penny Parker, Coast outdoor man, is reported to have purchased the Robinson circus from Mrs. Fred Robinson, who has been operating the show since her husband died last year.

Understood Parker paid around \$5,000 for the outfit, a 10-truck rig-out, originally starting as a dog and pony show.

## OUTDOOR NOTES

The Gordon Brothers, who operate Frank Animal Shows at Fallsides Amusement Park, N. J., and White City Park, Chicago, may invade Coney Island this year.

The Swartz Troupe of riders will be with the Sells-Floto Circus.

The Grefonias, high wire act, left for Los Angeles after closing with the Shrine Circus at Bridgeport, Conn., Saturday to join the Barnes Circus, which opens in the neighborhood of Los Angeles about March 22.

The mother of Frank Cook, legal adjuster of the Ringling-Barnum show, died at her home in Albany, N. Y., recently.

E. B. Merritt will manage Luna Park, Coney Island, this year.

Labor trouble on French lines may delay the sailing from Europe of some of the new acts booked to circuses, different Ringling-owned circuses.

Floyd Bell, Bill Conroy, Roland Butler and Fred De Wolf, auditor of the "Big One," are due at the Garden.

Orest Devany arrived from Florida.

Ringling-Barnum & Bailey Circus will play Brooklyn, N. Y., this summer, but it hasn't been decided yet whether it will be following the Garden engagement or after the show plays Boston.

Leonard Karsh will have the front door again this year on the Al G. Barnes outfit.

W. F. Cronin will have charge of the front door for the John Robinson again this season, his second.

T. W. Ballenger from Chl to London, Ohio, where he will remain until middle of April.

George Johnson, of Mid City Park, Albany, N. Y., slowly recovering from a three-month illness.

The rides from the Royal American Shows played the Jacksonville, Fla., fair this year and not those from the Johnny J. Jones Show.

Frank Meyers, who last year managed the Sparks circus, will conduct the auction biz in Baltimore this season.

Vernon Williams in charge of the S-F advertising car billing in Chl.

John E. Corey will be special officer with the Sells-Floto again this season.

Jake Newman will have nothing to do with the "101" program. Will only manage the lot.

Harry Bert left Chl last week for the Al G. Barnes. Will boss the tickets.

Shell Brothers' Circus opened its season at Corona, Calif., March 11, and will concentrate on Arizona and New Mexico. Outfit travels on 30 trucks and trailers.

Dave Rose has an indoor doling for the local Eastern Star in Philly.

The indoor circus at Torrington, Conn., has been called off.

The Florida State Fair opened at Jacksonville Saturday with a 25c gate, the price, which will be tough on the locals who have been used to grabbing a mittful of passes.

Mabel Smith and her Elephants, are working the Fox time around the New York territory until the carnival season opens, when she joins her father's show, the Otis L. Smith Shows.

Playland Park at Rockaway will open for Saturdays and Sundays only, starting in April and will inaugurate their regular season about the third week in May.

## Sparks' Yen to Troup, Downie's Retiring Urge, Cause Show Sale

Havre de Grace, Md., March 13. Gov. Andrew L. Downie has sold the Downie Bros. motorized circus, the largest independent wagon circus on the road, to Chas. Sparks, until recently owner of the Sparks circus. The deal was completed Thursday, no price figures being available. Same deal was made last year and then unnamed, Downie making a profit.

The Downie Bros. circus is a three-ring show, traveled on 80 trucks. Downie planned to open the show here this season on April 15, but the new owner may not open it until later. James Heron, for years with Gov. Downie, will continue on as general agent.

Only reason given for the sale was Downie's desire to retire and Sparks' yen to get back in harness again. Mrs. Downie has not been in

the best of health recently and the governor himself feels he is entitled to a rest, so they are leaving for Mt. Clemens, Mich., or Hot Springs, Ark., shortly for several weeks after which he will retire to his home in Medina, N. Y.

Retiring is a habit of Andrew L. Downie's, and it would not be at all surprising to see him back with a mud show of some sort. This is the third time he has "retired" in recent years. Sparks has been known to be itching to get back with a circus ever since he sold the Sparks Brothers' show to the American Circus Corp., which in turn passed it along to John Ringling.

According to present plans, the Downie show under the new ownership will continue here as usual, but tour pretty much the same territory it went through under Downie.

## Obituary

### E. F. ALBEE

Edward F. Albee, 72, died March 11, a little less than two years after virtually retiring from the show business in which he had been engaged for over 50 years. His death was occasioned by heart failure, coming suddenly at the Hotel Breakers, Palm Beach, where the Albee family had been in January to spend their customary winter period in Florida. Just previous to passing away, Mr. Albee had been around as usual and seemed well, although he had been a long time sufferer from high pressure for years.

As vaudeville's leader, often referred to as its czar, Mr. Albee said that Keith, entertainment came up from nothing and almost pass away to nothing. When Albee sold his

## IN MEMORY OF NORA BAYES

Who brought laughter and joy to the world and who took her last curtain without applause  
March 19th, 1928

I don't know where she is now, but whoever is with her is having a swell time

### Jenie Jacobs

control of the Keith-Albee Circuit about two years ago for \$450,000, it had been predicted that the circuit would go to a receivership within another six months without altered direction.

Mr. Albee appeared to regret having sold out, forcing him into retirement, and he tried to rebuy the same stock and Keith, control of the same amount when offered to him about three months later by J. J. Murdoch and Jos. P. Kennedy, who had effected the buy for banking interests. Later the Keith-Albee-Orpheum chain passed to Radio-Keith-Orpheum, now operating it. Mr. Albee remained an officer of the Keith-Albee-Orpheum corporation, though that became but a nominal concern with the business passing to R-K-O.

Mr. Albee had signal success in his upward drive for the establishment of the Keith Circuit and as a theatre builder. He was like a bulldog in his advancement. Nothing was so new to him and he stopped at nothing in it, and this, not unlike the late A. L. Erlanger, Mr. Albee engendered much unfriendly feeling in and about that branch of the show business he was most active in.

As the outstanding figure of the once big time vaudeville in this country, Mr. Albee became quite notable as a showman. He was universally accredited with that, also the success of the Keith Circuit, without Mr. Albee ever sharing that success, publicly or privately, with the man who had done the most to achieve it for the Keith Circuit, Albee and himself—J. J. Murdoch. Mr. Murdoch joined the Keith staff many years ago and also lately retired from active show work.

Leaving his home, the home of Puritan ancestors in Maine, to go with the circus, Mr. Albee some years afterward became asso-

ciated with the late B. F. Keith. That was the beginning of the Keith Circuit. When Mr. Keith died, in 1914, he left his large fortune equally between his son, Paul, and Albee. Paul continued in the business, but died in 1918, when his will bequeathed sufficient Keith stock to give Albee control.

During the war years the Keith Circuit was enormously profitable. As the picture theatre commenced to make its inroads, Mr. Albee would not or could not see it, not as he had seen the success of the late Marcus Loew as a competitor, nor would he admit the William Fox theatres meant anything as opposition to Keith's.

Mr. Albee was very charitably disposed toward church movements in his later years. He is said to have given as much as \$600,000 in one year to the Church of St. John the Divine. The remains were placed in state at St. John's upon arrival from the south Friday.

Ever the center of publicity, the most publicity received by Mr. Albee came through the N. V. A., an organization which the dailies stated Mr. Albee founded and was a member of, both errors. An intimation Mr. Albee had largely contributed in life to the support of the N. V. A. is another misstatement.

In the summer Mr. Albee lived on his estate at Larchmont, N. Y. In the winter for 14 years he lived in a leased apartment at the Langham, 135 Central Park West, lately leaving there for another apartment on West 86th street.

Mr. Albee married Laura S. Smith in Boston in 1881. Mrs. Albee survived, as does a daughter, Mrs. E. A. Laurier, and a son, Reed A. Albee. Messrs. Laurier and Reed Albee were with the Keith Circuit until the time the deceased retired from it.

Mr. Albee left \$25,000,000, it is estimated.

Services were held Saturday with Bishop Manning presiding. Interment in Kensico (N. Y.) cemetery.

### GUS A. FORBES

Gus A. Forbes, 54, for three years a character man for the George Sharp Players, died last week in St. Joseph's Hospital, Pittsburgh, of cancer of the throat. He had been ill for eight weeks, playing for the last time at the Pitt during the latter part of January.

Born in Woolwich, England, Mr. Forbes was taken to Canada by his parents when three. He had spent 33 years on the stage, mostly in stock. In 1909 he launched a stock of his own, the Gus A. Forbes Players, at Brooklyn, N. Y. A season with the Famous Players in New Orleans followed. He joined the Sharp Players in 1927.

Forbes' last Broadway appearance was the season before last in the revival of "Madame X." While playing in Atlanta a few years ago.

(Continued on page 71)

# CHICAGO

Variety's Chicago Office

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## Belmont

Hoke team of Senna and Dean, next to closing, best on nine-act Friday night showing bill with their comedy. McCormack and Cullen, dance flash with two-man hoofing team and four tall girls, two doing specialties in closing act, have improved considerably since showing at the Englewood. Could strip some chatter and still have plenty. Earl Norton Revue, combination of four girls, Norton, and a hooper, and new in these parts, is listless, without continuity, but has a clever, Marchetta and Lee, Chinese man-girl musical team, unit at present. Sosa, White and Jones (males) followed with songs and short hoofing, just fair. Bernet and Reynolds started strong but faded with quick-change hokum.

Little Roy LeMay gave his pa and ma's act the sock finish with his hoofing. If the kid could follow his mother, act would have greater punch. Joe and Ethel Fantom followed with hoofing and baritone. Have worked out routine for a better start and use a special shoelace drop for their blackface make-up, who changed Ethel's pants from white to smoked salmon. A great many laughs.

Somewhere along the line George K. Arthur doubled from the State Lake, working in "one" alone and used an improved line of gab with heavy enunciation; coming along as a trouper.

"Vagabond Lover" (Radio) on screen and Pathe news. Business near capacity.

## Englewood

Some good family stuff on the bill Tuesday amid a scattering of flop acts. Opening was "This and That Revue." The two hoofers registered with their comedy. Jack B. Wells got over the gags and sang well. Francis Renault displayed showmanship; had a cold and didn't try to sing. Flint and Lee didn't do anything with comedy. Four hoofers and Fox and Co. two men and a femme, failed to make the grade with hoke comedy, change hokum.

Kelcey and Francis big with comedy talk; act arranged as a sort of skit, moving through three suppers, sets, and costumes. Four hoofers in a smooth routine. Singing has a fine pair of pipes and should sing more. Ford, Harnford and Co., two men and two girls, with backwoods hoke, over big. Zoe Dyac and Co., two girls and a male, in a mind-reading act, closed.

"Harmony at Home" (Fox) feature. Business capacity.

Sam Gorelick has resigned from Radio film exchange.

Cinderella, south side Chinese joint, is reopened, with Jay Fagin, who manages the Regal, operating. Frank Sylvano band on the platform.

Vaude flopped at the north side Patio and Tommy Sacco with the Al Copeland band will run house on presentation policy.

Music firm of Harris & Newman established by Harry Harris and

Charlie Newman, songwriters, formerly with Milton Weil.

Essaness has reopened the West End with sound.

Walter Donaldson met Gus Kahn here last week and both left for the coast to work on "Whoopie."

## TOLEDO

By E. H. GOODING

Paramount—"Sarah and Son"; stage show. Vitaphone—"Rogue Song." Vitaphone—"Second Choice." Fairbanks—"The Other Tomorrow." Private Affairs; vaude. Paramount—"She Couldn't Say No." President—"Judy Drops In." Strand—"Second Choice"; "The Other Tomorrow."

Rumor persists Public units are to be cut out here, but Manager Sidney Dannenberg claims shows have been booked into May.

Cameo (second-run grind downtown) held Fox's "Sunny Side Up" for full week last week, on top of film's record three weeks in the State. Third Fox picture to run full week there.

Preview of Par's "Vagabond King" set for the Paramount, March 22, has the Toledo Federation of Wo-

## CORRESPONDENCE

All matter in CORRESPONDENCE refers to current week unless otherwise indicated. The cities under Correspondence in this issue of Variety are as follows and on pages:

BOSTON	71	MONTREAL	70
BROOKLYN	69	OAKLAND	70
BROOKLYN	69	OTTAWA	70
CHICAGO	69	PITTSBURGH	69
CLEVELAND	69	PORTLAND, ME.	69
DALLAS	69	ROCHESTER	71
DENVER	69	SAN ANTONIO	70
DES MOINES	69	SAN FRANCISCO	70
DETROIT	70	SARANAC LAKE	71
INDIANAPOLIS	69	SEATTLE	70
LOS ANGELES	70	SYRACUSE	71
MINNEAPOLIS	70	WASHINGTON	71

men's Clubs serving on committees arranging affairs.

Control of dance hall licenses and issuing licenses to carnivals and roller rinks operating outside cities and villages was demanded last week by Seneca county officials.

A swimming pool, miniature railway and driveaway being installed at new Meadowbrook Park, Bascom, O. J. Garfield Haugh promoting project. Park opens June 1.

Operator foiled efforts of county authorities to stop Sunday films in Bay theatre, Hillsboro, O. Officers arrested Donald Evans, manager, and five employees. Then went to projection room and demanded operator come out and be arrested. He refused to unlock door and completed the show before leaving.

Five in projection room of Palm theatre (neighborhood) destroyed several reels of film and damaged booth equipment last week. Manager H. E. Albright warned patrons who kept their seats, and extinguished the blaze himself.

U. S. Marine band booked for Civic auditorium Sept. 12, auspices Toledo Firemen's Relief association.

## CLEVELAND

By GLENN C. PULLEN

Hanna—"Babe in Toyland." Ohio—"Hocane." Play House—"Escape." Hing—"Son of the Golem." Sullivan—"Rogue Song." Palace—"Harmony at Home"; vaude. State—"Chasing Rainbows"; unit. Allen—"The Girl Said No." 10th—"Tiger Roar."

William Watson, Hipp manager, resigning next week to return to his dairy farm near Macon, Miss.

Robert McLaughlin will run summer stock on at Ohio, opening with "Front Page."

Betty Fraser, local dancer, joined Will Higgle act in Rochester this week.

Ann Jackson (Agnes and Ann) leaving Show Boat night in April to marry Robert Davis, Oklahoma City non-pro.

Eddy Roddy, house man Keith's 10th, retiring to become house su-

perintendent of Palace, Youngtown. Succeeded here by Flory J. Gratino.

Brooks and Ross (WTAM) open vaude this week at Palace in Akron, management Tommy Carroll.

Rainbow Room nite club scheduled to close May 3. George Williams' band to spend summer at Conneaut Lake Park, Pa.

Arthur Sindlinger now manager of Loew's Park, succeeding Lou Mowmaw, who resigned to go into cookie baking biz.

Gliffin Players, local Negro group presenting "Roseanne" at the Ohio, due to lack of road show bookings.

## DES MOINES

By R. W. MOORHEAD

Casino—"Melody Man." Des Moines—"Song of the West." Garden—"The Phantom of the Opera." Palace—"Cuttin' Capers"; Her Private Affairs; vaude. Paramount—"She Couldn't Say No"; "Change Partners." President—"Judy Drops In." Strand—"Second Choice"; "The Other Tomorrow."

A new building for Des Moines branch, Par-P-J, corporation will be built at 12th and High streets.

William and Maurice Cash return to the Casino Sunday in "Midnight Steppers."

Lehman & Robinson, owners of the Royal, Sidney, Ia., have bought the Rainbow at Marcus, and will install talkers. The Drake, Caterville, recently damaged by fire, to be rebuilt. The Pastime, La. Porte, Ind., closed six weeks, to reopen. The Lyric, Kim.

actress, and until recently m.c. at Plaza cafe.

Harry Spear new m.c. at Show Boat (formerly Mollitia Club).

Walter Jones, now with George Sharp Players at Pitt, succeeding Gus A. Forbes, who died in St. Joseph's Hospital last week.

Tiffany's lease on Olympic expires in two weeks. Tiffany reported negotiating with James Clark for State, directly across street. Clark, formerly of Boulevard & Clark chain, is operating State as double-feature silent house, at 20c, although house has been wired some time.

Ralf Haroldie, in "Framed" and "Officer O'Brien" here this week, getting a play in the dailies; he used to be Ralph Wigler, of North-side, Pittsburgh.

Harvey Gaul, drama and music critic for "Post-Gazette," producing minstrel show for Keystone Club this month.

Warners have leased St. and (neighborhood) in Oakland, to indie exhibitor who has tied up Radio and Fox first runs in that section. Will be opposition. Schenley, Warner site, block away.

Donn Wernuth, formerly pa. for Shuberts here, now associated with George Sharp in proposed chain of estate stock theatres. Sharp last week leased Chestnut-Street Opera House, Philadelphia, from Shuberts.

## DENVER

Aldridge—"Such Men Are Dangerous." Taber—"Loose Ankies"; Fanchon & Maes—"Dead End." Orpheum—"Guiltless"; RKO vaude. Fox—"The Girl in the Red Velvet." Denver—"Sarah and Son"; Public rev. Kialto—"Seven Days' Leave."

Eight boys were fined \$5 each for hassling too much in a theatre.

Small audiences attended Ben Great Shakespeare Players at the Broadway.

Sammy Dibert, Detroit, succeeds Ted Mack as m. c. at the Denver and Earl Abel, San Antonio, replaced Billy Muth at the organ. Ted Mack has gone to the Paramount, Omaha, and Muth goes east for Public.

## PORTLAND, ME.

By HAL CRAM

Jefferson—"The Delamy Trial" (stock). Empire—"Clancy in Wall Street." State—"The Girl in the Red Velvet." Maine—"Phantom of the Opera." Strand—"Paris." Keith's—"South Sea Rose"; vaude.

Lysle Talbot is new leading man of James J. Hayden Players at the Jefferson. The Portland Elks in co-operation with Hayden's Players presented "Dearest Enemy" last week. Talbot took the place of the annual Elks benefit.

Sue Higgins has replaced Ella Eldridge as m.c. at Jefferson who left owing to illness.

Paul Specht and orchestra playing N. E. overnight stands, booked for Frye Hall this month.

The Clover Club, Portland's only night club, has cut its prices in half and has eliminated all cover charges.

## MILWAUKEE

By FRANK J. MILLER

Alhambra—"Cohens and Kellys in Scotland" (legit). Davidson—"Mlle. Olette in 'Sherlock Holmes' (legit). Garden—"Lammas." Jefferson—"Party Girl." Merrill—"Anna Christie." Palace-Orpheum—"Case of Sergeant Grimes." Riverside—"Mexican Rose"; vaude. Felt—"German Stock" (Sunday). Strand—"Devil May Care." Wisconsin—"Bishop Murder Case"; stage show. Garden-Burlesque (Mutual).

Fox managerial changes: Louis Lamm as manager of the Mirth; Ed. Benji switched from the Mirth to the Garfield; Julius Lamm now manager of the Fox Sheboygan house; Ed. Benji in charge of the Oakbrook; and Strand, Oakbrook; Louis Falk, manager at Oakbrook, granted a leave of absence.

Otis Skinner at the Davidson last week stated he was going to Hollywood in May to make a talker of "The Honor of the Family" or "Kismet."

L. K. Brin, who has the Garden and Majestic, as well as several state theatres, has gone to Florida for a rest. He signed for Metroline

News for the Garden, beginning March 28.

Sam Michelfelt, head of Warner Brothers real estate division, was here looking over the progress of the new Warner theatre and also checking up on the state possibilities. Rumored here Warners will have a chain in Wisconsin.

## DALLAS

By RUDY DONAT

Majestic—"Men Without Women." Palace—"Lord Byron of Broadway." Melba—"Vagabond King." Capitol—"Peacock Alley." Capitol—"Cohens and Kellys in Scotland."

El Tivoli (nite club), operated by J. C. Martin, doing well with 15c cover and no floor show. Place was built on golf links.

Freiburg "Passion Play" opening here at Fair Park auditorium March 31 for week.

Majestic (Interstate) and Melba (Public) tried to out-ballyhoo each other last week with Vagabond King (Melba) and "Happy Day" (Majestic) as counter booking. Melba's top \$1, while Majestic was \$1.00-top \$1 for women shoppers.

Jimmy Ellard, m. c. at Palace (Public) has been there steady for over a year.

L. B. Remy (Interstate) has Therman new musical device, to be displayed along the circuit, starting March 26.

Public's new split-week policy is hurting the suburban theatres in Dallas.

## BROOKLYN, N. Y.

By JO ABRAMSON

Flatbush—"Brothers." Boulevard—"Room 345." Jamnia—"Hot Chocolates." Majestic—"Dilemma Time." Loew's—"Condemned"; vaude. Paramount—"Sarah and Son"; stage show. Fox—"She Steps Out"; stage show. State—"Cohens and Kellys in Scotland"; vaude. Strand—"Sally." Orph um—Picture. State—"The Girl in the Red Velvet." Star—"Spiry Widows" (Mutual). Gayety—"Broadway Scandals" (Mutual).

One lone tryout: "Room 345," with two Norton and Roy D'Arcy at the Boulevard. Play based on Rothstein's life.

Three new ones next week: Otto Kruger in "The Never Grow Up," at the Jamaica; "Ara Gerald in 'Virtue's Bed,'" at the Boulevard and Claiborne Foster in "House Affre," at the Flatbush.

Free bridge instruction in foyer of King's in Flatbush every Wednesday afternoon. Mrs. Millcent Waddell, bridge expert, in charge of lessons.

Downtown houses worried about opposition in lecture territory. Fox, Albee and others downtown feeling weak over business Loew's King, Patin and Valencia are doing. King in Flatbush tied up with local merchants in a spring fashion show and cornered plenty publicity.



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Dudley Ayres, legit, has coast rights to "Among the Married." He expects to produce it in San Francisco and Los Angeles, but with another actor featured.

Agnes Ayres (no relation to Dudley) is a possible lead. Ayres will play in a supporting role.

Edward Everett Horton put on "Among the Married" at the Majestic here last December.

Having made his quota of three pictures for M-G-M's current year's program Ramon Novarro will not make the Spanish version of "Helen of Troy" as originally planned. A double for Novarro is now being sought by the producers for the foreign version.

Clarence Brown bought the n. w. corner of Wilshire and Crescent for construction of a business building.

Eddie Hill, Eva Thornton and Tommy Harris agreed to F. & M.'s "Bells and Belles" idea, opening April 8, at the Colorado, Pasadena.

F. & M. has discontinued the standard 8 x 10 photographs for lobby and window displays. All new photographs are 11 x 14.

Red Lantern Theatre, Brea, Calif., has been sold by C. A. Pedrick to the Brea Investment Corp.

Plaza, Sacramento, has discon-

tinued dramatic stock and is putting in a girl talk show.

George Moran (not Swor) of Moran and Mack, underwent a major operation at Angel hospital, Los Angeles.

Unable to find a suitable successor to "New Moon" which closes in a couple of weeks the Macloons will revive "Desert Song" for fourth time in two years.

California, 2,500-seat house, once the ace of the town but now in the heart of the Mexican district, has been taken over by Tom White, former Fara director.

He intends operating with Phil 29 with "La Rosa Del Fila" produced by himself.

Stanley Reed, president of the J. Walter Thompson Advertising agency now here establishing a Los Angeles office for his firm.

Rockliffe Fellows, Barbara Bedford, Franklin Farnum, Ora Carew, Kit Guard, Robert Miliken, James Gordon and James Gilroy engaged for "Philadelphia" opening at the Vine St., Hollywood.

## SAN FRANCISCO

BY WALTER RIVERS

Oliver Morosco is out of the San Francisco-New York Theatre Productions, Inc. as his wife, Helen Morosco, and Robert Warwick, actor, according to an announcement by Renee Cordano, secretary. Venture launched some time ago to sell stock for a Morosco "comeback."

Granada (Public) first downtown picture house to adopt lobby entertainment policy. Reaction pleasing to management. Last week used Beatrice McNamee, vocalist, and five-piece stringed musical ensemble to amuse the holdouts.

Blanche Bates officiated as m.c. at the opening of the new Orpheum-Columbia theatre here last week, erected out of the four walls of what was the old Orpheum on O'Farrell street. Capacity, 1,600. Except that the facade remains unchanged barring a coat of paint, the rest of the house is entirely new. Charles L. Wagner's "Perfect Alibi" with a number of the original New York cast opening show.

Cliff Work, manager RKO Orpheum, away from desk three days last week, in bed with serious throat trouble. Clem Pope from Oakland Orpheum looked after the house here during Work's absence.

Opera of the home-grown variety is an established success here. Pacific Opera Association closed its second season last week at the Capitol with greater financial and artistic success than the preceding year, and the backers of Arturo Casiglia, director, have started plans for its continuance as a permanent thing. The singers were almost all local artists, many beginners seeking operatic careers.

Catholic Little theatre for Catholic plays by Catholic writers played by Catholic actors launched here. The productions are to be staged in a recently constructed addition to Old St. Mary's Church. Company is to be known as The Paulist Players, and members recruited among graduates of Catholic universities. Richard Doyle, jr., director.

## OAKLAND, CAL.

By WOOD SOANES

Jack Warner here last week looking over the property on which the new Warner theatre will be erected.

Meyer (Mike) Cohen, who re-

tired from the Vitaphone a year ago to go into the insurance business, back in harness and now with Warners.

Charlotte Greenwood did four weeks sell-out at the Dufwin in "She Couldn't Say No." She starts for Chicago after a couple of weeks in the valley for a run of California and two more breaking the cross-country jump. Nellie Revell is ahead and Frank Hill back with the show. Percy Pollock comes into the Dufwin Sunday in "Broken Dishes."

A three act comedy, "The McMurray Chin," by Edna Higgins Street, has a try-out April 26, at the Women's City Club, by the Playmakers of Berkeley.

"The High Road" was given at the Berkeley Playhouse last week with Everett Glass (director) in the chief part. Tom Taylor's "Love Me Not" is being prepared for production at the University of California.

Thoda Cocroft trying to put over an experimental theatre to be conducted among professional lines. A scheme to unite her connections with the San Francisco holdings of the Players Guild have collapsed.

Sidney Coe Howard was granted a divorce from Clare Eames last week in the local superior courts. Deserion was the ground and Howard was granted custody of Clair Janess Howard, four. A property settlement was made out of court.

Students at Santa Clara University, produce Martin Marie's "The Mission Play of Santa Clara" April 6 and 7.

"Journey's End" comes into Oakland March 24, as the first road show at the Fulton under Henry Duffy management.

## SEATTLE

By DAVE TREPP

Orpheum—"Ground Parade"; vaude.  
Metropolitan—"The Four Seasons"; vaude.  
Blue Moose—"Coburn and Kellys in Scotland"; vaude.  
Muscle Box—"Song of the West"; vaude.  
Hollywood—"The Men Are Dangerous"; stage show.  
Hollywood—"The Men Are Dangerous"; stage show.  
Coliseum—"Wandering Wildcatters"; vaude.  
Liberty—"Vagabond Lover"; vaude.  
Seattle House.

Caroline Snowden, recently at Cotton Club, Los Angeles, here for Club Victor.

Tom Curtiss, of McElroy's band, is at present manager of the dance hall, succeeding Harold Murphy.

Ted Harris is back in Seattle as publicity man for John Savage's "Titanian dance hall."

Jack Sullivan, film buyer for all the U. S. Fox theatres, here last week conferring with Earl Crab, manager, and A. McRae, booker for Northwest string.

## MINNEAPOLIS

Metropolitan—"Dark."  
Shubert—"Florence Reed in 'East of Sun'"; vaude.  
R-K-O Orpheum—"Not So Dumb"; vaude.  
Pantages—"Melody Man"; vaude.  
Century—"Sarah and Son"; Public unit, "Showland."  
Century—"The Vagabond King" (2d week).  
State—"Roadhouse Nights."  
R-K-O Seventh Street—"Second Wife."  
Lyrie—"They Learned About Women."  
Astor—"Golden."  
Grand—"General Crack" (2d loop run).

Eloise Rowan back at the Minnesota as principal organist. She broadcasts over WCCO every week.

E. R. Ruben, divisional director Public Northwest theatres, is in Minneapolis on an inspection visit.

"Buzz" Bathbridge was in New York last week, looking over the new stars and plays. He engaged Blanche Yurka to follow Florence Reed.

## MONTREAL

His Majesty—"Maurice Colbourne Rep. (legit)."  
Palace—"Green Goddess."  
Capitol—"Such Men Are Dangerous."  
Loew's—"Let's Go Places."  
Princess—"Grand Parade."  
Imperial—"Seven Keys to Baldpate."  
Princess—"Shannon of Broadway."  
Strand—"Double Bill."  
Rox—"Double Bill" (2d week).  
Empress—"Double Bill."  
Gayety—"Burlesque (Mutual)."

Latest method for boosting gross at legit house here is to discount best seats by 50% in blocks to big

railway and other offices in city. Has been fairly successful so far.

All neighborhood owners in this city, United Amusements, Confederated Theatres and Consolidated Theatres are getting together on the theatre circuit. This is considered the only way to obtain adequate protection for theatres from city or provincial government. Names of reps not yet settled but choice hovering between George Rotaky, managing Palace, and Howard Conover, managing Imperial.

Big biz men here look for 3½ million tourists through Montreal this coming season. Mostly, of course, from U. S., and theatre men naturally expectant. Children's act barring youngsters under 16 is snag they are up against.

## OTTAWA, CAN.

By W. M. GLADISH

The Canadian Council on Child Welfare has issued its "white list" of current pictures considered appropriate for children. Among them are "Disraeli," "Half Way to Heaven," "The Hottentot," "Long, Long Trail," "The Royal Remembrances," "Song of Kentucky," "Welcome Danger," "Why Bring Them Back to Me," "Fast Company," "Homes of Our Kings," "It's A Great Life," "Love, Live and Laugh," "Robinson Crusoe," "Shiraz" and "Sweetie."

Famous Players stock took a six point spurt on the Canadian stock market on news that Canadian Co. and Paramount Public would merge. The report was denied.

Joe Franklin, manager, Keith's, has been re-elected a director of the Royal Humane Society.

Col. J. A. Cooper, Toronto, president Motion Picture Distributors Association of Canada, conferred with members of the Canadian Parliament here regarding provisions of the Copyright Act, which is being introduced by L. J. Ladner, member of the House, or Vancouver. The bill provides for the collecting of royalties from theatres.

The Orpheum, Almonte, Ontario, is having talkers installed. The owner is M. J. O'Brien, Ltd.

Manager Oscar O'Shea, Embassy, has booked the first road show into Ottawa in two years in the Maurice Colbourne English Co. for March 24 in "The Importance of Being Earnest" and "The Dover Road."

His Majesty's Theatre, Montreal, is advertising "The New Moon" in the newspapers here 125 miles away, extending an invitation, "Come to Montreal."

The balcony of the Regent here, was reopened March 17.

## SAN ANTONIO

Majestic—"Happy Days"; vaude.  
Temple—"The New Moon"; vaude.  
Astor—"Sarah and Son."  
State—"Wedding Rings."  
Empire—"Murder on the Roof."

San Antonio Little Theatre will produce "Gold in the Hills" of "The Dead Sister's Secret," by J. Frank Davis, author of "The Ladder," which was financed by Edgar E. Davies, wealthy oil man.

Chicago Civic Opera, advance was way behind as company prepared for first presentation Friday. Reported no deficit.

Grand, Marshall's largest picture house, complete wreck following fire last week. Loss estimated at \$75,000. Fire originated in projection room.

## DETROIT

Wilson-Mittel in "Sari" (Wintz).  
Cass—"Bird in Hand."  
Shubert—"Across the World (Martin Johnson)."  
Fox—"Ten Nights in a Barroom."  
Civic—"The Big Party."  
Orpheum—"Ringside."  
Nicholson—"The Girl Said No."  
Fisher—"Seven Days Leave."  
Paramount—"Vagabond King."  
Adams—"Not So Dumb."  
State—"The Love Racket."  
United Artists—"Hell Harbor."

Joe La Rose succeeded Guy Won-

ders as manager of the Fox. J. M. Joyce now in charge of publicity.

Jack Dempsey at the Oriental this week, is filling his second engagement at a downtown Detroit theatre in three months.

The Alhambra reopened Saturday. Public has now completed remodeling four recently acquired outskirt houses.

The newly formed Co-operative Theatre Service Corporation now booking more than eighty city and state picture theatres.

## BRONX, N. Y.

"Forthamites Frolic of 1930" recently at Hunts Point Palace by the Forthamites, local social booked at the R-K-O Fortham for full week of evening performances starting Saturday. Cast, all amateur, numbers 76.

Amateur revue, "Kollegiate Kapers," staged by Mrs. Gertrude Elgeow, this week at the R-K-O Coliseum. First thing of kind attempt at Coliseum, prompted by the opposition of Loew's new 175th Street.

Fortune for some one who can bring business to Loew's Grand. Everything tried. House, only three years old, and one of the most sumptuous in the borough, plays to only its own echo.

Inez Clough and Hemsley Winsfield opened their New Negro Art Theatre on West 134th street, Saturday with "Wade in the Water," J. De Spencer, directing.

Hassel Shelton and Ruth Ames back again at the Tremont theatre, with a co-operative dramatic stock on percentages.

Company has besides the leads, John G. Bertin, G. Lester Paul, Walter Ayres, Eleanor Vaughan, Shirley Oliver, Edward E. Kay and Helen Carew.

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## By HARRIE MEAKIN

National (Eugene-Napier) "Vanity Fair" (George Whitts); next, "Jonica," which is "Cochran's" next follows.  
Fells (Shubert) "Merry Widow."

## Pictures

Columbia—"Girl Said No" (24 week).  
Earle—"She Said No" (24 week).  
Fox—"Men Without Women."  
Fox—"Song of the Siren."  
Palace—"Lady in Love."  
Fox (Keith)—"Cohens and Kellys in Scotland."

On subject of picture titles: Columbia has "She Said No"; Earle, "She Couldn't Say No."

Town has its first suit in many months on copyright infringement American Society, after Good Fellowship Club a combination running Saturday night dances.

Andrew R. Kelley, d. e. of the "Times" broadcasting, a theatrical talk once weekly over WRC. Mabel Jennings of the "News" has been doing same.

Samuel Markowitz, picture poster man, in hospital where he had tonsils removed.

Much comment on Fox going grand opera with the Metropolitan, April 23-24-25. Sale tremendous. Fox last week, holding over Fanchon & Marco's "Greenland Melodies" while the Fox in Philadelphia held "Hollywood Studio Girls" caused the unit in New York to jump to Atlanta and skip the two weeks here and in Philadelphia.

Dudley Hawley has added to Cahan's stock at the National. Cahan has been after close to 15 years he spent with the Fox stock.

## SYRACUSE, N. Y.

By CHESTER B. BAHN

Keith—Syracuse Players (stock).  
Keith—Dark.  
Keith—Vaudeville.  
Keith—Vaudeville.  
Keith—Vaudeville.  
Keith—Vaudeville.  
Keith—Vaudeville.  
Keith—Vaudeville.  
Keith—Vaudeville.

Lent and unemployment, 26,000 out of work here are after grosses in local downtown houses. Business generally off for the past two weeks.

Hugh V. O'Connell arrived Monday to start rehearsals with the Syracuse Players in "The Sap From Syracuse," in which he appeared in New York this season.

Shm Allen, out as manager of Italian theatre for Fox, is back with Nathan L. Robbins, assuming direction of the Robbins Colonial this week.

Vladimir Shavitch, conductor of Syracuse Symphony, which closed last season last week, left immediately for New York, to sail for Russia. He will be conductor in the summer of the Moscow State Opera company and also conduct concerts for the Moscow and Leningrad Philharmonic Orchestras.

Supreme Court Justice Clyde W. Knapp granted an injunction which

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Restraints voters of Newark from voting on Sunday film at today's election (Tuesday). The injunction is not returnable until a special term of Supreme Court, March 31, in Rochester.

Utica Civic Players (commonwealth plan), at the Fox Majestic, Utica, staged "Uncle Tom's Cabin" last week to excellent business.

Harry Portman, of Loew's New York headquarters, left for New York after some weeks spent in charge of the State here, pending the appointment of a resident manager.

John K. Van Ornam, musician, won a \$5 cent in alimony by order of Supreme Court Justice Justice L. Cheney. Instead of the high salary he earned as a conductor, Van Ornam declared in an affidavit that he was now drawing down only \$15 a week learning the advertising business.

## SARANAC LAKE, N. Y.

By "HAPPY" BENWAY

Dorothy Maxwell successfully operated on, now resting at her home, 408 East Main street, Rochester.

Nothing too good for the artists. Here's Supt. Katherine Murphy's latest on the bulletin board: To all Artists. This is your home while you are with us. We want you to feel happy and comfortable; we want you to get well as soon as you can. We want you to know if there is any little thing we can do to make you happier?

Andrew Molony, Frank Garfield, Alice Carman and Leah Temple latest reported on the "well list."

Mary K. Bradin, once connected with May Wood's N. Y. office, will say "yes" after the Lenten season.

Catherine Vogelle, 9 Front street, here visit from her sister, whom she had not seen in 15 years. Miss Vogelle is showing a marked improvement.

Christina Keenan, formerly of 9 Front street, now at 56 Lake Flower street, on limited exercise and doing well.

## Weekly Passing Show

Oscar Loraine now on exercise... William Holly, ditto... Richard... James Cannon going home April 1... Dr. Mayer still in Florida... Hattie... passing... another milestone... Andreas Erving going to New York for two weeks... vacation... Julia Kubas... in Oriental surroundings... Olga Kalinin to remain in the French... school, Y. Y... Alice... enjoying vacation at home soon... Mike McMane getting new "cheaters"... Nurse McDowell selling her... "Lizzie"... Clow... name at Sullivan's Puff Shop... Mae Armistead and Ford Raymond ill with... Richard... Lundberg in Mt. Vernon, N. Y., and okay... Irving Bloom much improved... Nellie... daughter sailing for Australia... Allie Bagley on exercise... Susan... Gene Winchester... "Irene"... here once, now working steady... Eddie Kane, ditto... Richey Craig, Jr., also... Mickey... the same by writing to those you know in Saranac.

## ROCHESTER, N. Y.

By DON RECORD

Locum—Dark.  
Locum—Second Wife"; vaude.  
RKO Temple—"Cohens and Kellys in Scotland."  
RKO's Rochester—"Men Without Women"; vaude.  
Eastman—"So Long King"; vaude.  
Eastman—"So Long King"; vaude.  
Eastman—"So Long King"; vaude.  
Eastman—"So Long King"; vaude.  
Eastman—"So Long King"; vaude.  
Eastman—"So Long King"; vaude.

Beyond the Horizon" (Eugene O'Neill) is first production of Rochester Community Players, March 20-23.

Edward Harding, Fay's theatre watchman, held in jail here two months in connection with fire in theatre Jan. 12, finally released in \$10,000 cash bail. Habeas corpus filed before Supreme Court Justice Justice L. Cheney. Case up before the April grand jury. Work of repairing the theatre delayed by the investigation.

Oakfield Opera House, closed several months, has been sold to Mrs.

Samuel Baglio of Batavia by Joseph Goldberg for \$11,000. House will have sound installed. Village without pictures since house closed.

Eastman holding over "Vagabond King" for second week, but big disappointing in view of exploitation and strength of picture. Not over 60% capacity. Price generally sore. Price raised to \$1, first time the theatres has ever raised the ante for a picture.

R-K-O Temple has cut prices to 15, 25 and 35c, all day long. Piccadilly which is not going well with six acts and feature at 40c top.

Little Jack Little conducted mythical radio banquet over radio and raised \$200 for picture machine for children of Iowa Tuberculosis Sanatorium.

## BOSTON

John J. Lavagli, proprietor of Lido-Venue, former swanky night club, was divorced by his wife, Mrs. Laura M. Lavagli.

Judy Ann Goodie, woman bicyclist rider, champion of Ireland, has arrived in Boston.

Eugene W. Brown has brought a bill for recapture for the Show Boat, a corporation formed to convert an old schooner to a floating night club. The bill of equity was brought in the Suffolk County Court. The matter was set for hearing.

Reading, Mass., in annual town meeting, overwhelmingly voted down a proposal to allow Sunday films.

Sir Archibald Flower, Lady Flower, and their daughter are in Boston, prior to opening at the Hollis of his Shakespearean players. Sir Archibald is chairman of the Stratford-on-Avon Festival Co.

Mayor Murphy of Somerville has attacked the so-called "double standard" of censorship in this state. The Mayor claims the State Board of Censorship has two standards—one for Sundays and one for weekdays.

David Vardi and Eva Yoalt, Jewish players, will appear in Boston in English versions of Jewish drama.

A woman dancer and four men were arrested by police in Roxbury, Mass., for putting on an indecent show. They pleaded not guilty. Case postponed.

Massachusetts House of Representatives passed a bill allowing prizes not exceeding in value \$25 to be awarded at whist and bridge games conducted for charity.

Wakefield, Mass., to allow Sunday pictures.

Milford, Mass., has legalized Sunday films.

Al Herman, contortionist, here from New York for "Dixiana," Radio.

Wm. Gibson, Mae Clark and Francis MacDonald for "The Fall Guy," Radio.

Jimmy Eagles for "Big Fight," Radio.

John Darrow for "Alone With You," Fox.

Jackie Heller for "Hot Curves," Tiff.

Sammy Blum to "The City of Silent Men," Par.

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## OBITUARY

(Continued from Page 68)  
Forbes married Helen Brinsford, who survives.

## CLARENCE T. LUGRIN

Clarence T. Lugin, 67, news weekly cameraman, died in St. John, N. B., March 8. He was one of the first news weekly cameramen for the films. He covered the maritime provinces for Gaumont. He shot the scenes after the sinking of the Steamer Titanic.

He met the survivors and recovered bodies at Halifax and photographed everything for the news weekly. These were the only moving pictures taken of the Titanic aftermath. Mr. Lugin had also done some filming for advertising films. His firm did some camera work for a silent production by a company formed in St. John to produce a picture yearly but which failed after the first production with heavy losses to investors.

## MAUDE LEONE

Maude Leone, 45, legit actress and former wife of William Macdonald, actor-playwright, died March 13 at State Hospital, Norwalk, Calif., of bronchial pneumonia. Miss Leone was on the dramatic and vaudeville stages for many years and had been residing with a sister at Long Beach until about a year ago, when she was committed to the institution for treatment.

About four years ago Miss Leone was badly hurt in a bus accident in Hollywood, causing an injury to her spine, from which she had been constantly ailing. Damage suit against the bus company was still pending at the time of her death. Sister is the only survivor. Interment at Long Beach.

## ANDREW J. STALEY

Andrew J. Staley, 57, long identified in vaude with "The Musical Blacksmiths," died in Rochester, N. Y., March 17, of pneumonia, following an operation.

Mr. Staley joined his brother, Cass, in London 27 years ago after Hall and Staley, then doing the "10th Century Burglars" dissolving partnership. The two Staleys played in their musical skit all over the world and were long recognized as a stock musical act.

Several years ago Andrew Staley retired and settled down in Rochester.

## FRANK LATONA

Frank Latona, 72, old-time vaudeville artist, died in London Feb. 27. Born in Minnesota, he had been in England for about 20 years doing variety work with his wife. In 1910 she continued as a

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single, known as Jen Latona, becoming a favorite with songs at the piano.

## HARRY BUCKWALTER

Harry Buckwalter, first press photographer in Denver, died Mar. 7. He made the first pictures in Denver, operated the first picture machine there. He also owned the first Denver broadcasting station.

## JAMES E. MILLER

James E. Miller, once a member of the Ideal Opera Co. of Boston, died recently in Brooklyn after a three-month illness. For many years Miller worked with Fiske O'Hara. Mr. Miller married Bertha Lovejoy, contralto, who survives. Cremation at Fresh Pond Crematory.

## Wm. J. ("Roxy") O'Rourke

William J. ("Roxy") O'Rourke, former vaude actor and later dancing instructor, died from a heart attack in San Francisco March 10. He was well known in Pacific Coast vaudeville circles and had lived in San Francisco for a number of years.

Franz Listemann, 50, musician, died March 11, of tumor of the brain at Passavant hospital, Chicago.

Rex Snelgrove, 50, stock manager, died in St. Vincent's Hospital, Green Bay, Wis., March 9.

The father of Mildred Andre died of pneumonia March 11 in Brooklyn.

The mother of Margaret Shelley died recently.

## Deaths Abroad

Paris, March 10.  
Mme. Herve Monier, 72, former French dancer at the Moulin Rouge, under the pseudonym of Nini Patten in the Paris in the Charity Hospital, Paris.

Louis Gance, 35, French comedian, died in Paris.

Frank Gardner, 74, popular in sporting circles in the far west half century ago and retired in France for the past 20 years, died suddenly in Paris of apoplexy. His first wife, now deceased, was famous as Sally Gardner. They were divorced about 1900 and Gardner remarried with his French woman, who survives him.

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**MARY ADAMS**

**INGENUE PRIMA DONNA--LEAD**

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80 PAGES

## SWAFFER RAPS ROTHERMERE

Dallas, Censorless, Without Any  
Film Trouble—Mayor Vindicated

Dallas, March 25.  
Dallas is probably the only censorless city in south.

Last May Mayor Tate, standing by hard voting bricklayers, didn't see any particular necessity of such high faluting extravagance in city government as a censor. He couldn't understand why theatre managers couldn't be trusted with the morals of the town's youngsters.

Minus any investigating and plus a lot of hell raising on part of some 50 or 60 local churches (not mentioning women's clubs) he, the censor (female) understand she'd be welcome around city hall if considering work without pay.

Censor and churches hollered but Tate was firm.  
Idea worked. There hasn't been a single trouble since with any films at any local house. Some of the managers have shelved film bookings which they would have tried to get by the censor in the old days.

### VAUDE'S BOGUS 'COUNT' BEFOOZLED LAWMAKERS

Washington, March 25.  
Each year a meeting of what is known as the "Little Congress," composed of the secretaries of the federal lawmakers, is held here, with speeches, food, etc. This year's meeting was unusual in that the committee in charge made it a point to have several of the rabidly right leaders in the Senate and House among the guests of honor.

As the principal speaker, an Italian count, with an unpronounceable name, was scheduled to tell of his observations after a nationwide tour in this country. He spoke on prohibition, its evils, etc., and what a terrible lot he had found the enforcers to be.

Lawmakers took it gracefully, although their conversation was the parent. When the meeting drew to a close, they stood at attention during the playing of the Italian national hymn.

"Count" was Ernesto Russo, vaude single.

The lawmaking guests don't know it even yet.

### Methodist Church's Film As Sunday Night Draw

Augusta, Me., March 25.  
Sunday evening motion picture shows are featured at the Green Street Methodist Church, Rev. Carl N. Garland, pastor.

Last Sunday (23) was shown "The Angel of Broadway," described as "From a brazen mockery of religion as a pretended Salvation Army lassie in one of New York's night clubs, she comes to see its sacrilege and presently surrenders herself to its service."

Good sized advertisements in the Saturday newspapers, telling of the motion picture message.

### Do Talkers Draw?

Maybe not literal—but since Sing Sing prison was equipped with the De Forest Phonofilm sound device, the place has become crowded.

Latest transfer of 25 prisoners to the institution from upstate gives the state's prison a population of 2,100—capacity.

### Aus. Musicians On Streets Playing For Public Alms

Sydney, March 25.  
By government permission former theatre musicians are playing in groups in business districts.

A collector solicits coins from passersby. Picard's mention at what theatres the musicians formerly worked.

Other unemployed musicians make up their own groups and seek alms in the same way.  
Talking pictures here, as elsewhere around the world, replaced theatre orchestras.

### 6 All-Night Theatres Keeping Detroit Awake

Detroit, March 25.  
Detroit has six open all night theatres. All show complete talking programs.

The day of the open all night grind as a snoring place is of the past in Detroit. Now if the sound doesn't keep you awake the bouncer will.

Midnight emporiums are making a play for the class trade. Believing that there are a lot of nice folks who can't sleep nights, the local showmen give them snappy shows.

### Compel Circus Parades, Town Merchants Demand

Springfield, Ill., March 25.  
Merchants of several nearby towns are asking city councils not to grant circus licenses unless they parade. Their plea is that the parade brings them business. Claim circus day doesn't mean a thing any more without the usual crowd on the downtown streets.

Some merchants are also against truck and wagon shows, claiming that these organizations have no ballyhoo when coming to town as does the railroad circus with its highly painted cars and advance outfit.

### ENGLAND IN NEED BUT PAPERS PLUG

Hannen Swaffer Hangs Comment Against Lord Rothermere and His Publications on Dismissal of Critic Hodgson—English Journalism Seething—Chas. B. Cochran's "Pull"

By Hannen Swaffer

(Hannen Swaffer is the internationally famous commentator and dramatic critic of the London "Daily Express." He is a regular weekly contributor to "Variety." This is one of Mr. Swaffer's regular contributions.)

London, March 14.  
Dramatic criticism and theatre publicity is becoming more and more a joke in London. That is, it would be a joke were it not mixed up with all sorts of elements that make it more or less a tragedy.

A young critic called Ewart Hodgson was dismissed by Lord Rothermere.

### 'CHAIN STORE' UPRISING IN GEORGIA

Macon, Ga., March 25.  
Local merchants are alarmed over what they term the "chain store" urge. As a result they have organized an association, banded together and now publish their own weekly newspaper.

Several of the larger stores have turned their basements into what they now call the "Five and Ten" departments.

The fight on the chains is sweeping over the state. Numerous speakers are taking to the stump. Ed Rivers, who formerly served as president of the Georgia Senate, and is a candidate for governor in the election this September, has incorporated the "chain store" evil into his platform. He is making a tour of the state.

Judge Roscoe Luke, member of Georgia's Court of Appeals, is also in the stump against the chains and Charlie McCall, attorney general from Alabama, is making speeches in this state.

The chain stores have made no reply to the attacks and charges, and their cash registers continue to emit that musical clink of dropping coins.

### Amos an' Andy, Freakiest of All Drawing Cards, Not Hurting B. O.

#### "Between Tests"

Hollywood, March 25.  
The discomfiting ones used to explain they were "between pictures."

It's more hopeless these times. Now they are "between tests."

### Gorilla Stewed, Trainer With It; Show Postponed

Thomasville, Ga., March 25.  
A traveling showman arrived here, rented an unoccupied store and stuck up posters announcing the "Famous White-Face Gorilla, the Most Marvelous Creature Ever Beheld by Man" and so on.

Shortly after an automobile loaded with young men and young women from one of the large estates owned by a wealthy northerner near by came that way. The automobilists saw the posters and were interested. Forthwith surged to the ticket window.

It was closed. Only after repeated rappings did anyone appear when a young fellow who informed them the gorilla could not be seen that day. The visitors were leaving town and insisted going in anyway, but the boy would not open up.

Pressed for an explanation, the young fellow reluctantly gave it. "It's like this," he said, "Father and the gorilla both got stewed last night and so we cannot put on the show until tomorrow."

### Park Ave. Authores

Latest of the Park Avenue high hats to interest themselves in show business is Mrs. William Astor Chaner, described as one of the inner clique of the creme de la creme.

She has written a play called "Orchids." Brock Pemberton is considering it for fall production.

### "LINDY'S BABY" SONG

Clarence Gaskill has composed the words and music and Glick Music will release on wax (Pathé) a new song called "Lindy's Baby."

Number celebrates the advent of Col. and Mrs. Charles Lindbergh's first child.

The event is not scheduled for a couple of months, but the music trade always appreciates the value of preparedness.

Acknowledged the freakiest and strongest of any known drawing card, it is denied that the radio vogue of Amos an' Andy is at present denting the theatres' box office receipts.

The Amos-Andy hour, 7 to 7:15 p. m. nightly except Sunday, at one time threatened to become the theatre's bugaboo, particularly in the smaller spots. Questionnaires sent out by one theatre chain, asking for information about the 7 o'clock attendance were later recalled, with house manager instructed to pay no further attention. It has been reported from some of the smaller cities of the east that the local theatre managements have advertised that Amos an' Andy radio talk would be turned on at the theatre, with the locals invited to come early. Other reports (Continued on page 76)

### Scar-Face Al's Scheme; Bootleggers' Trade Weekly

Chicago, March 25.  
Al Capone thinks he has struck a scheme that will stop all traffic between bootleggers and beer runners.

"If you 'Variety' guys," said the scar-faced one, as he called at "Variety's" office here, "would get out a trade paper for the booze biz, giving the grosses of what the different mobs are doing weekly, it would end all battles over double crossing."

"Don't you see, if 'The Bootleggers' Guide' would say the south side mob did \$43,890 last week and the west side got \$67,800, etc., all over the country like 'Variety' does with the theatres, there couldn't be any squawks because 'The Bootleggers' Guide' wouldn't admit it was wrong."

"Think it over, bosses. It's a great chance, and there isn't a trade paper in the racket."

### Texas' Theme Song

Houston, March 25.  
"Texas, Our Texas" has been accepted as official song of the Lone Star state by the Legislature.

A \$1,000 check was given to Gladys Yankum Wright and W. J. Marsh, both of Ft. Worth, authors. Check given by former governor, Pat Neff and guaranteed not to bounce back.

State holds copyright for song, including show purposes.

**BROOKS**  
THE NAME YOU GO BY  
WHEN YOU GO TO BUY  
**COSTUMES**  
GOWNS AND UNIFORMS  
1437 B'WAY, N.Y. TEL. 5500 PENN.  
NEW FASHION COSTUMES TO RENT

## 32 Stars Dropped Since 1929 In Producers' Move to Clear Congestion—But 12 Replacements

Hollywood, March 25. Of 83 stars listed by the 10 larger picture companies at the end of 1929, 32 have been dropped or have but one more picture to make. Start of the 1930-1931 season will see many more eliminated in the decidedly active move by producers to whittle the starring group to a minimum.

Inevitable replacements in the star class total 12, with seven hopping right into top billing from the stage and only five working up from the featured players group.

Stage names 'now starring' or 'about' to start in films are: Beatrice Little, John McCormack (Fox), John Boles (U), Benny Rubin (Tiffany), Lawrence Tibbet, Grace Moore (MGM) and Madeline Lewis (Pathe). Feature players promoted, some originally from the stage, are Jack Oakie, Ruth Chatterton, (Par), Winnie Lightner (WB), Jack Holt (Col), Fred Kohler (FBN).

### Not Renewed

Stars out or with only one more picture to make are: Esther Ralston, Evelyn Brent (Fox), Daphne Sisters, Dore and Arthur (Metro), Vilma Banky (UA), Monte Blue, Pauline Frederick, Thomas McWhorter, Sophie Tucker, Ted Lewis (WB), Red LaRocca, Rudy Vallee (Radio), Colleen Moore, Billie Dove (out of season) Corinne Griffith, Dorothy Mackall, Jack Mulhall, Irene Bordant, Eddie Russell (FBN), Ina Claire (Pathe), Paul Muni, George Jessel, Lenore Ulric (Fox), Belle Baker (Col), Belle Bennett, Mae Murray, Joe E. Brown, Leo Carrillo (TUF), Gladys, Reginald Denny, Glenn Tyree, Mary Philbin (U). No move was made to take up options.

Tiffany at present without a star under contract. Last season's quartet will be out, and the only new star is Benny Rubin.

Increasing protests by exhibitors that too many dropouts, and strange names are making it difficult to sell a picture has effected the old-time generous starring procedure. Star lineup of the future, it is conceded, will be made up of a very small group which has shown extraordinary drawing power.

## MR. AND MRS. SAM KATZ LEAVE PARIS FOR HOME

Paris, March 25. Sam Katz left Paris last week sailing for home on the "Olympic" at mid-week, accompanied by his wife, the former Eleanor Ambrose, and his brother, Dr. Harry Katz. The Kats gave the reporters a run-around when he declared just before sailing he was bent upon a vacation on the Riviera and after that he and Mrs. Katz would do some leisurely touring while he studied Continental theatre operation, with particular reference to the dialog language problem as it applies to Paramount pictures.

The film executive came to Paris on one ship, met his wife who had been awaiting his arrival for three months, and went straight back.

## Blizzard Ties Up Chi. Traffic and Theatres

Chicago, March 25. The worst blizzard of the season and one of the heaviest snows in years today so badly blanketed traffic on the street and in the air that show business and radio broadcasting were practically halted.

Box office worries were more than those of enticement, snow-bitten pedestrians. Many theatres, which film delivery trucks joining hundreds of other vehicles stalled in impenetrable drifts.

### Fox Gets "Rex"

Hollywood, March 25. Fox has purchased from Universal the horse "Rex".

William Scully will direct the first of series of indoor pictures with the horse.

Hal Roach originally sold nag to Universal.

## CANTOR AND LEE "Master and Man" (Comedy, Singing and Talking) 17 Mins., One Palace, Chicago. (Nov. 20, 1914)

Act opens with talk on war, pertinent and to the point. Carries a good quota of laughs.

Cantor in blackface and Lee playing straight white, war talk. Lee sings "Caroline," and Cantor comes on for "Victrola" and Snyder's Grocery Store.

Cantor does some travesties on pictures that are laughable. Cantor also pulls a lot of "act out," unusual in blackface. Act ends with a brisk duet.

What so well at the Palace Cantor had to make a speech. Good comedy act and out of the beaten rut.

(The comic of this two-act seemingly has kept out of the limelight, but quite consistently since 1914. He is now Eddie Cantor, the author, actor, banker, N. V. A. president and father.)

## Eisenstein told To Leave France; A Soviet Spies

Paris, March 25. Eisenstein, the Russian film director who has been lecturing in Europe and spreading propaganda on screen and lecture platform, has been deported from France, charged with preaching in the interests of the Soviet.

A Russian charge lodged against him was that he attempted to exhibit a forbidden picture—his own subject, "Potemkin," banned here. Eisenstein tried to slip the film past the censors but in ground the picture was offered merely as an incidental to a lecture on the cinematograph art.

## Murray Loses Leads Twice

Los Angeles, March 25. For the second time in three weeks, Johnny Walker has replaced James Murray in a picture lead. First National had picked Murray to play the lead in "Girl of the Golden West," but at time for the contract to be signed, Murray could not be located. Walker was substituted.

Three weeks ago, Murray, engaged for lead by Chesterfield in "Ladies in Love," forgot to appear at the studio on the starting day and Walker again stepped in.

## Robison From Chicago On Coast Via Germany

Los Angeles, March 25. Arthur Robison, former Ufa director in Berlin, has been brought here by M-G-M under contract. He will feature in both English and German.

Robison, born in Chicago, directed "The Last Waltz" and "Mannon Lescaut."

## "Vagabond Director" Shorts

Los Angeles, March 25. Tom Terris leaves for India, China and Australia late in April to turn out travel one-reelers. They will be known as "The Vagabond Director" and will release through Pathé.

Alfred Mannon and Elmer Clifton supervise.

### Rosa Low to M-G-M

Rosa Low, concert singer, goes to Metro.

Miss Low has departed for the coast.

### Opposite Haines

Hollywood, March 25. Kathryn Moynan, from stage, opposite William Haines in "Easy Going," at Metro.

Lella Hyams originally slated.



## WILL MAHONEY

in Earl Carroll's "Sketch Book," Chanin's 46th St. Theatre, N. Y. C. The New York "Telegram" said, "Of all the men in the comedy field who have come to the front in the last decade, the one to reach the height of his career is the comic king of the age."

Direction  
RALPH G. FARNUM  
1560 Broadway

## PICTURE STARS AND OTHERS IN HONOLULU By MABEL THOMAS

Honolulu, March 15. Janet Gilmore and mother arrived here from Australia March 10. Mrs. Gilmore was taken from the steamer to St. Francis Hospital and operated on immediately. Burst appendix. Her condition very serious.

Phyllis Du Barry spent a day here on her way to Hollywood from Sydney.

Elsa Plach, German star, honeymooning here. She is now Mrs. Alexander Carqueville. Edna Furlan has returned here intending to remain indefinitely.

Janet Gaynor's Denial. Janet Gaynor and mother will rest six weeks at her home on the other side of this island. Miss Gaynor vigorously denied all rumors regarding a separation from her husband.

Mildred Harris Chaplin opened here with the Wilbur Stock company in her first legit stage appearance, "Dear Me." Possesses a good singing voice and well received. Her engagement is for two weeks, closing with "This Thing Called Love." Princess has sound, opening with "Sweetie." Lowell Gist is house manager.

Henry Kane, manager of the Pawsa theatre, married to Kate Helber March 6.

Rene Williams, musical director for the Princess theatre, and family left for Los Angeles March 8.

## Weather

Washington, March 25. The weather bureau has furnished "Variety" with the following outlook for week beginning tomorrow: Cloudy and cold Wednesday, with snow flurries, except probable light rain in the Atlantic states. Generally fair Thursday and probably Friday, followed by showers Saturday or Sunday (30).

Warmer by Saturday.

Paris, March 25. Weather here is cold, cloudy and extremely un-spring-like.

London, March 25. Weather cold, with constant frost in the air making the coldest March in 70 years.

A succession of snow storms in the provinces did the theatres no good.

## South Pole Cameramen

Sydney, March 25. Williamson-Tait's cameramen, Van De Veen and Reider, attached to the Commander Byrd South Pole expedition, are on their way to London by way of the Panama canal, sailing on the "Tunaro".

They are taking all their picture records of the expedition taken in the field.

Robin and Pert Kelton In Tiffany's "Hot Curves," now in the making at the coast studio, Benny Rubin is starred. Opposite is Pert Kelton. Both arc from vaude.

Miss Kelton has a term contract with Tiffany.

## King of Phoney Film Promoters Trying to Suckerize Savannah

### Wife as Checker

With his wife in Pittsburgh and he in New York, the husband was not astonished when awakened at four the other morning by a Pittsburgh call. "Hello, honey," he said. "What's the trouble?"

"Have you a woman in that room?" was the reply.

"No, of course not, honey," he answered.

"Well, then, if you haven't, you repeat this after me and I'll believe you."

And the husband repeated as the wife proceeded with this: "If there's a woman in this room, I hope she dies before leaving it."

Next day some friends gave the husband fresh phone and dresses of women known to be somewhat hard of hearing.

While Savannah sleeps in the midst of an announcement that it is to be the home of a \$5,000,000 film studio, the industry in New York is out with denials of any interest or affiliation, and the National Business Bureau is reviewing its files on the King of Phoney film stock promoters.

Frank Alden Miller, with a hit-and-run gouging of small stockholders' experiences in various parts of the country, gave the bureau the slip over a year ago in Montgomery, Ala. This Miller, years ago, was bitten by the studio promoting business his gilt art on Connecticut farmers near Saybrook. In 1926 he promoted a picture epic of the American merchant marine, "The American Merchant Marine," which he sold to the King of the Bethlehem Steel interests. The same get is chronicled as having operated a home office on 42nd street, New York.

The Savannah czar, who already has been denied the co-operation of the local commerce chamber and industrial committee, and against whom some of the prominent citizens, whose names he has used already have entered protests, is known as Alden Miller. This Miller, according to advices from the town, is also understood to be interested in interesting the tiny breed of certificate buyers before elaborating on tentative announcements.

## With Film Stars Growing Scarce, Merchants Bawl

Hollywood, March 25. Basking in the reflected glory of Hollywood's few, and growing fewer, picture stars are the colony's hotels, theatres, restaurants, shops, bootblacks, manicure girls, realtors, landlords, and everybody else. If stars suddenly were eliminated from pictures Hollywood's business would roll on an exploitation standpoint. The merchants are uneasy.

"Come and meet the stars," placards a theatre. "Eat with the stars," yell the restaurants. "Sleep with the stars," booms a hotel.

"I shined Jackie Oakie's shoes," announces a bootblack, fondling the sacred cloth and angling for a two-bit tip on the strength of the achievement. A beauty parlor attendant rolls her eyes and gazes ceilingward. "The last person to sit in that chair," she murmurs, was Clara Bow. "How does it feel to sit in the same spot?" Announcement is a signal for the non-pro dame to squirm in the chair and say, "Ah!"

"Your rent," decides a landlord, "will be raised \$15 a month. A star has moved into the block."

The Egyptian theatre is "where the stars come to rest and hear." Chinese theatre is where you can "mingle" with them. Roosevelt hotel calls itself "home of the stars." Henry's asks you to "come and eat with the stars." Numerous dress shops "clothe the stars." Every barber in town has cut Lon Chaney's hair, or maybe it was two other fellows. The moment a star patronizes a business the business goes wrong. Prices soar and a British accent creeps in.

Paris, March 25. Yves Mirande, playwright, has been placed under contract by M-G-M as a member of that company's scenario staff in Hollywood.

His play, "The Hole in the Wall," will serve as Robert Kane's first feature production for Paramount distribution.

## M-G-M's Foreign Writer

Paris, March 25. George Arliss ("Berengaria"), Percy Marmont, Mr. and Mrs. George Arliss ("Berengaria"), March 22 (London to New York), Oliver Traversgar ("Berengaria"), March 22 (New York to London), Dorothy Gordon (Lapland), March 21 (Capetown to London), Frank Powell (Saxon), March 21 (New York to Naples), Arthur Low, Dave Slum, Joseph K. Freeman (France), March 20 (Hirsch to Hollywood, Cal.), Hugo Hirsch, German composer (Bremen), March 19 (New York to London), Ed. and Jennie Roake (Aquitanian), March 19 (Paris to New York), Nina Payne (De France), March 19 (Paris to New York), Jack Vincent (Olympic).

## Foxe Working Again

Hollywood, March 25. Earl Foxe, who left pictures several months ago to manage the Black-Foxe Military Academy, is back on the Fox lot. He has a part in "The Fatal Wedding."

Another returning to pictures at the studio is Tyrone Power, who after several years' absence takes a character in "The Oregon Trail."

Lucille, Not Louise, Brown Last week's "Variety" stated Louise Brown was engaged by Fox for picture work.

Name should have read Lucille Brown.

Never put off till tomorrow the smile you can give today.

MR. AND MRS. JACK NORWORTH  
180 West 44th Street  
New York

# N. V. A. COLLECTIONS AGAIN

## 2 Free Round Trips to Europe, as B. O. Ballyhoo for Publix Minn.

Minneapolis, March 25. A number of the leading loop houses are utilizing ballyhoo in front of the box-offices and giving away various items in an effort to drum up the low level trade hereabouts.

Minnesota, ace house of the Publix Northwest circuit, is going all competitors several better by offering two free round trips to Europe to one of its lucky patrons. As a result of a dandy tie-up promoted by Martin Kelly, its publicity manager, the two trips don't cost the theatre a penny.

In return for advertising on the theatre screen and in the lobby, a local travel bureau has donated the two round trips, which include railroad transportation from here to New York and back, steamship on the "George Washington" to France, railroad transportation from the landing place in France to Paris and the return passage on any U. S. line ship. The winner of the two round trips in privileges to remain in Europe as long as desired.

During the ensuing three weeks every person purchasing an admission ticket to the Minnesota theatre receives a numbered ticket. As they enter patrons deposit one part of the ticket in a box and retains the other. On a Tuesday night three weeks hence the winning number will be drawn from a box on the theatre. The person having the winning ticket will have had to attend the theatre some time during the day of the drawing. Patrons will register at the time they enter the theatre on that day to show that they have met this requirement. The whole town is set up over the proposition.

Among the theatres giving away radios every week are the RKO Orpheum and the Publix Lyric in the loop. These radios cost the theatres nothing, donated by local radio dealers in return for free advertising in the theatres. Houses using barkers outside include the Orpheum, the RKO, 7th Street and State, the last-named one of the three leading Publix loop theatres.

### Barber Chair Contract

Hollywood, March 25. Ramon Peredo, Spanish actor "discovered" by Paramount in a barber's chair having a shave, has been given a term contract.

This follows his work in the Spanish version of "Benson Murder Case."

### Gilbert's Talker

Hollywood, March 25. John Gilbert's first talker under his new Metro contract will be "Way of a Sailor," story discarded a year and a half ago.

Frederic Trueman and Laurence Stallars are making the adaptation and dialog. Starts April 5.

## Authors! Artists! Dialogue and Dance Directors!

AM AT

HOLLYWOOD OFFICES  
WARNER THEATRE BUILDING

WIRE

WILLIAM MORRIS, Jr.

### Stunt Costs Up

Hollywood, March 25. Stunt flyers, now in demand for air pictures, are asking fabulous prices for services because of the extra hazard in flying low enough to keep in range with the recording mikes.

Heretofore stunt flyers were paid \$50 a day, but ascended to an altitude where hazardous tricks could be performed with a more reasonable assurance of safety. Now, they're asking \$200 for the same work because the altitude is limited to 500 feet because of the microphones. There are not more than six flyers in Hollywood who will take these chances, and they are all asking the same price.

## CANDY SELLING BY PUBLIX \$500,000 YEAR

Candy vending machines in Publix theatres are doing a biz at the rate of \$500,000 a year, according to inside info. An analysis of returns from the equipment installed so far in 50 theatres show that one person in 18 use the automatic venders. Average sale amounts to 7c. Publix' merchandising department is headed by M. Schosberg. Plans are now being evolved to secure every bit of income from theatre by-products by lobby selling.

Chicago, March 25. Sheet music booths will be installed in all Publix-Great States deluxe houses in Indiana and Illinois within two months.

Mechanical venders of sweets are being installed as rapidly as received.

### Jeanie MacPherson to Quit DeMille—Elsie Janis There

Hollywood, March 25. Jeanie MacPherson, scenarist with Cecil B. DeMille for the past 10 years, is leaving him at the end of "Madame Satan." She worked on its adaptation and dialog with Elsie Janis.

Understood at story conferences Miss Janis sat on right of DeMille instead of Miss MacPherson. When the shooting started two weeks ago Miss Janis was as prominent as Miss MacPherson was absent.

## AUDIENCE DRIVE IN ALL THEATRES

Chain Heads Decide Basket Collections Only Certain Means of Raising Sufficient Funds—All Houses of V. M. A. to Participate Full Week of April 27—Some Midnite Shows

### NO ACTOR SOLICITATION

By a unanimous decision of the heads of variety theatre chains, collections from the audiences will be taken up during each day of the week of April 27, for the support during this year of the National Variety Artists; the N. V. A.

The collection course again is believed by the chain leaders as the only certain means of obtaining sufficient funds. In a few key cities midnite N. V. A. benefit performances will be held, but mainly the collections will prevail.

All theatres of each chain playing straight pictures or a combination policy (only the straight show) will take part in the collection week.

Chains represented are members of the Variety Managers' Association, which stands behind the N. V. A. Benefit Fund, the latter the financial supporter of the N. V. A. Club and its charities. The latter include the weekly payroll list of the N. V. A. Club in New York to indigent professionals and the maintenance of the new and unopened N. V. A. Sanitarium at Saranac, N. Y.

"Hat Collections" as they are commonly called, were first instituted for the N. V. A. from a limited number of theatres over the country by the late E. P. Albee, who he solely directed the destinies of the N. V. A. These occurred yearly during "N. V. A. Week" resulting in annual protests from theatre patrons and the daily press. When Albee was deposed about a year ago from his self appointment as dictator of the N. V. A., it was announced that following the N. V. A. collection of April 1929, another way would be thereafter found to support the N. V. A. from within the show business.

Two proposals submitted by Pat Casey as the N. V. A. general manager were that the funds be procured through midnite benefit performances in all cities and towns of the U. S. where V. M. A. members' theatres were located, and additionally through a pass tax of 10c per person for each free ticket to any of the same theatres. Previously the Keith Circuit had contributed such a "pass tax" yearly to the N. V. A. support. It amounted to around \$700,000 annually.

Proposals Rejected. Both proposals were rejected by the chains as a makeshift. With Casey directed to organize the annual collection drive as heretofore, with the April 27 week set as the period. The chains agreed to furnish such theatres as might be required for the midnite shows during the week in the 30 or more key cities Casey may choose.

Chain operators produced box office receipts for an impecunious show, with exceptions of metropolitan centers, were extremely light. Grosses on some of the statements exhibited fell as low as \$40 for the special show.

With \$1,000,000 needed for the N. V. A. maintenance annually, the chain heads said the revival of the reported abandoned audience collection seemed the only solution.

Casey has started to organize the drive and will make his arrangements for the midnite benefit shows. Casey lately returned from Hollywood. (Continued on page 65)

## Jesse L. Lasky Will Remain East; Producing at Par's L. I. Studios

### Co-operation

Next door to a detective agency office in a Times Square window is a firm selling arch supporters.

## The Fox Mess

Fox's maze of legal actions and its own financial mess were unexpectedly heaped up Monday when the W. R. Sheehan application for an injunction against the Bancamerica plan and to enforce the trustee agreement signed by William Fox was thrown on top of all of the rest.

Suits, appeals, motions, applications, injunctions and counter suits call for an army of lawyers, all for one Fox concern. Some hearing is due daily, with Sheehan's set for Friday (25).

Some pretenses to believe that the Sheehan application may bring about an adjustment from the outside, with as many saying nothing will matter until a final court decision or the Fox annual meeting April 15. While anything may happen any day.

Meanwhile William Fox says he will not sell and retire. With him, he states, it will be the Bancamerica plan or a receivership.

Holding Up. The Sheehan suit has split the Fox organization into two divisions, the Fox and the Sheehan factions, that bespeak more demoralization of the slight morale still remaining in the New York headquarters or at the Fox studios on the coast.

How the Fox organization holds up in the face of all of the legal controversy and internal dissension the Fox leaders no one in the film business understands, but it has and does. With Fox now showing the leading \$2 talker on Broadway, the McCormack "Song of My Heart" that came out of Hollywood into the big money class right in the center of the entire Fox muddle.

Hollywood, March 25. Reaction of Fox employees to Monday's announcement from Winfield R. Sheehan is one of discreet silence, but with an underground feeling that Sheehan is solidly entrenched legally.

Meanwhile Sol Wurtzel is now reported in an awkward spot through receiving orders from both Fox and Sheehan. Production meanwhile proceeds smoothly, increasing rather than slowing down.

## 3 U FILMS, "JAZZ KING" AMONG THEM, AT ROXY?

Paul Whiteman's "Jazz King" is reported one of the three Universal's pictures shortly to be generally released that will first appear in the east at the Roxy, New York.

The other two as reported are the "Marsupilami" film, renamed, and "White Hell."

The Whiteman picture reached an investment cost for U of \$1,500,000 and was looked upon in the trade as due for a final special \$2 showing on Broadway.

### Hays' Annual Meeting

Monday, March 31, the annual meeting will be held by the M. P. P. A. at the offices of Will H. Hays in New York.

Several movements arising within the year through the Hays organization are to be passed upon. It's understood a pre-release of the more important matters will be sent out by Hays office, to be released by the dailies April 1.

Jesse L. Lasky, Paramount's producing head, has decided to remain in the east hereafter, with his family. Mr. Lasky is said to have taken under lease summer and winter residences in and around New York.

With Lasky permanently leaving the Paramount Hollywood studios, Ben P. Schulberg becomes the executive head of that producing end. For years Lasky has remained in the Hollywood studio, which he started and watched its growth to one of the largest in the film colony.

At L. I. studio Lasky will retain its present staff, it is said, with Walter Wanger, the studio's producer as formerly, and James C. Connelley as its business manager.

At present in the L. I. studios, A. J. Baalaban is in charge of the production of Publix talking shorts. Nothing in the report mentions Baalaban's status under the Lasky regime. Baalaban was gathered the entire stage producing force of Publix also around him on L. I.

## BETTY BALFOUR'S OWN BI-LINGUAL "GIRL" FILM

Paris, March 25. Betty Balfour, English picture star, speaking French as fluently, is backing the bi-lingual production of "La Mome" (argot for "The Girl") being made at Eclair.

Debuting with Gaumont to guarantee French negative cast and split 50-50 over that.

Louis Mercanton directing both versions.

### Sisters Opposing

Hollywood, March 25. Alice Day and Marceline Day, sisters, took test in competing for the same part, femme lead in "Hot Curves" for Tiff.

Both were reluctant to go out in direct competition to the other, and consented only after much persuasion. They went to the studio together for the tests, but only one gets the part.

### Dolly Tree, Fox Designer

Dolly Tree has aligned with the Fox studios as a dress designer. Miss Tree will leave New York March 31 under a two-year optional agreement.

Miss Tree is English, coming over here two or three years ago. She has designed several stage productions and was recently with Brooka.

### INDEX

Pictures	2-44
Foreign Film News	10-11
Picture Reviews	25-39
Film House Reviews	52
Talking Shorts	25
Vaudeville	45-49
Vaude Reviews	51
New Acts	53
Billie	54-55
Times Square	58-60
Editorial	61
Women's Page	56-57
Legitimate	62-71
Legit Reviews	70
Literary	67
Foreign Show News	65-69
Music	73-74
Obituary	76
Correspondence	77
Indie-Legit	61
Indie-Legit	63
Burlesque	65
Radio	64
News of Dailies	76
Outdoors	75-76
Letter List	78
Sports	69

# Warner's Business Moves Have Own Warners' Business Moves Have Own

Warner Bros. (plural) are taking so seriously the success of Vitaphone (all talkers) that no less a subaltern executive than Herman Starr, head of the vast music enterprises and the First National producing activities of the brothers, says:

"Julius Verne's prediction of commutation between earth and moon is far nearer than even Jules anticipated."

"We first perfected sound pictures a few years ago when other picture producers were as skeptical as Verne readers."

Starr, incidentally, is the brothers' intermediary on that deal for Brunswick-Balke-Collender. About this, he states:

"This corporation has a general situation which appeals to us. It is not the fact that it manufactures disks, radio sets or pop tables. It is because this corporation has a laboratory and research department with many patents which makes it particularly desirable for us to acquire."

Speaking of the future of the film industry as adduced by sound picture, Starr observes:

"It is a mechanical age in which nothing can happen. We do not know but that some device may be perfected tomorrow which will change entirely the routine which we now follow in picture making."

"It is the Warner foresight which is responsible for bringing sound into the industry, and we are forever on the alert for something new, something more revolutionary."

## Protective Moves

Whether the acquisition of the Brunswick interests, which is understood to be practically closed, will bring the brothers closer to solving the Television problem, or whether the same will advance the brothers in other things, yet unknown by picture makers (of the moving kind), while not revealed by Starr, carries this significance from him.

"The Brunswick deal, more than any other we have made, is of vast importance to the Warners."

At the same time, it is understood, virtually every deal made by the brothers has been one of "self-defense." The one whereby Continental Lithograph in Detroit was acquired was because of a combine in that business. It is all conceded. The hook-up with Yates of Consolidated Lab in a banking proposition called Setay is also, it is now admitted, little less than a protective movement in the brothers' financial end of things.

In fact, it is claimed by high authorities, every Warner acquisition and move has been made with the idea of safeguarding the advance of the Warner enterprises.

Terms of the B-B buy are held to have been 3 1/2 shares of B-B for one Warner share.

# Warners Taking Wilmer & Vincent Houses in Penn.

Following a series of conferences between Wilmer & Vincent interests and the Warners in New York, it is admitted in the Warner headquarters that "the deal is practically closed."

The acquisition of the W-V circuit will especially strengthen the Warner position in Pennsylvania. The price involved could not be learned, but it was stated that the figure has been agreed upon.

## Myers Beats Attack

Washington, March 25. Upon his return here from talks in Manhattan, Abram F. Myers, head of the Allied Indies, went to bed with a tough cold and pneumonia threatened.

Coming along okay now, say the doctors.

## Mayer Leaving for N. Y.

Hollywood, March 25. Louis B. Mayer has postponed his eastern trip until March 27. Due to arrival here of Felix Fefst and Howard Dietz for conference.

## The "Dog House"

Hollywood, March 25. Studio writers, directors, etc., now have what they call the "dog house."

Anytime you hear "Oh, he's in the dog house" it means that the individual concerned has been assigned to a job other than that which he was signed for—such as a director being told to adapt scripts or supervisors or writers ordered to direct or do something else.

Tough on the person concerned, because if he flops on the second job the studio usually forgets the original reason for his being on the lot and let's him out.



(CHIC) (ROSE)  
YORK and KING

Originators of "Tin-Type" comedy. Playing for General Theatres, Holborn Empire, fourth return. Next week Stoll's Bristol. Represented by JENIE JACOBS

# WHY FILMS GOAT DODGED BY DEPT. J

## Other Industries Merging Daily, Into Billions— "No" to Pictures

Washington, March 25. Question so often put to the Department of Justice as to why the two suits against the picture industry when every other industry is like combining, is getting tougher each day for officials there to answer.

Railroads, oil companies, natural gas units are all getting together, with the mergers running into billions.

Meanwhile the two picture cases, Warner and Fox, are tied up in a state of move and counter move. The case of Fox only further complicates a situation that from Washington looks to need all concentration from its legal department.

Fox argument that the case should have been brought by the Federal Trade Commission is scheduled for a hearing today in Manhattan. Department is awaiting further answers from Warner Brothers. Government contends this company dodged the issue in its original reply.

President Hoover has his troubles in connection with the wide merging. Business says it's the only chance to keep things moving. Chief executive was told the same thing just prior to the Fox and Warner suits, but his attorney general was then speaking in various parts of the country on "law enforcement," and the picture industry was picked on as a shining example. It worked on the picture mergers, and all talk of such ceased.

Now question is how far is that law enforcing policy going to be carried with other phases of industry.

Department officials won't talk.

Department made a move yesterday to answer the question. It files suit Monday to block the merger of the Standard Oil of N. Y. and the Vacuum Oil Co.

## Franklin's 24 Hours

Harold B. Franklin reached New York Wednesday night last, leaving Thursday evening for the coast.

On his way back Franklin stopped off at Kansas City where the Midland Circuit-Fox deal is still in the air.

While in New York Mr. Franklin spoke to, among others, William Fox and Winnie Sheehan.

## Jolson's Visit

Hollywood, March 25. Al Jolson returned east after being here only three days.

Local report that he had gone to New York to see "Penny Arcade" as a picture possibility for one of his United Artists' future releases, but he will see the "Mammy" premiere tomorrow night.

# STOCK SELLING PERMITS FOR FILM AND OTHERS

Albany, N. Y., March 25. Stock in half a dozen film and talking picture concerns, in screen and photo equipment companies, and in musical-radio corporations are among those being offered to the public of New York, according to notices filed with the Secretary of State under provisions of the General Business Law designed to protect investors in the flotation of securities.

Dealers licensed, and the companies whose stock they are handling include:

Sonetone Corp., New York City, 19 West 44th street, New York City, its own Class A and B stock.

Peacock Motion Pictures Corp., Delaware, at 17 East 42d street, N. Y. C., its own common stock.

Seren Guild, New York City, 20 West 8th street, N. Y. C., its own preferred stock, 1%, non-cumulative, \$10 par, and common, \$10 par.

Henry Repard, 42d street and Madison avenue, N. Y. C., common stock of Popular Photo Machine Corp. Later a Delaware concern, with offices at 3611 14th avenue, Brooklyn.

Harlem Broadcasting Corp., South Dakota, offices 101 West 125th street, N. Y. C., preferred and common stock.

Frank L. Blue, 140 West 22d street, N. Y. C., preferred and common stock of Musical Radio Corporation, New York City company of same address.

Miller-Koch and Co., 400 Madison avenue, N. Y. C., common stock no par value, and cumulative participating preferred stock no par.

Photocolor Corporation, Delaware company of 729 7th avenue, New York City.

Secretary of State notified of listing on New York Stock Exchange of \$100,000 of convertible debentures, due Sept. 1, 1935, of Warner Bros. Pictures, Inc., Delaware concern of 321 West 44th street, New York.

On New York Curb Exchange: Voting trust certificates representing 2,058,250 shares common stock with authority to add to the list voting trust certificates for 180,000 additional shares of General Theatres Equipment, Inc., Delaware Corp., of 100 Broadway, N. Y. C.

Consolidated Industries Co., of America, Inc., 5,000 additional shares of common stock. Delaware company, with offices at 305 East 4th street, N. Y. C.

# No Release Channels for Stahl—Goes with M-G

Hollywood, March 25. After negotiating with Universal and M-G, John M. Stahl will return to the latter company to direct.

Plans for independent production did not materialize because of inadequate release channels.

## Handling "Ben-Hur"

Hollywood, March 25. In re-making "Ben-Hur," Metro will retain all the spectacle stuff as is, merely synchronizing with sound. Some dialog sequences will be entirely new.

Richard Currier, one of the original principals, is now dead, a complication. Metro also has to arrange with the Blair and Lew Wallace estates for dialog rights to old play.

# "Tone Down the Stills" Message Sent Coast Studios by New Yorkers

## "Road Map"—"Variety"

Toronto, March 18. University of Toronto has it straight from the campus critic that there is no such thing as dramatic or picture criticism left in Canada or the United States outside of New York and "Variety."

"The technique of the modern reviewer is this—if the picture or play is worthy of comment use a superlative," N. A. Benson recently told the University and the local Women's Press Club. He said no reviewer amounted to much unless he had been banned from at least six shows; that the New York critics were more interested in turning a wise crack or polishing off an epigram than in making their review interesting, and that the average road show town gave good notices or kissed their advertising account farewell.

"Looking the thing up and down, forward and backward I can only advise those interested in a truly honest opinion of a film or stage production to read 'Variety.' It is the showman's bible and the layman's road map," Benson declared.

# RADIO QUITTING ALL FOREIGN VERSIONS

Hollywood, March 25. Radio will discontinue making foreign versions of its product. Decision was reached at a studio conference last week. Vice-president; Ambrose Dowling, foreign sales manager, and William LeBaron.

Execs can see no immediate profit in making special versions for the foreign market and will lay off until more houses are wired abroad.

Early plans were to make pictures direct in Spanish, German and French, although the studio had been experimenting with "dubbing." Synthetic Spanish was put into "Rio Rita," and German into "Case of Sergeant Grisham."

# Aimee Looks for Trusting Producer to Film Her Trip

Los Angeles, March 25. Aimee Semple McPherson, who intends to make a talker of her life, also wants to make a picture of her coming trip to the Holy Lands. With six days left before she leaves for Europe on her pilgrimage, Miss McPherson's agents are hurrying around the studios trying to interest a producer.

Producers approached claim the evangelist does not care about a release for the travel pictures, figuring she'll get production cost and a profit through exhibiting them with portable equipment in her 70 or more branch churches.

Miss McPherson will shoot the picture silent, dubbing dialog when she returns. She also plans to make one-reel sermons, illustrated by incidents during the trip.

So far, producers say, Mrs. McPherson has not laid any money on the line. They are holding off until she does.

## Duncans' Shorts

Hollywood, March 25. Duncan Sisters on April 15 will start on comedy shorts, using their own money. No release act. Allan MacNeil will direct.

## Mary Lewis' Opera Week

Hollywood, March 25. Mary Lewis left Monday for New York to fulfill a week's work with the Metropolitan Opera.

She will return to make a picture for Pathé. Latter still has no story for her.

Semi-nudity as dispensed through fan mags and roto sections must stop. Hollywood has gotten its worst black eye in type.

Those "reaching-over" and "sets" postures are deemed the most offensive. Parallel positions and oculatory expressions are the next in line for the future lash on still-camera activities.

The first undercurrent in a campaign designed to whitewash the biggest selling material of pictures was started rippling from New York to Hollywood this week. It went in an initial letter of instruction.

Everything will be conducted in this secret service office. Producers will be guarded in their reception of the warning as a confessee is shielded from public admonishment by his confessor. It is one of those things which has got to be treated that way because it is a preachment to the masters, themselves.

## Too Warm

That the law would countenance on the screen poses which some stills and posters in the picture publications, present, is one reason for this stand. That, however, is secondary to the injustice done moral Hollywood in the minds of the moviegoers.

The plea that just a little be left the imagination; that a sense of the delicate and refined prevail; that a slight Puritanical influence guide the argument of gown, line, shades and contacts—all of these are in the brief summary.

The pose and the position are most important in the new technique of the shooting of "stills." A couple can be dressed to the ears and wear mufflers besides, but they can stir up the minds of the masses.

"There is nothing doing so much harm to the motion picture industry today as these poses scattered around the box office but confined chiefly to the fan magazines. Nuisance laws must be enforced after the brief cases and use them to incite legislators against the industry. Adolescent youth is influenced by the argument of gown, line, shades and contacts—all of these are in the brief summary. The pose and the position are most important in the new technique of the shooting of "stills." A couple can be dressed to the ears and wear mufflers besides, but they can stir up the minds of the masses.

# City's Censors in Wrong—Trianon Given License

Birmingham, Ala., March 25. Trianon, Interstate house that had been closed since it was enjoined by an injunction against city had been granted it by circuit court, following the banning of "Party Girl" has reopened, getting the license back. Last week Judge Roger Shuder, Circuit Court Judge, ordered city commissioners, the amusement inspector, and Chief of Police to appear before him and show that they should not be held in contempt of court for ignoring his injunction against the city banning the picture. After the injunction was set aside, the city revoked the license. That was what made the judge mad. He called it contempt of court.

At the city officials' request and to get the Trianon's license back, the theatre men agreed to have the citation for contempt of court vacated. This was agreed to and the license returned.

The Supreme Court will rule on April 24, whether the city officials could have been held in contempt of court for ignoring the injunction, but it will be merely a technical case.

Meantime the city officials (and they escaped the housework and may think twice before they ban any more pictures.

## Original Operetta

Hollywood, March 25. Jeanette MacDonald now finishing in "Raffles" for Goldwyn, will return to Paramount for an original operetta, "Blue Oases," directed by Ernest Lubitsch and Ernest Vajda are working on script.

# SHEEHAN'S DECLARATION

## Shuberts Ease In for \$1,000 Wkly. On Healy's Picture Term with Fox

Declaring themselves in on the salary from Ted Healy's picture contract with Fox, on grounds of holding a prior agreement with the comedian, the Shuberts will receive about \$1,000 weekly from Healy during his 11 weeks or more with Fox. Healy is reported getting \$5,000 weekly from Fox on an 11-week contract, with the picture company holding options for four more pictures.

The Shuberts are sharing in Healy's vaude salary at Loew's State this week, to \$1,000, after having settled for \$500 a week for his alleged use of their show material in the three weeks he recently played for R.O. It is understood Healy's contract with the Shuberts, guaranteeing him 25 weeks of work for a total salary of about \$100,000, has been set back and will be exercised upon completion of his Fox picture work or in between pictures.

Healy last appeared for the Shuberts in "A Night in Venice." In his agreement with the legit theatre realtors' claim, he is bound to them for all appearances.

In Anyway

Healy's first answer was that he would not permit the Shuberts to take a cut in on his salary, and that if they insisted he would postpone his picture debut until his Shubert contract had expired. Healy is said to have stated the Shuberts would be held to their contract with him for the \$100,000, with or without playing. Shuberts are not known to have a show for Healy or one with a spot they could afford to have him fill.

Shuberts' lawyers finally entered the discussion and settled with the comedian's lawyers, also agreeing to permit fulfillment of his stage contract to depend entirely on his Fox term.

## FILM BOOKERS' EXAMINATION

Chicago, March 25.

Universal film exchanges have instituted a system of regular written examinations for its bookers to judge whether they are efficient.

Henry Herbel, local head, is conducting tests for eight key cities: Omaha, Minneapolis, Cincinnati, Indianapolis, Detroit, Milwaukee, Kansas City and Des Moines. One booker a day takes the exam, coming to Chi for the test.

The exams contain 75 questions. They deal not only with the direct business of the industry, but demand knowledge of ethical standards, trade trends, personal efficiency, etc.

Exams will be sent to New York headquarters to be read and judged.

## US 10% Cash Discount For Advance Payment

To induce exhibitors to pay for product in full in advance of showing, U is giving 10% discount to the theatre. A separate form of contract to cover such sales is being used by the producer-distributor.

U is the only company selling product for cash with this or any other discount allowed.

## "Death's Holiday" for Chester Morris' Film

Hollywood, March 25. Joseph M. Schenck has purchased "Death Takes a Holiday" as a starring film for Chester Morris.

A fantasy with the central character death, it was recently considered by Samuel Goldwyn for Ronald Colman.

Roland West will produce.

## Fox Profits Up

As a curious angle on the Fox financial frontier, it is reported from inside that company's first quarter gross business is at a rate of 25% more than the corresponding quarter of 1929 and that the increased business has been done on a basis of economy that leaves profits slightly above 25% more than in same period of last year.

Last year's gross business was \$72,000,000, indicating a rate for current business equal to \$90,000,000 on the year and around \$19,000,000 for net, just a calculation based on last year's profit of \$15,000,000.

## Ousting Coleman From Fox Case, New Bank Aim

Besides several new motions yesterday, further befuddling the Fox situation, a surprise development was the filing by Halsey, Stuart of a petition of prejudice against Federal Judge F. J. Coleman, who is asked to disqualify himself so that the U. S. Circuit Court of Appeals can appoint another justice to hear actions pending in the Federal Court.

This was filed yesterday in the Circuit Court in connection with the action to take jurisdiction away from Judge Coleman, on which the higher court reserved decision Monday.

Latest move resulted in Justice Coleman re-opening hearings yesterday afternoon on receivership actions originally instituted with him. Efforts to proceed on these pending actions were blocked with filing of new motions and argument of Samuel Untermyer, Fox counsel, against Justice Coleman's disqualifying himself. Untermyer claimed Halsey, Stuart were not a direct party to receivership proceedings. Justice Coleman said he would consider all papers, affidavits and motions presented and that if he felt justified, would disqualify himself.

This was the first receivership hearing since the Fox stockholders' meeting March 5. Untermyer, therefore, filed a report of that meeting, which accepted Bancamerica plan, and asked for dismissal of receivership petitions. This was denied pending hearings on new motions, set for 2.15 p. m. tomorrow (Thursday).

New motions were made yesterday as follows:

To make Halsey, Stuart party to receivership proceedings. To restrain Benjamin Rudnick, Abraham Snider and Clay Crabbe from proceeding with receivership petitions in the State courts. Attorney for these stockholders challenges jurisdiction of Federal court in enjoining State courts from proceedings with actions for receivership filed there.

Rudnick's counsel also filed an affidavit of bias against Justice Coleman in connection with hearings on Fox situation in Federal court.

John Boles in Person

John Boles will arrive east today (Wednesday) to open Saturday at the Roxy with the first showing of "La Marseillaise" (U), in which he co-stars with Laura La Plante.

Boles will appear on the stage during the run of the U talker, scheduled for two weeks.

## GOES INTO COURT AGAINST WM. FOX

Winfield R. Sheehan Applies for Injunction Against Bancamerica Financing Plan—Says \$31,000,000 Cost Prohibitive—Fox's Partner for 18 Years—Sheehan's Affidavit

### MUCH INSIDE STUFF

After the liberal-sized stories the New York dailies gave the W. R. Sheehan announcement Monday, William Fox issued a reply for the evening papers. It said, "All that Sheehan has or is came through me" and added that Sheehan had entered into a deal with the bankers to supersede him (Fox) with the companies.

Fox stated Sheehan's observation of side angles by him was "gross injustice."

Sheehan has been with William Fox for 18 years, with Sheehan credited some years ago with interesting New York N. Y. (Prudential Life), money that seemed so vital to the Fox concern's future at that time. Later Sheehan organized Fox film distribution throughout the world, and from the time he assumed charge of the Fox studios in Hollywood Fox pictures commenced to command attention in the trade and with the public.

The issuance of the statements by Sheehan and Fox brought forth many discussions in Times Square, of a wide variance. The William Fox claim that "I made him" got many supporters, while those more intimately acquainted with the career of the Fox firm claimed that Sheehan would never go against William Fox, if he had not deemed the time and situation called upon him to do so.

Impartial observers seemed to think that it doesn't make much difference now anyway over what happens, as so much has happened with the Fox companies. All they say is:

"How long can a thing like this last?"

The battle in Fox was transferred to a new front this week when Winfield R. Sheehan, vice-president and general manager of the company, filed a petition in the New York Supreme Court calling upon William Fox and those concerned in the Bancamerica-Blair plan to show cause why they should not be restrained from going ahead with their financing and why the Halsey, Stuart-others trust agreement should not be enforced. Order is returnable Friday morning, March 29, before Justice Foyne in Part II of the Supreme Court.

New life of court action changes the whole aspect of the Fox tangle. Up to this time the battle has been between Fox and Bancamerica syndicate on one side and Halsey, Stuart on the other, with various groups of stockholders sniping on the outskirts of the main engagement.

Now Fox is attacked from inside the company by business associates of long standing and tested loyalty, who have been inactive so far during the long struggle. The new order to show cause came on the eve of Monday's hearing before Judge Coleman in the federal court, bringing in the new element that practically stayed any decision on the original receivership motion before that court, a point which has been hanging fire for three months or so. On the basis of the new suit, it is difficult to see how the federal court can rule definitely on the many actions before it until the Sheehan motion is disposed of.

The new court order was based upon an affidavit (printed in full, above) by Sheehan, by which he shows the whole quarrel be-

(Continued on page 6)

## Order to Show Cause Supreme Court of the State of New York County of New York

Winfield R. Sheehan, on behalf of himself and all other stockholders of Fox Film Corporation similarly situated.

Plaintiff,

against

Fox Film Corporation, William Fox, Fox Theatres Corporation, Clarence S. Dillon, as president, and Clifton Erskine Christie, Jr., as secretary and treasurer of Fox Film Corporation, Philip M. Read & Co., a joint stock corporation, Philip Lehman, Arthur Lehman, Herbert H. Lehman, Alan S. Lehman, Harold M. Lehman, Robert Lehman, John M. Hancock, Monroe C. Gutman and Paul M. Mazur, copartners doing business as Lehman Bros., and Bancamerica-Blair Corporation, Halsey, Stuart & Co., Inc., Halsey, Stuart, John E. Otterson and Electrical Research Products, Inc.,

Defendants.

## Affidavit of Winfield R. Sheehan

State of New York, ss:

Winfield R. Sheehan, being duly sworn, deposes and says:

I am the plaintiff herein.

I am the Vice-President and General Manager of the Fox Film Corporation, and have been such for the past fifteen years, commencing with the inception of that corporation, which was organized in the month of February, 1915, and I have been a director of the corporation for approximately eight years.

My duties in connection with my position called for the exercise of the greatest responsibility. From the inception of the corporation, I have been actively engaged in inaugurating and establishing its sales force and sales policy, throughout the entire United States and the entire foreign field, as well. I organized and inaugurated the operation of every branch office of this corporation in the United States and Canada and organized or supervised establishment of the branches in all foreign countries.

I also organized and inaugurated the studios of the corporation in Hollywood, California, and organized the news reels, educational and scenic films departments.

Since the inception of the company, I have been solely responsible for the inauguration and carrying out of the sales policies of the company, both domestic and foreign.

Approximately four and a half years ago, I was placed in charge of all the production of the motion pictures at the Hollywood, California, studios of Fox Film Corporation. At that time, I entirely reorganized and enlarged the entire production organization, and from that time on, I have been constantly in charge of all of the production activities of the company at the Hollywood studios.

In the course of exercising my duties as the production head of the company, I personally engaged every important motion picture star, director, scenario writer, music writer, production executive and all other major technical executives and department heads.

When I undertook my duties as production head, which was in the month of October, 1926, the aggregate gross annual business of the company derived from the distribution of pictures produced by it, was \$21,321,869.63.

For the year 1923, the gross income derived from similar sources was \$16,723,685.23.

For the year 1924, the gross income derived from similar sources was \$18,865,232.71.

For the year 1925, the gross income derived from similar sources, as hereinbefore stated, was \$21,321,869.63.

For the year 1926, the gross income derived from similar sources was \$23,547,633.92.

For the year 1927, the gross income derived from similar sources was \$25,542,718.66.

For the year 1928, the gross income derived from similar sources was \$66,525,737.48.

For the year 1929, the gross income derived from similar sources was approximately \$100,000,000.00.

With reference to the year 1923, the net profit earned by the company from the distribution of motion pictures produced by it was \$2,223,685.23; in 1924, it was \$2,580,659.78; in 1925, it was \$3,388,820.63; in 1926, it was \$3,999,323.31; in 1927, it was \$4,144,614.86; in 1928, it was \$9,774,215.71; and in 1929, it was about \$15,000,000.00.

Based on my knowledge of the plans and arrangements made for production for the year 1930, I have every reason to believe that the rate of increase of gross business and net profits for that year, will be approximately twenty-five per cent more than for the year 1929.

During the past four and a half years, my duties kept me constantly in California, with the exception of occasional trips that I made to New York in order to confer with other officials of the company, and trips that I made to Europe for the purpose of conferring with literary and technical artists, and in order to formulate and organize policies, both foreign and domestic, and to acquire plays, stories and musical compositions for the company in connection with its motion picture productions.

Company Prospered

I was the responsible general manager and the chief executive of this company, and under my management and supervision, the company has prospered enormously.

With the exception, however, of theatre expansion and financial arrangements and laboratory work, I was responsible for all of the business activities of this company.

I have a more intimate knowledge of the general business details, production details, distribution details, and all other fields which are under my supervision, than any other official, executive or employee of the company.

When the defendant Fox arranged to purchase the Loew stock, I was informed by him in a general way of his intentions. I was given no information as to how the purchase was to be financed. Apparently, the defendant Fox believed that this was not in my department and saw no need to acquaint me with the details of the purchase; and as a matter of fact, it was never his practice to consult with me about any financing plans of the company and I was never permitted to participate in matters of that kind.

It was generally conceded by statements of motion picture theatre owners, and confirmed by the contracts for film service obtained by the corporation, that the Fox Film Corporation was one of the most successful, prosperous and progressive companies in the world.

I find every reason to believe that the company was in a sound financial condition. Profits had been increasing yearly. The business was expanding. The talking picture produced by the company (talking pic-

(Continued on page 6)

# Sheehan Affidavit

(Continued from page 5)

tures-having come into vogue) were highly successful and profitable. It was the producer of some of the finest and most outstanding pictures. Throughout the world, the most successful picture was "What Price Glory," "Seven," "Heaven," "Four Sons," "Street Angel," "The Cock-eyed Woman," "They Had to See Paris," "Sunny Side Up," "Song of My Heart," starring John McCormack; "Four Devils," "Sunrise," "In Old Arizona" and two hundred others which were produced and distributed during the last four years.

In October, 1929, the business of the corporation made it necessary that I visit New York, for general business conferences, and visit Europe, in the interest of the business of the company.

From New York, I embarked for Europe. While there, I learned of the serious market crash that occurred in the last week of October or the first week of November, 1929. Thereupon, I called to Mr. Fox and suggested that if he needed me, I would return to America on the next steamer. He called back that everything was satisfactory; that while there had been a crash in the stock market and the entire country was embarrassed, he felt that his companies were in a strong position and that there was no reason for me to concern myself with the welfare of the companies.

Accordingly, I continued my business in Europe, and visited a number of countries, returning to Paris in the latter part of November.

It was then that I received a number of urgent Trans-Atlantic telephone calls from officials of the company, that Mr. Fox was notifying me that the company was in serious financial straits by reason of the fact that Mr. Fox had engaged in a program of over-expansion, without having adequately provided for the financial requirements thereof.

## Shocked

This information came to me as a shock and surprise because, on the eve of my sailing for Europe, Mr. Fox had informed me that the company was in strong financial condition and that their future was extremely bright.

I was advised that it was imperative that I take the next steamer and sail for America.

I promptly went to London, preparatory to leaving for New York, and while there, visiting with my friends, I received a personal reply to my letter from Mr. Fox, Trans-Atlantic telephone message from Mr. Fox came in and this gentleman spoke to Mr. Fox over the Trans-Atlantic telephone. He told Mr. Fox that I was in the room, whereupon, a telephone conversation ensued between Mr. Fox and myself, in which I told him that I had received the news and was distressed over it. He assured me that everything was all right, that there was no danger threatening the company, and that it would pull through the crisis to the satisfaction of all concerned.

The next day, I sailed for New York, and I arrived here on December 3, 1929, at about 1:30 o'clock in the morning.

From the ship, I proceeded immediately to Mr. Fox's apartment in his hotel, and after customary friendly greetings had passed between us, Mr. Fox informed me that he had actually signed a trust agreement between myself, John E. Otterson, president of the Electrical Research Products, Inc., and Harold L. Stuart, head of Halsey, Stuart & Co., Inc., and that under said trust agreement I was the third trustee. He informed me that he regarded the execution of that agreement as a master business stroke on his part, and that in view of the serious financial condition of the company and of the critical financial conditions that generally prevailed in the country, at the time, he considered the power and prestige of the Electrical Research Products, Inc., which is a wholly-owned subsidiary of the American Telephone & Telegraph Co., is a remarkable ally; and that the banking strength of Halsey, Stuart & Co., Inc., which had been the financial bankers of the company and had rendered splendid service to the company, as an additional powerful friend.

Mr. Fox informed me that he was very happy over having made this alliance with these interests, and for several hours, he emphasized to me the tremendous advantages that would flow from this extraordinary arrangement he had made. In fact, our conversation lasted until four o'clock in the morning, during all of which period, he was devoting his time to impressing upon me, in the most forceful manner, that this trust agreement was not only the means of saving the company, but was a master stroke on his part. He repeatedly stated to me that that was the finest financial achievement of his entire business career and would place the company in a financially sound condition of any company in the entire industry, in the world.

## Open and Above Board

During the course of this conversation, I stated to Mr. Fox that there might be some possible difficulty in operating under the trust agreement, unless I was placed in a position where I could deal freely with all of the parties to the trust agreement, that all understandings of policy would be open to me, and that I would be able to act as a wholly-owned subsidiary of the American Telephone & Telegraph Co., as a unit, so as to avoid any possibility of undercurrents or cross-currents.

Mr. Fox assured me that there would be no danger or possibility of that, because he regarded Mr. Stuart as the soul of honor, and one of the finest banking minds in this country, and that Mr. Otterson was a firm, capable, executive, who represented the vast interests of the Telephone Company, than which, Mr. Fox stated, there is no better conducted or more honestly-operated business enterprise in the world.

On the next day, December 4, Mr. Fox repeated to me, with the same degree of enthusiasm, with the same emphasis and confidence, that the agreement with Stuart and Otterson was highly beneficial to the company and satisfactory to him and a great achievement on his part.

I told Mr. Fox, that afternoon, that Mr. Otterson, and Mr. Charles B. Stuart, a brother of Harold L. Stuart, had invited me to dine with them at the University Club, and that I would be glad to accept their invitation. I stated to Mr. Fox that I might expect a call from these gentlemen, to discuss the business affairs of the company, in accordance with carrying out the trusteeship.

At the appointed time, I met these gentlemen at the University Club, and after a lengthy conversation with them, with reference to the trust agreement and the business affairs of the company, lasting approximately six hours.

In the course of that conversation, I inquired if there was any intention on their part to dispose of any of the substantial assets of the company, such as the American Telephone & Telegraph Co., the British Guano Co., in England, or the Loews stock which had been previously purchased. They informed me that there was no intention on their part to sell any of these assets, nor to sell any assets of the company; that they intended to have the company function and continue as theretofore, with all of its assets intact, and to expand and grow healthily into the future. However, they stated that it was imperative that the financing of the company should be placed in safe condition, so that the obligations incurred in the past would be put in a secure financial condition, and that any future expansion would be financed in proper manner.

They then stated to me that I should be assured that in functioning under this trust agreement, with them acting as trustees, I would be placed in a position where I could at all times deal and speak openly with them and that there would be no secrets or secretive conduct on my part as among any of the trustees. They assured me that was their desire that everything should be carried on in an honest, open and above-board manner, and that I, as the trustees, and that they would not expect any other conduct on my part.

I told them that under those conditions, it would be satisfactory to me to carry on.

These gentlemen confirmed to me what Mr. Fox had previously stated to me.

I asked them why they were willing to serve as trustees without compensation, and wished to know if there was any intention on the part

of either of these trustees to acquire a substantial interest in the companies, or whether they were governed by any other motives of personal interest in this transaction. Mr. Otterson stated that the Telephone Company had no intention to, and would not, at any future time, wish to acquire any of the assets of the Fox companies, or any other motion picture company. Mr. Otterson stated that because of his company's interest in sound recording and reproduction in picture theatres, they wanted to put the entire industry in a healthy and stable condition; aside from his interest in seeing that the note of \$15,000,000.00 due to his company would be paid.

## No Control

In answer to my question, Mr. Stuart stated that his company had no intention of acquiring control of any of the Fox companies; that their interest was solely that of a financial banker, who had underwritten \$48,000,000.00 of the obligations of the companies, and that they owed a definite obligation to the security holders who were scattered all over the United States.

I told these gentlemen that I intended to visit Mr. Fox at his hotel, after leaving them, and they stated that I was privileged to disclose to him all matters discussed between us.

Thereupon, I called upon Mr. Fox, at the Ambassador Hotel and repeated everything that had taken place, and he expressed entire satisfaction and accord with what had transpired; and he again declared that the trusteeship was of great benefit to the financial standing, the future and growth of the corporation.

On the next day, December 5, I had another talk with Mr. Fox. Again, he spent considerable time in telling me how advantageous this trust agreement was to the company, and he expressed great enthusiasm and self-confidence in the operation of the company.

On December 6, 1929, Mr. Fox, in substance, repeated his earlier talks with me.

On Saturday, December 7, I had a further talk with Mr. Fox. He expressed his pleasure at having consummated this contract, and he assured me that he felt it would be carried out with precision and clarity by all parties, and that it was a thoroughly workable arrangement and would be carried out with the operations of the company. He said: "I consider myself a pretty lucky fellow, having two such partners as Stuart and the Telephone Company."

On the same day, I met Harold L. Stuart at the Metropolitan Club, at 60th street and Fifth avenue, New York City, and he confirmed to me and assured me the understanding of the trusteeship that I had obtained as a result of my conversation with Mr. Fox and with Mr. Otterson and his brother, Charles B. Stuart, were correct as to the aim and intention of the trusteeship and the policy of operation thereof.

After this discussion and after five days of careful deliberation and thought, I reached the conclusion and belief that the trust agreement which had been signed by me, Mr. Fox, and the finest and most advantageous arrangement that could be obtained for the benefit of all concerned.

I did not see Mr. Fox again until Thursday, December 12, because he was not in his rooms at the Ambassador Hotel, or at his apartment, 170 Park avenue, New York City, and his secretary told me that at his Woodmere, Long Island, residence, laid up in bed and suffering from a cold, and that only Mrs. Fox and Jack G. Leo, his brother-in-law, were permitted to see him.

## Sheehan Confounded

At his request, I called on Mr. Fox, at his home in Woodmere, on December 12. To my great consternation, he stated that he did not feel inclined to go with the agreement. He said that he was sure that Otterson and Stuart would make vital changes in the personnel of the company, and that he was disinclined to continue in a position where he would have to consult his co-trustees. He said it was distasteful to him, but he was no longer in control, as theretofore. He expressed himself as being under the impression that he was no longer in control.

I frankly told him that in my talks with Stuart and Otterson, I had been assured that there would be no substantial changes in the operating personnel of the company, aside from such changes as would be necessary for the financial end of the enterprises. I reminded him that a contract was a contract; that he had had plenty of time, as he had told me, to consult able and eminent counsel, before signing the agreement; that he had assured himself of the benefits that would accrue from the consummation of such a contract; and that he had on five consecutive days forewarning my return from Europe, assured me that the contract was a contract, and that he was in honor bound to carry out all of the corporations, and that nothing but good would result therefrom.

At this conversation, he, for the first time, expressed to me the fear that Otterson and Stuart intended to steal his companies. I told him that I did not share that belief, but felt convinced to the contrary; and that he, by his own attitude, over a period of five consecutive days after my arrival in America, had helped to convince me that the trust agreement was beneficial, both to himself and to the company, and had not indicated any line of conduct on their part that was contrary to a course that was helpful both to him and to the company. He then stated that while he agreed with Stuart and Otterson, he was not, as he said, Otterson said: "Can you imagine me taking orders from a flag lieutenant?" (Having references to Otterson's former occupation as an officer of the United States Navy.)

I urged Mr. Fox to go through with the agreement. I said that I was talking to him as his friend. I said: "You signed an agreement with faith and you have no right to repudiate it. Our relations are with the general public and for the benefit of the public who go to moving picture theatres, and for the employees of the company, for its stockholders, creditors and for the sake of your friends who would be affected by this trusteeship, as you are in honor bound to do."

Mr. Fox kept repeating that he could not go through with the agreement. However, he refused to commit himself with any finality, and I thought that in his statement, that he was in honor bound to go through with the agreement, that a repudiation of it would bring only untold misery and disaster to the company, and to the said Otterson, its stockholders and creditors, and that it would even affect the patrons of the theatres and the public and jeopardize the pleasant public relations that had existed theretofore between the companies and the theatre-going public.

I reminded him repeatedly that his enterprise was not a private affair, but that there was involved tremendous responsibility to the public, and that he could not afford, for their sake, to bring disaster and ruin upon this enterprise.

He returned to Woodmere for the balance of that week, and I did not hear from him or see him again.

## Giant Conspiracy

In the week of December 16, he returned to New York, and for the first time, he announced that there was a giant conspiracy on foot to ruin and to rob him of his companies, and he said that Mr. Stuart was part of that conspiracy and that under no conditions would he ask the board to deliver up their resignations.

Mr. Fox declared openly that he was in a fight with the agreement; that so far as he was concerned, it was null and void; that he would do nothing under it; that he would not ask the directors of either company to deliver up their resignations, as required by the trust agreement; that he would not permit the trustees to vote the 51,000 shares of Class B stock, nor the 51,000 shares of the Fox Theatre Corporation, which had been deposited with the Bankers' Trust Company, and that he proposed to ignore the agreement to continue the operations of the company as theretofore, and to seek financial aid from other sources.

Mr. Fox contended that the trustees had violated the agreement. I asked him in what respect they had done so, and he replied that the violation of the agreement consisted in changes in the official personnel.

(Continued on page 7)

# Sheehan's Story

(Continued from page 5)

tween Fox and his co-trustees wide open, detailing Fox's stubborn refusal to deal with Halsey-Stuart and setting forth the argument that the Halsey-Stuart financing plan will provide \$9,000,000 more in cash as working capital for the company's rehabilitation than the plan proposed by Bancamerica-Blair at a cost of perhaps \$13,000,000.

## Intimation

The Fox vice-president points out the absurdity of a receivership which Fox threatens as the only alternative to acceptance of the Bancamerica-Blair program, since the directors are not authorized to get the business, and in a climactic paragraph makes an intimation of an inside deal:

I understood (this was at a directors' meeting, 16 last) also that there were side agreements with Mr. Fox in connection with the so-called Bancamerica-Blair plan which were not revealed or divulged at the directors' meeting.

The Sheehan statement discloses for the first time what happened at the series of directors' meetings after the Halsey-Stuart agreement with Mr. Fox (Sheehan's return from Europe and William Fox's sudden revulsion against the Halsey-Stuart proposals, which, Sheehan says, up to the time Fox had represented as a brilliant business achievement on his own part. Directors were lined up as follows:

On the Fox side were Fox himself, Jack G. Leo, his brother-in-law, Aaron Fox, his brother, Charles S. Levin, his cousin, and Jacob W. Loeb, his life-long personal friend.

The other faction comprised Nathaniel E. Edleson, the King bankers, of Newark, N. J., who has been a director since the organization of the present company; Saul E. Rogers, general counsel for the company; and Sheehan.

## "Dummy Directors"

William Fox, with a majority of the board (referred to in the affidavit as "dummy directors") is represented as putting through his own program with a high hand, among other things, waiving aside a proposal to submit to the special stockholders' meeting both the Bancamerica-Blair and the Halsey-Stuart plans and permitting the two syndicates to compete for the business. On a vote the board, advised by Samuel Untermyer, counsel for Fox, permitted the Halsey-Stuart proposals to be read to the stockholders, but declined to allow a vote upon it as against the Bancamerica offer.

The Sheehan affidavit pictures Fox as obsessed with the idea that a director's decision was to ruin him and rob him of his companies, and that Stuart was part of that plot, while referring to Harold L. Stuart as a "wrecker." On this point the affidavit expands:

My conclusion was that the slogan, "This plan of a receivership," was a bugaboo but that the actual situation confronting us was that the directors were declining to accept the one and only plan that was personally agreeable to Fox, and that if the directors did not entirely submit to Fox's arbitrary decision, he, Fox, would bring about a receivership by his own creation and domination and by his obstinacy.

I have believed from the beginning that the statements made by Mr. Fox regarding a receivership for the company were fictitious and misleading and made by him, as a smoke screen to actually jam his selfish plans through at the expense of the shareholders.

# "Women of All Nations" Is Sequel to 'Cockeyed World'

Hollywood, March 25.

"Women of All Nations" is the title given to the sequel of "Cockeyed World" by Fox. It is now in the making.

The picture has the same and male leads as: Victor MacLaglen and Edmund Lowe.

## 2 Novels for Screen

Hollywood, March 25.

Metro has acquired two novels for screening. They are "Passion Flower," by Kathleen Norris and "Dark Star" by Lorna Moon.



## Coast Picture Agents' Squawking Quiets Down—See Franchises May 1

Hollywood, March 25. With meetings scheduled for this week of producers, actors and agents, on the plan for regulating agency conditions at the studios, it is expected that within three weeks a franchise plan for the conducting of that business will have been worked out and be put in effect by May 1. First of the meetings will be that of the Producers' committee, consisting of Eddis Mannix, J. J. Murdock, M. C. Levee and Fred W. Beeton. At this session Beeton will report on meetings he held with agents during the past two weeks to hear suggestions as to how conditions could be improved in their business. Beeton will relate a number of complaints made to him by players regarding what they consider arbitrary practices of certain agents. Also in this report will be statements made by him regarding alleged favoritism to relatives, at one studio in particular.

**Players' Suggestions**  
Meeting with an actors' committee, selected by the actors' branch of the Academy of Motion Picture Arts and Sciences will be held late this week. Players will be asked to make suggestions which they feel will amend the current business practices of certain agents.

Following that session, a general meeting of agents will be called by Mr. Beeton, with the group asked to appoint a committee of five to confer with producers and the actors' committee regarding establishment of a code of ethics. This code will be the basic principle used in establishment and conducting of the franchised booking offices. At this meeting the agents will be informed that no effort will be made to put out of business any agencies which are conducting their business in the proper manner. It will be pointed out that the producers will not be inclined in the future to do business with agents who feel that they can handle only artists, writers and directors who have "ar-tistic" and "artistic" qualities running into four figures a week.

**Compared to Vaudeville**  
Producers say they do not want to run into the wall they have found, which depended on developed talent for years and had no new talent on hand when the public tired of the old.

Agents will also be told that they cannot dominate nor dictate to producer, nor discriminate against any particular producer.

During the past few months certain agents have been accused of being directors, writers and actors for interviews to certain studios, on claim that proposed engagements were not advantageous for the whom they represented. In a number of instances smaller studios have hit with increased salary demands of 50 to 100% by the agents. Producers in a few cases have stand the gaff because they had to engage the people.

## PAR'S OPERETTA SPLURGE IS ON

Hollywood, March 25. All music composers at the Paramount studios have been assigned to work with the scenario department in creating a group of original screen musicals and operettas.

Wolfe Gilbert and Abel Baer will work with Patrick Kearney and Lyndell Peck on an original operetta which David Selznick will supervise. Bullard MacDonald and Dave Dryer go with Agnes Lahey on an original musical comedy. Theaters. Richard Whiting, Frankie Harling and Leo Robin are working with Ernst Lubitsch and Ernest Valda on an operetta to be directed by Lubitsch under the title of "The Coast." Sam Coslow and Newell Chase are working with Edward Clarke on a story to fit Nino Martini, the Italian tenor recently imported from Italy by Jesse Lasky.

### Hiram Brown Denies

Reports of late that Hiram Brown, of R-K-O, would assume charge of another division of the "Radio Family," are denied by Mr. Brown.

### Short on Nickels

Paramount Long Island studio ran short of nickels when 500 extras in "Queen High" had to keep rotating through subway turnstiles on a set representing the 86th Street station on the Lexington line.

All nickels had to click as they fell as the turnstiles were inserted into the picture for sound effects.

Someone figured turnstiles were the most typical "Voice of New York."

## 6 RKO 'Sick' Ones Made Into New B'klyn Division

Joe Lee has become the doctor of R-K-O's "sick" theatres in Brooklyn. N. Y. City so far over there have been placed together as the "sick division" for Lee's handling. Dave Beeler is the R-K-O divisional manager over Brooklyn in its entirety, but Beeler is probably happy to leave the bad boys alone for Lee's sole worry.

So far Lee has under his operation the Greenpoint, Orpheum and Prospect, the latter added this week. He will get the other trio added upon him as quickly as he can bring the Prospect back to health.

Lee, stunt exploitation expert, started with R-K-O about a year ago with the Greenpoint, formerly a Percy G. Williams vaude theatre. Greenpoint is somewhere near Hunter's Point, in Brooklyn. No New Yorker has ever been able to reach Hunter's Point, so Lee is the only one who has ever made Greenpoint. The house was losing about \$1,000 a week and hopeless when Lee took hold. When that house under Lee's exploitation became a \$1,000 a week winner, he was slipped the Orpheum in downtown Brooklyn, once the town's foremost big time vaude theatre.

The Orpheum is now a hideaway grind with nothing but the front door. Lee went to work on the door and even kept the Orpheum open over the summer, with a break without a cooling plant.

**Given Title**  
That got him the title of doctor and now R-K-O has sliced the other sick ones on his list.

If Lee successfully survives the Brooklyn task, he will have earned a unique show business distinction for himself as a builder of losers. His first rep was made hurling Harry Houdini into added fame with the late magician's spiritualistic suite, Lee stunting all of these. Houdini received more publicity under Lee's guidance than he had previously got in his entire career. Lee also publicized and stunted Tom Mix's remarkable European visit of a few years ago.

Lee has appointed Solly Schwartz manager of the Prospect and John Sheridan to handle the Orpheum.

### TALKER OF INDIANS

New Name for Film With Chief Long Lance, Author, As Lead

Hollywood, March 25. Paramount has changed the title of "Red Gods" to "The Unknown Enemy."

This is the picture made in the wilds of Northern Canada by the wealthy Burden family of New York.

Chief Long Lance, the Indian author, who acted as lead in the picture, was here last week in connection with a dialog introduction. He has gone east but will return shortly to complete the prodlog.

Picture scheduled for May release.

**R-K-O Treasurer West**  
Herman Zobel, R-K-O treasurer, is going to look over the RKO pictures studio in Hollywood.



BENNY ROSS

Says  
"M. C.'s may go and M. C.'s may come, but I go on forever."  
Now in my 2nd anniversary show at the STANLEY, JERSEY CITY.  
P. S.—Success to MAXINE and CHARLES STONE opening at Ritz Theatre, Elizabeth, today.

## PAR MAY TRY WIDE FILM ON WESTERN, "LIGHT"

First Par wide film may be a double-gauge version of Zane Grey's "Light of Western Stars," which has been made in the 35mm. The over-sized film of the western would be made later with a view to feeling out the fans on the large-sized product, according to tentative plans. Fox did this with "Fox Movietone Follies" first made in the standard width.

Par is continuing experiments with wide film but aside from consideration of the Grey western, has no plans for putting its product into the wide negative form.

The company is still in the experimental stage on wide film because it is not satisfied with results so far and does not believe double-gauge pictures have yet reached the point where they are either practical or advisable.

The original width of 65mm. still obtains with Par, but many changes it is indicated, may be made before that company feels it can go ahead on a big scale.

## Stanley Stockholders Can Look Over Corp's Books

Wilmington, Del., March 25. Stanley Company of America has decided to allow three stockholders a peek at the books, it developed in Superior Court here today during a hearing before Judges Richards and Rodney in the mandamus proceedings instituted by the trio.

Petitioners are Andrew G. Logan, Joseph Houghton and William Goodie. They declined to exchange Stanley stock for Warner Bros. stock some time ago, suit growing out of this.

Stanley also has a suit pending in Federal court with General Talking Pictures Corp. and the DeForest Phonoflms, latter charging infringement of patents on talker projection apparatus.

In this suit a motion was recently denied by Judge Hugh M. Morris to have a separate trial on two of the patents. Court held that separate trials would cost too much.

## Yellen's Walk-out on Col.; "Rain Shine's" No Music

Hollywood, March 25. Two versions of the Jack Yellen walkout on Columbia, with Yellen now in New York and Milton Agar, his partner, here.

Agar was not in on the Columbia deal but says his understanding was that Yellen had been engaged to write the dialog and adapt the story of "Rain or Shine," with no question of that version was to be without music.

He adds Yellen was to have been general stage advisor, until Columbia told him it had decided to abandon the picture entirely.

Columbia's version of why Agar is not on the production was that it was making it without music, having engaged Jo Szwedling and Dorothy Howell as collaborators in writing the dialog and preparing the story for Frank Capra to direct.

## 21 Remakes from Silents Indicate How Short Coast Still Is on Stories

### Mme. Frances' Life Story

When Fox releases the Rita Weiman story, "On Your Back," as a talker, it will reveal what is claimed to be the life story of Mme. Frances, New York's most famous modiste.

Mme. Frances retired from active business a couple of years ago, under an agreement by which she sold her establishment with her name on West 56th street, for a very large sum. She reached her eminence from a small beginning.

## Midnite Shows in 9 o'Clock Town Badly Overdone

Los Angeles, March 25. 12 o'clock shows in a 9 o'clock town. Theaters here are finding it out. Since midnight shows were started recently by one theatre over half a dozen others, downtown and in the neighborhoods, began following. Result turned out blah for all.

It's just that this town can't stand for at least more than one of these late frolics. Advertising special performances at increased prices, as some have been doing, and not delivering relatively proportionate shows for the money, have turned the natives cold.

Of all the midnight houses the Chinese in Hollywood appears to be the most logical contender. It is a reserved seat house and the tourists show place, besides playing special pictures and putting on elaborate stage shows.

Downtown, Loe's State is the prime bidder for midnight trade through its central location and as the only stage presentation house in that sector.

## 10c Talker Stories As Exploitation Tieup

Exploitation possibilities in the sale of 10c noveltizations of pictures in 5-10c stores has led Paramount to a deal with the World Wide Publishing Company for the rights to its product. World Wide, which has foreign as well as domestic affiliations, is publishing the cheap novelties, giving Par credit on the cover and release page.

Novelties are in-book form of reduced size, handy for the pocket, with stiff covers, four-color jackets and readable type. Through its connections with the Greynaine Co. of England, one of the largest publishers of low-priced novels, distribution is intended for Great Britain and on the Continent besides South America.

Frank Vreeland, of Par's publicity staff, is doing the noveltizations.

Par is having other 10c. novelties based on talks done by the Jacobson Printing Co., which gets out a line of paper-covered books sold on newsstands and in some stores.

## Technicolor and Hays

Technicolor is considering joining the Hays' group.

Application for membership has not yet gone in but is likely to be in the hands of the M. P. E. D. A. along with the first year's dues by the time the '30-'31 season gets under way.

If joining, Tech will be the first color outfit to go in for the benefits of the Hays' office.

Electric membership include Fox-Movietone, RCA Photophone and John E. Ottem, another as an individual representing Electrical Research Products. The Eastman Kodak Company, a member, has the Kodacolor, but that has been taken over exclusively by Fox and now films under the banner of Fox-color.

Hollywood, March 25. Shortage of story material out there is still evidenced by the fact that of 90 stories selected for early production 18 are remakes from silent pictures. In addition to this three remakes are now in production. Total is 21 remakes for the current season, as against nine on last year's program.

Remakes now in production include "Abraham Lincoln," UA; "The Right of Way," FN; and "Moby Dick" (new title for "Sea Beast"), W.

Remakes planned for early production are "Last of the Duanees," "Sea Wolf," "Connecticut Yankee," and "Six Cylinder Love," Fox; "Merton of the Movies," "The Spoilers," "Civilian Clothes," and "Man-slaughter," Par; "Those Who Dance," and "Captain Blood," WB; "Eyes of the World" and "White Sister," "Prisoner of Zenda," "Shooting of Dan McGrew" and "Spring Fever," Metro; "The Bad One," "Girl of the Golden West" and "God's Country and the Woman," FN.

## Penny Rollers Go Ga-Ga for Wild Beast Revivals

Los Angeles, March 25. Success "Taggart," African wild animal picture with dialog on its initial showing at San Diego, has sent a flock of promoters on the hustle for any sort of wild animal films.

Every film library in town is being canvassed by the promoters in an attempt to get something which sound can be dubbed into. One owner of a six reel animal picture, which was made in India in 1924, was offered \$10,000 for the negative. This picture has never been exhibited.

Dialog in form of a lecture is the procedure for reviving silents. Promoters figure that with a total investment of not more than \$20,000 they can put fake wild animal pictures on the market and will compete favorably with the genuine.

According to plans, all they have to do is get someone with an English accent to dub the lecture, call him Sir Something-or-Other, the great hunter, and their fortune is made.

## Fannie Brice's Suit Started for \$155,000

Fannie Brice and her husband, Billy Rose, suits in the New York Supreme Court Monday against the Art Cinema Corp. (Jos. M. Schenck), for breach of contract. Miss Brice wants \$155,000—\$125,000 for failure to produce a talking picture in which she was to star and \$30,000 under an agreement to pay her \$5,000 a week for six weeks.

According to their contract, Charles H. Studin, the corporation contracted to feature Miss Brice in three talkers. It produced the first but failed to produce the second and the third.

Rose's suit is based on a claim that he was to be paid \$25,000 to write the music for the second picture.

## N. Y. to L. A.

Edward Selwyn.  
Stanley Sharpe.  
Charles Mosconi.  
Louis Mosconi.  
Eddie Elkins.  
Eddie Miller.  
Rube Bernstein.  
Herman Zobel.

## L. A. to N. Y.

Aimee Semple MacPherson.  
Walter Brice.  
Eddie Darling.  
Bert Levey.  
Mary Lewis.  
Gus Shy.  
Joe Brandt.  
Jack Oakie.

# STOCK EXCHANGE LEAKS

## Gardner's Knowns and Unknowns Engaged in East for Fox Films West

Scouring the vaude, legit and kindred fields, including stock, voice and dance schools, etc., for new talent, Fox has placed under picture contracts a number of known and unknown artists. Names of Ted Healy, Charles Winninger, Mitchell Harris, Nat Pendleton, Tyrone Power, Humphrey Bogart and the Keating Twins head the list.

Others are comparative unknowns who have been signed for picture work by Fox with the view in mind of developing new talker talent, declared now needed to build up new box office material more than ever before. In practically every case the people engaged are under terms with options, so that Fox, taking the gamble with the new talent, will be protected in case of hits.

Healy's contract calls for six pictures with options, and Winninger's for two, also with options. Harris, Pendleton and Power were all taken out of legit with a view in playing them first in Raoul Walsh's special, "The Oregon Trail." A three-year agreement with options was given Bogart, current in Belasco's "Wise Child."

Another signed and sent to Hollywood for the Walsh talker is Lucille Brown, from stock. She is 18, has three years' experience in vaude, although signed to do the heroine role in the Walsh picture, the director has not satisfied whether he is satisfied with the selection.

### Gardner's Work

Jack Gardner, Fox's west coast casting director, has been in the east for seven weeks looking for the talent all over the show business. He returns to Hollywood Saturday (28) after interviewing more than 700 people and making 300 tests.

Considerable of the talent he picked up while east was taken out of vaude. Besides Healy, Gardner took his four finds in that headliner's act, Fred Sonborn, Larry Finn, Shep and Harry Howard, who will appear with Healy in his first feature, to be written by Rube Goldberg but as yet untried.

Others from vaude are Leslie Mayne, acrobatic dancer; Ruth Rooney act; Ruth Warren, comedienne; Irene Day, prima donna; Burns and Snow, blackface team, and Frances McCoy, blues singer, hailed as a Sam O'Neil type.

Still others obtained for Fox are Henry Victor, European actor who has played in films there; Dorothy Jacobson, model signed by Eugene Smith, avenue model; agency and Ethia Henley, dancer with the Stone musical, "Ripples."

### Talent Demand

This is the largest invasion of the speaking stage field made by any talker producer and indicates a demand for talent from vaude, legit and other sources.

In completely overlooking the eastern mart, Gardner found that while considerable stage talent exists, it is difficult to match it with photographic talent. Many persons given tests, excellent entertainers in their line, were taboo when placed before the camera, these requirements calling for not a little expert culling. Where before all the talent availabilities were not taken into such deep consideration, Fox and other producers are now uninterested in trying to develop box office talent unless they both have the talent required and photograph well.

People signed by Fox during Gardner's visit east will be out in Hollywood by July 1, most leaving between April 1 and that date. A few, including those nabbed for the Walsh special, have already gone.

Gardner may come east twice a year in search of talent.

### "Journey's End" April 8

"Journey's End" will open at the Gaity, New York, at the \$2 scale April 8. Other Tiffany special now in theatre, "Mamba," will vacate April 6.

Universal's "Quiet on the Western Front," of similar type, is reported due at the Central on Broadway (next block), and also at \$2, April 28.

### Chaney Again!

Hollywood, March 25. Al Boasberg gets local credit for the information that Lon Chaney made himself up like Irving Thalberg last week, walked up to the office and doubled his salary.

## MAJOR STUDIOS MAY CONTROL OWN COLOR

Hollywood, March 25. With one studio putting in machinery for its own color laboratory, with several of the other major studios figuring on following suit, indications are that the major companies intend to control their own color output without resorting to outside labs.

Group of color technicians, responsible for the earliest development in colored photography has formed a company. By the new process, recently patented, the color arrangement is confined to a specially prepared emulsion put onto the film. Company has tied up with DuPont, who is manufacturing this treated film for the market.

Much of this film has already reached Hollywood.

Color firm superintends installation of the necessary lab, there being a royalty arrangement on the use of the DuPont film.

The fact that any camera can be utilized and that the film can be controlled on their own lots, comprise features which appeal to the producers.

## GEMS AS COLLATERAL TO BE SOLD BY COURT

City Court Justice Noonan has directed a judgment of \$2,325 in favor of the Jackie Coogan Productions against Jules Howard for a balance due on a note for \$4,000, given in Hollywood 1925. Howard gave as security three diamond bracelets and a diamond wrist watch. Justice Noonan ordered them sold to satisfy the judgment. Cantor arrived on the case will be held in court for Howard.

## WB-FN Joint Convention June 1st in New York

The Warner Bros. and F. N. annual stock convention will be held concurrently, probably in the east and about June 1. Under consideration is the production of 70 pictures between the two companies, or 35 each for WB and FN.

Neither of the two companies, now practically operated as one, though having individual production and sales units, believe in territorial contentions, such as held by others.

Last year WB held its convention at the Pennsylvania hotel and FN at the Commodore, New York.

### Short in 2 Hours

Eddie Cantor set up a studio record by completing his latest talking short, "Insurance," in two hours. Cantor arrived on the Paramount Astoria set at 11:30, made three complete takes of the entire short, and at 1:30, when sitting down for luncheon in the studio cafeteria, was all cleaned up.

### All-Negro News Reel

Chappy Gardner (colored) has an idea for an all-negro news reel for the colored houses. They will be in sound similar to the other news reels.

## WARNER NET AT \$7.25 SPURS ALL

Warner Goes to All Time High 79, Matched by Paramount's 75½—Strong Defense Holds Fox Steady as Court Fight Tangles A new — Kodak Soars Above 244

### SELLING WELL TAKEN

By AL GREASON

Following a forward surge last week that carried 11 amusement stocks to new peaks for 1929 and a small group to new all-time peaks, the advance was resumed Monday for more new highs and carried through yesterday's first two hours, when several new marks were set up.

Selling came into the picture around noon, with the market bobbed and the ticker at that time 50 minutes late. Protesting and short selling was well absorbed by most of the theatre shares, the leaders giving way but fractionally. Money renewed at 4 and then went to 3½, represented the expected relaxation of credit rates following mid-month dividend payments and flow of money paid for taxes.

### Recoveries So Far

Before the selling came in these new tops were established: Warner Bros., 75½ (representing 158 before the split), Paramount 76½ (or 230 for the old stock), and Eastman Kodak.

### Yesterday's Prices

Leading Amusements	Sales	High	Low	Last	Chg.
Warner Bros.	49,800	75½	74½	75½	+ 1
Paramount	40,000	76½	75½	76½	+ 1
Eastman Kodak	10,100	244	242	244	+ 2
G. Fox	10,100	79	78½	79	+ ½
E. B. T. Co.	10,100	43½	43½	44½	+ 1
7000 Park	70,000	79	78½	79	+ ½
31,000 RKO	31,000	30	29½	30	+ ½
50,000 W. B.	50,000	78	77½	78	+ ½
7,300 Fox	7,300	74	73½	74	+ ½
700 Tech	700	74½	73½	74½	+ 1
\$1,000 Loew	1,000	120	119	120	+ 1
2,000 Pathé	2,000	64½	64½	64½	+ ½

at 444. All these new marks represented a progressive succession of new peaks and showed enormous gains from the lows of last November.

Fact that the highest levels were only shaded in a moderate way during the worst of the selling after so wide an advance was the best indication to traders that the movement was likely to go further before an inevitable technical setback.

One of the elements that stiffened the long side during the bear drive was the announcement from Warners that 1929 profits were at the rate of \$7.25 and current earnings were in excess of those of a year ago, indicating even better returns for 1930. Talk on an extra appears to have taken the place of gossip about a new rate of 5 or 6. The per share showing was about as expected and it is the rate of current earnings that now is being discounted on the ticker.

Warner statement helped all the group, logic being that if that concern is making so brilliant a showing on the income statement, the others ought to be in like position. Statement came from company source in the Fox crowd last week that profits in that company despite the court jam it is in, are running for the first quarter at a rate of 25% over last year at the same time.

### Selling Steel as Cover

Yesterday's early boom was under the old leadership of Steel which marked up its own 1930 peak at 193 and was touted to go to 200 on the current movement. When the list

(Continued on page 32)

## R-K-O Expansion-Exploitation, Blumberg Made Asst. to Plunkett

### Usher on "Control"

Birmingham, Ala., March 25. A kid usher in a downtown theatre grew tired of the growling of the patrons where he put them. In Sunday's "News" there was a long letter by the usher asking the people to please control themselves.

## HALSEY, STUART'S OPEN LETTER ON FOX MATTER

With an obvious view of inviting stockholder favor in Fox Films and Fox Theatres, Halsey, Stuart and Company have prepared a 45-page brief, bound, as an open letter, to be sent to all holders of stock in the two companies.

The open letter contains a review of the bankers' dealings with Fox over a period of years, together with a mass of detail and figures, in addition to an affidavit by William R. Sheehan (printed elsewhere in this issue), and letters to William Fox from officers in his organization.

Matter reproduced in the open letter is of a tenor calculated to be unfavorable toward Mr. Fox and of a nature intended to influence stockholders in favor of the Halsey, Stuart financial plan.

Inaccurate statements are ascribed to Mr. Fox by the bankers for the purpose of shifting responsibility from where it properly lies. Attempting to show that Halsey, Stuart have been more than lenient in its financial dealings with Mr. Fox, the brief also denies that the recent Wall Street crash last fall prevented financing needed is supported in fact.

Denial is also made that Mr. Fox would allow Halsey, Stuart access to audits given the Bancamerica group. Charge is made that Mr. Fox tried to dispose of Loew's and West Coast Theatres after the crash.

A letter from executives of Fox prevailing on him to carry out the trust agreement of Dec. 3 is reproduced. The letter is signed by Sheehan, Saul E. Rogers, James R. Granger, C. F. Sheehan, John Zantz and Courtland Smith (latter now out).

## Metro's Foreign Meetings With Arthur Loew Present

Arthur Loew called March 21 for Naples, Italy, accompanied by Dave Blum, of Metro's foreign department, and Joseph K. Freeman, Metro's continental theatre representative. Loew and Blum will be gone about two weeks, visiting Rome, Berlin, Paris and London.

For the first time Metro will hold a foreign sales convention around April 28 in Paris. Its continental exchange and divisional men will get together, with Loew presiding. A get-together for the British Isles organization will be held around the same time separately in London.

### Young Warner Observing

With the arrival from the coast of Sam Saxe to become production manager of Warner's Flatbush studio, the status of Lewis Warner, son of Harry M. Warner, is reported as unchanged.

Young Warner will remain at the studio for the present, having been assigned a couple of months ago to learn this phase of Warner activity.

Murray Roth continues at the studio as director-in-chief.

Expansion, exploitation and Nate Blumberg appointed assistant theatre operator to Joe Plunkett were the important developments of the RKO managers' convention in New York last week. It was attended by all theatre department heads and division managers of the RKO chain.

Blumberg's new post takes in all RKO theatres from Chicago to the Pacific coast, including its southern division. Blumberg assumes charge immediately. Plunkett selected Blumberg through the latter's excellent showing and his general showmanship as evidenced in Blumberg's handling of the RKO mid-west division, inclusive of Chicago.

Exploitation in the modern way was finally decided upon by the convention for the vaudeville and pictures in RKO houses. It has been a shimmering subject in RKO circles ever since the Brown administration assumed charge 15 months ago. Meantime the RKO publicity department under Mark Lawner has staggered along without result.

Jack Hess, RKO exploiter at Chicago, where he has established himself as he had previously in the same city for the opposition Marks Bros., placed a plan of exploitation before the convention. It comprehends an advance campaign on all RKO attractions with more prominence given to the vaudeville than it has received from RKO to date.

Mr. Plunkett was so impressed by the plan he instructed Hess to remain in New York over this week for further conferences. Hess will co-operate with E. M. Orowitz, the RKO exploiter in New York. It was not stated where Luescher or his department fits in the new idea for RKO.

### After Theatres

In expansion, division managers were advised to notify the home office of all theatre opportunities within their territories, and to forget or sidestep any talk of RKO's work with other circuits of chains.

At the banquet Friday night at the Hotel Plaza, winding up the meet, RKO executives subscribed to a fund of \$1,000 as a prize to the RKO house manager making the best showing in economical net with his house during May.

On the western end Blumberg will work with the RKO broker for the time, Charlie Freeman. Plunkett will generally supervise as heretofore, probably devoting most of his personal attention to the eastern end of the RKO line, vaudebooked by George Godfrey.

Blumberg, one of the few men in RKO at present who thoroughly understands three-a-day vaude as well as pictures, started with the organization as division manager of the Orpheum, Jr., circuit in the small towns of the middle west. That side circuit had been so badly hammered into the red by the Heime-Jones circuit for a long time that the Orpheum Circuit no hope was held out for any success of Blumberg's operations. Turning the bad section from red to black, Chicago was won. Blumberg's direction, with Plunkett giving substantial recognition to Blumberg's ability by placing him in charge of the entire west.

Freeman, the broker, also holds intimate knowledge of vaude and pictures in their relation to mixing and the box office.

Orowitz' territory will be extended from the metropolitan district throughout the east to Cleveland.

### \$100,000 3-Reeler

Paramount is reported making a three-reel talker at its Long Island studios.

Production cost will reach \$100,000, it is said.

## Kennedy Behind Robert Kane in Foreign Produced Films; Paramount and Others, Too

Paris, March 25.

Everybody here is dizzy on production of foreign tongue talkers following the fast pace set by Paramount in this field. Scale of Paramount operations has staggered the other distributors.

Robert Kane now is producing Swedish pictures in addition to product in Spanish, Italian, German and French, and isn't doing a thing in English. He has talent scouts in Scandinavia signing up players; agents are doing the same thing in Spain and Italy.

Paramount is eager to test all markets, especially those that may be most dubious at this time, into which class are Scandinavia and Italy. Denmark, Norway and Sweden together have more wired houses than France.

Kane has finished 57 shorts, and two features and intends 10 feature-length pictures in multiple tongues. A new phase of the Kane operation has just come out in connection with the expected arrival of Arthur Loew after his return from a cruise. Loew likely will negotiate for the Kane product. This brings out that Kane is backed by Joseph P. Kennedy, who says the Kane-Paramount arrangement is only the forerunner of a general foreign production program on behalf of American companies and not exclusively for Paramount.

Kennedy states the Kane organization will next produce for Gaumont-Aubert-France on the same distributing arrangement with a deal for Metro and others to follow. Kane has just organized the Cine Studios Continental, and it will be through this organization that he will function in producing for other interests.

Incidentally the boom in talkers has proved a windfall for French players, who are getting good money for their services, although the figures, of course, do not compare with those paid in Hollywood.

## Photophone Will Center Rights In Foreign Cos.

Transferring all recording and reproducing rights to one big interest in a country, and satisfied with returns in royalties, is being established by the Radio Corporation of America as a worldwide sales policy for its subsidiary, RCA Photophone. Inauguration of this policy on a large scale is witnessed with the consummation of a deal by Charles Ross, Photophone head, whereby Pathe Cinema retains all French rights. "Already Photophone, according to Ross, has received over \$1,000,000 in cash as full payment for 33 French installations which had between one and two years before which this total would have been reached under the old part payment plan. Extensive royalty payments on new material and recording is expected to far exceed this figure during the next five years.

A similar deal is being arranged with a British firm whereby all Photophone rights in England will be similarly transferred. To date other agencies have been affected for the Argentine and Mexico.

Besides the economy vested in such a general policy, since costly expense vouchers and travel checks to the home office are eliminated in the American headquarters is relieved of all collections, Ross sees in the move one which will inspire confidence and success because of a locally known and respected firm having exclusive rights in its own country.

### ALASKA IN SUMMER

Figuring the ice scenes and Alaskan atmosphere of "Dangerous Nan McGrew," psychologically adapted for hot weather, Paramount is setting back the release date a couple of months. It will be on the summer program.

### "LOVE PARADE" SMASH

Buenos Aires Enthusies Over Chevalier's Film and Songs

Buenos Aires, March 25. "The Love Parade" (Par) opened at the Astral theatre here to capacity and looks like the biggest screen smash of the season. Audience response to the musical numbers with a tumult of applause.

Newspaper reviewers call it the best thing Ernst Lubitsch has ever done.

The Astral issued in connection with the premiere special programs with the picture's plot set forth in Spanish and also Spanish versions of the song lyrics. Innovation was relished by theatregoers.

Chevalier made a tour of the Argentine in 1927 and achieved enormous popularity. This contributes to this picture.

Another Paramount feature cleaning up here is "Four Feathers."

## Swedish Indie Exhibs Fail with Sound Films

A Stockholm, March 8. A number of exhibitors who recently wired their theatres have already gone to the wall. The theatres have grossed more money than previously on silent pictures. However, expenses have been higher. They claim they have had their sound equipment to pay for; film rentals are some 10% higher than previously, and so forth.

A few instances of this kind have happened, but it is not a sign of general distress. In the first failure, the big local circuit, Svensk Filmindustri, took over the theatre. This is the only big progressive circuit here, and if it is able to take over competition houses that fall on account of having too high operating expense, that this big circuit will secure a dominating position toward the distributors of foreign pictures, including the American.

## Native Film for Liners

Copenhagen, March 25. Hambourg-Amerika Line has bought a Scandinavian propaganda film to show on its liners. It is "Laila," success in all Scandinavian films. Written by Director Schneewolt, Danish, in Lapland (Northern Finland), with Scandinavian actors and native extras.

## DUBBING "GABBO"

German Actor Talking Von Stroheim's Role in Berlin

Berlin, March 4. Feitner & Somlo, the German firm, which produced "The Land Without Women," the first German all dialog picture, is trying a synchronization experiment.

The U. S. Cruze Independent, "The Great Gabbo," will be synchronized in Berlin with German dialog. For von Stroheim who played the lead in the American version, Hans Popper has been engaged. He will speak a German version of the English dialog.

Failure of former efforts of this sort makes the industry tend towards skepticism.



### AT THE TOP

If you're at the top of the ladder—or climbing—one should observe two essentials—Dress well and visit the ultra places of those you seek to emulate. The latter must include the SAVOY PLAZA.

Here diners and dancers are entertained by a famous MEYER DAVIS ORCHESTRA.

## GERMAN COURT CRITICALLY CONDEMNS

Decides No Damage from Rotten Picture—Opinion on "Doubles"

Berlin, March 11. The violinist Andreas Wegsgerber, who looks something like Paganini, made a talker for the Tobis over a year ago in which he played the fiddle, made up like the historical musician. They needed some extra shots of him in which he did not have to play his instrument and offered him only a portion of his salary. He refused this and so they put in a double whose back and profile only were seen. Wegsgerber sued for 14,000 marks for the damage done to his reputation.

The court viewed the pictures which they found so rotten the judge in his decision sympathized with the violinist for having appeared in it at all. They, nevertheless, awarded him no damages, but merely 2,200 marks for the three days in which his double was employed.

This decision prohibits the use of doubles for picture actors without their permission.

## PROPOSED TAX PANIC

Film Theatre Managers in Czechoslovakia Hear of New Burden

Prague, March 25. The Czechoslovakian cinema managers have been thrown into a panic of protest by the Finance Minister's proposal of a new tax on screen entertainment to get revenues for the support of the state subventioned theatres.

Managers' meetings have been held, with petitions addressed to the government stressing that the business already is near a crisis due to the already extremely high taxes. Statement is flatly made by the showmen that new tax burdens will inevitably bankrupt everybody concerned in the film theatre.

## Operator Electrocuted

Paris, March 25. Picture machine operator named Rappart was electrocuted in the projection booth, when a short circuit occurred at the Brocard cinema, Dourney, provincial Brittany. Fire which resulted destroyed the house, with the audience escaping unharmed.

"Trespasser" in Two Houses Buenos Aires, March 25. United Artists has just released its first picture here in "The Trespasser." Opened this week in two houses—Porteno and Versailles. Local fans in both spots received the picture favorably.

## Bill for Music Tax Per Seat in Canada Backed by Government

### As It Smells

Cologne, March 10. The Paris perfumer, Chanel, is suing the Hungarian author, Frank Mann, for a crack in his latest play, "1, 2, 3."

In the piece a businessman asks his secretary what perfume she uses. The reply, "Chanel 8. He counters, "Try Mollnux 22; it is cheaper and smells 37% better."

Chanel believes this hurts his business and demands \$4,000 damages. It's good publicity all around.

### GERMAN TALKER'S HIT

Tobis Picture Scores at Amsterdam Showing

Amsterdam, March 25. The Tuschinski theatre here showed with considerable success the new Tobis picture "Die Nacht Geheert Uns."

Local Rembrandt theatre, run by Ufa, drew capacity to witness first exhibition of Moschoukine's "The White Devil."

Roxy here, small house of 523 capacity, staged a successful revival of "The Singing Fool."

## Kinoton's \$2,000 Device

Berlin, March 10. Kinoton, the sound equipment which is the only rival of Klangfilm and Tobis in Germany, is wiring moderate sized theatres for \$2,000. This is only for playing talkers recorded on records. But the figure is so low in comparison it is finding many takers. Volume and tone quality are said to be satisfactory.

## "Shows" Mild in London

London, March 25. Warners' "Show of Shows" opened yesterday (24) at the Tivoli with the Beatrice Lillie number out, also the "Florentina" ensemble (comedy) cut. Picture got a lukewarm reception and its run will be short. Arrangement already made to supplant it with "Hit the Deck" (Radio).

## Portugal Without Wire; Government Restrictions

Washington, March 25. Though a new picture houses were constructed in Portugal during 1924 the country has yet to hear its first talker, says Consul J. L. Plinckner, reporting to the Department of Commerce. No house has been wired. Government says no foreign language films can be shown, plus the inability to overcome the language situation to meet the government's ruling. Report has one house to be wired for musical comedies only, with dialog eliminated.

## French Novel, Native Made

Paris, March 10. "Le Roi De Paris" ("King of Paris"), a French novel by Georges Ohnet, will be made into a talker in French, German and maybe English versions, in a German studio. French cast will include Ivan Petrovitch, Eva Francis, Jean Veber.

### Traggard's Health

London, March 25. Oliver Traggard, asst. mgr. of Paramount here, resigned, and sailed on the "Berengaria" March 22.

He is on his way to California where he will make his home. Reason for change of residence is his health.

### Hoyt's Plaza on Runs

Sydney, March 25. Hoyt's new Spanish Plaza is set to open April 11. House will operate as a long run stand with all talkers, starting with "Dynamite" (M-G-M).

Ottawa, March 25. Hon. Fernand Rinfret, Secretary of State in the Canadian Government, has caused a sensation among exhibitors, radio broadcasters and fair managers of the Dominion by introducing a bill in the House of Commons to amend the Canadian Copyright Act to enable the Canadian Performing Rights Society to collect royalties on compositions on which it holds assignments. Controlled compositions run to 3,000,000, it is asserted. The bill is likely to become law in spite of the protest of an early Dominion election, as it is a government measure. It is understood that the Canadian Society proposes to impose an annual tax of 70c. per seat in all theatres, concert halls, and grandstands as a blanket charge.

Organized exhibitors, radio broadcasters and others had held a number of conferences to discuss the copyright situation in Canada.

It had been arranged that L. J. Ladner, federal member for Vancouver, would introduce a bill to amend the copyright act in a manner that was considered fair to all. The move was forestalled when Rinfret submitted his drastic bill in the Canadian Commons one day ahead of the date on which Ladner's proposal was to have been introduced.

Under the amended law, road shows and vaudeville acts will only be able to play in Canadian theatres licensed by the Performing Rights Society. Proceeds of licenses will go to Engand.

## Dutch Film Firm Bought by Soviet Just to Show 'Em

Amsterdam, March 25. Avant Garde Films, controlled by the Dutch director, Ivens, who has done most of the producing, has been purchased by the Soviet Government.

Purpose behind the transaction seems, according to Dutch trade men, to be a gesture on the part of the Communist government to counteract charges that it never gives producers a look unless it has been made to emphasize the government's self-interest in political propaganda.

## "Tigers" Film Flops

London, March 25. "Hunting Tigers in Africa" failed to hold up at the Palace and Walter Gifford will take it off, reviving "Simba" for one week instead. After that "The Queen's Necklace," French delayed through censor opposition, will follow in modified form. Run of this picture will be forced until the expiration of the Clayton & Waller lease April 19.

Theatre likely will be closed until May 1 when Lee Ephraim presents "Heads Up."

## Dubbing American on English Film-Accent

Hollywood, March 25. Another English talker is having a dubbed American version. Picture is "Ingagi".

An explanatory lecture by the expedition leader, Sir Hubert Vinstead, was too British in accent for American comprehension, so the lecture for this country was repeated by Capt. Daniel Swayne, his associate.

Spanish version also was made, with translation and delivery by Rogelio Rico.

### "Glorious Night," Foreign

Hollywood, March 25. Metro will remake in German and French "His Glorious Night," John Gilbert's first talker. Andreu Bland is set for French lead. No German casting as yet.

# U. S. MAY INCREASE EUROPE

## Germans Rushing Multi-Tongue Films To First Capture World's Trade

Paris, March 25.  
The Germans, who may be behind on studio technique but seemingly ahead of the Americans in understanding of world trade, are steeling a march on the Hollywood industry, by pushing foreign tongue product in its native language.

German industry's foreign agencies have passed the word that foreign territory is ripe for native dialog product, with the natives in the principal nations of the world hungry to hear their own language on the screen.

Sofar Films, one of the German units, is engaged in an intensive campaign to supply that want, rushing through pictures in French, Spanish and English versions, in addition to its German tongue product. Stock companies, one for each language, are working at top speed with studios active night and day at the Tobis plant in Epinay, near Paris.

An Italian stock troupe is being assembled in haste to supplement the four-language schedule now in force, all built upon original German talkers.

In addition to this the Sofar company is dubbing old silents with foreign language sequences and with mass production in force, indications are they will have a big lead on the Americans in marketing this product.

## NO SILENTS ABROAD EITHER, WITH TALKERS

Paris, March 25.  
Strong evidence is at hand that American producer interests are convinced native talker material is the draw at this time.

Saint Granier's Paramount short, "School Friends," made by Paramount via Bob Kane, is billed over the silent feature, "Woman Going Astray," at the Gaumont Palace. Public reaction is unmistakable. They are walking on the silent feature.

Same thing happened at the Madeleine, where the Laurel and Hardy French-dubbed short, "Blotto" (Metro-Roch), is doing business beyond Great Garbo's "The Kiss," also silent.

## Silent Holland Houses In Small Towns Starving

Amsterdam, March 25.  
All but three of the Amsterdam picture houses are now silent. Business is good as a general thing, with some exceptions.

Film trade in the smaller Dutch towns is lamentable, reason being partly that many houses are not wired.

## M. C. as Interpreter

Paris, March 25.  
Moriciet, the cabaret singer, has been engaged to act as a sort of master of ceremonies for Metro's "Hollywood Revue" when it is screened in Paris.

Idea is to have the m. c. and lib on the stage during the projection of the picture, to enlighten the audience on points in dialog and lyrics that otherwise might not be intelligible to the French audience.

## Klitsch Coming Over

Paris, March 25.  
The Blumenthal is sailing for New York April 2 on the "Bremen," accompanied by Marlene Dietrich, German actress, entering American pictures, and Ludwig Klitsch, head of Ufa.

Klitsch's trip has nothing to do with pictures, he says, but is going over on the interests of the Scherl papers, which he also heads.

## India Wants More Native Pictures Than Supply

Washington, March 25.  
Production of pictures by native companies is growing in India, with demand greater than the supply, reports Consul Wilbur Kelling, Bombay, to the Commerce Department.

Native producers face difficulties in raising production money, but the 20 producing companies in the Bombay Presidency manage to release about two features a month, costing on an average from \$7,000 to \$15,000 each.

Another difficulty is finding women players. Now European femme artists are being imported along with European directors, and demand continues to go up.

## BRUSSELS TEST ON SILENT FILM

Brussels, March 25.  
When "Buildup Drummond" opens here in a few days, the theatre will conduct an experiment in an effort to gauge popular tastes as between talkers and silent pictures.

Once a day the feature will be projected in its all talker form and the rest of the four screenings will be silent.

"The Broadway Melody" is being shown in its original talking version and clicking. On the contrary, Universal's "Broadway" was projected as a synchronized non-talker with titles and flopped.

Percentage of locals who speak English is small.

## British Exhibs Perplexed Over Future Double Bills

London, March 25.  
One class of British exhibitors has a new problem arising out of the absence of first-grade silent product. Situation applies to about 500 important British film houses of the first class, which had maintained a policy of playing double features in the days of the silent.

With the advent of the talker, they booked in one sound picture and used a silent for the other half of the bill. This they found a successful policy.

Now that the shortage of silent product is becoming acute, these showmen are perturbed, fearing they may be compelled to play two talker features, which would be too expensive and might not appeal to their clientele, since they figured the silent picture was welcome as a variation from the articulate feature of the same bill.

Demand for the silents is insatiable. A result has been the marketing of all sorts of shoddy material, which is foisted on the public irrespective of country of its origin.

## All Talkers in Cairo

Cairo, March 25.  
Talkers current here this or last week, or billed for the coming week, include product from different countries and all are dialog or synchronized.

List comprises "Nouvelles Vierges" (French-made), "Sinking Fool" (W.B.), "Eternal Love" (U. A.), "Rio Ritt" (Radio) and "Dancing Daughters" (M-G-M).

## "Desert Song" Big in S. A.

Buenos Aires, March 25.  
Glucksmann is releasing "The Desert Song" (Warner Bros.), starring with the Palace here.  
Opening at that house was big.

## FAVOR GIVEN TO NATIVE TALKERS

Unsuitable Dialog Versions  
of American Pictures  
Threaten Long Supremacy  
of American Film Abroad  
—Effect of Stopping Wiring  
in European Countries

## MAY GROW WORSE.

Paris, March 25.

The supremacy of American pictures is threatened abroad at this time by the lack of suitable dialog versions in foreign tongues of Europe so that they will exert local appeal.

More synchronizations with titles have been tried but are now taboo as the music-wise Continentals object violently to mechanical music.

Present situation is likely to be remedied by the American industry. Europa has many wired theatres, but the exhibitors with equipment declare there is no supply of talkers suitable to their needs, now that they are loaded up with costly equipment.

Effect of this is to check sales of talkers systems, disatisfied exhibitors spreading the word among the non-equipped house owners and disuading them from installations.

Meanwhile, the German and French producers are making a bold play to benefit from the condition, rushing through French, Spanish, Italian and German dialog material. It is pretty certain to click, regardless of its poor quality as compared to American standards. Effect cannot be otherwise than a deterrent to Hollywood synchronizations offered abroad outside of England.

In Rome, the Supercinema and the Capranica, wired with Western Electric equipment, are playing silents because they cannot secure dialog pictures owing to Mussolini's edict against foreign tongue screen material. Fifty odd other Italian wired theatres are in the same position.

The Latins are a sensitive and artistic people; they love everything that is beautiful in the picture art. Dialog pictures with nothing but lip movements and the titles printed to make meaning clear are a poor substitute to them for the many beauties of the old silent technique.

Many Continental theatres when investing in equipment dispensed with their orchestras and always gave up stage acts. The public objected to mechanical music. To offset this reaction they are being forced to return to their old expensive stage presentation, their costly sound equipment meanwhile remaining idle.

American talking pictures are under a handicap in the Balkan territory, where few speak or understand English and where German is a sort of secondary language to the majority.

As a result of early trials, Zagreb and other important exhibitor interests now booking American subjects are demanding that the producers furnish them with alternate dialog product in German of the same subjects if such versions exist, explaining that their public understands German better than English.

## British Circuit Plan

London, March 25.  
Sir Gordon Strachan, Albert Clavering are associated in a scheme of forming a British theatre circuit which will be in a tie-up with chains in other countries. Idea is the release of pictures in more than one language.

Clavering was formerly head of Isidor Schlesinger's United Theatre circuit here. He is a brother of Alfred Clavering of the Warner personnel.

## Italy's Proposed 20% Quota Will Drive Out U. S. Film—Composers' Move

## Metro's 14 Pictures in Buenos Aires This Week

Buenos Aires, March 25.  
Metro-Goldwyn is making a clean sweep in this Argentine metropolis this week, playing no less than 14 pictures.

In the number ate "Hollywood Revue," "White Shadows," "Speedway," "Ladrones" (two-reeler), "Thunder," "Flying Fleet," "Bridge of San Luis Rey," "Masks of Devil," "White Orchids," "Modern Maidens," "Single Standard," "The Kiss," "Show People," "Broadway Melody," "Trail of '98."

These pictures are playing the town's de l'uxes and scattered through the neighborhood.

Metro is practically the only firm doing large scale booking for the time being.

## 2-REEL SHORT COMEDY RIOT

Buenos Aires, March 25.  
"Ladrones" (Laurel and Hardy's Hal Roach two-reeler, originally called "Night Owl," has been released in this territory by Metro and is the greatest comedy riot ever here.

This is the version previously reported in Spain, where its jazz Spanish dialog was a laugh panic. (Picture also has been dubbed in French.)

## Prince Danilo's Film Suit Not So Funny—\$4,000

Paris, March 25.  
Prince Danilo's suit charging Metro with misrepresentation in its film, "The Merry Widow," wasn't so much of a gag after all.  
After trial which made all Paris giggle, judge deferred decision which now has been rendered, awarding the royal complainant \$4,000.

## "Sally" in Berlin and Rio

Berlin, March 25.  
Warner Bros. "Sally," starring Marilyn Miller, is a riot at the Ufa Palast here, the first all-color all-talker in this territory.

Some of the sequences are projected on the wide screen, leaving a further good impression.

Reviewers call the story "vapid," but acclaim Miss Miller as a personality.

## Acting for Thalberg

Paris, March 25.  
Bernie Hyman is expected to be here for Irving G. Thalberg, is a new scout for French talker talent. He is ready to buy people and material on a considerable scale.  
Activity in the field is due to the expectation Thalberg will be here shortly.

## Gell Sailing

London, March 25.  
William Gell, head of the Gaumont company and a director in Gaumont British, sails for New York March 25.  
Gell is close to the banking house of Oster Bros., and it is reported is slated for a more important post in the picture concerns.

## N. J. Young Dies

New York, March 25.  
Nathan Johnson Young, sound engineer, died here late last week.

Rome, March 25.  
Italy is proposing a new 20 to one contingent on American film imports as a thrust against the American trade. It is regarded as a subtle move aimed to actually oust the Yankees from this market.

This is the proposal of the Italian Composers' Society that will collect a percentage from exhibitors based upon the exhibitor's rentals due to the foreign distributor.  
This is the first time composer groups have attempted to dominate the entire business. Up to this development, the view in Europe has been the sound patent people actually held the domination of the business.

Metro's representative in Rome has expressed his approval of a system of having the composers act as a collecting agency for film rentals which they might compute at the same time they figured their own royalty figures. He is alone in his position. The others in the distribution and see in the proposal an aim to dominate American film distribution by the Italian Composers' Society.

One of the elements in the situation that particularly worries the Americans is that the Composers' Society exists with indirect sponsorship of the government itself.

Paris, March 25.  
Reports have been in circulation in Paris for some time that small Italian producers sought to act also as distributing agencies for American films with the prospect that they would ultimately ease out the American distributors themselves.

Italian situation is not clearly understood here and George Canty, U. S. trade commissioner in Paris, is making a study of the whole matter. Trade meanwhile looks upon conditions as impossible.

## DUTCH FILM MAN COMING OVER WITH BANKER

Amsterdam, March 25.  
Kuechenmeister, the most prominent figure in the European sound industry, sailed from Amsterdam to New York last week, accompanied by a confidential advisor of the Oyens banking interests which is intimately concerned in Kuechenmeister's picture and sound activities.

Interviewed by a "Variety" correspondent, Kuechenmeister said that his interests would probably co-operate with those of Warner Bros. in the Continental field, confirming reports of agreements being signed here recently between his Dutch sound concerns and the American Vitaphone people.

One of the signs of the times is that trading in amusement stocks here have been stimulated by activity in the American issues of the same character, with issues of the German talker industry showing remarkable strength, coincident with the successful projection here of Ufa and other German product.

## Italy's Proposal to Hollywood's Film Makers

Hollywood, March 25.  
After barring from Italy all foreign language talkers unanimsly of Mussolini have approached local film men with a proposition for Americans to establish studios in Italy for making Italian language features.

Co-operation of Fascist government and concessions are offered.

## "Rox" in Egypt

Cairo, March 25.  
The Rox Palace here has been wired and is advertised as "The Equal of Rox, New York."



# Disappointments in B. O. Grosses And Talker Runs in Loop Theatres

Chicago, March 25.  
Lead of loop again went to the Chicago; that house, however, proving a disappointment with Ted Lewis on the stage and "Roadhouse Nights" got only \$58,400; less than gross established previous week by Nils Asther on stage and Haines picture. After comment, Schnozzino Durante got in flicker that may become a draw here.

"Vagabond King" held up well for 12th week in the United Artists, dropping only five grand. Pace figures still far above average. Oriental trail and the United Artists seven thousand, taking a weak \$29,300 with "Ship From Shanghai." House in slump again, with present figure putting it on the red ink.

Business was off at the McVickers, where "Sally" was a disappointment in 12th week. New is fed up on musicals, and nothing recently has enticed them to come to a song-and-dance flicker. Anna Christie completed its run at the Roosevelt; "General Crack" replacing Monday (24). "Christie" starting strong, held last week, but dropped off in 3d and final stanza. State-Lake, vaudeville, got a good week with \$25,000. "The Green Goddess" and local radio name. State-Lake has developed into consistent package house, with grosses varying. Other R-K-O spot, Woods, missed with "Framed," picture taking it on the lam at only \$12,500 its 12th week.

Estimates for Last Week  
Chicago (Publix-B & K) "Road-"  
(Continued on page 22)

## "RITZ" GOT \$20,000 IN FRISCO'S BAD WEEK

San Francisco, March 25.  
Grosses started fairly but tended downward last week. Number of shows that might have stood up and out were checked by the weather. That was the most convenient, if true, alibi. It was just too nice out-of-doors.

Estimates for Last Week  
Fox (5,000; 50-65-75) "Montana Moon" (Metro). \$40,000. West-erns have been popular in this town of late.

Warfield (Fox) (2,672; 50-65-75) "Happy Days" (Fox). \$28,000 week collapse. "Down to Second." Without close.

Paramount (Publix) (2,698; 35-50-65-110) "Honey" (Par). Former Chicago with new label. Only fair, \$15,000, in answer to heavy exploitation for picture and house title choice.

California (Publix) (2,200; 35-50-65-100) "Puttin' on Ritz" (UA). Conined steady and nothing wrong with \$20,000. Weather prevented really big showing.

St. Francis (Publix) (1,375; 35-50-65-100) "Vagabond King" (Par). Dwindling rapidly. \$14,000. Locally figured music overdose on radio.

Orpheum (RKO) (2,270; 35-50-65) "Framed" (Radio). Another disappointment in bad week. Scanty \$8,500.

Golden Gate (RKO) (2,435; 30-40-50) "Painted Angel" (FN). Off; \$14,000.

Embassy (Wagoner) (1,365; 50-65-100) "She Couldn't Say No" (WB). Tightly but lightly patronized for \$8,500.

Davies (Wagoner) (1,150; 35-50-65-100) "The Green Goddess" (TIF). Did average business but last week's average good; satisfaction from \$8,000.

Casino (Ackerman & Harris) (2,400; 40-60) "Woman Racket" (Metro). Fair at \$11,000.

## SNOW IN DENVER AND ICE FOR "TIGER ROSE"

Denver, March 25.  
(Draw, Pop. 400,000)  
Weather: Snow  
Weather was bad for a few days and hurt.

"Such Men Dangerous" turned in the best figure, considering the size of the house and with the least \$18,000 a day than the others. "Loose Ankles" well received at the Tabor and "Seven Days Leave" (TIF).

"Tiger Rose" at the America just about hit the bottom.

Estimates for Last Week  
Aladdin (Huffman) (1,500; 35-50-75) "Such Men Dangerous" (Fox). Editor Glyn's name got natives and they were not disappointed.

Tabor (Bennett) (2,200; 20-40-60-75) "Loose Ankles" (FN). Steady. \$8,000.

Denver (Publix) (2,300; 25-40-65) "Such Men Dangerous" (Par). Last week of stage show and fair gross \$11,800.

## "ROGUE" \$23,000—NEW TRADE IN BALTIMORE

Baltimore, March 25.  
(Draw Pop. 350,000)  
Weather—Fine  
Daylight agitation is keeping some exhibitors up nights. Scheme not official, but Baltimore Association of Commerce promoting the movement to jump the clocks an hour.

To date, 150 commercial firms have agreed to adopt the plan. Theatres, naturally, are opposed.

Unemployment, coupled with Lent, contributing factors to noticeable slowing up of b. o. paces. No definite slump anywhere, but early winter intakes are not being maintained.

Outstanding last week was the big-water Stanley with "Rogue Song." Century good to better with "Rishup Murder Case." "Song of the West" (R-K-O) good. New with Rivoli and Metropolitan, good but hardly b. o. riot. "Anna Christie" checked up good week at uptown Parkway, but at the other day-and-date house, elevator-Valencia, just fair. Keith's reported good week with "The Green Goddess." New with pretty fair with "Let's Go Places." Auditorium satisfactory with "Second Wife" holdover.

Estimates for Last Week  
Century (Loew) "Bishop Murder Case" (3,200; 25-60). Picture light but pleasing. Result nights holding up been with season considered, but mats off slightly. Stage unit, "Jim Jams," above average. Trilke Frigiana scored at every performance. All round a pleasing improvement from last week since \$19,500.

Stanley (Loew, Stanley-Crandall) "Rogue Song" (3,600; 25-60). Big advance advertising, aided big opening of this feature. Built daily, getting more and more customers. Mats hardly up to expectations, but nights capacity. Not flapper picture, however. About \$23,000, biggest for this house since "Hollywood Revue."

Keith's (Schanbergers) "Hit The Deck" (R-K-O; 25-60). In for second run; previously shown as road show at Auditorium for three weeks. Got big draw at the Metropolitan and at pop prices. Despite Lent, \$11,000.

Well (Wilson Co.) "Song of the West" (2,100; 25-60). Done dating with Metropolitan. Off to good start, and satisfactory; \$10,000.

Metropolitan (Equity-Warners) "Song of West" (15-50). Good but not outstanding at \$10,000.

Auditorium (Schanbergers) (Continued on page 22)

Minneapolis, March 25.  
Weather: Favorable  
With "Such Men Dangerous" the lion's share of the comparatively small gross business that seemed available last week. It was the only house making a real showing.

Seven such exceptional pictures as "Such Men Dangerous" (24 weeks) and "Roadhouse Nights" started. Experience of boosting Century prices from 75c to \$1 for "Vagabond" did not prove successful.

Lack of employment and bad weather conditions are gradually exacting more and more from box offices. The showhouses undoubtedly have been the last to feel the dent, but there can be no gainsaying that they now are starting to experience a slump along with the rest of trade.

Consideration must be given to Lent, but in recent years this period has been the best for business, and being a noticeably adverse effect on picture patronage.

Estimates for Last Week  
Minneapolis (Publix) (4,100; 75) "Such Men Dangerous" (Par). Clicked 100%, and corking exploitation with Century word of mouth.

Ruth Chatterton topic of conversation in every circle. "Showland," 40-60 place picture, also pleased.

Very fine comparatively and under adverse circumstances.

Century (Publix) (3,600; 75) "Vagabond King" (Par). 2d, final week. Public here wouldn't stand the additional two bits tacked on to price that kept customers away as audience reaction to the picture and reviews were highly favorable.

(Continued on page 22)

## PAY DAY IN TACOMA

If Anything Wrong With Last Week's Grosses, Try Alibi It

Tacoma, March 25.  
(Draw Pop. 125,000)  
Weather: Okay  
Waiting for pay day. Sunshine helped stir up the folks. Fair all around past week.

Estimates for Last Week  
RKO-Pantages (RKO) (1,500; 25-60) "Go to the Sun" (FN). Vaudeville. \$7,300.

Blue Moose (Harrick) (650; 25-50) "The Green Goddess" (WB). Okay. \$5,500; good.

Rialto (Fox) (1,250; 25-50) "Sky Riders" (Fox). Lots of advertising helped. \$3,800.

Colonial (Fox) (850; 25) "Roadhouse Nights" (Par). \$2,100.

## "SARAH" WON L'SVILLE BUT LIGHT GROSS, \$4,000

Louisville, March 25.  
(Draw Pop. 500,000)  
Weather: Warm  
Spring arrived here two weeks early and held all grosses down. Local business is not doing its best known in Louisville, in conjunction with "Rogue Song."

Reviewers' public raved over "Rogue Song," and handed the razz to Rudy Vallee. "Vagabond Lover," however, best business for Brown since house opened month ago, but it was all curiosity and not much.

Estimates for Last Week  
Alamo (4th Ave.) (900; 40) "Let's Go Places" (Fox). good week. \$5,500.

Mary Anderson (R-K-O) (1,387; 30-50) Prediction several weeks ago this house would go to stock by Easter still stands. Latest report has management of Brown Players, here five summers, negotiating "Men Are Like That" (Par) \$3,100.

Brown (Brown) (1,500; 20-50) "Vagabond King" (Par). Best business yet claimed for Rudy Vallee, but film derided by critics and exhibitors unsatisfied with star's (7) acting.

Rialto (R-K-O) (2,940; 30-50) "Sarah and Son" (Par). Ruth Chatterton, however, got gross week at \$4,000.

State (Loew) (3,525; 35-50) "Rogue Song" (M-G-M) over big considering beautiful weather. \$14,000.

Strand (4th Ave.) (1,785; 35-50) "Song of West" (WB). Day better than previous week, though not exceptional. \$5,200. John Boles personal draw with Vivienne Segal and Gene Brown (very popular here) helping.

Ritz (Laurel) (1,200; 16-35) "Sky Riders" (average at \$2,700). Stock burlesque.

Gaiety (Galligan) (1,100; 25-75) Patronage slowly returning to this former musical stand. Kolb's burlesque stock still under \$3,000.

## "King" Keels Off \$9,000, 2d Wk., Minn.; Local Conditions Dropping B.O.'s

(Drawing Population, 300,000)  
Weather: Favorable  
Minneapolis, March 25.

With "Such Men Dangerous" the lion's share of the comparatively small gross business that seemed available last week. It was the only house making a real showing.

Seven such exceptional pictures as "Such Men Dangerous" (24 weeks) and "Roadhouse Nights" started. Experience of boosting Century prices from 75c to \$1 for "Vagabond" did not prove successful.

Lack of employment and bad weather conditions are gradually exacting more and more from box offices. The showhouses undoubtedly have been the last to feel the dent, but there can be no gainsaying that they now are starting to experience a slump along with the rest of trade.

Consideration must be given to Lent, but in recent years this period has been the best for business, and being a noticeably adverse effect on picture patronage.

Estimates for Last Week  
Minneapolis (Publix) (4,100; 75) "Such Men Dangerous" (Par). Clicked 100%, and corking exploitation with Century word of mouth.

Ruth Chatterton topic of conversation in every circle. "Showland," 40-60 place picture, also pleased.

Very fine comparatively and under adverse circumstances.

Century (Publix) (3,600; 75) "Vagabond King" (Par). 2d, final week. Public here wouldn't stand the additional two bits tacked on to price that kept customers away as audience reaction to the picture and reviews were highly favorable.

(Continued on page 22)

## "SUCH MEN" EXPLOITED; LEAD PTLD., \$12,200

Portland, Ore., March 25.  
Chalk up another score for talking pictures. Henry Duffy will close his stage drama over. 1st Duffy, March 28, probably on an arrangement to show Warner's first releases. Duffy has struggled through a bad dramatic season. Last week's "Such Men Dangerous" (24 weeks) and "Roadhouse Nights" started. Experience of boosting Century prices from 75c to \$1 for "Vagabond" did not prove successful.

Lack of employment and bad weather conditions are gradually exacting more and more from box offices. The showhouses undoubtedly have been the last to feel the dent, but there can be no gainsaying that they now are starting to experience a slump along with the rest of trade.

Consideration must be given to Lent, but in recent years this period has been the best for business, and being a noticeably adverse effect on picture patronage.

Estimates for Last Week  
Broadway (Fox) (2,000; 25-60) "Such Men Dangerous" (Fox) won on good exploitation possibilities, scored highly. \$12,200.

Paramount (Publix) (3,500; 25-50) "Honey" (Par). Fair musical-talk picture. \$11,000.

Orpheum (RKO) (2,000; 25-60) "Love Racket" (P. N.), program that drew \$11,000.

United Artists (Parker-Fox) (1,200; 25-50) "Lummock" (to gloomy for \$6,000).

Marine (Marine) (1,200; 25-50) "Lord Byron" (M-G-M) fair. Fans tired of film musicals. \$4,500.

Continued "Such Men Dangerous" (25) "Cohens & Kellys" in Scott, okay. \$7,000.

Moose (Harrick) (800; 25-50) "Song of West" (WB) big in this small house. \$6,000.

## WB's "Disraeli." 10th Wk., \$13,000. Arch's Gross and Run Record; N. S.—Native Films in London

## 3-WAY B. O. BATTLE WITH LENT IN WASH.

Washington, March 25.  
(White Pop. 450,000)  
Weather: Warm to cold—fair  
From previous two-way race for top business local situation has now gone into a battle between three houses. Earle, Palace and Fox. Palace of "Disraeli" have something to do with it though screen attractions are stronger and three out of four weeks these are augmented with stage star of import.

Lent taking its toll on final totals. "Disraeli" (WB) is leading. "Say No" was feature that brought Earle way up last week with a figure on six days, house watching it. Friday opening that was right respectable.

Fox with "Men Without Women" got raves and a good week considering conditions.

Palace with "Lady to Love" looks to have gotten slightly more than the Earle with its six days as compared with this Loew house and its seven-day week.

"Song of the West" went only one week at the Met. "Cohens and Kellys" (WB) got a good week considering conditions.

Palace with "Lady to Love" looks to have gotten slightly more than the Earle with its six days as compared with this Loew house and its seven-day week.

Estimates for Last Week  
Columbia (Loew) "She Said No" (M-G) (2,500; 35-50-60-100). Unsettled praises \$20,000.

Earle (Warner) "She Couldn't Say No" (WB) (2,444; 35-60). Did good week with \$11,000 with previous business, \$11,500 in six days.

Fox (Fox) "Men Without Women" (Fox) stage show (3,434; 35-50-60). Unsettled praises \$20,000.

Met (Warner) "Song of West" (WB) (1,585; 35-50). Came through fairly well. \$11,000.

Palace (Loew) "Lady to Love" (M-G) stage show (3,363; 35-50-60). Unsettled praises \$20,000.

RKO "Cohens and Kellys" in regular hit (1,570; 25-50). About \$2,000 less expected; \$13,000.

## GENE DENNIS DID IT FOR MIDLAND—\$17,300

Kansas City, March 25.  
Heavy "roadhouse" acceptance of the "Cohens and Kellys" at the Mainstreet, rule last week. None developed anything startling in draw.

At Loew's Midland "Lummock" feature but Gene Dennis, Kansas Wonder Girl, was the coming attraction.

Newman's picture, "Sarah and Son," very much along same lines as "Lummock" but not coming.

Chatterton's picture, "Such Men Dangerous," very much along same lines as "Lummock" but not coming.

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## WB's "Disraeli." 10th Wk., \$13,000. Arch's Gross and Run Record; N. S.—Native Films in London

London, March 25.  
Features in the week of pictures at the box office are: "Disraeli" holding close to \$13,000 at the Marble Arch in 10th week and setting up records for money and length of run.

"Love Parade" (Par) at the Carlton big in 7th week and set until the end of April.

Estimates for Last Week  
Alhambra "No, No Nanette" (FN). Around \$12,000 average for first fortnight, best figure house has had since "Annie" (Bios) made. "Nanette" vacates April 4 with "Flame of Love" (British International) succeeding. Runners house reverting to vaude or specialties to supplement pictures are unfounded. A chance it will go in for presentation policy, of kind brought here by Paramount at the Plaza.

Capitol "The Merry Melody" did \$12,500, not good. Replaced by "The Grand Parade" (Pathe) March 31.

Carlton "Love Parade" (Par) 7th week and average over \$10,000. Stays until end of April when "Vagabond King" (Par) comes in in obedience to Paramount's desire to get a pre-release of "King" before the summer.

Madame "Disraeli" (WB). 10th week and still grossing around \$13,000 a week, house record for both money and length of run. Picture remains another fortnight, replaced by name star in "The Green Goddess" (B.I.).

New Gaiety "Rookery Nook" (British-made). Holding up to brilliant start, \$15,000 in 6th week.

Plaza "Laughing Lady" (Par). Opened March 14 to capacity and in 4th week grossed over \$10,000. Hold over and may go four weeks.

Royal "Sally" (FN). 3rd week around \$15,000, below previous totals. "Gold Diggers." Will stay four weeks with "Son of Gods" (FN) following.

Tivoli "Men Without Women" (RKO). Only fair showing. House has gone since "Rio Rita" (Radio), with "The Lost Zeppelin" (Tiffany) and "Loves of Robert Burns" (British-made) in 3rd week and scoring shortest runs yet at house. "Show of Shows" (WB) (British-made) in 4th month predicted. "Hit the Deck" (Radio) is to follow.

## RKO-Pan. Toronto, First New Show Best, \$16,800

Toronto, March 25.  
(Draw pop. 300,000)  
Weather—Windy; cold  
Snapping into its new R-K-O picture with big increase of \$1,000 the former Pantages house, renamed Imperial and operated by Famous from Thursday, got \$16,800 in 10th week. "Hot for Paris" (Par) led the town. Stage show far ahead of the average for this house under Pan days built steadily to a SRO close.

This looks good for the future of the house since it is the largest in the city. "Hot for Paris" has often been a red spot. The nut has been jumped under new bookings.

Renewed pep in this house gives Loew's better competition and the house also jumped, earning \$14,500 with "Chasing Rainbows" (M-G-M).

Also fair hit with "M-G-M" particularly strong. Censors copped deeply twice. The drunk scene with Mary Dresser and Fanny Moran got air completely.

"Anna Christie" (M-G-M) due here, but delayed on account censorship but little trouble expected.

Jack Arthur tossed a smart show on the stage of the Uptown and "Honey" (Par) is coming. There was no aquawk at \$13,000. House has slipped a bit since switching from Thursday to Friday opening. One reason given is failure of dailies to carry reviews until Monday.

Nancy Carroll no draw with femmes here in district.

"The Great Gabbu," released previously in the sticks, was satisfactory. Fair hit with \$11,900. Room more on the musical appeal than von Stroheim's dramatic ability. Film always strongest on musicals.

"Burning Up" (Par) the outdoor racing picture was liked at the Hippodrome and was the stage show. Okay at \$13,800.

Estimates for Last Week  
Imperial — (P.P. Canada-RKO) (Continued on page 22)

# IRVING BERLIN



# WRITES JOLSON'S



## SONG HITS



"Let Me Sing and I'm Happy"



"Across the Breakfast Table  
Looking At You"



"To My Mammy"



Grand Opening  
**WARNER BROS.  
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**March 26**



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Warner Bros. present **AL**

# JOLSON

in "MAMMY"

"Mammy" is a household name. Her favorite son, **AL JOLSON**, is a box-office name. It's a combination that can't be beat. Here is the world's greatest entertainer at his inimitable best as the singing, jesting Mr. Bones of the minstrel troupe. It's what the public ordered and what the public wants.

with

**LOUISE DRESSER • LOIS MORAN**  
**LOWELL SHERMAN • HOBART BOSWORTH**  
**TULLY MARSHALL • MITCHELL LEWIS**

★

Story and songs by **IRVING BERLIN**

Screen play by **Gordon Rigby**  
and **Joseph Jackson**

Directed by **MICHAEL CURTIZ**

Scenes in Technicolor

★

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PRESENT

# JOHN BARRYMORE

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*"Beau  
Brummel"*



*"The  
Sea Beast"*



*"Don  
Juan"*



*"When A  
Man Loves"*



*"General  
Crack"*



*and NOW*

*In a Brilliant Comedy Role*

# THE MAN FROM BLANKLEY'S

*John Barrymore*  
now brings to the screen  
an amazing new charac-  
terization. An uproari-  
ous farce comedy of  
English society that  
reveals America's fore-  
most actor as one of  
the screen's greatest  
comedians.

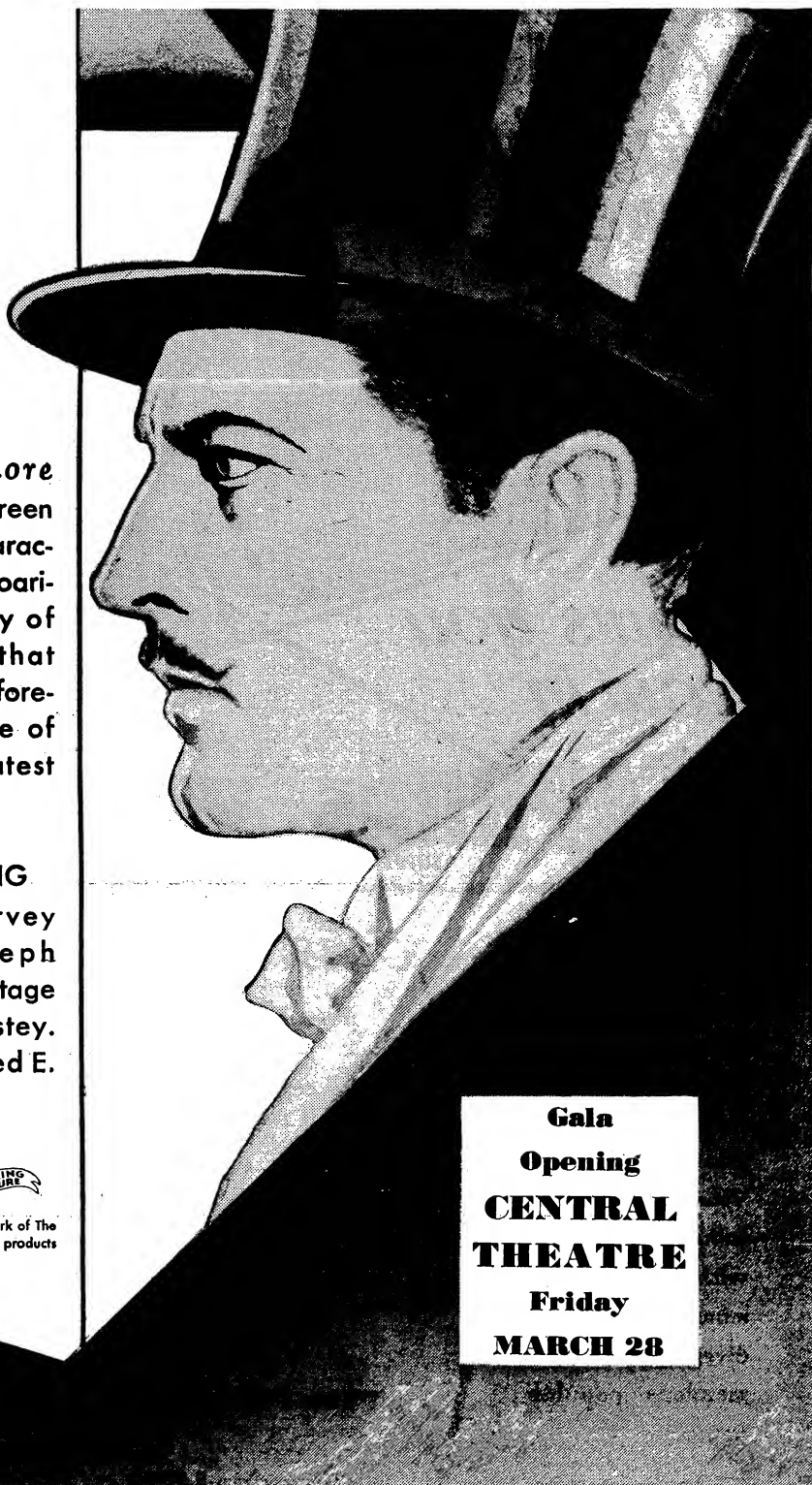
*with*

**LORETTA YOUNG**

Adapted by Harvey  
Thew and Joseph  
Jackson from the stage  
success by F. Anstey.  
Directed by Alfred E.  
Green.



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Opening  
CENTRAL  
THEATRE  
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MARCH 28**

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**BRIDGE**  
EXPERT

Shows you  
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**Ann Pennington** in "Hello Baby"

*A 2-reel Technicolor Musical Comedy*

•  
**"The Japanese Bowl"**

*Technicolor . . . Singing and Dancing*

•  
**"Done in Oil"**

*Third of famous "The Potters" series*

•  
**Giovanni Martinelli**

*in the prison scene from "Faust"*

•  
**"The Master Sweeper"**

*with Chester Conklin*

•  
**"The Pay Off"** *with Henry B. Walthall*

•  
**Beatrice Lillie** and her boy friends

# Hollywood Chatter

Jim McKeown has left town. There's a new 16th hole at Rancho.

Leo Morrison has ordered a new car. The "It's Not Right There Your Check" case has folded.

George Roemer visited the dentist and came out toothless.

Loring Kelley, Portland stock man, scouting here.

Woolworth's is referred to on the Boulevard as the actors' department store.

Harry Cohn goes for a boat ride this week. He's still after that yacht.

Warner Oland can't play golf. He let his fingerhalls grow for "Fu Manchu."

Elie Weston looking things over prior to arrival of her spouse, Donald Kerr.

Eddie Darling and Walter Meyers blew east. Expect to establish themselves in New York.

Ruth Roland took a down payment from Joe E. Brown for one of Rolanques lots.

State's 24-sheet for "Chasing Ruben" assure the customers, "Not a Revue."

Mauri Graham, missing air pilot, once landed cameras and assisted Par directors.

Joe Brandt is demonstrating will power. Ham's smoked in over three weeks but has burned enough.

Guy Bates Post left on the S. S. City of Honolulu to Teel April 7.

Honolulu with "The Masquerader" as guest star.

Norman Rockwell found link angle cars for S&P and L&L. In six weeks of Hollywood he's painted a casting office and a makeup scene.

Alice White is having a tough time trying to make the studio call her Miss White. It was "Alice" up to Holly Vliolanti, out here attending conferences on "No," see he's changed his name to Stanley Ginsberg.

Harry Cohn's Rolls merged with Vic Shapiro's Ford. Deal means Vic collects the insurance on the defunct Ford.

With wet weather here and actors taking the white plants out of the

closets, local moths are migrating northward.

In the item, "Stone is cast opposite Garbo," remember it's "opposite" and not "at." Pauline Fredrick is dead-ranching in Arizona.

Jessie Wardsworth and Elinor O'Reilly threw a feed for prominent picture people at Bob (Kosher) Murphy's club house. Premiere of a new private dining room.

Take it from the guy who's selling 'em, if you want to get in on the latest fad among picture players buy yourself an ant-eater. Then go out and snare some ants.

Boysish girl p. a. in Hollywood lost out as a newspaperwoman because she couldn't get "the woman's angle." Supposed to be a slobbie, but didn't demonstrate until given the gate.

Worked into a fever over a play he has just seen, Herbert Brenon 'phoned from Copenhagen to tell William Le Baron in Hollywood he should buy it for Radio. "Yeah!" said Le Baron.

Hollywood writer, returning from the pre-view of his picture, met a friend who had been too late to catch the pre-view. "Sorry I missed your picture, old man," said the friend. "That's a k," said the writer, "So did the director."

Blossom Room (Roosevelt) figured on snagging the customers three nights running. George Olsen bowed out Monday (24), mysterious guest orchestra fills in Tuesday, and Irving Aaronson has a \$10 opening Wednesday.

Venice bath houses are going high but by calling themselves clubs and charging membership fees. Club membership costs \$5 a year and half a cent a dip. Operators feel the club title lends class and brings extra revenue.

Harry Cohn, Columbia, suggested to Sam Briskin, assistant general manager at the same studio, that the latter take a house across the street from him. Briskin refrained from blowing up, but declined by saying: "Eh, isn't it tough enough that I've got to see you 18 hours a day without having you call me in the middle of the night and chirping, 'Come on over I've got an idea?'"

Many of the Indies are making money. Their houses formerly were often cash money for the Indies who are Rubin Preis, Victoria, who is building a circuit in south Texas; Chasman brothers of Heame and Marlin, and Hodge brothers of West Texas.

Many larger towns, waking up to the situation, trying to offset it by more elaborate houses. One is being built at Big Spring for \$300,000, another at Big Lake for \$200,000 has just opened. Are examples of new type of structure necessary to bring back the big town show prestige in Texas.

Five years ago \$25,000 was heralded as big money for a theatrical venture in these same places.

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## First Runs on Broadway (Subject to Change)

Week March 28  
Capitol — "Anna Christie" (Metro).  
Colony — "Dames Ahoy" (U).  
Paramount — "Honey" (Par).  
Roxby — "Captain of the Guard" (U).

Strand — "Playing Around" (FN).  
Capitol — "Girl Said No" (Metro).  
Colony — "Trailin' Trouble" (U).

Paramount — "Benson Murder Case" (Par).  
Roxby — "Crazy That Way" (FN).

Strand — "Disraeli" (WB).  
Winter Garden — "Under Texas Moon" (WB).

25 RUNS  
March 28 — "Mammy" (WB) (Warners).

March 29 — "Man from Blankley" (Crestal).  
April 8 — "Journey's End" (Tif). (Gale).

April 22 — "Quiet on Western Front" (U) (Central).  
May 1 — "Hold Everything" (WB) (Hollywood).

## SMALLER TOWN EXHIBS MAKE MONEY NOW

Dallas, March 25.

Wiring on part of many Texas small town exhibits (indie) has not only caused many a nickelodeon of the two-a-week type to go on a six-day basis, but has marked a shift in patronage.

Towns of 10,000 class, until recently absorbing big of neighboring smaller burg or strength of mere size of town, are finding themselves losing business daily to a neighboring small burg whose exhibit went for sound.

Seldom these little towns have more than one house. Even farmers want to see "them talkers" when once they would have preferred Tom Mix.

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## RCA Photophone's Deal with Tobis Permits RKO Talkers in Germany

### U'S NEWSREEL'S ACTION AND SOUND WITH TALK

An changing the name of U's Talking Reporter to Universal Talking Newsreel, it goes entirely dialog and sound. All matter to be shot in the future will be photographed, with all dialog and sound effects, as in Fox-Movietone, Paramount and other talking newsreels.

Coincidentally, the U reel will be reproduced on both the film and disc. This results from the inability of houses buying more than one reel and making up their own, to cut out undesired matter from the Talking Reporter, which has been made on the disc only. Another drawback with the U newsreel on the disc only has been the necessity of putting on extra booth men in cases where the news was the only product on the show reproduced in the house.

The Roxby is taking the U newsreel as a result of the decision to furnish prints with the sound track on the film, thus allowing whatever cutting is desired. Other Broadway houses are also expected to take the reel weekly for whatever exclusive material it has. Formerly the big de lusers bought all newsreels, using whatever clips from each they desired. They are now beginning to do this with the talker news of various companies.

In deciding to utilize the U newsreel, Graham MacNamee, from radio, doing the talking for the U Talking Reporter, will be retained to fill in with incidental talk. Up to now the U news has been shot silent with the MacNamee talk and music added.

Par Organizing Over U. S. For Commercial Film Trade

A concerted drive for contracts for the production of commercial talkers is being inaugurated by Par through Paramount Business Pictures, subsidiary formed for the purpose. The department is under the jurisdiction of Emanuel Cohen, head of Paramount News, with Francis Lawton, Jr., commercial picture man in the field for some time, in direct charge.

A staff to cover the entire country has been organized, with key city representatives to go after commercial accounts in their territories.

In New York, Cohn has engaged Harold Flavin and Roy Scott as special representatives, contacting business organizations.

6,173 Extras Last Week

Hollywood, March 25.

Eight to 900 extras worked five day last week, with placements by Central Casting Bureau totalling 6,173 by Saturday. Monday was lowest, with 674 on sets and Wednesday had the peak of 995 working.

Work was scattered with the biggest mob of the week, 154, working Tuesday at the picture house at Fox on a cato exterior for "So This Is London." Following day Lloyd Bacon had 148 on a street scene at Warner's.

"White Cargo" Release

"White Cargo," English-made, which recently closed a brief engagement at the Cohan, New York, has been taken over by the Hollywood Pictures Corp. for distribution.

Talk the picture may change its title to "Tondelayo" after the principal femme character.

Judge Thacher Confirmed

Senate has okayed nomination of Thomas D. Thacher, who had handed down the decision throwing out arbitration and the uniform contract of the picture industry, as successor general to succeed Charles Evans Hughes Jr.

The younger Hughes resigned when his father was named Chief Justice.

Consent for its licensees to take out licenses under the Klangfilm Tobis patents has been given by Radio Photophone. As the result Radio Pictures, it is reported, will doubtless be the second American producer to exhibit talkers in Germany.

Both electricians in New York say the German injunction has their recording and reproducing equipments permanently barred from the country which the Warners have found second wealthiest in returns on the continent since the advent of sound. It is also admitted by high electric officials that their status in Germany, particularly Western's, is such that it could not get licenses. In this respect it is stated the same would hardly prove worth while because of price competition with the German machinery after the legal barrier was cleared.

For American existence alone, many the Warners, it is now gathered officially, have been taxed 12% of their entire receipts. Getting the figure worked to a more moderate rate has inspired the move for licenses, it is gathered.

Up to Americans

With Radio placing the German situation in the hands of its licensees, whereby they can pay the toll for applying to Western's own, the picture business is now up to American producers as individuals.

Because of this move made by Radio (General Electric) the same is seen as applying to Western's own licensees. In the German matter, through all of the litigation and futile dickerings, General, has placed the matter in the hands of J. E. Otterson, BRPI head.

The significance of passing the responsibility to licensees is confirmed as an admission that the electric, especially German, actors, are washed up on the German situation. Radio's notification to licensees just as significantly was sent out at the time George Z. Quigley, former Western's attorney and now head of Vitaphone, returned from trip overseas.

COLONY TURNED BACK MAY 31 BY U TO MOSS

U's biggest headache in years, the Colony, on Broadway, is being given up on May 31, or in the event of an extension, a month later, with the film house reverting to B. S. Moss, its owner.

Under a five-year lease at around \$5,000 a week rental, U has had an uphill struggle with the first-run and frequently attempted to dispose of it to others. For weeks at a time with U undecided as to the house has been closed periodically for the past two years.

In taking back the house, Moss may use it for the housing of musical comedy or other legit attractions. The stage will be enlarged, Moss having acquired a parcel of land behind the structure for the purpose.

Publix Sets Chi. House On Wacker Dr.; Seats 5,000

Chicago, March 25.

Deal for new Publix house, the Paramount on Wacker drive, and State is practically set. Question of financing has held up project, but money appears to be on the way from the Penn Mutual Insurance Company, which is taking \$1,500,000 mortgage.

Original plan to build two theatres, picture and legit, is out, with only a \$,900-seat picture spot being under way under the scheme. Office building also to be built.

Property owned by Ed Waller, Jr., with sale price estimated at \$20,000 a foot.

## INDIE FILM MAKERS HELPED BY DECISION

The Thacher decision against arbitration and the uniform contract is benefiting the smaller producer, particularly the indie, it is claimed. From the smallest producers and distributors up to Teel April 7, whose franchises have increased in number considerably since the arbitration appeal arrived, business has improved all along the line.

This is attributed to the main indie exhibs who either dislike new contracts or stipulations on the one hand, or fear reprisals from distributors due to the chaos resulting from the outbreak of the Standard Exhibition Contract.

Immediate necessity of large deposits in some cases, with one company having hinted immediately following the Thacher decree that it could even demand full payment on pictures in advance, has thrown a scare into some accounts, with the result they have gone to the market for more indie product.

P. A'ing for Sheehan

Harry Riechenbach, p. a., has been engaged by Winnie Sheehan, v. p. and general manager of Fox, to handle the publicity in connection with the suit he instituted Saturday against William Fox, to restrain the latter from putting into effect the Bancamerica banking plan.

The p. a.'s first bit of duty was the handing out of statements for the Monday morning papers on the filing of the suit.

Cartoon in Full Length

Paramount has bought the rights to Percy Crosby's cartoon strips. May work them into a feature length screen story called "Yankee" and produce it in the Long Island studio.

Weil's Six for Sons

Los Angeles, March 25.

Jesse Weil will produce a six feature talkers for Sono-Art.

Production will start April 1 at Tec-Art studios.

## Unused Insur. Premiums Are Recoverable on Appeal

The right of a theatre company to recover unused premiums on cancelled insurance policies has been upheld by the Appellate term in a suit by E. B. Rosen, E. B. Rosen and Doren Theatre corporations against the New York Casualty Co. The plaintiffs sued for \$888 on three policies, but lost the case in the Municipal Court, New York. In reversing the judgment and directing the payment of the sum sued for, the Appellate Term said:

"It was incumbent on the defendant, on the cancellation of the policies, there being no agent designated to take the unused premium, to pay them direct to the insured."

B & K's Own Units

Chicago, March 25.

It is probable Publix units will be omitted from the local Balaban & Katz houses.

John Balaban is now in New York for the reported purpose of achieving the change whereby B. & K. Chicago houses will be supplied from their own producing department located here.

Skouras Turns Over W. B. Theatre Press to Waxman

Spyros Skouras has disbanded his publicity department. From now on A. P. Waxman is handling the home office end on Warner theatres.

Heaves Ebbett on the job for several months, has returned to Pittsburgh in his old post of zone manager. Earl Bell, in the film buying dept., has been sent along as Ebbett's assistant.

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# NATURALS - 2,001 MAKE

## SPRING IS HERE

**Hey You Showmen  
Here's Your Slant**



When the cats "m-e-o-w"  
on the fence at night

**SPRING IS HERE**



When the (lovey) doves  
tweet-tweet-tweet

**SPRING IS HERE**



When your sweetie starts cooing—  
and the sap starts running

**SPRING IS HERE**

WITH  
LAWRENCE GRAY, ALEXANDER GRAY, BERNICE CLAIRE  
LOUISE FAZENDA, FORD STERLING  
INEZ COURTNEY, FRANK ALBERTSON, NATALIE MOORHEAD  
Adapted from the musical play by Owen Davis, Lorenz Hart, lyricist  
Richard Rogers, composer of the music.  
A JOHN FRANCIS DILLON PRODUCTION



**FIRST NATIONAL**  
HAVE THE STUFF THAT

# EXPLOITATION ANGLES THEM SURE-FIRE!!

## Tell 'Em and Sell 'Em with These

First Hollywood expose since  
Vitaphone was invented!

First detailed answer to "How  
Can I Get Into The Movies?"

Throws studio gates wide  
open and shows ALL!

Tells one of the finest ro-  
mances ever screened!

Exposes the secrets of the  
stars; their homes, their ren-  
dezvous; their night play-  
grounds.

It's the story millions read  
in fifteen consecutive install-  
ments in Liberty Magazine.

# SHOW GIRL IN HOLLYWOOD

ALICE WITH  
BLANCHE SWEET, JACK MULHALL,  
FORD STERLING, JOHN MILJAN  
Based on the story by J. P. McVey  
DIRECTED BY MERVYN LEROY  
Color scenes by Technicolor process

and **VITAPHONE** PICTURES  
REG. TRADE MARK  
RECORDS ARE MADE OF



"Vitaphone" is the registered trade mark of the Vitaphone Corp. designating its products.

## Publix Back to Old Way in Dallas; No Split Weeks or Extended Runs

Dallas, March 25. Split weeks and extended runs as far as Dallas is concerned are out, Publix has decided. "Discarded in the garbage can of theatrical mistakes," says one of the officials. Consequently all four Publix houses, Palace, Melba, Old Mill, and Arcadia have gone back to pre-Publix schedules, still admitting that Saturday is best opening day. First to fall back was Melba, also first to start shift in opening dates when week grosses were attempted to strengthen by moving up Saturday openings to Friday. Worked fairly, until the others went for Friday and Monday openings for new split weeks. Now Melba opens Saturday; Palace, Friday and Old Mill and Arcadia, Thursday. All back on the 7-day policy. Capitol, operated by Ray Stinner, next door to Old Mill, was forced to Thursday openings too. Interstate, always playing conservative cut of doubtful Tom, let Publix try out its new idea, also failing. Finally Saturday openings were shifted to Friday, with no change announced now, but probable that it will again follow Publix in the old custom. Prices for Publix houses have remained same, Palace 60c, Melba 50c, Old Mill 40c, Arcadia 35c. All straight sound.

## Minneapolis Poor

(Continued from page 13)

Fortnight run not so good about \$13,000. First week, \$15,000. State (Publix) (2,200; 60)—"Roadhouse Nights" (Par). Another picture that drew raves from critics and patrons, but failed to show expected draw. No accounting, unless names of featured players meant nothing and folks have idea of all of gangster plots. So much better than most of its predecessors and one of the best of the season. Might have been expected to build through week. Just the contrary. \$9,500. Not good. Orpheum (R-K-O) (2,800; 50)—"Chemens and Kellys in Scotland" (U), vaude, including Henry Santrey and band. Picture and vaudeville, particularly Santrey act, pleased exceptionally. Good night houses, but low scale kept grosses down. \$12,000. Fair. Seventh Street (R-K-O) (1,500; 25)—"Second Wife" (Radio). This house and picture never had ghost of chance in face of tough opposition. About \$2,500. Pitiful. Reduction in price of picture from 50c to 25c, nights didn't help much, apparently. Parkways (Pathe) (1,500; 25)—"Melody Man" and vaude. Show gave satisfaction, but no particular pull. \$5,000. Fair. Lyric (Publix) (1,800; 40)—"They Learned About Women" (M-G-M). Corking little picture, but response lacking. Battered but good. \$3,200. Bad. Aster (Publix) (900; 35)—"Evidence" (W-E). Good enough picture, but business off. \$2,200. Grand (Publix) (1,000; 35)—"Chasing Rainbows" (M-G-M), 1st half; "General Crack" (W-B), 2d half. Second loop runs. \$2,500. Satisfactory.

## Balto Grosses

(Continued from page 13)

"Second Wife" (1,572; 25-60). New pop. scale helping. T. b. o. Hold over week for this one and satisfactory. \$6,000. Valencia (Low, U.A.) "Anna Christie" (1,200; 25-35). Not up to expectations, after great showing at uptown Parkway. This house, as usual, not in step with b. o. of uptown houses. (Fair at \$4,000). Parkway—"Anna Christie" (1,000; 25-35). Satisfactory. Mats good and nights capacity. Fine week, best in many; \$4,600. New—(M Mechanic) "Let's Go Places" (1,500; 25-35). Good cutting in, and stiff competition affected b. o. Satisfactory only at \$9,000.

## Buffalo's Sure-Seater Folds

Buffalo, March 25. Buffalo Little Theatre (Art Cinema) folded up last week. Several judgments have appeared recently against the outfit.

## Wising Amateurs

Los Angeles, March 25. One reel silent dealing with the making of a cameraman while photographing a production, is being made by Jack Rose, Tiffany cameraman, for Eastman Kodak. Picture will later be reduced to 16mm and used for education of amateur lens holders.

## RUN FILMS IN PHILA. FALL FILMS IN BUNCHES

Philadelphia, March 25. In almost every case hold-over pictures dropped off sharply last week. Even the new ones did not fare very smartly, with the Lenten slump and lack of box-office names. Poor week.

"Song of My Heart" reopened the Fox-Locust theatre Thursday night and won good notices. Advance work gave the McCormack picture an opening but Phil may shy at \$150.

Matthau catapulted from \$57,000 week before to \$42,000 with "The Girl Said No" on the screen. Latter figure is not bad, about the rate of its fall average.

"Men Without Women," recently at the Locust, did not hold up in its first pop engagement. Advance work, "Sunnyside," and some of the other Locust first-showings. Not more than \$26,500 and picture taken out Saturday after a week.

"General Crack" at the Stanley after previously attaining a nice run at the Aldine, at a \$150 net also failed to click as expected, and taken off after six days—something unusual. Around \$16,000 claimed, of which greater part was taken in during first three days starting Thursday.

Boyd surprised with \$18,000 for 3d and last week of "Anna Christie" and \$18,000 for \$20,000 in second week.

Erlander also had a bad week with "Evil," Brant in "Framed," estimated at \$16,000.

Estimates for Last Week

Matthau (4,800; 35-50-75)—"The Girl Said No" (M-G-M). Did not meet much, and Eddie White, on stage, could not lift gross above \$42,000, \$13,000 off from last week.

Stanley (3,000; 35-50-75)—"General Crack" (WB). Big disappointment in 2d local showing. Off after six days.

Stanton (1,700; 35-50-75)—"Green Goddess" (WB). Second week's drop from \$18,000 to \$10,000, and off Saturday.

Earle (3,000; 50-75)—"Behind the Mask" (Pathe). Good in house, average at \$18,000, despite good stage bill.

Boyd (2,400; 35-50-75)—"Anna Christie" (M-G-M) (34 week). Held up quite well in 3d week after nosediving from \$33,000 to \$18,000 in 2d. Off Saturday.

Fox (3,000; 90)—"Men Without Women" (Fox). First at Locust; second at Aldine. \$26,500.

Fox-Locust (1,800; 150)—"Song of My Heart" (Fox). Opened Thursday with plenty of enthusiasm.

Erlander (1,500; 50-75)—"Framed" (RKO). Not so forte; one week \$15,000.

Karlton (1,000; 50)—"Woman Racket" (MGM). Average at \$4,000.

Par (Pathe) (1,500; 25-35)—"The Girl Said No" (M-G-M).

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Lyric (Publix) (1,800; 40)—"They Learned About Women" (M-G-M). Corking little picture, but response lacking. Battered but good. \$3,200. Bad.

Aster (Publix) (900; 35)—"Evidence" (W-E). Good enough picture, but business off. \$2,200.

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## ANOTHER CO. FOR INDIE FRANCHISES—CURIOSITY

Allied States (Indies) is dickering with another film company along with the franchise lines it consummated with Tiffany, and almost with Radio Pictures. Leaders have been instructed to arrive here the last part of this month and sit in with Abram Myers.

Tiffanites are curious and so is the Hays office as to the identity of the company.

Tiffany is also worrying about rentals when "Journey's End" gets out in the sticks, since it is the heaviest franchiser in the field.

## 7th St., Minn., R-K-O Cuts Scale 2d Time; Terrible Biz

Minneapolis, March 25. R-K-O 7th Street has made its second reduction in prices in two weeks, cutting the scale on its lower floor seats from 50c to 40c at nights and slicing the matinee from 30c to 25c. A week ago it reduced balcony at nights to 25c. Previously charged to cover the entire house after 6:30 p. m.

A straight film policy sans orchestra or stage entertainment is at the Seventh Street. Business has been terrible. It was bad before the house abandoned pop vaudeville at the time the other R-K-O theatre here, Orpheum, returned to a vaude-film policy, but it has been even worse since the inauguration of straight pictures.

With Pantages using a musical tab stock in place of vaude, the Orpheum now has a monopoly here on the latter form of entertainment. The house has been in a terrible slump weeks during the present season and has been going into the red consistently during recent weeks.

With Publix having the cream of almost all the picture product held up in Minneapolis, R-K-O is up against a tough proposition.

## Theatre With "Sex" Show Closed in College Town

Ann Arbor, Mich., March 25. The ops closed the Rye theatre after a "sex" show with living models opened.

Rae is a low-priced picture grind catering to the trade of the University of Michigan boys. House did well, but not as big as expected. \$50,400.

Manager H. S. Stanfield upheld the police action, saying he was unaware in advance of the nature of the show which drew a crowd in Detroit under a "Women Only" gag. The Rye will be permitted to reopen.

## Par's 2-For-1 Stock

Former intention of Paramount doubling its common stock and issuing two shares for one is reported to shortly go into effect.

With the increased stock amounting in all at that time to around 6,000,000 shares, it is said Paramount will attempt to interest a large number of lay investors. Par would like from accounts, from 50,000 to 100,000 stockholders as a great army of personally interested promoters of Paramount.

Arthur C. Cutters, the Chicago extensive stock market operator, is reported a heavy buyer of Paramount shares at present. It is claimed that stock will easily touch 80 when the split may be decided upon.

## Cy Fabian Financing

Cy Fabian is reported having agreed to finance any new R-K-O theatre, with Fabian, formerly the Newark showman, representing a banking house he is personally interested in. He retired from theatre operation when selling the Fabian theatre to Warner Brothers.

Fabian is now reported in Denver, where R-K-O may replace its present house with a more elaborate theatre.

Fabian is said to be working on a cost-plus system.

## WB After "Outward"

Hollywood, March 25. Warners is negotiating for picture rights to "Outward Bound." This is the dream play DeMille's "Feet of Clay" was alleged to have infringed.

## N. W. Exhibs Advised by Steffes to Live Up to Distrib's Contracts

### Precept

Detroit, March 25. W. B. Butterfield is making a showman out of his brother-in-law, Herbert J. Daley.

With that objective he has placed him as manager of the Butterfield house in Lansing, Mich., sending him off from the home office here with much precept and advice under three headings:

1. Work and study the theatre business.
2. Be interested in every phase of the business.
3. Read "Variety" every week.

## "SARAH" TO \$30,200. EASY BUFFALO LEAD

(Draw Pop, 500,000)

Weather: Cold

Grosses held to high levels last week, evenly distributed. One of the best weeks in some months. Lenten decline nowhere in evidence.

Estimates for Last Week

Buffalo (Publix) (3,600; 30-40-65)—"Sarah and Son" (Par). "Tip Tappin' Revue" on stage. Soft picture finding wide appeal with the women. Steady at \$30,200.

Century (Publix) (3,400; 25-40-60)—"Great Lakes" (Par). (Par) 2d week. Light 2d week. \$1 top too much. Off over \$10,000 from opening week's figure. \$14,500 last week.

Second Wife (Publix) (2,400; 40-60)—"Slightly Scarlet" (Par). Vaude. Little better than preceding week.

Great Lakes (Fox) (3,400; 25-35-50)—"Tip Tappin' Revue" (F. & M.). Redeemed by Tibbitt's voice. Good at \$13,000.

Lafayette (Ind) (3,400; 40-60)—"Chemens and Kellys in Scotland" (U). "Jazz Temple Idea" (F. & M.). Good picture. Fine start and held up.

Chi. Biz Off

(Continued from page 13)

house Nights" (Par) stage show (4,000; 50-55). Ted Lewis held down stage assignment. House did well, but not as big as expected. \$50,400.

Victor (Publix-B & K)—"Sally" (FN) (1,855; 50-55). Worst first week in months. Picture will leave any day to be replaced by "The Song" (M-G-M). Poor at \$24,000.

Oriental (Publix-B & K)—"Ship From Nowhere" (U). Stage show (3,200; 30-35). House in hole again. Chronic black sheep of B & K circuit. Worry at \$23,500; too close to overhead.

Orpheum (Warner)—"Wedding Rings" (FN) (2,700; 50-75). Picture sent this house, but average with week \$7,900.

Roosevelt (Publix-B & K)—"Anna Christie" (M-G-M) (2,000; 30-35). Steady off badly in 3d week, and left yesterday (24), completing stage of three weeks and two days. Mark for 3d full week, \$21,000.

State-Lake (R-K-O)—"Hello, Hello" (Pathe) (2,700; 50-75). Three Doctors, local radio name, on stage. House delivering bargain price, giving feature, shorts and six stage acts. Nice at \$27,000.

Union Square (Publix-UA)—"Vagabond King" (Par) (1,700; 75-81). Broke record first week, and held excellent pace 2d week, dropping only five cents to \$23,400.

Woods (R-K-O)—"Framed" (RKO) (1,800; 30-75). Off badly; only one week at \$12,500. "Party Girl" (Tiff) replaced Saturday, opening big. Picture in under an hour, having been rejected flatly by the censors.

New R-K-O Indianapolis

Indianapolis, March 25. New 3,000-seater to be built here by the Indianapolis Insurance company will be leased upon completion by R-K-O. Later is said to have combination vaude-film policy in mind for the new theatre.

Location is on Illinois, opposite the Claypool hotel.

Chicago firm of architects has submitted plans.

Loew's, Friday, Pittsburgh

Loew's theatres in Pittsburgh, Penn and Aldine, will shift from Monday to Friday openings beginning April 4.

Minneapolis, March 25. W. A. Steffes, president of the Northwest Theatre Owners' Association, has sent out an article to members of his organization stressing the necessity on exhibitors' part in living up to their contracts with distributors, despite Justice Thacher's decree declaring arbitration illegal.

At a special meeting of the local Film Board of Trade, attended by all branch managers and salesmen, the Steffes action was hailed as "the most constructive thing that has come out of the exhibitors' organization in the last year."

The impression has been gained by many exhibitors throughout the Northwest that it was stated that the Thacher decree relieves them of all past contractual obligations. Some of the salesmen were charged with unethical business practices in promoting this idea in the exhibitors' minds in their efforts to sell new product.

Branch managers directed salesmen to explain fully to all exhibitors the legal agreement under which the exact scope of the Thacher decree which, it is asserted, applies only to the single arbitration clause in the contracts and does not void the entire agreement.

It was hinted that those salesmen found guilty of improper sales methods may face banishment.

## "LONE STAR" BIG IN BOSTON, KEITH'S, \$20,70

(Draw Pop, 800,000)

Weather: Fair

Business last week broke no records, but fairly good all along the line. Little having its effect, and when the houses haven't something that overcomes this handicap they have to suffer from dropping tendency in their receipts.

At the Met "Sarah and Son" (Par) did the best business at \$46,400, while the State ("The Rogue Song") was next in line with a gross of \$29,000. Keith-Memorial, with "Second Wife" (Publix) \$14,000 the week, and at Keith-Albee "The Lone Star Ranger" (Fox) clicked with \$22,700.

Estimates for Last Week

Met (Publix) (4,380; 50-75)—"Sarah and Son" (Par). \$46,400.

State (Pathe) (2,700; 30-35)—"The Rogue Song" (F. & M.). \$29,000.

"Second Wife" (Radio). \$14,000.

Keith-Albee (3,000; 50-60)—"Lone Star Ranger" (Fox). \$20,700.

Loew's State (4,000; 30-40-60)—"The Rogue Song" (M-G-M). \$29,000.

Toronto Grosses

(Continued from page 13)

"Hot for Paris" (3,300; 30-60). New picture and stage policy successful. Put house at top of heap for first time. Closed exceptionally strong; \$16,800.

Loew's—"Chasing Rainbows" (M-G-M) (2,300; 30-40). King-Loew combination hot here; \$14,800. Two large scenes deleted but retracking done so neatly as to deceive fans.

Spokane (R-K-O)—"Burnin' Up" (Par). Open air racing stuff well liked. Stage show, too. Starline here since "Beau Geste" \$13,800.

Uptown—(FP) "Honey" (Par) (3,000; 30-60). Jack Arthur's stage show far better than picture. House thrives on femme draw and Nancy Carroll doesn't have it. Perhaps that makes 'em jealous. Anyway not so much at \$13,600.

Tivoli—(FP) "Great Gabbro" (1,400; 30-60). Tom Aldine's house now having everything own way. This picture satisfactory but no wow at \$11,000. Patronage likes musicals and color.

"Horn" After "Rogue"

"Trader Horn," based on the book, is slated as the next for the Astor, to follow "The Rogue Song." It may open around Easter.

Another M-G-M expected as a 2d picture is "Mar-M of Time," done in three big parts with the old timers in one. This will likely be held until later.

Gabe York Returns

Gabe York, Broadway theatre expert for Fox who tried his hand at free lance, is back with Fox. He will handle the extended run of the McCormack picture here.

# BREAKING ALL RECORDS

## GAIETY THEATRE N.Y. AT \$2 TOP

### TIFFANY'S

# MAMBA

FIRST ALL TECHNICOLOR DRAMA

A COLOR-ART PRODUCTION

WITH

JEAN HERSHOLT  
ELEANOR BOARDMAN  
RALPH FORBES

Recorded  
by R C A  
Photophone

"Mamba" smashed all records at the Gaiety for the first two weeks of its run. This picture appeals particularly to women. Matinees at the Gaiety—big. Attendance—mostly women. Evenings—men and women.

The picture, highly praised by New York critics, has a two-fold box-office power. It attracts men because of its romance and the jungle scenes, vividly portrayed in NATURAL COLORS. Women like the tense love situation—Beauty and the Beast—as well as the marvelous Technicolor effects.

"Mamba" is SUPREME for ANY HOUSE, ANYWHERE!



#### YOU KNOW—

About Tiffany's "Party Girl," "The Lost Zepplin," "Troopers Three." They are sweeping the country. Book them for a clean-up. And then book these Tiffany Winners:

"SUNNY SKIES," featuring Benny Rubin, with Marceline Day, Rex Lease, Greta Granstedt, Marjorie Kane, Wesley Barry. College life, love and songs. Directed by Norman Taurog.

"THE MEDICINE MAN," featuring Jack Benny, Betty Bronson, with Eva Novak and a big cast. Directed by Scott Pembroke.

"SWELLHEAD," The year's swellest prize fight picture, with James Gleason, Marion Shilling, Johnny Walker, Natalie Kingston. From original story by A. P. Younger. Directed by James Flood.

"THE BORDER ROMANCE," Outdoor, all-talking. With Armida, Don Terry, Marjorie Kane, Wesley Barry. Directed by Richard Thorpe. AND MANY OTHER BIG ONES TO COME.

The Greatest Screen Drama Of All Time

WORLD PREMIERE  
AT THE  
GAIETY THEATRE  
TUESDAY APRIL 8th.

# JOURNEY'S END

DIRECTED  
BY  
JAMES  
WHALE

## TIFFANY PRODUCTIONS INC.

729 SEVENTH AVE.

NEW YORK CITY.



## "THANK YOU"

*"I'll Have Another Great Picture Next Week. And Every Week. I've Booked PARAMOUNT. The Cream of Their Product Comes Between Now and August."*

### APRIL

DENNIS KING "The Vagabond King"  
 "YOUNG EAGLES" Buddy Rogers  
 "BENSON MURDER CASE" William Powell  
 GEORGE BANCROFT "Ladies Love Brutes"  
 "THE LIGHT OF WESTERN STARS"  
 "PARAMOUNT ON PARADE"

### MAY

MAURICE CHEVALIER "The Big Pond"  
 "THE TEXAN" Gary Cooper  
 "RETURN OF FU MANCHU"  
 "YOUNG MAN OF MANHATTAN" 1930's best selling novel  
 NANCY CARROLL "Devil's Holiday"  
 CLARA BOW "True to the Navy"

### JUNE

JACK OAKIE "The Social Lion"  
 WILLIAM POWELL "Shadow of the Law"  
 "THE BORDER LEGION" Richard Arlen, Jack Holt and Fay Wray  
 BUDDY ROGERS musical "Safety in Numbers"  
 GEORGE BANCROFT "The Caveman"

### JULY

HELEN KANE all-star "Dangerous Nan McGrew"  
 GARY COOPER "Civilian Clothes"  
 JACK OAKIE "The Sap from Syracuse"  
 CLARA BOW  
 WILLIAM POWELL

SPECIAL EXTRA ATTRACTION!  
 "With Byrd at The South Pole"

**PARAMOUNT**  
**NEW SHOW WORLD**  
*Like the Start of a New Season!*



## Inside Stuff—Pictures

Official cognizance of economic depression existent in certain sections of the country by Public Affairs is noted in a recent communication sent by A. M. Botwinoff, general director of advertising for the chain, to his field aids urging them to stress "lowest admission prices" in their advertising copy. Practical demonstration of the phrase in the copy is urged. Idea back of this is that while a buck or two may not look so big to the guy who wants to spend or who has it to spend, proportionately the dollar or slot bits look immeasurably heavier to the customer who has to budget his entertainment dough. And there are more of the latter kind than the former.

Just advertising the admission price as 75c might scare away a potential customer is the theory while if it was carried with "lowest admission prices" the latter would attract it would attract it.

Evidence of the feasibility of this plan, according to inside info, is gathered from the Criterion, Broadway. Higher priced seats selling at \$2.50 are easy to put across but it's the buck seats that give trouble. The axiom from this being inferred by the chain executives that people who have money to spend want the best but the others must be consoled.

Radio nearly lost its wide film process and Spoor, the inventor who has spent a huge private fortune in experiments, nearly lost another prospect for its release because of what Radolites now attribute to "temperament."

The inventor has had many a battle with the electric over dimension. Unknown to him, it is understood, Radolite's engineers sat down with Paramount's and decided upon 65 millimeters.

Spoor, who has advocated a picture almost as high as its width, became incensed when he learned recently that Radolite's stock chamber model was to be the film to be proportioned that would fit the average theatre's proscenium dimensions. The flare that came up is now responsible for the real delay in Radio Pictures making its first giant affair.

In the past week the inventor has been captured by Titan sales talks with the result that new equipment is on its way to the Coast and Spoor has resumed work on the first 10 projections designed for fulfillment of his experiment.

It will be another three months and quite likely more than that, Radio officials concede, before the company will have a Spoor picture to show the world.

Not a single film reviewer on the New York dailies squawked about Hays idea for a picture college. This was considered amazing, even in the Hays office. What was still a greater surprise to Haystites was that one critic actually called up and asked to be enrolled when the university opens here.

Out on the Coast, according to reports reaching here, the second class met with great success under the tutelage of William De Mille. The transition of picture technique from silent to sound was touched upon and the statement was made that producers have been dependent upon "sleazy audience reactions" in solving this problem. And the sound angle introduced a new set of questions and problems to the 150 female previewers who are in the Hollywood class, although it is understood that the Hays intent is to make the New York college decidedly co-ed.

"Ltd." after the names of recently formed California corporations indicates that stockholders are free of liability the same as in corporations organized under the laws of New York, Delaware, Arizona, and some other states. Limited liability corporations have been authorized only nine months.

So little publicity has been given the new state measure that the majority of Coast attorneys are apparently unaware of it and are still filing papers of incorporation in which stockholders are responsible in proportion to their stock. The last State Legislature authorized liability relief to California stockholders by the same move acting to keep the bulk of corporation business at home.

A reliable report states that J. J. Raskob has acquired within recent months 300,000 shares of Warner Brothers common stock. This block buy is said to have been from one group of Warner holders. Price reported is around \$10 a share. That amounts to \$3,000,000.

Raskob represents the Pointe and indirectly that goes into the Morgan banking end. A story that General Motors was interested in the Raskob purchase, through his former connection with General Motors, is said to be altogether in error.

Par's "Vagabond King" at the \$1 scale in the Public houses looks good the first week from all reports but starts to slide the second week. Biggest discrepancy between the two weeks is reported from Rochester, N. Y. At the Eastman there the screen opera did \$27,000 the first week and \$7,000 the second.

It is said that the Public houses the \$1 top scale is not insisted upon by the exhibitor objects. Where the \$1 top goes on, it means an increase of scale between what ever is the prevailing price and that dollar.

Picture people are watching "The King" and "Rogue Song" to see how the film public takes to this "Rogue" style of talking. It started with "Rio Rita," although "The Desert Song" had previously been placed on the screaming screen.

R-K-O is reported dicker with Universal for a national tie-up with that producer for the R-K-O chain. R-K-O has a Columbia franchise, and is restoring in Mexico time except to studio trip to study. Only indie producer apparently absent from the R-K-O supply list is Tiffany.

R-K-O has its own picture producer in Radio Pictures. This brings out the indie lay out in film product at present as against the large chain-producers with that interlocking of franchises, which sends indie exhibitors to indie producers.

In the News From the Dailies (rewrites of stories in dailies) section in Variety, March 5, a five-line item was printed from Hollywood which stated that the Nils Asther-Vivian Duncan romance seems to be off and on. Asther, just back from Mexico, had let it be known he was all for a girl he had met in Mexico City.

A wire from Detroit from Asther requests a denial of the Asther-Duncan split; that he (Asther) had no plans for retiring from the screen nor to take up with the indie except to studio trip to Mexico City. His wire also emphatically denied any Mexican heart affair.

One curious showman said he would like to get statistics on the many meetings or conferences in picture executive headquarters, to discover how much time weekly is devoted to them. His theory seemed to be that these conferences, always during working hours, tended to hinder the ordinary course of business, and might be substituted for by memos or night gatherings.

One meeting it is said wasted two hours over an argument about a talking short.

Stage juvenile from New York currently at a Coast studio is practically playing as an extra until the expiration of his original contract. Unable to make the grade in the eyes of executives on his first two films, the agreement in writing couldn't be laughed off; hence the small bit assignments.

Youngster deemed himself pretty important around the lot and at last became a vital milestone in the careers of three directors who were let

## Mgrs. Hearing Tests

A chain or so has concluded that it will be advisable to hold hearing tests for all managers.

That has been decided upon since it became apparent that many house managers adjudged and ordered sound volume in their theatres according to how the sound struck upon their hearing.

If hard or acute of hearing, manager directed accordingly. That has been the cause it is claimed of many of the complaints against sound in those theatres of the abnormal hearing local men.

## "SHOW GIRL" IN TWO HOUSES IN PTBSG. EASTER

Pittsburgh, March 25.

First National's "Show Girl in Hollywood" will play two houses simultaneously here Easter week. Stanley and Enright. One is downtown and the other in the suburban East Liberty.

Charles Binfeld of F. N. came to town to make the deal, a most difficult one through local opposition to such a plan. It will probably result in \$7,000 more rental for the week for First National.

## Traffic and No Stage Shows Hurt L. A. Downtown—Neighborhoods Win

Los Angeles, March 25.

### Col. Sues for Rental of Denver's Unplayed Films

Denver, March 25.

El-Metallic Investment Co., operator of the Tabor, has been sued in Federal district court by Columbia for \$12,550. It is claimed due for rental on 15 Col films contracted for in 1929 and not played.

The minimum rental for each film was \$850 and 50% of the gross over \$4,800 on a seven-day run.

### Technicolor Cartoon Short As "King of Jazz" Opening

Universal City, March 25.

First Technicolor animated cartoon was made here this week by Walter Lantz, originator of the Oswald cartoons.

Short will be used by Universal as an introductory sketch in "King of Jazz." It shows Paul Whiteman being crowned King of Jazz in the African jungles.

That the neighborhood picture houses here are cutting in on downtown trade through shows of equal value at less money is evoking much comment among local policemen. They say the straight picture trade through shows are responsible. Where the downtown houses get from 65c to 75c admission, neighborhoods may see the same picture a couple of weeks later for 35c to 50c, top and avoid the downtown congested traffic-parking annoyance.

Opinion has it there is no longer any added inducement held out downtown, since dropping adage stage shows. But one presentation house left downtown, Loew's, later going into the neighborhoods.

## N. O. Colored House

New Orleans, March 25.

Creoles is reopening April 15 as an all colored house with talkers. It is now being wired. Creoles formerly played Loew's vaude.

This city has no theatre for the blacks only. There was talk that that policy might be tried with the RKO Palace when stock business recently died there. It was just talk.

## COAST NOTES

A. Leslie Pierce, direct "The Fall Guy," Radio.

Garrett Port, U. scenario staff. Carmelita Geraghty, "What Men Want," U.

Bobby Agnew, "Man Crazy," F. N. Robert Montgomery, "Blushing Bride," M-G.

Josef Swickard, Greta Garstadt, Fritz Feld, U.A. short, directed by W. C. Menzies.

Douglas Fairbanks, Jr., "Dawn Patrol," F. N. George Covington, "Dixiana," Radio.

William Boyd (stage), "The Spellers," Far.

Thelma Todd, "Follow Through," Far. Sally Eilers, "Let Us Be Gay," M-G.

Matthew Betz, "The Big House," M-G. George Irving, "City of Silent Men," Far.

E. H. Robinson, Leo Morris, Ira Reed and Frank Tommy, stunt flyers. Dawn Patrol, F. N. Chief Caulpican, "Whoopie," U.

Alan Roscoe, "The Fall Guy," Radio. James Rennie and Harry Bannister, "Girl of the West," F. N.

Naura Lee, "Top Speed," F. N. Earl Snell, "Hot Curves," Tiffany. James Hall, "Precious," W.B.

Edwards Davis, "Meme, Satan," M-G. George Bickel, "Fame," W.B.

Lloyd Hughes, "Moby Dick," W.B. Maude Fulton to W.B. to write originals.

Matt Taylor, F.N. writing staff. Tyrone Power, "Oregon Trail," Fox.

Milton Sills, "Sea Wolf," Fox. Marguerite Churchill, "Fatal Wedding," Fox.

Tole d'Arvil, "Follies 1930," Fox. Ben Lyon, and Harry Langdon, "Come Easy," W.B.

Joan Kane, "If I Were Alone," Fox. Nina Quartero, Jean De Briac, Robert Elliott, and Louis Gorin, "Monsieur Le Fox," M-G.

Lucien Littlefield, "Tommy," Radio. Karl Freund to film special effects in the technicolor sequences for "Bride 66."

Charles F. Mue for dialog on Spanish version of "The Bad Man," F. N. Helen Ware, "Tommy," Radio.

Fred Astaire, "The Bad Man," F. N. Naughton, "Common Clay," Fox. Daphne Pollard, "Everybody Welcome," Pathe short.

Under Brown, untitled picture, F.N. Robert Elliott, "Reno," M-G.

Under Brown, untitled picture, Edmund Breon, "Dawn Patrol," F.N. Spencer Charters, "Whoopie," F.N.

Charles Judels, "See Naples and Die," W.B. Dorothy Gulliver, femme lead, "Under Montana Skies," Tiffany.

Tom Kennedy and Ann Brody, "Fall Guy," Radio. Roscoe Yates, "Billie the Kid," M-G.

O. P. Heggie and Dorothy MacKall, "The Bad Man," F.N. Henry Kolker, "The Fatal Wedding," Fox.

Ethel Wales, "Under Western Skies," F.N. Ernest Waskal, novelist engaged by Fox to write originals.

## Picture Possibilities

"I Want My Wife"—Unfavorable

"I WANT MY WIFE" (Farce, Murray Phillips, Liberty). Nothing to indicate any meat for picture usage. *Idec.*

"Penny Arcade"—Favorable

"PENNY ARCADE" (Comedy Drama, William Keighley and W. P. Tanner, Fulton). Involving racketeering, love, murder, melodrama and romance, besides some atmosphere that pictures might elaborate on. Ought to be adaptable to screen with all the cussing easily removed. Rest of material, as but few could be switched around without trouble. Shouldn't involve much cost as a talker. *Char.*

"Any Man's Town"—Unfavorable

"ANY MAN'S TOWN" (Comedy Drama, George Jessel, Ritz). Depending on its bright dialog, wisecracks and even lowdown cussing, besides atmosphere and cast for whatever success it may have on the stage, play would be difficult to do in pictures without loss of its appeal. Is an interesting canvas of a lunch wagon and its characters rather than as a play, with a strong plot although there are murders, some love interest and racketeering in drugs. *Char.*

"Blue Ghost"—Unfavorable

"BLUE GHOST" (Comedy-Melo; Jimmie Cooper, Forrest). Vague for the travestied mystery. It's about over. This would have been possible as slap-stick three or four years ago. Not now. *Rush.*

"Love, Honor and Betray"—Unfavorable

"LOVE, HONOR AND BETRAY" (Comedy, A. H. Woods, Ellings). From the French. Grand scenes and general topic give no indication it is screen candidate. *Idec.*

"A Month in the Country"—Unfavorable

"A MONTH IN THE COUNTRY" (Comedy, The Guild, Guild). Comedy from the Russian. Whether there are picture rights, not certain but wouldn't mean much if available. Story is a timid domestic triangle within the home of wealthy landowner. *Idec.*

out because of him. Studio just wouldn't believe what it saw on the screen and blamed the directors, but finally found out the real reason. However, the directing trio has migrated elsewhere and the juvenile is merely marking time until payoff day.

With the juncture of the hyphenated Paramount-Public as the new title for Paramount-Famous-Lasky, it is said there may be an adjustment in that joined organization over any percentages now received by executives on the net profit of either.

The matter of payment for services in any show concern of a salary and percentage frequently comes up for discussion among the inside show people. There are arguments pro and con about it.

Six months ago all writers at First National Coast studios were ordered to be at their desks at 9 a. m. Some of the scribblers, loving their slumber, decided they could best be the order by eating their breakfast at the studio restaurant after they had checked in at nine.

Result was that the restaurant was filled with writers from nine until 10. Now comes an order that writers must not be served in the restaurant after 9 a. m.

"Mamba" means crocodile in the Swahili language. This is the same tongue that uses "Simba" for lion.

"It is the language of only one tribe, but this tribe is now distributed over a large area of northern Africa. It is so universally used that you seldom come upon a village of any size where at least one native does not understand and speak it."

This is an excerpt from "Roaring Dusk," by Eugene de Bogory, who crossed Africa on a motor cycle without a guide and accompanied by his 14-year-old son. Jack Corbett dug it up. "Mamba" is the Tiffany talker about a tough hombre in East Africa.

What Universal is going to do in May, when it starts production on its new schedule, is an enigma to every one except John S. Robinson. Robinson, in a contractual way, has been advised that he has been retained. The inside is that Laemmle (the important one) so liked his work on a French picture that he is keeping him on.

When an office executive for a middlewestern Public subsidiary received forwarded complaints from actors that aprons on some of the

(Continued on page 61)



# NATIONALLY ADVERTISED FOR YOUR PROSPERITY



There will be a ready made audience for the Columbia pictures you play in April. They are being advertised to Millions... cash in on

## "Ladies of Leisure"

A great road show attraction\*

## "Around the Corner"

with **Geo. Sidney**  
and **Charlie Murray**

and the others available for April.  
A great month to

# PROSPER *with* COLUMBIA

# The Years' Greatest Contribution To The Screen — The Wonder Picture of A Wonder Age!

Romance, Music, Drama, Song, Laughter and Extravaganza all rolled into one glorious entertainment!

Music by Irving Berlin! Gorgeous scenes in Technicolor! Spectacle that is novel, original, utterly stunning!

You are to see what the New York Daily News calls "The Swellest Single-Talkie to reach Broadway."

Joseph M. Schenck Presents

**Harry Richman**  
in

**PUTTIN' ON THE RITZ**

with **Joan Bennett**  
**James Gleason, Lilyan Tashman**  
and **Aileen Pringle**

Directed by Edward H. Sloman  
Written and Produced by John W. Considine, Jr.

## And What A Cast!

Bringing for the first time on any screen, Harry Richman, Broadway's favorite entertainer, Star of the "Scandals", Idol of New York night life, whose singing brings audiences to their feet!

The beauty of Joan Bennett, golden-haired, blue-eyed, glamorous! The New York Post said "she is so beautiful that the audience broke into audible spasms every time she walked across the screen."... And no picture ever had such funmakers as Jimmie Gleason and Lilyan Tashman! What a show! — the most gigantic entertainment the screen has ever presented.



IRVING BERLIN  
Who wrote the Music & Lyrics  
for "Puttin' On The Ritz"

"PUTTIN' ON THE RITZ"—The Stunning Scene That Set All New York Applauding!

**NOW**

in its

**6<sup>th</sup>**

Record Week  
at \$2 top

**EARL  
CARROLL  
THEATRE**  
New York City

In its

**2<sup>nd</sup>  
WOW**

week at

**UNITED  
ARTISTS,  
LOS  
ANGELES**

at Popular  
Prices

**1<sup>st</sup>**

Sensational  
Week at  
**STANLEY  
THEATRE,**  
Philadelphia,

**Broke  
House  
Record**

for  
Opening Day

Popular  
Prices

taught French at the time and spent years in the home of Count Bethlen, the present Hungarian prime minister, as his tutor. His present profession is a more mysterious one.

## News From the Dailies About HOLLYWOOD

Through "Variety" now printing a four-page special bulletin weekly in Hollywood, placed with the regular weekly "Variety" upon arrival Saturday, considerable of that Bulletin's matter of national interest is rewritten into the News of the Dailies below. Accordingly this department has been detached from the usual News of the Dailies page and placed instead in this Picture Department, where it will continue weekly.

Fantages' new Hollywood theatre opens May 3 instead of April 19. Opening picture indefinite. House has offered Tiffany a guarantee of \$40,000 for "Journey's End." With "Hell's Angels" not going into the Chinese possibility is that this may be the starter.

"Philadelphia" opens at the Vine street, March 30.

Edward Belasco and Houser Curran will produce "Caprice" following "Criminal Code." No house set. Show will be booked in the east.

"The Hero" goes into the Music Box, March 31. Fourth production of the Civic Repertory Theatre.

Recent rains wetted the California foliage so Universal changed its forest ending of "The Storm" to a snow avalanche. Company to shoot this at Sonora in northern California.

Abe Lyman's orchestra will hold over at the Chinese for "Song O' My Heart."

Same day that the RKO issued orders forbidding backstage callers, Madley and Duprey reported \$50 missing from their theatre dressing room.

Universal has tied up with the Del Monte Products on a mutual publicity plug. Fruit company will

feature music from "La Marseillaise" on NBC program. U will mention Del Monte in its advertising.

Ian MacLaren replaced Boyd Irwin in "A Romantic Young Lady" at the Music Box. Irwin will also play in the film, "Madam Satan."

Ray Webb, M-G player now in New York, is expected to become the wife of Rudy Vallee. Miss Webb is the daughter of the Santa Monica, Cal., chief of police.

"Little Show" goes into the Biltmore April 28, produced by John Hill. Noted for Jack Benham to play the Fred Allen part.

Superior court threw out Joe Tanner's suit, alleging malicious arrest, against Jerry Wilson, song writer. Tanner had asked for \$138,000. Litigation followed payment of \$55 to Tanner, as first payment, to write an orchestration of Wilson's song. No orchestration and the arrest followed.

Universal's offer of \$125,000 for the screen rights to "Strictly Dishonorable" turned down by Brock Pemberton.

Triangle Pictures Corp. will not sell any more of its old silents for dialing by other companies. Will produce on their own.

Radio's "Smooth as Satin" changed to "Allas French Crenie," while "Cooking Her Goose" will be released as "The Runaway Bride."

Ann Harding has been loaned by Pathé to First National for lead in "Girl of the Golden West," first intended for Dorothy Mackall.

After clicking in "Ladies of Leisure" for Columbia, it has retained Barbara Stanwyck for three more pictures.

Ben Bard will return to vaude March 29 by playing a week at the State Long Beach, with Bobby Calahan as partner.

Lucille Brown, "Miss Tennessee" of 1928 arrived here this week as a Fox contract player.

Colorart Synchronette began production on a series of shorts featuring Creator's hand of 60 pieces for Tiffany release.

With seven features now in film, First National will remain on a peak production basis for several weeks. First National replaced Fred Kohler's three-year contract with a five-year ticket preparatory to establishing him as a star.

B. P. Fineman, former Paramount production supervisor, moved to M-G in the same capacity on a six months' contract.

Lane Chandler engaged by Sono-Art to direct the cast in series of shorts to be made with "Silver King" as a means of grooming him for stardom in a series of westerns by the company.

Believing her real name will vibrate to better advantage, Fritz Brunnette has abandoned it for Florence Daley.

A new faction of the Wampas, favoring resumption of the annual "Baby Star" frolics, is now holding undercover meetings to formulate a definite plan of procedure.

Charles Kaley for four years by Pathé.

A. Kline released by request from Pathé as staff writer.

"Pathe will do two-reelers featuring Ethel Davis, former show girl.

Metro to make Spanish version of the Victor Herbert musical, "Naughty Marietta."

Immigration law compelled Anthony Bushell to leave here for London March 30. He will remain there until he can come back in the July quota. Zeina O'Neal, his wife, will join him abroad.

Grace Moore will be starred in Metro's "The Sign of the Cross" to be made as a talker. Ernest Vajda adapting.

Picture players in Hollywood in the future will be notified by the Call Bureau where and which studios may be interested in them.

This was decided at an Academy meeting between casting directors and the adjustment committee of the Academy.

Louis B. Mayer left hurriedly for New York to confer with J. Robert Rubin and Felix Feist regarding production program for 1930-31.

Inspirator's "Eyes of the World" set for production May 1, with Henry King directing.

Irene Mayer, second daughter of Louis B. Mayer, will marry David Seznick, Par exec, in May.

Status of the actors' committee in the Academy has been defined so that it can function in quasi-judicial capacity on complaints either written or verbal. Committee composed of Sam Hardy, chairman; Jean Hersholt, Monte Blue, De Witt Jennings and Mitchell Lewis.

Ralph Ince will direct Spanish version of "The Big Fight," made by James Cruze.

William Wellman, away from Par, will join Warners in May. He will direct remake of "College Widow."

"White Hell," German film being handled by U here, will be translated into English.

Harry D'Arrast goes east for Par to direct at its Long Island studios.

Universal will probably resume production around May 15, with "Little Buddha," original by Tod Browning.

W. B. scrapped two and a half days' work on "Kitty Belairs" when jammed up on Technicolor cameras.

Jack Oakie goes to New York for Par, to star in "Sap from Syracuse," at the Long Island studios.

F. N. will remake "The Bad One" with Walter Huston. Story silent in 1927.

Sue Carol borrowed by Radio from Par for femme lead in "Tommy."

William Hill will produce several one-reel dramas at Tec-Art. First will be "The Deserter" with Lucille La Verne.

Reeves Eason will direct Hoot Gibson for the third consecutive time in "Spurs." Eason also writing story and dialog.

Judith Vossell given five weeks' guarantee by P. N. to play in "The Devil's Playground."

Al Jolson blew to New York for the opening of "Mammy." He returns here immediately after to start his last picture for Warners.

Carlotta King, musical comedy singer, was let out by Metro after costing the studio over \$50,000.

Paramount is spotting voice scouts over the country looking for talent. Par figures on vocal shortage with more than a score of musicals and operettas lined up on its production schedule.

Harry Gerson leaves for the Orient April 27 with white people to film a story with Sumatra and Borneo backgrounds.

Making a round trip to New York in a week by aeroplane, Laurence Stallings is after signing a contract in New York with A. H. Woods to write a dramatization of "Farewell to Arms."

Grace Carlyle, former actress, on term writing contract by F. N. after it had bought her original story, "Mother's Cry."

Radio will star Betty Compson in a remake of Rex Beach's "The Silver Horde."

The entire personnel of Universal's "Oswald" cartoon department, including Walter Lantz, William Nolan, Ray Abrams, Lester Kline, Manuel Moreno and Clyde Geronimi, have been given new contracts.

Ruby Porter Brown, wife of Nacio Herb Brown, filed a separate maintenance suit against the song writer. She names Doris Eaton, pictures, as Brown's new "heart." Mrs. Brown asks for \$2,500 a month alimony for the support of herself and their child.

David Butler, objecting to co-direction on "A Ye There" has been replaced by Hamilton MacFadden. Former will direct the next DeSylva, Brown & Henderson original.

Andre Cheron at French hospital for treatment of injuries received from automobile accident while en route to Pathe studios.

Joseph P. Kennedy's experiment of shooting dress rehearsals of Gloria Swanson's "What a Widow" in three days as a test is considered successful by the studio. Test

## For Publicity

Hollywood, March 25. Writing a regular scenario and assigning a director for a reception is the latest innovation in Hollywood publicity circles.

Sketch was staged at the Santa Anita station by Fox for DeSylva, Brown and Henderson with a cast of more than 200 players, including a 50-piece orchestra. Trio arrived in hotel early to write originals for Fox.

Vio Shapiro planned the thing and wrote the script, and David Butler directed.

showed weaknesses which can be eliminated in actual shooting.

Tiffany will remake "Montana Bill," produced several years ago by Phil Goldstone, under title of "Under Montana Skies."

Universal has adjusted its differences with M-G and will produce "East is West." Lupe Velez in lead.

Edward Sloman, directing "Soldiers and Women" for Col, will later go to New York to direct "Sap from Syracuse" for Par.

George Pearson, who has been here producing "Journey's End" for Welch-Pearson of London in collaboration with Tiffany, left here for London, where he will produce in conjunction with Gaumont, "Love, Life and Laughter," a series of W. W. Jacobs comedies.

A group of L. A. physicians headed by Dr. W. W. Jacobs, has taken over Red Wing Productions. Doctors plan a series of two-reelers in color based on Indian legends and also films of surgical operations for professional use.

Universal halted production on "What Women Want," laid off Mary Nolan, starring, for a period of 12 weeks, substituted Pauline Starke in her place and after rescheduling of three days' takes in which Miss Nolan had appeared. Studio says temperance is the reason. Star retaliated that she has been given a raw deal and will sue. Miss Nolan is reported to be leaving immediately for New York, having left her studio mix-up in the hands of Attorney W. I. Gilbert.

Wm. Farnum returns to the screen after a seven-year layoff in "Madame Du Barry" (U. A.).

Al G. Barnes's circus was granted only a two-day license from the fire commissioner after asking for a seven-day permit. Show opens April 20.

Ina Claire is probably through at Pathe. Studio's indecision may cost it \$75,000, her contract price, if Miss Claire does not finish her original agreement to do two pictures. She's only done one so far.

Lobby entertainers starting locally at the Paramount and United Artists theatres. Sammy Carr, banjoist, is working both lobbies.

C. Gardner Sullivan, former scenarist at U, goes to Radio, similarly.

Gilbert Roland, leading man with Norma Talmadge past three years, is with Metro, the lead in "Reno," which Hal Roach is directing. Metro has a five-year option on Roland, subject to call by Miss Talmadge.

Sammy Stept and Bud Green have been promoted to story writers. They are the second F. N. W. B. song-writing team to be elevated.

Million Dollar, grind picture house, starts in a full week wage policy with six acts March 27. Will book locally.

Arthur St. Claire has joined the Harry Wurtzel Agency. St. Claire was formerly in Par's technical department.

Paul Kohner, foreign production head for U, going to Europe shortly to survey production needs.

Paramount is making room for new stage writers by starting to trim its present staff of scenarists. First to go are John Farrow and Zoe Akin. Farry Irvins, stage director, also cut.

Maurice Fleckels, brother-in-law of Carl Laemmle, has bought the Universal studio's restaurant. Commissary was not profitable to the studio.

John Considine, Jr., is reported engaged to Joan Bennett, after announcement that Carmen Fanta, daughter of the former vaude manager, had broken her engagement to Considine.

Norman Kerry's first talker experience in the remake of "Phantom of the Opera" for Universal, will be

followed by a minor role in "Blushing Brides" for M-G.

After completing a sketch in "Paramount on Parade," Leon Errol was given a one-year contract by Paramount.

George Sidney and Charles Murray will make eight two-reel comedies for Universal's next year's program.

Frank Vincent, head of RKO here, succeeded Fred Miller as president of the Los Angeles Theatre Managers' Ass'n at its annual election. No other change in officers.

Douglas S. Dawson and Norman Sper made a deal with heirs of the Fred Thomson estate for "Silver King." Intend to use the horse in six pictures for Sono-Art.

"All Quiet on Western Front" (U) will follow current "Happy Days" at Carthy Circle.

Alex Arons as his first for Fox will produce an original starring Beatrice Lillie, following her film, "Are You There?"

Lilith Dusenberry, H. A. Wallian dancer, received the suspended fine and was placed on one year probation following conviction on a drunken driving charge.

Rosetta and Vivian Duncan filed suit against J. I. Angus, income tax adviser, demanding accounting of \$10,000 alleged paid him in connection with their 1927 and 1928 tax returns. Angus was recently arrested on charge of falsifying tax returns of several picture actors.

Pat Dowling, publicity and sales director for Christie Film Co. the past 11 years, appointed general manager of the Metropolitan Sound Studios industrial picture department.

Allan Whitney, former ward of Wallace Beery, drew a 60-day sentence (Continued on page 32)

Still Going Strong  
4th Consecutive Year

# BENNY MEROFF



MARBRÖ PUBLIX GRANADA  
CHICAGO



FRANK A. DUC  
(DUKE)

'The Human Nightingale'

Featuring a High Soprano and  
Tenor Voice in Fanchon and  
Marco's "Coral" Idea.

This Week, Egyptian Theatre,  
Hollywood

Thanks to Fanchon & Marco



# THE WHOLE INDUSTRY IS TALKING ABOUT UNIVERSAL!

*No. 684 Straight from the Shoulder Talk by Carl Laemmle,  
President of the Universal Pictures Corporation*

THE NEWS HAS GOT AROUND THAT UNIVERSAL'S PAUL WHITEMAN PICTURE, "THE KING OF Jazz" is sensational!

THE SMARTEST OF THE BUYERS FOR THE BIG CHAINS ARE TIPPING OFF THEIR FRIENDS THAT Universal's "All Quiet On the Western Front" will astound the world!

THE BEST THEATRES IN THE WORLD ARE RE-ARRANGING THEIR BOOKING TIME TO MAKE PLENTY of room for "Captain of the Guard" and its gorgeous music . . . The flaming romance inspired by "La Marseillaise!"

THE UNPARALLELED HIT MADE BY UNIVERSAL'S GRAHAM McNAMEE TALKING NEWSREEL IS discussed excitedly wherever exhibitors meet!

THE SIGNING OF LUPE VELEZ TO PLAY IN "THE STORM" AND TO REMAIN A UNIVERSAL star thereafter is applauded everywhere!

THE SIGNING OF THE FAMOUS TOD BROWNING TO DIRECT FOR UNIVERSAL IS BIG TIME news for the trade and for the fans!

THE NEVER-ENDING STREAM OF TELEGRAMS, TELLING OF PACKED HOUSES WHEREVER "THE Cohens and Kellys in Scotland" is showing, gives us more advertising than we can find space for!

THE FACT THAT THE SYNCHRONIZED VERSION OF "THE PHANTOM OF THE OPERA" IS MAKING a mint of money for exhibitors is another bit of trade excitement!

THE GROWING STACK OF CONTRACTS FOR "OSWALD, THE LUCKY RABBIT" PROVES THAT it is the most popular cartoon series in the business!

THE UNRESTRAINED RAVING OF THE CRITICS OVER "HELL'S HEROES" IS EQUALLED ONLY BY the favorable reaction of the movie fans!

THE REPEATED HITS MADE EVERYWHERE BY "NIGHT RIDE" ARE ADDING MORE LAURELS TO Universal's name and fame!

THE EXHIBITORS WHO KNOW OF UNIVERSAL'S FUTURE PLANS FOR THE INCOMPARABLE JOHN Boles are begging for a Boles franchise!

THE STORY IN LIBERTY MAGAZINE TO THE EFFECT THAT "MARY NOLAN IS TODAY THE greatest single bet in pictures" has got Universal's friends all hopped up!

THE FORTHCOMING UNIVERSAL PICTURE "CZAR OF BROADWAY" IS STILL ANOTHER PEARL in our string!

THE SIGNING OF GEORGE SIDNEY AND CHARLIE MURRAY FOR A SERIES OF TWO-REEL comedies is a ten-strike in shorts!

THE ANNOUNCEMENT OF A NEW SERIES OF "LEATHER PUSHERS" IN SOUND HAS BROUGHT a yell of delight!

THE INAUGURATION OF AN ENTIRELY NEW ERA IN SOUND AND COLOR BY UNIVERSAL IS a sensation soon to come!

THE WHOLE INDUSTRY IS TALKING ABOUT UNIVERSAL AND IF YOU HAVEN'T GOT THE FEVER you're miles behind the times!

## Disputes Myers' \$60,000

(Continued from page 7)

Wally Decker, press agent for  
(Continued on page 70)

Arvid Gillstrom, director, arrested  
on liquor possession charge.

1,253	Famous Players
315	Famous Players

**Toronto**  
Famous Players..... 56

Arvid Gillsstrom, director, and liquor possession charge.

thetic talker device (in 1906) brought

# VARIETY PAINTS SHOW WORLD REID

## Radio Wows In With Comedy Smash Sensation

# WHEELER AND WOOLSEY ON WINGS OF VOL

**Titan Comedians... Greatest Team in the World .... Top Their Work in "Rio Rita" and Hurl Mighty Bolts of Laughter in Radio's Gorgeous New Extravaganza ..**

**NOT A REVUE but a Ziegfeldian novelty spectacle with bounding love story . . . sure-fire comedy scenes . . . ravishing girl flashes . . . and gale of brand new song hits. Battle royal of hoke and slapstick. Wheeler and Woolsey leading their royal army of assorted nuts and nit-wits in a sweeping assault on the box-offices of the world . . .**

**MAMMOTH TITAN FUN SHOW  
ROARING TOWARD THE NATION'S  
SCREENS**



# THE QUICK

**SOLID HOUR OF SUSTAINED LAUGHTER**

# LSEY SWEEP TO FAME CANIC LAUGHTER . .

RED LETTER  
SHOW CLIMAX  
OF RADIO'S  
RED LETTER  
YEAR....



# KOOL

**SOLID HOUR OF UNRIVALED SPECTACLE**

# RADIO'S Huge Campaign Breaks Across the Nation . .

## 48 Mighty Radio Stations in Record-Breaking Broadcast

**Mammoth "Cuckoo" Air Plug From Titan Hollywood Studio Night of April 8 . . First Actual Motion Picture Studio Broadcast Stunt on Record . . . And By All Odds Year's Greatest Piece of Salesmanship**

April 8, red-ringed on every showman's calendar the country over . . . All America to catch the "Cuckoos" from mikes planted inside Radio's Hollywood Studios with headline stars doing their tricks in gigantic plug. Quick and comprehensive follow-up on national radio chains throughout the campaign. Actual stars of picture used in first broadcast ever to come direct from motion picture studio. Wheeler, Woolsey, Dorothy Lee, June Clyde, Marguerite Padula and Raymond Maurel in their picture roles. Music by Victor Baravallee's Radio Picture Orch. Guest Artists include Bebe Daniels, Richard Dix and Betty Compson.

## MUSIC, STUNTS, GAGS AND RADIO IN GIANT DRIVE . . .

### Victor Dealers Behind Songs!

Victor called in their tip-top recording aces and laid the hottest numbers of the year in their laps. "Dancing the Devil Away," "I Love You So Much" . . already on discs . . rest to follow . . backed by complete dealer campaign . . .

**Answer To The Prayers of 10,000 Showmen . . . Succulent Set-up To Milk Your Territory Of Every Last Jitney in the Grandest Carnival of Honest Fun The Screen Has Ever Known . . .**



# Behind the Keys

**Schenectady, N. Y.**  
Wedge-way, former legit theatre, reopened here Saturday as a picture house with a wild game film. House is now in unequipped position of running opposition to State, another in the Parish chain in this city. Both operated by same company and both run through same lobby. Conversion of Wedge-way to pictures leaves city without a legit house.

**Scottia, N. Y.**  
Ritz, picture house, owned and operated by Parish, has closed once again. Frank Larnon, manager, is out. Understood to have been differences with head of corporation, despite fact Larnon's brother-in-law, W. W. Farley, is vice-president and the money man in Parish. Scottia a short time ago voted for Sunday pictures. Election result was said to have been due largely to Larnon's electioneering in behalf of Sunday shows.

**Moline, Ill.**  
Palace here was destroyed by fire which broke out at 2 a. m. Friday morning. Palace, 900 capacity, was once the leading legit house in the tri-cities. It has been vacant most of the time since vandals went out, more than five years ago. Loss estimated to be \$100,000. Owned by union labor bodies in Moline and insured for \$120,000.

**Montgomery, Ala.**  
V. L. Waskieleski has been appointed city manager for Publix here, succeeding Hoxey C. Farley, who died recently of a throat ailment. Waskieleski, formerly assistant city manager, was also assistant manager of Birmingham. Publix has three houses here.

**Watsica, Ill.**  
A \$75,000 theatre and stores building, 100x275 feet, front of the city hall on site of the present Commercial hotel, is proposed by a trio of Monmouth business men, William B. Harpole, H. E. Hoag and E. O. Rietz, who have taken 60-day option on the property. It will be fully equipped and have an auditorium seating 333.

**Massena, N. Y.**  
This town will have Sunday films. On the vote last week 761 for to 711 against.

**Syracuse, N. Y.**  
Syracuse's new outdoor theatre, to be erected on the site of the Garden Park, will seat 3,000. It is during the summer for open air opera is possible.

**Syracuse, N. Y.**  
Savoy is to be remodelled by its owners for commercial purposes.

**Oklahoma City.**  
Another house, seating 3,000, named the Capitol Theatre, is being built in Capitol Hill addition to Oklahoma City.

**Uniontown, Pa.**  
Work will start soon to remodel the Metropolitan theatre at Morgantown, W. Va., owned by the Penn-State Amusement Co., of this city. It was gutted by fire on the afternoon of March 11, just before the opening show, loss estimated at \$50,000.

The fire is believed to have originated from a short circuit in a heater light and was caused by sparks from the flames into the auditorium.

**Altideltown, O.**  
Publix will build a house here seating 1,830.

**Wheeling, West Va.**  
Wheeling's Sunday question still unsolved, after a veto of an ordinance which would have closed the blue law issue before the voters. Mayor-Manager Thomas Y. Beckett said he believed it illegal. Introduced as a measure to ban Sunday shows and sponsored by the Ministerial association, the ordinance was amended in council to provide for a referendum.

**Galveston, Tex.**  
Al Martini, son of A. Martini, owner and general manager of the Martini enterprises here, is no longer, mgr. Martini was associated with his father and the Martini string of theatres for several years.

**San Antonio.**  
Earl Abel, organist at the Public, Texas, shifted to the Denver theatre, Denver, March 26, to succeed Billy Muth.

Abel is not to be replaced here.

**Findlay, O.**  
Two theatres are in prospect for Findlay. One calls for a 80-room hotel and a 1,200-seat house in combination. Another, announced

by the Lino Corporation, New York, specifies a hotel-theatre structure. Fox and Publix circuits locally understood to be behind the respective ventures.

**Cincinnati, O.**  
Central Ohio Theatre Corp., organized with John Seifert, Dayton, president, has taken over lease on Theatre being built here, ready this fall.

**Waterloo, Ia.**  
Reported here RKO seeking a site for a theatre.

**Bloomington, Ind.**  
Harry Palmer, former manager of the Starland and Riviera, Anderson, is new city manager here of Publix houses. He replaces Herman Bamberger, shifted to Lexington, Ky. Carlos Massey, former assistant manager to Palmer, now in charge at Anderson.

**Chelsea, Mass.**  
A. T. Donovan has replaced H. R. Claman, resigned, as manager of the Olympia.

**Houston, Tex.**  
Al Fourmet, formerly at the Rialto, Denver, is subbing at the Kirby for Holden Sivert, who is ill. Publix will open around June 1. Probably will be named Paramount.

**West Palm Beach.**  
Publix has closed the Rialto for the season.

**Chicago Heights.**  
Arthur Showalter, formerly at the Chicago, has been replaced by Winn as manager of the Washington.

**Bloomington, Ind.**  
Harris-Grand (Publix) has been closed for renovation.

**Hammond, Ind.**  
Publix-Great States' first house here, the Orpheum, will open around June 1. Probably will be named Paramount.

**Kankakee, Ill.**  
Publix-Great States will take over a fourth house here. Theatre is partly constructed and will be finished by Kankakee local backing, which started the project.

**Strawberry Point, Ia.**  
Lyric managed by H. H. Hull, Elkader, Ia., has been obliged to close. Lack of patronage.

**Hillsboro, O.**  
Arrested for operating a picture show Sunday on the complaint of four ministers and members of the W. C. T. U., John T. Evans has filed a \$10,000 damage suit against the group.

Evans was "recently" acquitted of the charge on grounds that the prosecution did not show that he was owner of the theatre.

**Wellburg, W. Va.**  
Brook County grand jury refused to indict Okey Floyd and Glen Floyd, of the Rex theatre in Follinsbee, for operating Sundays. The two men were charged with violating the Sunday laws.

**Danbury, Conn.**  
P. J. Martin has succeeded William Evans as manager of the Capitol here.

**Dallas.**  
Publix first loss in its Texas acquisition came when Grand Marshall, Tex., was destroyed by fire. Loss over \$50,000, including new talker equipment. Formerly operated by Cole circuit.

**Dayton, O.**  
Eph Rouse, home office field man for R-K-O, came to Dayton seeking for R-K-O vaude. Victory had been leased for stock and the former Keith house, now in pictures, is not being sought, according to report, so nothing will be done until fall.

**Madison, Wis.**  
Joe Buchner, owner Mr. Horeb picture house, swapped theatre for a race track with Andrew Horeb today, deal involving \$70,000. House, over eight years, managed until recently by J. Harold Rupp, Madison.

**Lynchburg, Va.**  
Publicity and taxation are widely separated functions, a fact apparently recognized by representatives of Paramount-Publix. At the outset of talk about the new house to be erected in Lynchburg it was said the cost would be around \$45,000. Now a building permit has been applied for and the contractors estimate the expenditure at \$150,000, exclusive of furnishings. Work has started on the build-

# Retired Exhibs

**Hollywood, March 25.**  
There is enough retired wealthy film exhibitors out here to form a club. Their favorite pleasure is to take hand-working studio executives aside and confidentially inform them how much money they have socked away. As these are the boys who used to yelp about high rentals and being ruined by the producers, the studio execs burn plenty.

ing. On at least, the old car barns occupying the site are being wrecked.

**Dave Himmelbock succeeds Brady Brown as manager of the Coliseum, Tacoma.** Brown has been transferred to Elmhurst, Salem, Ore. Jerry Lonswell, replaces H. C. Robertson, manager of the Coliseum, Seattle. Lonswell was previously transferred to the Fox West Coast Seattle Division office.

**Rock Island, Ill.**  
H. D. Grove, for eight months manager of the Fort theatre (Publix), Rock Island, has been made district manager for the five houses operated by Publix in the Dayton, Iowa, Rock Island and Moline, Ill., area.

**Beloit, Wis.**  
A \$350,000 theatre building, to be started within 60 days under contract for completion Nov. 1, is announced by Lawrence E. Cunningham, local contractor. He refused to give name of chain to which theatre is reported under lease. Building financed by local capital.

**Sioux City, Ia.**  
Ed Masters, recently assistant mgr. of Orpheum, transferred as manager of Lincoln-Orpheum, St. Paul. Norman Green, former head usher and publicity man, is new asst. at Orpheum here.

**St. Charles, Ill.**  
William Pracht, manager of the Arcade, was robbed of \$150 in his private office by two gunmen. They forced their way into the office shortly before the theatre closed for the night. One obliged Pracht to stand with his face toward the wall and a gun pressed against his neck as the other went through desk and office safe.

**Centerville, Ia.**  
Central States, A. H. Blank, operates about 20 Iowa picture houses in secondary cities, not included in the Blank sale. He is expected to close with Leo Moore, owner of the Ritz and Majestic, this city, to take over both houses.

**Oney, Ill.**  
By a vote of more than two to one this city defeated attempt to make this a Sunday show town. Special election and the blue Sunday support swamped the liberals 1,473 to 655.

**Utica, N. Y.**  
Nathan Robbins, operating the Colonial (RKO), has obtained a lease on the Richmond at Herkimer, N. Y., and it is also angling for additional houses at Little Falls and elsewhere.

**Syracuse, N. Y.**  
Architects in the employ of the owning corporation have been making a survey of the Wieting opera house (dark, legit), under lease to the Shuberts, with the agreement expiring next August. Recently local parties interested in a garage project measured the theatre.

**Chicago.**  
Managerial changes and switches in R-K-O.

Frederic A. Martin, manager of Orpheum, Camp Chicago, Ill., replacing J. Knox Strachan, transferred to St. Paul.

George W. Gambrell, manager of Majestic, Springfield, and Emil R. Franklin, of the 7th Street, Minneapolis, March 25.

**Hamilton, Ont.**  
Famous Players has assumed direct control of the Capitol, Palace (formerly Pantages) and Strand here, owned by Hamilton United Theatres Ltd., of which Famous Players Canadian Corp. holds majority of stock.

Leonard Bishop, formerly at Hamilton Tivoli, becomes Capitol manager and Robert Newells, to the Tivoli, with George Strand continuing at the Palace. H. E. Wilton stays at the Strand. Hamilton United capitalization is figured at \$1,988,400.

# Press Stunts

**New York City.**  
A few of the press stunts suggested by H. A. Berg in Oscar Doob's (Loew's) department. Economy stores in New York, 400 in all, displaying 1,000 one-shoots weekly, trying up their products with Loew's "Spring Carnival." Mack Trucking Company has agreed to transport the 10 Tiny Tots, heftig chorus members, in a duct with Loew units, to each theatre during their route. Idea being the females are too heavy to go any other way. Vin Radio Company will take 26 pages in 20 weeks in the New York "Daily News" advertising its product by showing a different Loew celebrity listening in on their radios in each week's advertisement.

**Brooklyn, N. Y.**  
Momart playing only news reels, short features and educational, is using the two-for-ones. Local merchants give a duct with each purchase. House asks 15-25 advertisement.

**Akron, O.**  
Ray C. Brown, manager of the Strand, concocted the idea of food packages as admission to "Sons of the Gods" (P.N.). Tie-up with papers and backed by the Better Film Chapter of the Federation of Women's Clubs the idea caught on.

Estabes were converted to the use of the City Family Service, to feed the towns. Boy Scouts collected the food and the Director of Public Safety made a couple of radio speeches for the campaign with every local newspaper plugging the show and theatre.

**Brooklyn, N. Y.**  
Joe Lee, who manages the R-K-O Orpheum and Greenpoint theatres, Brooklyn, had the Street of Chance (Par) booked in for both houses and rung in an Arnold Rothstein ballyhoo to help biz.

Lee arranged with the Greenpoint "Gang" for 50,000 miniature newspapers, called "R-K-O News." He gave 25,000 to each house for free distribution. He engaged a local artist named Miska, who made several sketches which were made into cuts, one asking the questions: "Who shot Rothstein? Who killed Frankie Yale?" and giving plenty of Broadway Rothstein atmos to the theatre.

Then he had Doc Powers make him a set of wax dummies and placed in a hotel room in the lobby setting, enacting the Rothstein smash. Sobering Joe copied nothing from the Par press book but used his needle in working up an individual ballyhoo.

"Street of Chance" is a Broadway murder story that has a gambler killed as its main thriller.

**New York City.**  
Unexpectedly big business was drawn to the city. New York last week at \$1.50 week days and \$2 week ends by Tiffany's "Mamie." This was accredited to the German population in New York to some extent. Sunday for "Tut" featuring the German and Yiddish papers in New York, favoring the picture of East Africa showing the German idea. A clockwork street ballyhoo was also effective. It carried a large negro with a palm fan. On top of this an attractive lobby display in the African way, and photograph singing, out a hee cooh tune continuously during the late afternoon catching many of the passersby.

**Tampa, Fla.**  
With showing of "Rhinoceros Nights" here, Harry Weiss, Publix city manager, converted the theatre's lobby into resemblance of readhouse interior. A realistic bar set up and dispensed soft drinks with an aproned bartender. Novelty idea immediately caught on.

**Toledo.**  
"Hit the Deck" sundae doped out by Ken Benson, asst. mgr. Vita-Temple, for plug at lunch counter in Kresge's. Sheet music also pushed for the theatre. Exceptional tieup with U. S. Navy had "Hit the Deck" signs on navy recruiting posters about town.

**Hollywood.**  
Advertising collars for milk bottles is the latest exploitation rag pulled here to attract attention for the showing of a picture. U. S. is using for to advertise "Condemned," distributing 50,000 a string of dairies, with sufficient Annie Oakleys to make it worth

while for the trouble of slipping them over the bottles.

**Syracuse, N. Y.**  
Managers in charge of local deluxers under chain operation are making an aggressive drive for circulation and publicity with single exception. Warner's Strand. So far it has made no overtures for newspaper news space since local interests surround it.

**Minneapolis.**  
The Minnesota theatre had a deal this week. "Tribune," which is starting a serial story, "Stepping High," Minnesota changed name of its regular "Sky Harbor" unit slow to "Stepping High."

**Denver.**  
Denver theatre used illuminated airplane to ballyhoo "The Vagabond King." Letters "VK" on under side of the wings and fireworks from the plane.

**Sum Baron, for Famous Music.**  
Has tied up with the Lane Cedar Crest tie-up. "Tribune," which will purchase thousands of copies of the Famous song "In My Little Hope Chest." All copies of the song sold to Lane will have a special 4-page made up connecting the song with Lane.

**Syracuse, N. Y.**  
Harry Long, new manager of Loew's State, formerly was at the State, St. Louis.

**Because "Cohens and Kellys in Scotland"** reunites George Sidney and Charlie Murray, who did the first in the "Cohen-Kellys" series, U has worked out a legal-looking deal with the "Cohen-Kellys" Partnership to attract the curious.

Nothing on the outside except date of agreement, and space where local theatre can insert anything "good for itself." The deal is in legal terms and even with the real seal and signatures of Sidney, Murray, Vera Gordon and Kate Price, agrees that the picture will live up to a lot of things.

**Chicago.**  
For "Party Girl" at the RKO Woods this week, RKO has produced a two-page tabloid giveaway. Tabloid make-up with plenty of emphasis on the censor board rejection and the junction.

**New York City.**  
Several shifts in the advertising and publicity lineup of Publix, under the direction of A. M. Botoford, sends Jack Allen, from the Brooklyn Paramount to the Olympia, New Haven; Les Kaufman, from B. & K. in Chicago, to Brooklyn.

Aliese Gottlieb from Rialto, Broadway, to New York, Paramount; Henry Spiegel from New York, Paramount to Brooklyn Paramount; and Vernon "Bud" Gray from the RKO, Boston to Rialto, Broadway.

Eugene Curtis, from New Haven has been promoted to district advertising manager at Springfield, Mass.

**First National** pro Charlie Elford went strong for advance word for "Spring Is Here" for March 21. Wives were sent all over the country, arriving on the morning of April's first week, by giving "Good morning, Spring is here!" flowers and flower pots were generously distributed.

**New York City.**  
Loew has tied up with the Fred J. Long Umbrella Co. to receive between 500 and 2,000 umbrellas each for its 65 houses in Greater New York, with coupon clocks for a week or so, the Radio exploiters commencing to send them around to newspaper offices and other places. The clocks are of recognition size and work. The umbrellas probably hung up after "Cuckoos," Radio's next big and comedy talk. Shall have had its day.



DENNIS KING carries his initial screen appearance to a triumph of magnificent realism in Paramount's sensational All-Technicolor sell-out, "THE VAGABOND KING."

It thrills . . . it holds . . . it captivates! All Broadway is hailing, talking, recommending Paramount's newest All-Technicolor screen monarch—"The Vagabond King"?

It's another B. O. bell-ringer for **TECHNICOLOR!**

Picture after picture, hit after hit, is proving Technicolor the biggest B. O. "it" since sound.

Feature the name. **TECHNICOLOR!** Watch its popularity soar with each new release of the more than 100 scheduled for 1930. **ADVERTISE IT!** Watch its popularity make more money for you.

**TECHNICOLOR**

is a box-office name

★★★ Advertise it! ★★★



# THE VAGABOND KING — A MIGHTY MONARCH OF THE SCREEN



## TECHNICOLOR PRODUCTIONS

BRIDE OF THE REGIMENT, with Vivienne Segal (First National).

BRIGHT LIGHTS, with Dorothy Mackall (First National), CHASING RAINBOWS, with Beale Love and Charles King (Metro-Goldwyn-Mayer), Technicolor Sequences.

CUCKOOS, with Bert Wheeler, Robert Woolsey and Dorothy Lee (Radio).

DEVIL MAY CARE, starring Ramon Novarro (Metro-Goldwyn-Mayer), Technicolor Sequences.

DIXIANA, with Bebe Daniels (Radio Pictures).

GENERAL CRACK, with John Barrymore (Warner Bros.), Technicolor Sequences.

GLORIFYING THE AMERICAN GIRL, with Mary Eaton, Eddie Cantor, Helen Morgan and Rudy Vallee in revue scenes (Paramount).

GOLD DIGGERS OF BROADWAY, with Winnie Lightner, Conway Tearle, Ann Pennington and Nick Lucas (Warner Bros.).

GOLDEN DAWN, with Walter Woolf and Vivienne Segal (Warner Bros.).

HEADS UP, all-star cast (Paramount).

HELL'S ANGELS, with Ben Lyon, James Hall, Jane Winton and Thelma Todd (Caddo), Technicolor Sequences.

HIT THE DECK, with Jack Oakie and Fanny Walker (Radio), Technicolor Sequences.

HOLD EVERYTHING, with Winnie Lightner, Georges Carpentier and Joe E. Brown (Warner Bros.), Technicolor Sequences.

IN THE GAY NINETIES, starring Marlon Davies (Metro-Goldwyn-Mayer), Technicolor Sequences.

IT'S A GREAT LIFE, starring the Duncan Sisters (Metro-Goldwyn-Mayer), Technicolor Sequences.

KING OF JAZZ, starring Paul Whiteman (Universal).

MAMBA, with Eleanor Boardman, Jean Hersholt and Ralph Forbes (Vitaphone).

MAMMY, starring Al Jolson (Warner Bros.), Technicolor Sequences.

MILE, MODISTE, with Bernice Claire, Walter Pidgeon and Edward Everett Horton (First National).

NO, NO, NANETTE, with Bernice Claire and Alexander Gray (First National), Technicolor Sequences.

PARAMOUNT ON PARADE, all-star cast, (Paramount), Technicolor Sequences.

PARIS, starring Irene Bardoni (First National), Technicolor Sequences.

POINTED HEELS, with William Powell and Helen Kane (Paramount), Technicolor Sequences.

PUTTIN' ON THE RITZ, with Harry Richman (United Artists), Technicolor Sequences.

RIO RITA, with Bebe Daniels, Robert Woolsey and Bert Wheeler (Radio), Technicolor Sequences.

SALLY, starring Marilyn Miller (First National).

SHOW OF SHOWS, with 71 stars, (Warner Bros.).

SHOW GIRL IN HOLLYWOOD, with Alice White (First National), Technicolor Sequences.

SON OF THE GODS, starring Richard Barthelmess (First National), Technicolor Sequences.

SONG OF THE WEST, with John Boles and Vivienne Segal (Warner Bros.).

SONG OF THE FLAME, with Bernice Claire and Alexander Gray (First National).

THE MARCH OF TIME, all-star cast (Metro-Goldwyn-Mayer), Technicolor Sequences.

THE ROGUE SONG, with Lawrence Tibbett and Catherine Dale Owen (Metro-Goldwyn-Mayer).

THE MELODY MAN, with Alice Day and William Collier, Jr. (Columbia).

THE MYSTERIOUS ISLAND, with Lionel Barrymore, Lloyd Hughes and Jane Daly (Metro-Goldwyn-Mayer).

THE SINGER OF SEVILLE, starring Ramon Novarro (Metro-Goldwyn-Mayer), Technicolor Sequences.

THE VAGABOND KING, starring Dennis King, with Jeanette MacDonald (Paramount).

UNDER A TEXAS MOON, with Frank Fay, Noah Beery, Myrna Loy and Armaida (Warner Bros.).

UNDER WESTERN SKIES, with Sidney Blackmer and Lila Lee (First National).

VENUE NIGHTS, all-star cast (Warner Bros.).



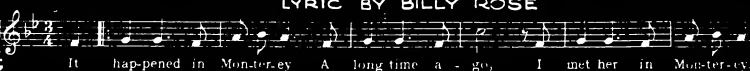


# CHECK AND DOUBLE-CHECK

2 FEATURE SONGS IN UNIVERSAL'S PRODUCTION

## ✓✓ "IT HAPPENED IN MONTEREY"

LYRIC BY BILLY ROSE



It hap-pen-ed in Mon-ter-ey A long time a-go, I met her in Mon-ter-ey.

2 MARVELOUS MELODIES



## ✓✓ "I LOVE" THE BEAUTIFUL

by GUS KAHN and

## ✓✓ "WHERE THE GOLDEN DA" A NOVELTY FOX TROT SONG

A BEAUTIFUL FOX TROT BALLAD by H

## ✓✓ "LIKE A" THE ONE I LOVE —

## ✓✓ "JUST CAN'T BE BOT" THE EVER-POPULAR FOX TROT BALLAD by JC

## ✓✓ "FUNNY, DEAR, WHA" HOT AND SNAPPY FOX TROT NOVELTY!

## ✓✓ "THE TALK OF THE TOWN" by GUS KAHN & CHESTER COHN

"You Can't Go Wrong  
With Any 'FEIST' Song"

**LEO. FEIST, INC.,** Cor. BROADWAY (ENTRANCE)

[SAN FRANCISCO] 942 MARKET ST.

[CINCINNATI] 707 LYRIC THEA. BLDG.

[PHILADELPHIA] 1228 M.

[DETROIT] 310 MICHIGAN THEA. BLDG.

[TORONTO] 193 YONGE STREET

[CHICAGO] 75 W. RANDOLPH ST.

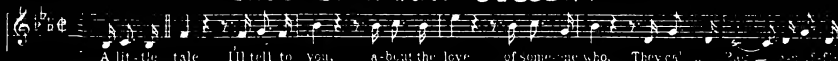
MELBOURNE, AUSTRALIA 276 COLLING ST.

# THESE 'FEIST' HITS!

PAUL WHITEMAN in "KING OF JAZZ"

## "RAGAMUFFIN ROMEO"

LYRIC BY HARRY DECOSTA



A little tale I'll tell to you, A-beat the love of some one who, They call me Romeo.

S BY MABEL WAYNE



WALTZ SONG!

## YOU SO!

TED FIORITO

by GUS KAHN & HARRY ARCHER

## "AFFODILS GROW"

AROLD SOLOMON, BENÉE RUSSELL & VINCENT ROSE

## DREAM

THE OUTSTANDING HIT by GUS KAHN & SEYMOUR SIMONS

## HERED WITH ME

THE BENNETT GEORGE A. LITTLE & CHARLIE STRAIGHT

## T LOVE CAN DO!

THEME SONG of UNITED ARTISTS' PICTURE "HELL HARBOR" Starring LUPE VELEZ

## "CARIBBEAN LOVE SONG"

Words & Music by EUGENE BERTON

WAY and 50<sup>TH</sup> ST., NEW YORK  
ON 50<sup>TH</sup> ST.,)

DELPHIA] [KANSAS CITY] [LOS ANGELES]  
MARKET ST.,] [GAYETY THEA. BLDG.] [405 MAJESTIC THEA. BLDG.]

[BOSTON] [LONDON, ENG.] [PARIS, FRANCE]  
240 TREMONT ST.,] [138 CHARING CROSS RD.] [30 Rue de l'Echiquier.]

BERLIN, GERMANY 32 LEIPZIGER STRASSE

Dance  
Orchestrations

50¢

FROM YOUR  
DEALER OR  
DIRECT!

## LOVING THE LADIES

(Continued from page 29)

almost unbelievable education and manners. He steps out of that role early, when called upon to discuss himself as a Park Avenue swell in a scheme of another to win a bet that he can take any two persons and through atmosphere, surroundings, etc., make them fall in love. The electrician fixing the better's lights, is grabbed as the man, and Renee Maeredy, a sans-sex type, as the girl for the experiment. Dix makes a deal to collect half of the bet for his work.

Until the action reaches the point where the bet is made and arrangements completed for the picture to be played, the picture is inclined to be a trifle draggy. When the tallor-shop sequence arrives, with Dix getting fitted out in grand rage, the pace starts to quicken. Coincidentally, the laughs arrive in more frequent succession and the direction gets smoother.

It is here that the love interest is interposed, with Dix going on the make for the wrong girl. He chooses the fiancé of Allen Kearns, the swell, making the odd bet, and stalls to the last his duty of trying to flout his sex-appeal on Betty (Renee Maeredy). In the meantime, everything has been so badly rehearsed, that Dix is on the make for everybody, these situations providing considerable agreeable comedy and

making the talker's second half very worthy of entertainment.

There isn't a single situation or line in "Ladies to Love" that's not clean outside of a gag in the first reel, and the lines in that case are very funny, anyway. Arguing with Kearns, someone asks him that if love doesn't rule everything, why is it people get married? The gag reply is that "their children demand it."

In the major range of his role Dix is a highly pleasing light comedian performing with unctious and effect. Occasionally the star is inclined to be a little stiff, but never seriously so. Lois Wilson as the girl Dix takes away from Kearns plays the heroine delightfully, and Allen Kearns, the next important part, expects to be almost as responsible as Dix for laughs and comedy situations.

In minor parts Rita La Roy (kameo), Anthony Bushell (butler), Miss Maeredy, Virginia Sale and Selmer Jackson offer satisfactory support.

In all respects photography and recording are all that may be desired.

Char.

## WIDE OPEN

(ALL DIALOG)

Warner production and release. Directed by Archie Mayo from theme based on the Norris novel, "The Narrow Street." In cast: Edward Everett Horton, Fatsy Ruth Miller, Louise Fazenda, Al Beach, and the York week March 21, 1930. Running time 67 minutes.

Alter and deMaupassant might easily have collaborated on this theme. Some of the dialog is openly risqué, but the finale grants absolute to any prejudice formed in this respect, since the girl who spends the night in the young man's home is just his boss' daughter looking for evidence to get him a better job and herself a hubby. "Wide Open" is full of laughs and a few gasps for any audience.

Horton is the same nervous character, with the quick tongue habituated to verbal back-slaps. This actor has a penchant for putting across dialog, particularly certain passages, that would be a bit too suggestive if attempted by almost any other Hollywood resident. Fatsy Ruth Miller's innocent stare provides it with a wholesome reciprocation. Thus the pair, it should be said, can get away with a lot of things in teamwork of this kind. Whether naughty or not, the Horton-Miller couple can change voice and facial expression, along at a

pace in "Wide Open" that seldom lets down, and amounts over the audience reaction on a lot of bromide type scenes.

When the little girl crashes the home of the inveterate bachelor, so decidedly so that in the first and second scenes many male fans are wondering about the real gender, one theme complication is unraveled. Miss Fazenda is pressing her suit via a letter to him. Miss Miller slips in, and it is not until a little later that the principals come together in their undies. Then some rapid fire lines transpire.

A sax player identified by the hostess in three undies, who when the girl feigns a faint, observes:

"She's a pretty hot momma," to which Horton exclaims:

"Oh, I don't want a child born here."

Later, when the real doe arrives, there is some more funny stuff, with Horton exclaiming: "I haven't had any experience carrying women to bed."

As the friendship works up with the girl, the scene in separate rooms, Miss Miller talks about mother love, and Horton comes back with a quick rejoinder that that isn't the kind of love let you take."

Fazenda works in a song in a gay number which is moderately funny. It has a title suggesting Nobody Knows, Nobody Cares if I'm Blue. The scene in the bath. Then the little girl suddenly leaves the apartment of the bath, and the next day the big boss fires the superintendent and adopts the three rejected plans. Same time bully officiate takes it on the chin three times from the rehabilitated Horton. Again the big boss returns and the bachelor finds that the girl he nursed back to health is part of the family.

Waly.

## A Sister to Assist 'er

(BRITISH MADE)

(All Dialog)

London, March 8.

H. B. Parkinson production, released by G. K. by Gramont Company, branch of Gaumont-British. Directed by George Dewhurst. Adapted from John Galsworthy. Acoustics recording. Censors' Certificate. Previewed at the Gallery, March 4. Running time, 62 mins.

Mrs. May... Barbara Goddard  
Story... Polly Evans  
Mr. MacNash... Alice Hunter  
Alf... Donald Stuart

As a vaude sketch around 20 minutes played by the late Fred Emmett, "A Sister to Assist 'er" was funny. "This is the third Dewhurst has put it on the screen as five and two previous variations were silent. This one is a talker, but not much better for that. The material will not stand expansion to such length, and outside the original vaude stuff, screen version is not funny.

Production values poor. Most all of the sets look like early post-war two-reel comedy flats of the large pattern wallpaper type. Action far too slow and direction lacking in grip. Cast fair to mediocre, but with good slapstick troupe from Donald Stuart as pseudo-son of Mrs. May posing as a sailor.

Story at base is pre-war native vaude, too local to have much appeal outside this country. Mrs. May owns room rent and intrudes a rich sister, whom she impersonates to duck the keeper of the rooming-house, with whom as the rich sister she gets it and borrows money. Film version introduces supposed son home from the sea with bankroll. He is bawled out by genuine matron at a party thrown to welcome him. In film, Mrs. May, after impersonating sister, scampers from rooming-house and marries a plumber.

Cockney dialect, lack street and attic sets, weak acting. Good recording, with satisfactory reproduction over W. K. equipment. Okay as second feature for the cheap neighborhoods, otherwise of no account.

Frat.

## Canyon of Missing Men

(Disc Orchestration)

Synthetic Pictures production, independent release. Directed by J. McCowan. Included in cast, Starring Tom Tyler, at Loew's New York, one day double bill. Running time about 55 minutes.

Because the women have always been known to go for a big chesty guy who can bowl over his competitors, boys and otherwise right left, they, at least, should certainly sit up and watch Tom Tyler gyrate in "Canyon of Missing Men." Because of this, while truthfully it's one of those in-between pictures in the school of grind theatres, this Synthetic Picture, made by J. E. McCowan, should satisfy quite a few male payees of dimes. It's really like that all the way through.

While McCowan, the actor, does tell his wench to bide her time and rescue will be sweet on that know before-shooting-good-looking Tyler, the guy who turned tables on the missing men just for a swell-appearing and a guy having a lu-lu-cienda maestro, there are other parts that fill in this slight deficit.

The music, for instance. It's funner when the cowboys go gallivanting over the hills in search of the missing Jane, and it's staccato in

its punchiness when the boys pum-mel their way into a victory that needs no count of 10, slow or other wise.

The fact that Tom does most of the punching—in fact, all of it—should in no way detract from the picture. Tyler just can't help being that way, having acquired the pugnacious spirit long before EBO decided to call itself Radio. And so on. There are other points designed to appeal to the more feminine and artistically inclined. Those Spanish residences well known to Californians are plentiful. The garden gates, vines and what-nots. And the director hasn't overlooked many of them.

And to be certain that the atmosphere won't be misapprehended, there's every extra in the Spanish phase of the daughter he abducts so that Tyler may use a long rope and effect her rescue, one Juan Sepulveda. Latter part of name is title of the well-known boulevard near Santa Monica, and known at least to those in Hollywood for its parking facilities. Cops in neither town bother stalled cars along that highway.

But to remember the story while it lasts: Tom is really a reformed bad guy and he has to hook the sheriff's gat via wire conveniently placed in his cell. Then he just goes out and gets the Spanish gentleman's daughter, the one he mentions on the train while bad, and everything is closed except the church ceremony.

J. P., incidentally, is veteran enough always to look surprised even though there are certain he knows about it long before it's pulled.

Waly.

## Back from Shanghai

(SILENT)

Produced by Richard Kalmdade Productions. Released by Metro-Goldwyn-Mayer. Noel Mason. Story and continuity by Betty Ross. Screenplay by Reginald Loos and Anthony Churn. Story. Includes Henry Sealy, Joseph V. Girard, and Vera Reynolds. At Loew's New York, half of double bill, one day, March 31. Running time, 62 mins.

Double feature inlands only. Conditions, economic and mechanical plus quality go against this one in toto. Only consideration is that it is product and as such may offer a slight respite from too much ear drumming on the two-for-one idea. Simple story and sort of patched continuity with episodes separated and a fist fight spotted next to closing for the punch. Almost: vaude style.

Only acting ray is offered by Vera Reynolds and she isn't even given a chance. At Loew's, St. Leo spreads his arms and legs always set for the back flip and somersault, and as an actor is still a good acrobat. On

the rigid basis and ethical lines of advertising, Miss Reynolds offers only exploitation outfit.

American antique dealer and his aides steal a sacred vase from a Chinese temple and bring it to the states. The high priest gets machinery in motion to recapture the object. He even comes to America himself to direct the search while the dealer is on the leg to sell the vase at auction. It goes to the gaffer on an error in bidding. Opposing bidder young man who later evidently meets the girl and both fall in love. Chinese locate the treasure and threaten death to the antique dealer who set out to recover the sold vase only to land up-side down.

And the titles don't m-g.

Ralph Welles. "Romance," M. G. May Booley. "My Boy Dick," W. B. Blanche Frederic. "Under Western Skies," F. N.

Doris Lloyd. "Reno," Sono-Art. Marie Astaire. "Come Baby," W. B. Juliette. "Compton," "What a Widow," A. A.



## Frances McCoy

"SONGSTRESS"

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# PUBLICLY STARTING VAUDEVILLE

## Acts Get Endless on Coast, Where Grifters Promise Films for Cash

Los Angeles, March 25. Vaude acts playing the RKO in Los Angeles are in perfect health and willing to stay on forever. Same with perfect tonsils and adenoids. Acts may cut their routines on the road, but they do their full act and may add another 15 minutes out here. Back of it is the hope that some picture producer is in the audience scouting for picture talent. About the only guys who stick to their original act are acrobats and jugglers. It is not unusual for a five-act bill to run 90 minutes at the 9 p. m. show.

Local grifters are also adding to the running time of the shows by getting to the acts before they start their week with promise that for cash in advance they can get the act a picture contract. The grifter collects anything he can get from \$5 up and promises to have his friend, who is supposed to be an exec at one of the studios, catch the show at a certain performance. When the time comes for the supposed scout to catch the show, the act gives everything, and how! A 15-minute routine goes to 30 and 35. When the week passes without the acts getting a call from the studio, the usually cut it the breaks and let it go that.

For some time the grifters have been working and cleaning up without the acts taking a tumble to the racket. Actors are advised against doing business with anyone except bona fide agents, but the grifters are able to sell the racket to acts on the idea that it's undercover.

### SWEETER THAN VAUDE

Oaks-McKnights Starting Candy Chain on Coast

Los Angeles, March 25. A couple of old-time Keith teams are starting a circuit of their own here. It's a circuit of candy shops, the first opening this month at Larchmont and Beverly boulevard. Associated are Mr. and Mrs. Harry Oaks (Harry and Peggy Oaks) and Mr. and Mrs. Hugh McKnight (McCormick and Wallis). They figure there are enough in the families to operate a few more shops without hiring help.

For emergency and relief shifts there are a son and daughter, Wallis McCormick, tap dancer, and Virginia Oaks, toe dancer. Youngsters do some picture work, but are not trained.

Oaks already has three candy shops in Appleton and Oakshosh, Wis. The team jumped there and opened in sweets after closing at Syracuse, N. Y.

## Henry Santray Remarries

Henry Santray was married to Hazel Weiss, non-pro of New York, before leaving for the Orpheum circuit last week, according to friends of Santray.

Santray and Alice Seymour were divorced several months ago. Miss Seymour is now engaged to marry Dennis Dufor, agent.

### DAPHNE POLLARD'S GEMS

A suit Daphne Pollard, English comedienne, now in Hollywood, accused the operators of the Conquistador Plaza hotel, the Bronx, for the loss of jewels valued at \$12,000 to \$15,000 in awaiting trial in the New York Supreme Court.

The actress alleges the jewels were sold by a clerk of the hotel and that the Stadium Operating Co., which runs it, is liable.

### \$5,500 for Bill Fields

W. C. Fields is to be the R-K-O Palace, New York, as the headliner this week at \$5,500.

It's the same amount Ted Healy received in the same house, when opening into the big money class.

### The Only Way

Three female impersonators doing an act together, but not working lately, received a wire from a New York agent while staying in Chicago. Wire read: "Can get you two weeks in Wilkes-Barre in Scranton. You must pay your own fare east."

Boys answered: "Wilkes-Barre okay. We are flying east on a magic rug."

## MULLALLY IN COURT; WIFE ASKS SEPARATION

Because of a wide difference of opinion between Don H. Mullally, playwright and director, and his wife, Mrs. Lolla Mullally, as to how much alimony he can pay her pending suit for separation, Supreme Court Justice Townley has appointed former Justice Alfred R. Page as referee to take testimony on the Mullally bankroll. Mrs. Mullally thought \$150 a week would be about right; Mullally replied that \$5 a week could be afforded. Mrs. Mullally said they were married in 1922 when in vaudeville together, and that most of the time until he left her in 1925 he drank two quarts of scotch a day at home in addition to what he got elsewhere. That when his play, "Conscience," was produced he told her almost daily he had broken out with the leading woman, Lillian Foster, and that he was "crazy" about her and would be ruined unless he were permitted to have her.

She said that Fattie Peley, who was in his play, "Laff That Off," told her Mullally had said he didn't intend to return home. She said their son was born June 6, 1926, six months after her husband had deserted her.

### Lot of Money

Mrs. Mullally told the court they were earning \$300 to \$350 a week, but she felt they couldn't go on forever in vaudeville. She encouraged him to write plays and he got \$5,500 for his first, a film play, "Desert Flower." She said he got \$175 a week from "Conscience," which brought in a total of \$12,000 in addition to which he got \$40,000 for the stock rights. He gave her \$125 a week in January, 1928, when he paid her \$1,000, but she has received nothing since two gifts of \$50 each to the baby and \$40 in January. She said he was drawing \$300 a week minimum from Al H. Woods for directing plays.

Mullally stated his earnings from his plays were far below what his wife asserted and that he earned nothing in 1928. He got \$1,000 from Woods for directing "Recapture," and was to get the same for "Love, Honor and Betray." His job with Woods ceased March 4, he said, when she made a "radical" disagreement regarding the treatment of that play," he said. He claimed he got only \$60 a week from "Conscience" and that the play ended with a deficit of \$15,000.

Mrs. Mullally told the court she has tried to support herself writing plays, but has had no success.

### Irene Meroff Remarries

Irene Meroff, former wife of Benny Meroff, Chicago m. c., was secretly married Feb. 23 in Rockville, Md., to Dorsey D. Sherman. Couple sailed March 22 for Los Angeles on the "Virginia."

### Marion Harris Back

Another back from picture work for vaude dates is Marion Harris, who appeared in Metro's "Devil May Care."

She is booked for R-K-O houses: 86th and Coliseum, March 29; Madison and Fordham, April 5; Palace, April 12, and Albee, Brooklyn, April 19.

## 12 HOUSES WITH ACTS IN APRIL

Cities Reported Slated—Six Acts and Pictures for Each show—Booked by Morris

### MORE NEXT SEASON

Publix contemplates its first vaudeville-film circuit during April. So far 12 Publix theatres in as many cities are slated to take on the new policy. Six acts to each show, mostly for a full week will be booked and routed by the William Morris agency, the official Publix booker.

Towns to date are: Utica, Syracuse, Rochester, Buffalo, Toledo, Cleveland, Detroit, Champaign, Ill., Des Moines and Omaha. Cities now playing Publix vaude, Morris-booked, are Brockton, Mass., and Scollay Square, theatre, Boston.

This beginning of a long threatened Publix vaudeville circuit is said to be a forerunner of a more extended Publix vaudeville chain for next season. There is the possibility that by that time, via William Morris, Publix may include a two-a-day vaude route, to be gone after in an experimental way at first.

### Picking Houses

Publix division managers have been ordered, from account, to report to the home office Publix theatres within their territories capable of playing the vaudeville policy, and which transfer of policy would not weaken the remainder of the Publix string in the same city. Publix is commonly credited with operating over 1,000 theatres in the U. S. Last week's "Variety" printed a large list of vaude acts lately placed under contract by Publix. They were nearly all of the comedy turn classification. The story stated that Publix is holding a large number under cover, owing to current working contracts held by those under cover turns with other circuits.

## R-K-O Loses Molly Picon; To Loew's at \$3,500 Wkly.

R-K-O has lost another high grade attraction for its New York and surrounding vaude houses. Molly Picon, the Yiddish star. Miss Picon is holding a large number under cover, owing to current working contracts held by those under cover turns with other circuits.

Now she is going with Loew's in its presentation houses for 10 weeks at \$3,500 a week. Miss Picon opens at Loew's Casino, New York, May 8, booked by Jenie Jacobs.

Miss Jacobs is said to have offered Miss Picon for a return date to the R-K-O booking office for New York City. The booking office, it is reported, sent the Weber & Simon agency to do business direct with Miss Picon, ignoring the Jacobs agency. Miss Jacobs represents the Jewish star under an exclusive contract. Upon denying R-K-O did not care to do business according to her way of playing it ethnically, Miss Jacobs placed the star turn with Loew's.

### R-K-O's Toledo Deal

Toledo, March 25. R-K-O deal for Ethel Vaughn and Palace, former stock and legit theatre, reported finally closed. Remodeling and wiring R-K-O for vaudeville, and Palace to be wired for film house. Opening date not set.

### JOHNNY SIMON RESTING

Johnny Simon of the Weber-Simon office has gone to Phoenix, Ariz., for his health.

He will return to New York in about a month.

## "Life-of-Party" Racket in Summer May Be Half-Shot by Talkers

### BOOKER'S RUSE?

New York vaudeville booker, who is separated from his wife and not so happy about it, is spreading a yarn about having cleaned up \$10,000 on recent market dealings.

Cooked up rumor as a tempter for the frau to come home?

## CLUB WORK, LIFE SAVER FOR MANY VAUDE ACTS

Many formerly standard vaudeville acts, including numerous minor names, having found the vaude parade has passed them by and steady vaude employment hard to find, are keeping above water and better with club work in and around New York.

Several play on an average of three clubs a week and gross as much or more than they did on a season's average in vaude. In addition the club work keeps them in town or nearby and permits the maintenance of a home.

Club dates offered by local bookers pay the better ex-vaude standards as high as \$50 and frequently more. Three such engagements a week, and four if luck is running, provide an excellent living for those who would otherwise be laying off waiting for vaude openings. At the same time a permanent home trims the expenses and absence of jumps eliminates fares.

The New York clubs are playing all forms of acts, from acrobats to ventriloquists. More name acts at good money are now being used by clubs than ever before.

### THE TISHMANS TOGETHER

Reunion This Week with Bernice O'Neal's Return from Hollywood

Bernice O'Neal is due back from Hollywood, where she went with the family dog, leaving her husband, Sam Tishman, flat on the lot in New York without a dog.

The dog had become a passion with the Tishmans. In the evening Sam gave the mutt the air and attention. During the day, Mrs. Tishman spoke only tattle to the dog.

One night Mr. Tishman didn't get his dinner on time but the mutt had made no kick. So Sam analyzed it. That's when Bernice left town—with the bow-wow.

Mrs. Tishman got an award of \$50 a week during the separation. Then she was on the coast, in a show or so, or waiting for a picture—and with the dog.

Sam would call up his wife after 6-30 at night when the rate is only \$13.50 a minute, to ask her if she got the \$50 all right, but really to find out how the mutt was.

Those phone calls began to erode the Tishman bankroll. So the couple had another long distance conference which only cost \$68, and they decided to stop working for A. T. & T.

### Fay's Monologs

Hollywood, March 25.

Frank Fay, with Warner, is under contract to Brunswick for six song and monolog recordings a year. Recordings will be done at the Brunswick Coast studios so as not to interfere with his picture work.

### Adelaide Hall Over There

Adelaide Hall, colored, is due to open April 18, at the Empire, musical hall, Paris, following into the Fuldland, London.

Jenie Jacobs did the booking.

Talking pictures will take a big part of the edge off the summer resort "life of the party" racket. That has been such a lucrative alternative to lay off for vaudeville actors the past three summers.

Totem Lodge, the adult camp at Averill Park, N. Y., operated by Henry H. Tobias, song writer, has wired its amusement hall for talkers, and as a result has trimmed the entertainment or social staff from 22 people to three. Last year the staff of 22 represented a season's overhead of \$18,000 in salaries for entertainment. Through talkers, Totem Lodge's salary list for entertainers this coming summer will be down to about \$5,000.

Other but smaller resorts have applied for talker apparatus and will reduce the social staff proportionately.

Last summer ('29) between 35 and 50 exclusive eastern resorts, most of them in upper New York State and Pennsylvania, used large units for the entertainment of guests.

The \$18,000 payroll at Totem Lodge went for a social director at \$4,000 for the season and 21 others, including an 11-piece band (\$5,000), with salaries ranging from \$1,000 to \$400.

At Arcady Country Club, Lake George, the staff included a 12-piece Ben Bernie band and six others. Season's salary list there hit around \$3,500 without the band, working at camp.

### Outdoors

From the vaudevillians' standpoint, the "life of the party" jobs were great, stuff for over the summer. The healthy outdoor life went with the salaries, no living expenses and much worship. All of the boys were social lions for 10 weeks.

One of the exclusive New York resorts engaged a two-man comedy act from vaude for \$2,000 for the summer, with all expenses paid and a cottage of their own. In vaude the same team's salary is \$250, and most of it shot on hotels, fares and lodge expenses. This team saved more out of the \$2,000 paid them for 10 weeks at the camp than they have to show from the entire current season in vaude, during which they laid off about 50 per cent of the time.

It is estimated the talkers will kick out almost half of last year's best resort jobs if the applying camp owners receive the wiring in time. Next season (1931) the switch to the fresh air places from flesh and entertainment to talkers will be greater.

### LEO FITZGERALD WEDS

Marries Society Girl at Bert Wheeler's Home on Coast

Los Angeles, March 25. Leo Fitzgerald came to Hollywood on business found Gertrude Scott Lewis, Chicago girl, and was married at Bert Wheeler's home, March 19.

Fitzgerald has been here about two weeks arranging for the opening of an office. His friends were greatly surprised 12 hours before the ceremony by Fitzgerald calling them and requesting them to be at the Wheeler home that evening. Bride and groom spent their honeymoon between Agua Caliente and Hollywood.

## Albee's Delayed Will

Comment has been created through the will of E. F. Albee, who died March 15, at Palm Beach, not having been offered for probate in New York.

It is reported that Senator Henry Walters, Albee's personal attorney and executor of the will, immediately after the services stated he would have to leave New York for two weeks, preventing him from filing the will before returning.

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**WILL YOU PERMIT ME TO REPRESENT YOU?**

*Dear Friends:*

*My sincere thanks and deep appreciation to my many  
friends and artists who so kindly wired and wrote me  
encouragingly and a hope for the continued confidence  
they have placed in me.*

*HARRY A. ROMM.*

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# Ruth Beecher's Predicament

By Mark Hellinger

(From Mr. Hellinger's column, "All in a Day," in New York "Mirror," March 25).

Over at 233 East 39th street—apartment 12—there lives a woman named Ruth Beecher. Miss Beecher is not young. As a matter of fact, she has been on and off the stage for some thirty-five years.

Until the other afternoon, I never saw Miss Beecher. She wandered into my office and asked to sell some of the pictures that she had on hand. I told her I did not. Soon I began to talk to her again. And that's how this column happens to be here today.

"I turned back to my work. 'Madam,' I informed her, 'if there is one thing in this world of which I have no need right now, it is a photographic studio. Good day.' She sighed heavily. And sank into a chair."

"I didn't think you would," she murmured. "But do you mind if I sit here for a minute or two? I've been climbing stairs for two days. Out of one house and into another. And I haven't sold a picture yet. You don't mind me resting for just a moment, do you?"

I told her I did not. Soon I began to talk to her again. And that's how this column happens to be here today.

Back in 1895—perhaps a trifle more, perhaps a trifle less—Ruth Beecher and Phil Miles had an act in vaudeville. They formed the team of Miles and Beecher, and their specialty was "Other's." They played all the Keith houses, including the Union Square, in New York, which was the Palace of its day.

In 1900, when the team of Beecher and Miles came to the parting of the ways, Ruth Beecher turned to burlesque. The burlesque of those days was not so much a specialty as it is today. It consisted of many celebrities—and when a gay dog went out with a burlesque queen he was trotting around with the Polles girls of his day.

Ruth Beecher was the prima donna of Al Sheridan's "City Sports." Not the most elevating job in the world, I will admit. But when you get to consider that such stars as Fred Stone, Al Johnson, Clark and McCullough, Leon Errol and Fannie Brice were all burlesquers at one time, Miss Beecher's role was by no means the smallest in the world.

As I talked with Miss Beecher about those days that have long since vanished, her eyes took on a new light. The scissors of a joyous memory were shearing their way through the years. She seemed animated. She seemed to have forgotten those many flights of stairs.

"Tell me, Miss Beecher," I said, "what were the names of some of the songs you sang in those days?"

"Mostly operatic stuff," she replied. "But there was one popular number that the boys always requested. I'll never forget it."

"The title of it was, 'She May Have Seen Better Days.'"

Ruth Beecher failed to climb the ladder from burlesque. She went, instead, in the opposite direction. Who knows why? Perhaps an unfortunate illness. Perhaps bad breaks. Perhaps anything. At any rate, we find her some fifteen years ago on the Keith circuit once again. This time she is showing a dog act for V. P. Woodwood.

This woman was always fond of dogs. Always loved them. Always had one with her in better days. Now she had fifteen of them. All kinds. Training them. Caring for them. And opening shows with them twice a day. That job lasted for some seven years. It was the last fairly decent one she has held.

How has she existed since then? Don't ask me. Don't ask her, either—because it's been a terrific struggle. She has nothing left but her little dog, Mickey. It's a poodle—a trick one, if you please—and he's eleven years old this month.

If she only had a job of some kind, she says. If she could only get work as a matron in a theatre. Anything, really. As long as it brought her in enough money to care for herself—and Mickey.

She has been working that photograph thing for several days now. Money is scarce, she says. She works hard. But it's no use. Nobody wants to buy.

The day before she came into my office, she sat in her little room and wondered what was to be. No money. No rent. No food since the day before. A few of the neighbors had contributed. But it was soon gone. And she was left for her in life? One thing was certain. Nothing more could happen to her.

Came a knock at the door. Mickey barked. Ruth Beecher opened it. A man stepped in.

"Have you a license for that dog?" he inquired.

"No," responded Miss Beecher. "I haven't the money."

"Well," he stated, "I'm from the Society for the Prevention of Cruelty to Animals. You'll have to get a license for him within the next three days. Otherwise we'll take him away."

Came a knock at the door. Mickey barked. Ruth Beecher opened it. A man stepped in.

"Have you a license for that dog?" he inquired.

"No," responded Miss Beecher. "I haven't the money."

"Well," he stated, "I'm from the Society for the Prevention of Cruelty to Animals. You'll have to get a license for him within the next three days. Otherwise we'll take him away."

## Solly's Scenario

Hollywood, March 25. Solly Violsky says he's in town to show the boys how to lay off. He's been here two weeks and finally cropped out with an idea for a picture story which goes:

Boy and girl are lost on a desert in a sand storm. Exhausted and parched, the lad walks in circles until raising a blister on his heel, the water therefrom saving the girl's life. Solly may go cast any time now.

## ACT'S \$12,000 RKO WEEK'S SALARY; TO SAVE \$250!

### Radio Team at Cleveland Palace on Percentage Takes Vaude Record

Cleveland, March 25. Over a difference of \$250 in salary asked and offered, it cost R-K-O \$12,000 instead of \$2,750 to play Gene and Glenn, local radio team, at the Palace, here, last night. Team had asked for a straight salary of \$2,750. R-K-O stuck to a counter offer of \$2,500 and percentage of 50% over the theatre's average week's business (\$18,000). Act accepted.

Result of Gene and Glenn's week at the Palace was near phenomenal in Cleveland's vaudeville record. Palace grossed \$48,000, giving the team \$12,000 as its split, possibly the largest week's salary ever drawn by an act in vaude.

Gene and Glenn are the star song and talk team of station WTAM, Cleveland. Glenn was formerly of Ford and Glenn in vaude. A couple of years ago Ford and Glenn became an established radio act at WLS, the Sears-Roebuck station in Chicago.

Gene and Glenn are considered the biggest thing on the air in Cleveland, comparative in a local R-K-O agents, Harry Fitzgerald of New York and Bill Jacobs of Chicago, booked them for the Cleveland stage week. John F. Royal, former R-K-O division manager connected with the Cleveland radio station, steered the act in the Palace negotiations.

Percentage arrangement was apparently an exception to Hiram S. Brown's recent dictum that future playings of acts on percentage in R-K-O theatres.

## Shorts in Spurt—Several Made by Legit and Vaude Pros Last Week

Eastern activity in talking short production took a spurt last week with an unusual number turned out at the Paramount and Warner studios.

At Warners, Anna Munson appeared in a special two-reeler, "Rah, Rah, Rosalind," written by Stanley Rah. Supporting cast included Roger Pryor, Harry Rosenthal, Don McGehee and Edwin Phillips. Murray Roth directed.

Ripley, the cartoonist, started the first of a "Believe it or Not" series for Warners. A skit entirely in song, "Office Steps," including Harry Campbell, Jack Thompson, Gertrude McDonald and Phelps Twins, was written by Warners' new staff writer, Neville Flespon, and Harold Levey, the musical director.

Wally Sullivan's Skit "Helen Forbes, Norman Broker, Lawrence and Austin Fairman appeared in "Round One," written by Ring Lardner and John Hobbie.

"Strong Arm," second of a series written for Warner by Wallace Sullivan, "Variety," was directed by Edmund Joseph, with Henry O'Neil,

## Publix Taking Acts Wholesale From Vaude; Comedy Turns Mostly

### MORE R-K-O STAFF OUTS; McCAFFERY AND OTHERS

About \$15,000 a year in salaries, the Keith outfit will be saved by R-K-O through reductions made in the New York booking and production staff.

Among the let-outs of last week were Bill McCaffery, act scout; George Lukes of the contract department, and six members of the production department. Harry Singer, head of the latter remains as does Joseph Erlich, union contact man.

Jack Dempsey, former booker and lately assistant to Singer, is out, along with the production department's producing and clerical staff. McCaffery, announced as having resigned, is estimated to have been presented with eight week's salary when departing. He was reported receiving \$250 a week as a scout for new acts. McCaffery has been with the Keith outfit for about 15 years, most of the time as a booker. The others released were given the customary notice.

Lukes formerly booked theatres in Kathlamet (Chicago) office and came to New York about a year and a half ago, also as a booker. Later he served as assistant to the western (Orpheum) bookers and more recently was switched to the contract department under Jim Alox.

With the production department practically out of existence, Singer's future role will be overseer of production and stage appearance of individual acts without actually producing turns for the circuit. His department has been inactive of late with no "office acts" turned out in several months. Singer's services were to have been devoted to remodeling the proposed eastern units, but the eastern unit plan fell flat.

### Polly Oz Does Single, Partner Turns Agent

Polly of Polly and Oz, whose husband (Oz) split the two-act to become an agent, is breaking in her own single.

Oz is with Max Richards in a local R-K-O agency, and new to the racket, gave the New York agenting boys a concrete lesson in high class agenting last week.

Wanting Billy Diamond, who was in New York, to see a \$400 act he is handling, Oz secured a one-free performance date in a small house, hustled out the act and props in taxi, then lugged Diamond along, and got an R-K-O western route for the act. Oz overheard, paid by himself, for the fast work, reached \$48.60.

## Shorts in Spurt—Several Made by Legit and Vaude Pros Last Week

John Harrington and E. L. Fernandez. This one had an all-male cast. Jack Partington of Publix directed "Many or Else" for Paramount. Art and Morton Hayvel featured with Leota Lane, Barbara Barondess and Peggy Traversa. Mort Blumentstock directed and Max E. Hayes, dialogued Mr. and Mrs. Jimmy Barry. Edouard Cantor made a skit called "Insurance."

Across the river in Hudson Heights, N. J., Louis Brock made "Off to Peoria" for RKO. Cast included Nick and Tony, Jean Newcomb, Mary and Morton Hayvel, Rubie Welch, Jean Adams, Ray Ripley, Avis Adair, Hal Clarendon and Spencer Barnes. Mark Sandrich directed.

All Sound in Prospect

Doing contrary business and sometimes called a jinx house, particularly as there has been a lot of excavation in the surrounding territory, the Prospect, Brooklyn, drops Keith vaude April 11.

It will become an all-sound house, going the way of Richmond Hill, Greenpoint and Orpheum, former vaude houses across the East river.

Publix is covering all vaude houses thoroughly, even out of town, and engaging acts from that field freely. Preparing for the coming season many artists are now being signed for units that do not open until August and September.

Besides the large number of acts contracted scores are pending for units that are so far ahead they can be designated only by date. Type of acts range from singles to full-stage turns.

Among some of the acts recently engaged by Publix, some for units that do not open until September, are:

Horace Heidt's Orchestra, Pat Rooney, Larry Rich, Dolores Eddy and Douglas, Carita, Florene Silvers, Billy and Elsa Newell, O'Donnell and Blah, Daniel Kane Girls, Andrew and Louise Carr, Tiffany Twins, Emily and Romaline, Olive Fay, Chinese "Choopee" Revue, Pearl's "Happencopy" Winifred and Mills and Eddie Lambert.

Among a large number from vaude pending for units, with contracts in process of closing and date of opening yet to be set, are:

Rome and Gaut, George Beatty, Don Barclay, William and Joe Mandell, Charles "Slim" Timblin, Senator Murphy, Joe Penner, Freda and Fara, Franks, Dove and completed.

Scores are being negotiated for through the William Morris office and direct with agents and producers. Some have not reached the point where they will be announced. Many are still playing vaude routes and prefer to keep their negotiations with Publix quiet until present tour is completed.

When full stage acts from vaude are contracted for stage shows by Publix units will be fashioned around them, as was done in the case of Wilbur's "Copy House." In such instances the regular stage plays will play from the pit. In others it may be possible to open the unit with a band in the pit and shift it to the stage later, or vice versa. There is no thought in booking big acts of eliminating stage hands or of cutting them out except as reported from time to time as likely.

## NO 'IN' FOR 'OUT' AGENTS OF RKO BOOKING OFFICE

In spite of claims to the contrary, none of the 10 agents recently disenfranchised by R-K-O will be reinstated, the booking office declared.

Latter wants the negative impression made clear as a result of the boasts made by several that when April 1, the outgoing date, arrives, they will have been returned to status on the booking floor and their franchises returned to them.

One agent went so far as to notify his acts to disregard all printed stories and talk of his dismissal. Never have so many wires been pulled and political connections recalled upon to "put in the fix" with the R-K-O office. Two attempts to square were said to have been taken very high politically.

No Pull

No amount of pressure or string pulling will bring about reinstatement, the booking office states. Those who were declared out will, on April 1, be out. No time extensions have been granted.

The agents let out were Harry Romm, Rose & Manwaring, Morris & Fell, Milt Lewis, Roger Murrell, Bart McHugh, Max Hayes, Nadel & Gerber and Henry Bellitt. Romm has since secured a Lowey agency franchise.

Only means of return for any of the out agents is in the role of an associate or assistant agent with a franchise agency office, and then only by official sanction from Den Piazza.

After April 1 acts represented in Keith's by agents who were among those released will be free for representation to the agents who remain.

Jimmy Carr and his orchestra opened for RKO Saturday in an act using 20 people. He is doubling from the Silver Slipper and will play franchises in the metropolitan area only.

## THE SCHOZZLES WILL GET ALL THAT \$1,140

Schozzles win, in their asserted position that either they are right or wrong.

The tumult in vaudeville has been quieted by the R-K-O booking office admitting another boner made by it in deducting \$1,140 from the salary of Clayton Jackson and Durante on the final day of an eight-house tour of that chain's metropolis circuit by the comedy trio.

Refusing to accept anything but their full \$4,250 salary for the New York week, Lou Clayton left the cut salary check right where it landed by Proctor's. The booking office by direction of George Godfrey, R-K-O eastern booker, had instructed Proctor's to withhold the \$1,140 as payment for props furnished the act, and a daily charge of \$10 for the use of the boys' own stage piano on and off the stage for the tour.

Insequent to the boys' refusal to acknowledge the deduction, the booking office's right to seek them at the last house instead of informing them in the first house of an intention to do so, the booking office started some negotiation. It did first offered to split the amount with the act, then offered \$700 and again \$500. Each was rejected by Clayton.

The Schozzles are now appearing in the Fox theatres. They may shortly go in Loew's State at Broadway and 45th street, a block from the R-K-O Palace.

## CARMENS LEASE HOUSE

Vaude Team Take Theatre to Operate in Home Town

Glens Falls, N. Y., March 25. Frank Carmen-Cronkrite, for many years in vaude, has purchased the lease of the Park theatre here. He is now operating it. Cronkrite, local home town, and his wife, Ethel Carmen-Cronkrite (Frank and Ethel Carmen), came to Glens Falls a few weeks ago after closing an engagement in Chicago and were to have opened in Quebec early this week, but cancelled that engagement because of negotiations for the Park.

Seating, 1,000.

## Golder Splitting

Lew Golder is back in New York, splitting his time between supervising Warner Bros. vaude bookings and contacting talent.

Harold Kemp remains in the WE vaude office as its booking head, Golder, under contract to WE and formerly devoting all his time to the vaude booking office, is returning to Hollywood around April 15.

## ROMM, LOEW AGENT

Loew's has issued an agency franchise to Harry Romm, one of the 10 agents recently disenfranchised by Keith's.

# WHY.... "HERB" WILLIAMS IS IN THE MONEY TODAY

## BECAUSE—(firstly)

Of hard work, originality and sheer merit, exhibiting as much finesse in the art of low comedy as George Bernard Shaw in a literary effort.

---

## BECAUSE—(a note on vulgarity)

He is the cleanest comedian in vaudeville at the moment. He rolls the wise mob in the aisles for thirty minutes at the Palace, New York, without a vulgar word or suggestion—the best of true artistry.

---

## BECAUSE—(not a one city comedian)

He rolls 'em in the aisles at Sioux City and other points north, south and west, the same as he does at the Palace, New York.

---

## BECAUSE—(universally successful)

He is also an accepted European favorite, creating as much havoc among the high brows at the Duke of York's Theatre, London, as the Coliseum or Palladium galleryites, capable of the most tuneful raspberries in the world for mediocre performers, or, to be kind—"misunderstood" performers.

*Hannen Swaffer* said—"Herb" Williams is the most boomed comedian to come from America."

*Edgar Wallace* said—"I have recently seen a very great clown by the name of Herb Williams, and it was a memorable experience, for great clowns are rare."

*St. John Irvine* said—"Herb" Williams is the oddest man I have seen on the stage."

*Reginald Arkell*, editor of "LONDON CALLING," who dared British public opinion by proclaiming in print that "Herb" Williams is the "Funniest Man in the World."

---

## BECAUSE—(In conclusion)

While it is conceded that moving pictures are the biggest thing in the show world today, outdrawing any stage attraction, or stage personality, one has yet to see "Herb" Williams on the same program with any of the big money pictures. The managers assume that a fair picture, coupled with "Herb" Williams, will equal a "Sunnyside Up" or an "Anna Christie" at the box office.



# ONE MAN BOOKS 50 LOEW HOUSES

## Marvin Schenck's World's Record as Bookers

Marvin Schenck, booking head of Loew's, is now the one-man booking staff of the entire Loew circuit of 50 vaudeville and presentation theatres.

Rearrangement of the Loew booking department which followed the departure of Benny Thau, booker, some weeks ago, placed all the theatres on Schenck's book and made him booker of more vaudeville houses than any other one man in the country, if not the world.

In the Loew office also is J. H. Lubin, general booking manager of the circuit, and Sidney Piermont, Schenck's assistant, but Schenck is doing all of the actual booking and buying of acts.

When taking over Thau's book Schenck found it necessary to learn presentation booking, a new end of the show business for him. Up to then he had been a vaude booker.

Unit system in the Loew picture houses and the playing of road shows, traveling intact, in the Loew vaude theatres outside New York simplifies Loew's bookings without taking the edge off the number of theatres Schenck is directly responsible for and handling alone.

T. D. Kemp, Jr., agent, suddenly sailed for Europe last week. He will be gone three months.

DeCarlos and Louise have been added to the Huston Ray act.

## Old Stuff Didn't Work

Florence Brady and Gilbert Wells are holding down the No. 2 spot at Keith's New York Palace this week under protest, claiming they were forced to take the early spot over another broken promise by the eastern division of the booking office.

Brady and Wells were originally booked for the Palace last week (15). Bookers apparently were overboard on acts. George Godfrey asked the singing two-act to take the deuce spot. When the team objected to the switch it was advised it would be okay to cancel with assurance they would play the Palace another week in a later spot.

This week proved to be the substitute week, but the office failed to come through as per the bookers' promise.

Charge is that the booking office was aware that Brady and Wells would not accept the Palace deuce, and offered it to them as a means of bringing about their cancellation.

## PHÉLPS WITH WARNERS

Former Orpheum Man Now District Mgr. for W. B. in Minnesota

Minneapolis, March 25. Frank N. Phelps, former manager of the Orpheum circuit houses here and of the Orpheum circuit's executive staff for a number of years, has quit the commercial field in which he has been engaged in Minneapolis during the past year to return to theatricals.

He has accepted the post as district manager with Warner Brothers, working out of New York.

Phelps enjoys the distinction of having been the only person able to operate the Orpheum houses here successfully, but was let out when R-K-O acquired the Orpheum. He is a veteran theatrical man.

## Not Enough

Hollywood, March 25. Vaudevillian working on a full length picture, and doing a comedy sequence suddenly stopped in the middle of a scene when he discovered only one camera grinding. "What's the idea?" said the comic. "Only one camera? Say, I want my side reactions picked up." Scene was shot with one camera.

## LEO MAKES CHANGES IN MET'S HOUSE STAFFS

With all the Fox New York and Brooklyn vaude houses switched from the managerial supervision of John Zanft to Joe Leo, head of Fox Metropolitan theatres, changes were made in house personnel, effective Saturday last.

Louis Pincus, at the Academy as manager, replaced by Harry Moors, shifted from the Savoy (Brooklyn).

Sidney Levine given Savoy.

David Bromberg, house manager at Academy, N. Y., supplanted by William Scott.

Sidney Hymn is out of the Crotone, N. Y., with W. Texler, new treasurer.

These changes are the forerunners of others to follow in the Fox Metropolitan area.

As the lineup now stands, the Met controls 152 houses in New York, Brooklyn, Long Island, N. Y., state and northern New Jersey.

## Morrison Decided Against As Agent for Roxy's Gang

Booking heads in the R-K-O office, Charlie Freeman, Ben Piazza and Geo. Godfrey, decided last week upon complaint from Weber and Simon, that the Charlie Morrison agency can not handle the Roxy Gang bookings with R-K-O after June 14.

Weber & Simon are the present agents for the act. Roxy, himself, informed Morrison to represent the turn after June 14, when the Weber & Simon bookings will expire. Morrison submitted the Roxy Gang for after that date to the R-K-O booker. Weber & Simon at once filed its protest against Morrison's rights as representative of the Roxy Gang, while it continued upon consecutive R-K-O time on the current tour, which was started by Weber & Simon.

## Presentation Preferred By Warners N. J. Houses

Transfer of vaude, the middle of April from the Ferry to the State, Erie, Pa., and adoption of a presentation unit policy are the Central, Jersey City, to supplant regular vaude shows, are among changes decided by the Warner Bros. booking office. The stage units for Jersey City will, split with Elizabeth, which has found them preferable to standard vaude, starting this week. WB is still booking only one of the Hoffman houses in New England, New London. While vaude has been considered on many occasions for most of the other Hoffman stands, the attitude now seems to be that the houses would probably be better off with straight sound.

## Alonzo's Vaude

F. Alonzo, who formerly booked the Poll string out of Keith's, is back in New York to buy shows for his Middlesex, Middletown, Conn., which has been in an all-round policy since Fox bought out Poll.

First vaude show back into Middletown opens today (Wednesday) with Charles Ray heading the bill. Policy will be vaude last half of week only.

# J. F. Rogers of Minor Vaude House Wins as R-K-O Best Gross Getter

John F. Rogers of the Englewood, vaudeville theatre on the south side of Chicago, is the winner of first place as the best comparative gross-getter in the contest conducted among RKO house managers during "Joa. Plunkett Month" (February). Besides the honors, Rogers receives a wrist watch.

Notable in Rogers' victory is that the Englewood, small neighborhood house at 634 and Halsted streets, is almost strictly a vaudeville theatre.

It plays pictures, but of an inferior grade, and has a constant battle on its hands with considerable south side picture house opposition. Englewood, split-week house, plays five act bills, Chicago RKO booked. Regular bills are augmented one night (Wednesday) weekly by five other turns "showing" for the bookers, and business on that night is terrific. The seven-day attendance is kept alive at the Englewood by exploitation of the vaudeville and secondary in billing and as the draw.

Englewood was a constant loser until a little more than a year ago. Up to then publicizing of the vaude was neglected, with the house concentrating on pictures and killing off business through the poor quality of films played. Opposition was and still is getting the first grade picture product on the south side.

5 of 11 Rogers and the Englewood are under the supervision of Nate Blumberg, division manager in the Chicago territory. With Rogers, four other managers in Blumberg's division were in the first 11 places in the contest's final standing, giving this division five places against six for the remaining six RKO territorial divisions combined.

Rogers is one of the youngest house managers on the circuit and a protégé of Mort Singer. He has been at the Englewood for about a year and a half, formerly assisting Singer at the State-Lake and previous to that was an usher.

College Grad, Second place in the February

## L. A.'S 4 WEEKS

Vaude Conditions Picking Up Some on Coast

Los Angeles, March 25. Vaude conditions around here are suddenly beginning to spurt. With two exceptions in the field in the Burbank and Million Dollar theatres, there is now about four weeks of playing time booked locally, including the State, Long Beach, out of the R-K-O office. Million Dollar starts this week with six acts on a full week, the first bill being booked by McKel-John and Dunn. Burbank, former business stand, is in a presentation policy, using from two to four acts on a full week. Hippodrome, split week, booked by Bert Levey, uses six acts, which will fill Bench house has five acts on a split.

## Acts Too Slow—Out

Last half show at the 81st Street last week was playing so badly the booking office was asked to take out Jones and Wilson, even if the cancellation cost the circuit. The act, a colored team, played slow along with "Marvellous," a new turn from the west, with the result the manager is said to have mildly torn his hair.

Although declared a fair comedy act and doing all right in other houses, Jones and Wilson were pulled and Carr Lynn shot in on Thursday. Booking office suffered no loss since Jones and Wilson had been doubling from the 125th Street and were willing to withdraw.

## Denver Loses Publix Unit

Denver, March 25. On account of yanking stage shows out of Publix theatres between here and Chicago that have been running in the red, Publix revues have been discontinued at the Denver theatre.

The orchestra has been given the bounce and the only music will be the organ and that on the films.

Leaves only two houses here showing stage shows. Tabor uses Fanchon & Maury units and the Orpheum R-K-O vaude.

grossing contest was taken by Harold Dean of the RKO Griswold theatre, Troy, N. Y. He is one of the Washington College graduates brought to the show business by Hiram S. Brown about a year ago.

About six alumni members of the RKO president's alma mater were selected by Brown on strength of having worked their way through school. RKO-Griswold in Troy was Dean's first theatre assignment.

The other place winners, with standing in the order named, are L. R. Pierce, St. Louis theatre, St. Louis; Willard C. Welch, Belmont, Chicago; Mark Gates, Lowell, Mass.; W. C. Sears, Davenport, Ia.; Harry Billings, Riverside, Milwaukee; Elmer Rogers, Palace, New York; Charlie Sherman, Columbia, Far Rockaway; F. R. Macomber, Globe, New York; John Scharnberg, Madison, Wis.

High honorable mention went to Ames of Des Moines; McCord, Rockford; Martin, Springfield, Elihu, Cleveland; Falcone, Cedarhurst; Tubert, Syracuse, and Joe Lee, Brooklyn. Lee pushed out Orpheum and Greentop, out of the red and into the black.

BILLY  
LYTELL  
And TOM  
FANT

## "Two Chocolate Cake Eaters" This Week PALACE, CHICAGO

- March 29—Orpheum, Minneapolis
- April 5—Orpheum, St. Paul
- 12—Capitol, Winnipeg
- 19—(Travel)
- 26—R-K-O Orpheum, Spokane
- May 3—Orpheum, Vancouver, B. C.
- 10—Orpheum, Seattle
- 17—R-K-O Orpheum, Tacoma
- 24—R-K-O Orpheum, Portland
- June 3—(Travel)
- 5—Golden Gate, San Francisco
- 12—Orpheum, Oakland
- 19—Orpheum, Los Angeles
- 26—R-K-O Orpheum, San Diego
- July 3—(Travel)
- 10—R-K-O Orpheum, Salt Lake City
- 17—Orpheum, Denver
- 24—Orpheum, Omaha
- 31—Mainstreet, Kansas City

- Aug. 7—St. Louis, St. Louis
- 14—State-Lake, Chicago
- 21—Riverside, Milwaukee
- 28—6th St., Cleveland

- Sept. 6—(To fill)
- 13—(To fill)
- 20—Keith-Albee, Cincinnati
- 27—Palace, Akron

- Oct. 4—Keith, Youngstown
- 11—Hippodrome, Buffalo
- 18—Hippodrome, Toronto
- 25—Imperial, Montreal

R-K-O Representative  
JACK CURTIS  
Personal Direction Acts,  
Bernard Burke, opened and closed

## The Scintillating Star of "Blackbirds"

# ADELAIDE HALL

## Singing Songs—AND HOW

This Week—PALACE—Chicago

Next Week—PALACE—Cleveland

Direction: MARTY FORKINS

P. S.—Starting early next season co-starring with Bill Robinson in a new production

VAN and SCHENCK  
at the Coliseum last week described this act as "extraordinary beautiful in its versatility."

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Featuring ALMA and ROLAND offer  
"MUSIC AND DANCE UNIQUE"

Virtuosity of the Marine-Xylophone  
HELEN DURR  
Piano-Accordianist  
JOE MICHAELS  
"LOEW"

MYRA TRACY  
Vocal Soloist  
Week of March 22nd  
Proctor's, Yonkers-Fordham  
Week of March 25th  
New Rochelle-Jefferson

ARNOLD—MICKY—CHARLIE—TEDDY

FOUR CIRILLO BROS.

STILL R-K-OING IT

THIS WEEK, MARCH 29, LONG BEACH, CALIF.

BOOKED SOLID Direction: JACK WEINER—ED. KELLER

## PALACE, NEW YORK, This Week (Mar. 22)

STEFANO MASCAGNO Presents

# MASCAGNO 4

DANCERS EXTRAORDINARY

Finishing Complete R-K-O Tour

## Sample Wire of Promises Sent by Indie Agent to Take Houses Away

With the takings getting leaner all the time, indie bookers are getting bolder in their attempts to increase commissions, no matter how houses are brought into the fold. Practice of trying to grab vaude stands from rival bookers by intimating the manager is getting stuck badly on cost of shows, a scheme that has much to do with ruining the indie field, was formerly engineered with care. Now the indies are going on the record with their campaigns to nab houses under this method.

This despite the present condition of the field, badly in need of nutrition, the frequent expose of past practices and the wising up of the managers who have fallen in the past for the smooth sales' talks.

Latest wholesale attempt to garner theatres for indie vaude is attributed to A. & B. Dow, who several times have been hailed before the V. M. P. A. on various matters concerning booking and methods.

That agency has now come out in the open in the offensive for houses, using night letters and thus placing themselves on the record. A sample night letter, addressed to the manager of the Kenwick, Philadelphia (booked by Arthur Fisher), is quoted below:

"If you are interested in taking advantage of the present day vaudeville situation and see what your money can buy today then please cover the weekly shows at the Newark Theatre, Newark N. J., that we have been booking for the past six

months. Three flashes on every show, 30 people, scenery, talent, surefire applause and show stoppers.

"You have made one change in your booking for the better because after all is said and done, you can't beat New York for vaudeville, but have you ever troubled yourself to find out just how much more you are paying these selfsame acts as to what they are being bought for around here? Look into it. We are sure that you will find out that there is something wrong somewhere.

"Seeing is believing. It won't cost you anything and we stand behind this statement to the extent of producing black and white as to how much you are throwing away. We hope that you are not a philanthropist for actors and agents. Thanking you, we remain,

(Signed) A. & B. Dow.

Panicky

This is a long telegram sent out in the hope that a new customer may be inveigled, and its cost is considerable at present telegraph rates, all this indicating that indies (at least the Dows) are getting more panicky than ever for houses. Formerly indies working this racket to wean houses away from other bookers usually called on the managers in person, often taking along faked contracts showing apparently how the manager was getting stuck with his shows.

The manager receiving the Dow wire reproduced above, sent it to his own booker with the following pithy notation:

"Here's a wire from A. & B. Dow, who seem to be quite hungry now. Every act that they book is a 'wow' and they play only the big time—and how!"

## CANCELLATION THREAT

Eddie Medley's Illness Brings R-K-O Edict On Dupres

Los Angeles, March 25. With Eddie Medley (Medley and Dupres) dropped out of the act at the R-K-O last week through illness, Keith office ordered the act cancelled if Medley were unable to go on at Salt Lake City.

Jimmy Sargent is subbing for Medley this week at Long Beach, Cal.

## IDEA PUBLIX MAY TAKE UNITS OUT OF MINN.

Minneapolis, March 25. For the first time since its opening more than two years ago, the Minnesota theatre, ace house of the Publix Northwest circuit here, has not a Publix unit stage show this week. The entire stage entertainment is being provided by Ted Lewis and His Musical Klowns.

Locally, this is thought to presage the beginning of the end of Publix unit shows for the Minnesota. It is believed that before long the theatre will adopt a straight film policy, except for the occasional use of outstanding name stage attractions. Local Publix executives were silent when queried as to whether the Minnesota stage shows are to be continued.

When Lewis and his band last played the Minnesota the bill also included a regular Publix unit. On other occasions, too, when special added name attractions have been included on the program there has been a unit stage show as well.

## Loew's Vaude in Canton

Canton, O., March 25. Units go out of Loew's here beginning April 2, replaced by vaude. New policy will give the house a full seven-day vaude week. Reason for change is sec's figuring that vaude pulls strong in Canton where stage shows just stringed.

## SUNDAY VAUDE CONCERT COLD

Sunday vaude concert racket has petered out in New York completely. With the Columbia (downtown), the Windsor (Bronx), and Minsky's 125th Street cutting out the Sunday acts the special Sunday concert thing has sung its swan song.

The Columbia is the last to drop the Sunday bill, due more to the complete shutdown of the house than to the attendance dropping off. The main reason for the Sunday blowoff was that the promoter had an expense of \$600 or more before any mazuma was laid out for the shows. This included stagehands and musicians who had to be engaged at double time or no show. This, coupled with the house rental, nicked the promoter long before curtain time. Then the neighbor talkers got in greater, play and they added to the Sunday slump.

Herb Jennings Resigns

Akron, O., March. Herb Jennings, manager of the local R-K-O Keith's, has resigned.

Jack Hart, of the Roger Murrell office, one of the 10 "out" agencies, remains on the R-K-O floor through transferring to the Billy Jackson office.

## ENOS FRAZERE

"Acme of Finesse"  
THIS WEEK (March 22)  
Orpheum, Minneapolis

MANAGERS  
LEE P. STEWART & LEWIS MOSLEY

Musical Acrobatic -- Comedy Rhythmic  
Comedy billy m. greene Harmony  
Quality of Films

Now En Tour—Loew's Southern Time  
This Week at National—Richmond, Va.  
Thanx: AL GROSSMAN

## Half Week Vaude in Tacoma and Spokane

Tacoma and Spokane, both full weeks on R-K-O's western road show route, will cut the vaudeville to three days only each week commencing April 18. Both will play straight picture the remaining four days, with the vaude in for the first half, taking in the week-end. Tacoma's place on the route falls between two full week towns, Seattle and Portland. Spokane is between the two open weeks following Winnipeg and preceding Vancouver.

Sibylla Bowhan, who appeared in the Huston Kay act recently, did the fan dance she did with the turn, in the "Rose-Marie" show during its run at the Woods, Chicago. The impression gained from the notice was to the contrary.

## REMEMBER

### APPLAUSE REVERBERATORS

An invention that will amaze the world; same world will be left agape and limp, no less. Sets in either or both walls of any theatre and stimulates hand clapping by mechanically increased applause volume. A boon to those who bow to silence. Manufactured by Trahan & Sons as the sacrificial offering of several guilty consciences.

Al Trahan, that great comedian and inventor of APPLAUSE REVERBERATORS first tried it out before packed house, at Orpheum, South Bend. Three applauded at finish made it sound like six.

With each purchase, FREE instruction booklet on how to sell managers idea of lulling you tear out piece of wall to set up this handy instrument.

AL TRAHAH

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Suite 902, Palace Theatre Bldg., New York

JACK WEINER

EDWARD S. KELLER  
1564 Broadway  
New York

BERT WISHNEW

## KEEP YOUR EYES OPEN

Who Is Your Favorite Agent?

My 24 years of association with the Keith office has established a record, whereby I am in a position to mention a few of the more successful artists that have never been represented by any other agent except myself, such as Van and Schenck, Belle Baker, Chas. King, Willie and Eugene Howard, etc.

## NOW I NEED A LIMITED NUMBER OF GOOD ACTS

I hereby authorize you, Edward S. Keller, to submit and

book my act known as the.....  
on the R-K-O and affiliated circuits.

name of act

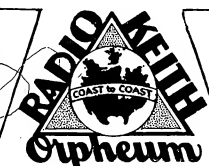
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**JAY C. FLIPPEN (2)**  
Comedy  
15 Mins.; One and Orchestra  
Academy (V-P)

After a season at the helm of an R-K-O unit, Jay C. Flippen is back with the excess. Supporting, an audience plant working in the Sid Silvers manner and a blonde in the same stage with Flippen. Jay C. manages to grab a big quota of laughs, and the act is generally good, but there are several disappointing moments and the impression is that Flippen could do better.

For one thing the stout stuff has been overdone. In using it, Flippen is following where he used to lead. It makes them laugh to a fast extent, yet Flippen has always made it laugh, and louder.

Several years since Flippen went whiteface, there is a natural spot for him now to return to cork. His blackface was always one of the best, among many a today's good blackface turns are rare. It's a spot to step in if Flippen wants it. *Bigs.*

**DELIVERY BOYS**  
(Joe Schuster, Johnny Tucker)  
Comedy  
13 Mins.; One  
Academy (V-P)

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For vaude, as recently routine, the Delivery Boys don't deliver. *Bigs.*

**BOY SCOUTS (4)**  
Dances, Songs, and Dancing  
12 Mins.; One  
12th St. (V-P)

A male foursome hoofing, with a couple of numbers, and getting laughs through discrepancies in size of the group, ranging from four to six feet.

Boys open in collegiate attire. Two follow with an eccentric double, with twirling. Two more follow with traffic cop, acrobatic, and all four in ballet costume for another vocal and travesty for finish. It got laughs up in this sort of act, but wouldn't roll them in the better grade house.

Used show here to fair returns. Showed nothing unusual in hoofing and may get by in No. 2 on pop bills. *Eds.*

**VAN AND BROWN**  
Singing and Dancing  
One  
Franklin (V. P.)

Colored boy and girl, boy doing plenty of class hoofing and girl filling in nicely as foil and with true colored knack of handling peppy jazz songs numbers.

Boy's stepping is the foundation of the turn. He's the tall rangy type that can do legman and taps and grades with the best. Bill Robinson imitation for the feature, of course.

No. 2 on the minor time. *Rush.*

**THE TOPNOTHERS (4)**  
Dances, Songs, Acrobatics  
15 Mins.; Full Stage  
Lincoln Sq. (V-P)

Array of talent, but routine not bested for best results. One girl is highlight through her ground acrobatics. Two boys do most of the hoofing, although the acts and girl figures in a trio eccentric number.

Boys not bad tappers. Fourth member is a girl who takes care of vocal assignments. She attempts too much.

Pleasing turn with no stalling but acrobatic girl the standout. *Mark.*

**ON WAH TROUPE (5)**  
Chinese, Tumblers  
Full Stage  
Hippodrome (V-P)

Good middle spotter. Her hanging by two girls as they balance a table of acrobatic and gymnastic tables at the same time, the best. Fifth in the layout is tall male, mostly atmospheric.

In all other respect act similar in setting costumes and routine to other Oriental tumbling and acrobatic turns. Finale is usual twirling tricks.

Played here to big returns.

**LOUIE LILLOONS (10)**  
With Harlan Christie  
Band Act  
19 Mins.; Full  
Academy (V-P)

Most novelty in this band act has been shown by any since Horace Heidt captured Broadway. Versatility of the Heidt bunch isn't present in this one, but it is likely that the Lilloons will go as far as Heidt, but the novelty and music present in the one and the powerfully held from Harlan Christie, m. c. places it above the average and better run of vaudeville acts.

The Lilloons, led by Walter Davidson, and Christie, have been playing middle western houses. Band lacks the usual youthful appearance, and the manner in which the 10 are stretched across the stage makes each very prominent. First impression means nothing, however, for when getting to work the bands sound, too steady entertainment. Pianist, probably Davidson, rises once to introduce Christie. Latter does sap in straight attire, walking about, too steady entertainment. Pianist, probably Davidson, rises once to introduce Christie. Latter does sap in straight attire, walking about, too steady entertainment.

**"DANCE MODELS" (6),**  
Paul Yocan and Co.  
19 Mins. Full (Special)  
8th St. (V-P)

Paul Yocan, formerly in a three-piece act, has expanded into six. It's a turn that while slow is very well acted and not very likely that he is greatly improved with reduction of the running time to 14 or 15 minutes. For a good vaudeville, fair.

Plenty of places exist where cutting can be done. Acrobatic-fan dance specialty is a little long, also the introduction. Latter wouldn't be missed at all. Some of the introductory matter, including love bit and comedy, is unnecessary. The Spanish single topped by a double, could be taken out.

Comic turn, which had only Eva Sæther and Bunnie Schramm, specialty dancers, in his act. He has added Miriam Chester, Madge Whiteside and Lynn Burno, latter pianist. Two new girls are also specialty people, doing fair acrobatic and other specialties. The fan dance, with the acrobatic touch, is one of the flashiest in the Yocan act and by a small margin is retained, although standing cutting.

All in the Yocan turn are fairly capable but not outstanding. With the stage and surroundings, their efforts would be minimized from an audience viewpoint. The costumes alone, and the way they are put on, are a little too much, but putting the act across, though blistering no one's hands with applause. *Char.*

**SEYMOUR AND HOWARD**  
Talk  
14 Mins.  
12th St. (V-P)

Howard were in their own review, humorous blackouts: Now both are with no regard for the audience man and wife for comedy crossfire. The material is too heavy, drags, and is without punch.

Out of their former review they have retained the opening bit, which is one of these little changes in which wife and husband indulge in making biting retorts. After that they sit at a table, supposedly in a vaudeville house, and the rest of the act is a series of imitations. Miss Howard, a bronze-haired woman, attempting to draw laughs from constant grin. Little change of voice talk, and Seymour goes into a semi-comedy recitative while Howard sits slumped to the floor at the end of his song.

Miss Howard here. Lacks substantial material. *Eds.*

**THELMA WYNN**  
Songs  
15 Mins.; One  
12th St. (V-P)

Thelma Wynn is a likeable brunette with average voice and good looks, four numbers acceptably. She should make the grade as deucer in poppish houses. Lacked sufficient finish for the better grades, but that may come later.

In front of the stage band here the layout is good of pop opener. Herbert medley, comedy number in "hebe" dialect, and ballad with tear-jerking melody. Last not most.

Next to close here, probably due to the stage band rag, but wouldn't hold the spot on regulation bills. *Eds.*

**"DANCE BOUQUET" (8)**  
Rush  
11 Mins.; Three (Special)  
Jefferson (V-P)

Not much to consider. Dull flash that doesn't sparkle a single glint.

Apart from the act there is something to be said for the solo work of the three young women, who dance with ease of movement and action grace. With a bit more of the same, they would make what she is trying to interpret, she is a pretty good bet for a worthwhile turn.

The boys is minus and the chorus of six girls less than that from the talent viewpoint. But looks alone don't make dancers—even a chorus girl.

**ROY CROPPER**  
Tenor  
15 Mins.; Two  
Palace (St. V.)

Roy Cropper is recently from the Jolson theatre series of Herbert Reynolds and is a "romantic tenor" and presents a clean-cut up-to-date appearance to sustain the act. He is a robust actor, a strong filling voice and gets by easily as a class singing turn.

Trifle throaty a couple of times, but the act is in good condition possibly due to opening manner tension. Four numbers rendered, somewhat uneven, and piano solo by Jimmy Rogers nicely received. Able accompanist, but he should watch the make-up for the back of his neck.

In tone, pleasing. *Land.*

**MILLER AND VELIE and Co. (2)**  
"Waiting at the Church" (Comedy)  
25 Mins.; Three (Special)  
8th St. (V-P)

Mixed foursome made up of Harry Miller and Jay Velie and two other girls. The act is a new talking and singing comedy sketch by Harry Green. Agreeable politeness and good vaudeville, better clientele and with effective mild comedy angles to recommend it to the generality of neighborhood.

Rising drop discloses two girls sitting on steps of a church and waiting for a groom. At the bridegroom-to-be. Blackout, which should come on a laugh, but doesn't, and two men seated in same spot and engaged in identical business. Friend of filled boy undertakes to get him a substitute bride right away. The girl, who is the bride, pointed bride's girl friend, he opens negotiations.

Rest of the sketch is intermingled comedy and song to finale of double wedding. Introduction is cumbersome and should be clipped. Subsequent comedy business between bride's tomboy friend and bridegroom's caveman pal has laughable results. The act is plentifully roughed up and hoked where that course seems advisable. Here done in medium style and clipped.

Young men and nice looking and handle comedy trimly. Girls are lookers both and suave folks. Ingenue and double player and soubrette has the comedy knack. No. 2 here and did well. Merits better spotting in this grade of vaude. *Rush.*

**GRANDOS AND PORTER and Co.**  
Dancing and Music  
14 Mins.; Full Stage  
12th St. (V-P)

Team made up of Pepita Grandos, Spanish singer and dancer, and Phil Porter, comic singer and tenor. Backed by Clemente Serenaders, five men in Spanish costume playing an intricate xylophone on a long table and extra man on bass viol. Act lacks punch.

Couple start with song due to Serenaders. Porter sings. Girl goes from this to Spanish dance and much clicking of castanets. No. 2 here and did well. Merits better spotting in this grade of vaude. *Rush.*

Fast turn on the rollers by nice-looking medium-sized girl and man partner. Nicely routine and costumed, but lacks a little in the stone trimmings. Excellent opener. Get under way swiftly with two singing, then a double into graceful dance movements on the rollers and finish with a whirl finale, girl held out straight by spinners, and man with ankles locked around his neck.

Girl opens in attractive frock of blue skirt and changes to song in tunic solidly covered with the phony sparklers. Work before own voice, then the gigantic roller skate with couple entering through the wheels. *Rush.*

**"THREE DOCTORS" (3)**  
Comedy Talk and Songs  
19 Mins.; One  
State (V-P), Chicago

"Doctors" Pratt, Sherman and Rudolph are doubling from station WFLA, where they built a good rep and following. They stood with the audience on their first appearance and show excellent possibilities in localities where they are known.

Their songs are delivered easily and with a good deal of music and a bit weak; and the piano-playing by Rudolph is merely a filler.

Routine as a whole needs tightening.

The boys have come personality and look like they could handle anything, but man and bet is the warbling, which will please practically any mob. *Loop.*

**NARO LOCKFORD (4)**  
Dancing, Acrobatics  
13 Mins.; Full (Special)  
Fordham (V-P)

One of the familiar back breaking and bone bending tumbling and acrobatic dancing, Naro Lockford has dropped a new company and act, with the new and old advantage for Lockford's own sensational work. It is an excellent novelty dance turn.

Closing number, gagged up burlesque on group adagio dancing, is a good one. The act is in good condition possibly due to opening manner tension. Four numbers rendered, somewhat uneven, and piano solo by Jimmy Rogers nicely received. Able accompanist, but he should watch the make-up for the back of his neck.

In tone, pleasing. *Land.*

**MILLER AND VELIE and Co. (2)**  
"Waiting at the Church" (Comedy)  
25 Mins.; Three (Special)  
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Pleasing turn with no stalling but acrobatic girl the standout. *Mark.*

Good middle spotter. Her hanging by two girls as they balance a table of acrobatic and gymnastic tables at the same time, the best. Fifth in the layout is tall male, mostly atmospheric.

In all other respect act similar in setting costumes and routine to other Oriental tumbling and acrobatic turns. Finale is usual twirling tricks.

Played here to big returns.

After a season at the helm of an R-K-O unit, Jay C. Flippen is back with the excess. Supporting, an audience plant working in the Sid Silvers manner and a blonde in the same stage with Flippen. Jay C. manages to grab a big quota of laughs, and the act is generally good, but there are several disappointing moments and the impression is that Flippen could do better.

For one thing the stout stuff has been overdone. In using it, Flippen is following where he used to lead. It makes them laugh to a fast extent, yet Flippen has always made it laugh, and louder.

Several years since Flippen went whiteface, there is a natural spot for him now to return to cork. His blackface was always one of the best, among many a today's good blackface turns are rare. It's a spot to step in if Flippen wants it. *Bigs.*

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**getting her an encore. Chief asset**  
of this dazzling blonde still remains her looks and form, both amply revealed.

Fourth, Frank Gaby, with his "Moulin Man" song, brought a new hunk over despite similarity to Nelman's act with an unfamiliar audience. A cinch when bringing in the new hunk, the ventriloquist banter with a stooge in a box. The jazzed up song by the dummy, with the comic looking Gaby shakes the doll, got over with a smack.

Closing was that good hand-to-hand work, the "Moulin Man" and "nephews," the three midgets, comedy with the smallest keeping this the dummy, with the comic looking Gaby shakes the doll, got over with a smack.

In tone, pleasing. *Land.*

**MILLER AND VELIE and Co. (2)**  
"Waiting at the Church" (Comedy)  
25 Mins.; Three (Special)  
8th St. (V-P)

Mixed foursome made up of Harry Miller and Jay Velie and two other girls. The act is a new talking and singing comedy sketch by Harry Green. Agreeable politeness and good vaudeville, better clientele and with effective mild comedy angles to recommend it to the generality of neighborhood.

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looked all wrong. With three mix-  
tennis out of five acts programmed  
for the first night, the audience  
change reduced the number to two  
but still there were some confi-  
dence men. The first two acts, the  
stingers were of the dance cate-  
gory, although of different types, which  
were well received. The second  
band on the stage. Additional band  
contribution up ahead from the  
orchestra.

Low-down singing of Mo Bragg  
and Gil Wells, stylists with a  
strong, rhythmic sound. The  
singing acts, made them the hit  
of the show. They encored once  
again. The second act, the  
stingers were of the dance cate-  
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After a mild, burlier, ball singer  
came on. The first act, the  
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gory, although of different types, which  
were well received. The second  
band on the stage. Additional band  
contribution up ahead from the  
orchestra.

Roy Rogers	(Two to fill)	6
Morris & Campbell		Do

he walked off with a score. The girls' new using didn't help during the slow but it was a relief. It will apply whenever Kavanaughs picks the No. 2 location. Likely the girls turn out to be a little fling turn, and when it can't necessarily close it's got to deuce it. Miss Betty Hays is billed on the house program, contributes some necessary relief by merely walking on and speaking words, but she's getting too much prominence. Her dance doesn't belong with the rest of the show. The show doesn't rate with it. This fellow who could have them in his mind, and he's got to be a way to do it, although doing it eventually.

Blackford and Medrano and Donna (both New Acts) were Brad and West, respectively, with Collingriens, novelty colligate ban turn, closed okay. *Rigs.*

## 125TH ST.

(Vaudeville)

(Last half, 19-21)

Slow ball all around. What can be presented up here just ain't, and the customer can't finally come to. Feature was "Love"

politan Blues," which don't mean anything to the average Clinton, local m. c. can't play it. "I'm a wop song, ordinary cosmic song, but it's got less than fair biz Thursday last show, day after change. A pleasant surprise." The band leader, in its silence, was billed, didn't show. So only three turns appeared on the stage. Usual Ray Midgeley dancer, a few band members, and there were Five Kohnans, Carmine, Harry and Co. and Jones and Wilson. The band leader, in its silence, was billed, didn't show. So only three turns appeared on the stage. Usual Ray Midgeley dancer, a few band members, and there were Five Kohnans, Carmine, Harry and Co. and Jones and Wilson. The band leader, in its silence, was billed, didn't show. So only three turns appeared on the stage. Usual Ray Midgeley dancer, a few band members, and there were Five Kohnans, Carmine, Harry and Co. and Jones and Wilson.

teeth with smiles. They got it. The clerk yelled was a shrieking "Help!" So was the fourth and the fifth and the sixth, etc.

The bust-up nut, so officials said, is a regular bust-upper customer.

Other peculiarity is that, with a flop show, band gets 2-1 marquee billing over Babe Danels—in a Latinsville draw ground where Babe should not be strong.

Ray Midgley's daughter, an octet of girls, are no talent, figures no routine, and the trio of acts, while okay apart, were weakened by the band.

ahead, between and around the actors. Tenor plays the sax in the band. He has a musical hoarse and a big face, and here he has a big head.

Both opening and closing turns looked experience, but billing named no locate in files. Which may mean that some actors change knuckers when hitting this citadel.

Five Kohnans may be Kahamam, troups. High equilibrios, leggy twelves, two turns, and a lot of tricks and started off nicely. Atract audience pleasures by dancers who followed. Same thing happens after Cartmell-Harris turns and the closing act.

Cartmell and Harris would have sought for better returns if the cash

customer who whooped hadn't.

Most of the show's laughs came from the Jones and Wilson number. Colored male duo. Usual "lazy" pronunciation act and "big words" idea always okay for laughs. Pair try fake dance at the close of brief sell and get good returns.

Nevered about nine clips and favored. Feature took inverted reaction mainly because customers mostly Latins—Italians and Spanish—who smirked at Latin characterization in film either out of sincerity or inferiority complex.

## Wisdom for the Woeful

By Nellie Revell

Letters submitted to Miss Revell will be treated confidentially. No attention will be paid to unsigned letters, but real names will always be suppressed.

Miss Revell may be addressed care "Variety," New York.

Dear Lady: I have been the sweetheart of a well-known actor for five years. He professes to love me, makes long jumps from the road to New York to see me, sends expensive presents, writes often and calls me regularly on long distance. But I can't get him to broach the subject of marriage.

I am getting no younger, and while everyone takes it for granted we will be married some day, it is ruining my chances of marrying some one else. I don't want to resort to the old trick of trying to excite his jealousy, because I care too much for him to hurt him. Is there any way you can suggest that I may find out his real intentions?

Stepmother.

Answer: With such love as you describe there should also be perfect understanding. If I were you, I should wait an appropriate moment and then I would ask him to marry me. He should be sure to be sure. This may seem an unromantic course to take, but after five years' courtship you certainly are entitled to be taken into his confidence about future plans.

Dear Madam: I am playing one of those unsympathetic roles—a stepmother. I have been so conspicuous in the care of my husband's motherless children as I can be, yet the mother's people are constantly finding fault and complaining to my husband that the children are not being properly strictly, that they work too hard and that they are not getting the proper training.

Before the father and I were married, the children were left to strangers; none of the now solicitous relatives offering to take them and raise them. I love my husband and believe he is doing the best he can with a difficult situation. He is on the road most of the time as a stage carpenter, and I have entire charge of the boys. I believe they will be all right in the mother's people would quit interfering. I don't like to forbid my house to them and I don't want to keep the children away from their mother, who is ruining an otherwise happy domestic life.

Stepmother.

Answer: By all means forbid the disturbers your home and make it clear to the children and your husband, for all time, that if you are to be interfered with you are going to pass the job over to the mother's people. If your husband doesn't stand with you there is no particular reason why you should spend the best years of your life raising ungrateful children.

Dear Nellie: I am the mother of the... Sisters. A has been secretly meeting and corresponding with a man she met in a musical show. B, knew it, but didn't tell me in time to stop the affair, and now I am afraid A is hopelessly in love with him. He is not the kind of a man I would select as a husband for her and I am afraid if I knew I opposed the match she would marry him. Is there anything I can do?

Mother.

Answer: Why should the marry him? She is old enough to know her own mind. If he has no entanglements and you have no objections simply because you do not like him, it looks like a starchy interference on your part. Your daughters have worked long and hard, and if now one of them has fallen in love and wants some happiness in life, I personally believe she is entitled to it, and if I were you I would be very tactful in my attitude in the matter. You must realize that your daughters are grown women now.

My Dear Miss R.: We have a new act and need some new scenery, but we haven't any money with which to buy it. Is there any way we can get second-hand drapes and drops like the shows sometimes get out of storage places? Hoofers.

Answer: Write to the N. Y. A. explaining just what you require. A small ad in "Variety" would bring you quick results.

Dear Miss Revell: Our act is sister team and we have been moderately successful and saved a little money. I am very much in love with a fine, prosperous business

man. We want to get married, but he insists I must leave the stage, which I am willing to do. My sister is the older and if the act splits it will be hard for her to get established, and I fear no one wants her for a partner. We haven't enough money for her to retire, and she doesn't want to live with me and my husband. Any solution for the problem?

Marilyn.

Answer: Your sister is quite right

## Uncommon Chatter

By Ruth Morris

Brenon's "Lumoux" Method "Lumoux" is a sincere attempt to picture the plodding, heavy-thinking heroine of Fannie Hurst's novel. The picture, however, is overplanned, with the result that it is always conscious of the director's intention, instead of being carried away by the result of his work. Dialog is as ponderously slow as the plot. The dull-witted heroine whose misunderstood dog intentions lose for her job after job. It is heavy with sentiment that a crowd of auditors of money is apparently lapped up, so there are probably dollars in its drol.

Also on the bill are one of those delightfully ridiculous Disney cartoons and two of the dull-witted heroine whose misunderstood dog intentions lose for her job after job. It is heavy with sentiment that a crowd of auditors of money is apparently lapped up, so there are probably dollars in its drol. Also on the bill are one of those delightfully ridiculous Disney cartoons and two of the dull-witted heroine whose misunderstood dog intentions lose for her job after job. It is heavy with sentiment that a crowd of auditors of money is apparently lapped up, so there are probably dollars in its drol.

Hankins Express Moods The handkerchief has gained caste in vaudeville. It was formerly part of the act of the comedian of mere utility, leading a hand-to-hand existence between acrobats. But years in vaudeville have achieved its glorification. It is now a very attractive and beautiful and generous chiffon. Its place on the bill is the three or four spot, where it is carried by the woman singer whose costume would not be complete without it. Sometimes it is tied at the wrist, sometimes slipped through a ring, and other times held delicately between the fingers—but it's always there, a definite part of vaudeville.

There are two hankies on the bill at Proctor's Fifty-eighth. One appears will Lee Morse in a song cycle, tinted orange to match a very attractive and beautiful and generous chiffon. Its place on the bill is the three or four spot, where it is carried by the woman singer whose costume would not be complete without it. Sometimes it is tied at the wrist, sometimes slipped through a ring, and other times held delicately between the fingers—but it's always there, a definite part of vaudeville.

Betty Parker (of Dillon & Co.) no hankie but is otherwise true to vaudeville style in a well-fitted chartreuse lace and a flash gown of rhinestones and black tulle.

Some Roxy Effects Roxy honors are split this week between the ballet corps and the Roxettes, who earn spontaneous applause on two separate appearances in which they have been ably abetted by the costumer. Circling the Roxy Debut, long and light on the ballet work becomes more effective because of fluffy dresses in sparkling white tulle. Groupings of the costumes later achieve a soft back-

ground for the delicate work of the Roxy soloists. The undulations of a precision line are marked by hats made of fluffy pom-poms of tulle, silver tipped and sheathed with white and bright flame. Flaming neck ruffs complete a striking color note.

Dolly Connolly leads an illustrated song number of Percy Wenrich hits and the chorus of the "Lumoux" is an elaborate production to a contralto solo, backed by the chorus in an Egyptian frieze formation very effective against a lighted drop.

What Sound Has Done "Lady Windermere's Fan," shown in accordance with the Beacon's revival policy, is a quaint museum piece. Its out-dated costumes do not speak and its actors do not speak, and that its silence is not the fault of some mishap of synchronization but is just a part of the era before the screen learned to talk.

Through two of its actors, at least, the film shows the change created by the talkers. May MacAvoy, minus her lisp, is a much more successful actress. Ronald Coleman without that charming voice that has made him a screen idol appears as just one of this silent-haired cast that nobody cares very much about.

The modern open, "Wide Open," is a silly farce, in which none of the characters act like human beings. The story is a tangle of human guises of legitimate comedy. The people from the comic strips. Edward Everett Horton however, is always funny.

In the Shops Some of the season's newest print frocks at Bonwit Teller, in tiny designs. Many with softly draped necklines and short sleeves. Imported girdles at Oppenheim Co. lines, high enough in front to give unbroken line under princess gowns. Attractive models in Best's Orchard collection. A Chanel in black chiffon. Shoulder straps falling away from the arm, caught together at the elbow and trailing in long graceful line. "Car-men," by Yvonne Chetette, has satin bodice, transparent bolero and four-tiered skirt of circular satin. Cunning Norman Hartnell at Allyn's. Has a dress of delicate lace and features gossamer cape bertha dipping in back and flower appliques on long net skirt. "Lemonade Fiasco" has skirt and bolero in black lace. "Flavia" in black lace stiffened with horsehair. "Russell" showing "La Fillette," elbow-length glove of mesh silk. "Gracie" expensive in black lace, with wide, open, and covert. More hats at Wanamaker. Rebois's modified cloche of melange straw. Antelope hats by Rose De La. Long and light on the head, and a restaurant hat of black taffeta that looks a little silly but is cute on. Nice Panamaly by Agnes.

## News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

### LONDON

"I am almost ashamed a young couple should have to witness such scenes."—Remark by a magistrate during case following roadhouse raid.

Women are to be allowed to race at Brooklands, near-London motor track.

"Artist and the Shadow," play on Paris Bohemian life, by George Gribble, at Kingsway. Lynn Harding leads, with Beatrice Thompson.

Thomas Wall, head of company which first made sausage and then peddled for cream, which first put American salesmanship into suburban London, left a million in dollars.

W. A. Darlington and Sydney Carroll are up for president and vice-president of the Critics Circle.

Once nightly revolve play at the Victoria Palace starts April 14 with "De la Polle Pure," one of the Berge shows. Charles Austin to handle English comedy.

The 300 Club has "Socrates," just another of that sort, by Clifford B. Duch. Sunday night production. Interesting because Lewis Casson has name role, and his two children have small parts.

Friday, June 20, has been fixed for the yearly Theatrical Garden Party, an event where people who do not matter look at each other as they do.

Jane Milligan, after attack of "flu," out of the cast of "Honors Easy" with pneumonia. Barbara Boyd deputizing.

"Jew Sues," after strong run, folds at the Duke of York March 21, to be followed by "Suspense," all male play by Patrick MacGill. Reginald Lenham producing.

"Cape Forlorn" name of Frank Harvey's new play, to follow his spiritualist play, "The Fortune." Four characters. Tom Walls producing.

"Easter Hero," American-owned horse, favorite for classic Grand National, gone lame. Withdrawn.

### NEW YORK

An attachment of Mme. Ganna Walska's property has been signed by Justice McCook during the suit of Emilie V. Dutcheon, performer, for \$25,000. This is the second suit against Mme. Walska connected with her activities as head of a perfume company. Dutcheon claims the claim of the perfume company. Mme. Walska in 1928 agreed to invest \$25,000 in a perfume company which she had formed with Dutcheon was to exploit. Mme. Walska, alleged Dutcheon, only invested \$30,000.

A talking picture of the reduction and splinting of a Potts' fracture of the femur, which was projected before members of the College of Physicians and Surgeons of Columbia University, was the first talking picture to be used by them. A voice accompanies the picture explaining the diagnosis and procedure.

Mrs. Della Ganson Clarke and Mrs. Helen Ganson Clarke, who are being sued by the Royce by unpaid performers of Big Top Society Circus, Miami Beach, Florida, have been named in a circus management. Irene Bordoni commenced suit, for \$20,000 for professional services rendered and not paid for. Mrs. Ganson Clarke is not to be located in Miami.

Reports from Cannes, France, state that Lady de Frece (Vesta Tilley), former music hall star, has been committed to an insane asylum due to mental disorder.

E. L. Manning, of General Electric's Research Laboratories, announced the discovery of a short wave length which can kill or cure. With the new ray it is possible to raise blood temperatures. Manning stated the new ray might prove of starting value in the treatment of disease.

William H. Woodin, president of the American Car and Foundry Company, may put a musical comedy on Broadway next season. Woodin has been writing music for years.

Cable from Tokio reported that 76 persons were killed, 16 missing and scores injured when fire de-

stroyed a picture house at Kirin, Manchuria.

Lillian Helmer, former show girl known to society as the wife of the late Harry Dear Lillibridge, who had been married to her for 18 months ago, was found dead in her room at the Lillibridge. She disappeared 18 months ago. The wife of the deceased millionaire, Mrs. Lillibridge of Zanesville, O., and the American Encaustic Tiling Company are also claiming the estate.

Michael J. Shanley, 63, one of six brothers who operated numerous restaurants in New York before prohibition, died March 21. The most famous Shanley's was at Broadway and 43d street and closed after prohibition went into effect.

Co-owners of the Helen Morgan Club, Murray Strand, John Lenane, Nicholas Blair and Lewis Gorman, were asked to make good the loss of a \$5,000 diamond tassel which disappeared from the evening wrap of Sarah E. Buros, who was wearing while at the club. Louis Zane, head-writer, stated he found the jewel but gave it to a strange woman, who claimed it.

Peggy O'Neill, 16, known as "radio girl," "Pearl Girl," who disappeared from her home two weeks ago, returned last week and announced her marriage to Jerry De Rosa, 26, non-pro. The newlyweds, married but three days, were taken into custody by the police. No charge was made against Miss O'Neill, but Rosa was charged with abduction.

Jerry Austin, 33, midge actor and agent, was found guilty of conducting a theatrical employment agency for girls without a license and released under bail for sentence April 15. Main witness against him was Mary McPherson, who said she met him \$20 Jan. 27 last to obtain employment for her on the stage or in pictures.

A blanket suit for \$10,000 was brought against 25 Miami club members by a former participant of a society winter circus which was staged as a charity event at the Miami Beach, March 8. All sued for services rendered but not paid for. Plaintiffs are Irene Bordoni, entertainment, \$1,000; Galen Bogie, her manager, \$1,000; Mrs. Eilhelme Edholm, who managed the production, \$1,000; S. W. Edholm, contracting work, \$325; Brown Electric Company, \$395; George D. Massey, decorator, \$645; Mrs. Eilhelme Edholm, \$517; Lord & Miles Studio, costumes, \$270; Charles Faislove, Deauville restaurant proprietor, \$355.

Mrs. Irving Aaronson filed suit for \$10,000 against her husband, Irving Aaronson, orchestra leader at the Roman Casino, Florida. Mrs. Aaronson, who is a divorcee and private detectives followed Aaronson to a hotel room and broke in the door they found him with another woman. Other women not named.

Dubert Armstrong, actor, living in Oceanside, Long Island, was freed last week of the charge of aiding and abetting the escape of Alvin Karpis. The Long Beach election last November.

A benefit concert was held by Russian musicians to aid four Russian singers at Ellis Island awaiting deportation to China. The singers, Mr. and Mrs. L. Chigrin Ruslanoff, Nona Petukhova and Kaplunoff, were members of the Russian Russian Choir but resigned because of contract trouble. The group applied for a reduction of time when it became necessary and were unable to procure a bond.

A dispatch from Bratislava, Czechoslovakia, reported that a film, "The 12 Robbers of the Volga," advertised as the first talking film in that town, caused a riot among the audience. The film was being shown by living musicians and actors hiding behind the screen. Audience discovered deception and demanded refund.

A crowd of about 300 women and girls, who had gathered in front of the State, Elizabeth, New Jersey, to see the picture of a More children, were dispersed by police. City Attorney James Nugent would not permit the picture to be shown in Elizabeth.

David Henderson, giant negro wrestler, was held in \$100 bail on a charge of violating the Sullivan law. Henderson had pulled a girl from a car containing a crowd in front of City Hall. The girl went in to invite Henderson to a party.

(Continued on page 76)

# Clothes and Clothes

By Mollie Gray

## The Flos Plurality

The Florences rule the Palace this week, first of the name being Miss Brady (with Gilbert Wells), and Florence Richardson and again Flo Lewis and all a credit to the name.

Miss Richardson certainly has many friends who say it with flowers, finale score 7 baskets and one bouquet. Lobby display before the matinee placed Paul Whitman's contribution to the front. Palace date failed to flatter Miss Richardson into a new costume.

Miss Brady's gown was of flower tulle, in blue and yellow figured tulle, ankle length skirt getting fullness from godets, belt of orange velvet with front bow and long ends, orange slippers.

Beth and Betty Dodge rest their laurels on their whistler. Whether because of difference of materials, the bodices of these costumes appeared soiled compared to the white of the wing sleeves finale in an elaborate tree top set complete with rest. Previous costumes were principally trains of large jet tulle, in blue and yellow, with a double row of pink ostrich tips, large fans matching. Opening suits very pretty of multicolored dotted silk, cutaway jackets, yellow faced blouse, green silk skirt and hat. And an important item two beautiful Russian wolfhounds.

W. C. Fields has the unique honor of too long and open intermission with some honest laughs and slapstick. One of his girls wears a green sleeveless sport frock and white gauntlet gloves pink and white. Another a blue riding outfit (is) no other reason than the attractiveness of it.

Miss Richardson's harpist has been the most seen in long time; Mr. Roy Cropper the hardest working eyebrows and the Pathe News the most thrilling naval battle scenes ever.

Macagno Four opened with some excellent dancing, combining speed and grace; two girls and two men.

## Crowded Aisles

Why doesn't the Paramount bill the names of the units in its little program book "Entertainment" which only lists the name of the unit? Screen credits flash up so quickly to be caught. And those splendid actors might keep incoming people out of the aisles until the crowds get out, but they don't.

"Dancing Keys" includes hammer instruments besides pianos; finale produces 12 xylophones (with prop pianos shielding them) when nobody suspected there were that many in the wardrobe. Costumes of white satin held by necklaces-bodices and black velvet shorts, black tights; recalling the theatre danger line, where four or five need it—something to keep shorts and tights together.

"Love Parade" number cute, girls in uniforms and evening gowns ankle length making them appear quite small. Soloist in blue velvet. Nelson and Enright made them laugh; girls costumes a good looking frock of green velvet and gray tulle, the latter giving something of a cool effect, both materials in sleeve flares and skirt hems, scalloped, black close-fitting hat. Black velvet with both sides of open front skirt rippling with blue lining and slippers. An acrobatic waltz nicely done.

"Dancing Keys" not exactly off, but could stand a little tuning.

## "Sally" at 51st St.

Marilyn "Sally" Miller engaging most of the attention of the 51st Streeters and keeping it engaged. A picture, picture, pretty star, pretty fair story.

One-third of the stage contribution was Zelda Santley and the vague shadows of the people she cast a frock of flame color crepe, circular noons dipping the line. A feminine dancer with Carl Freed's orchestra was of supreme importance—like a cinder in the eye—to at least one person.

## Fills for 58th St.

Miss Lee Morse, laboring under misinterpretations by the 58th St. audience, wore a dress of blue and floor length straight maline over a knee length foundation of taffeta, double row of gold dots down the front and through the center of the

very full skirt; square neck and puff sleeves, princess bodice.

From a laughing, a potential danger, attractive in green taffeta of several hems all scalloped.

Dillon and Parker in "Nic Nacs of Now," but really of then. Nothing new, Miss Parker's frocks short except the first of lace on which she wore her floral decorations at the center point of the neckline.

## Too Late to Change

"Young Elsie" has some splendid air stuff though it did look vaguely familiar. War scenes quite obviously old ones. Charles Rogers, the hero, but Paul Lukas appropriating the honors. Jean Arthur, the girl was all spies to all men—German to Mr. Lukas and American to Buddy. This fact was held for the audience by the fact it was not. If Mr. Lukas had been the American spy—but that's too late now.

Miss Arthur has little to do and wears little of it. Her velvet gown started much too late for a nice girl though there was plenty of material for the floor. Among the coils of her hair, Miss Arthur wore a diamond a little to one side. Virginia Bruce is an attractive blonde who can wear black with lace cape collar. Pretty dark silk frock, but the color of her hosiery boys' clothing delighted the men.

## Sympathy for Mr. Dix

According to the plot, Richard Dix had a hard time of it. The Ladies in Radio's talker, but the casting office added its handicap.

Mr. Dix is to be regarded with sympathy. Even Lois Wilson fails here when she never failed before. Other were Rita LaRay, Renee McCreedy and Virginia Sale, all unknown, but one in particular must have been chosen solely for her precise diction, an attribute that will never be any help to romantic environment. Even their gowns lacked distinction though the black velvet with crystal trimming neck and the meeting of skirt and hip yoke made the best impression.

Miss Wilson's lace gown with ribbon belt and ruffled finishing (this skirt may have been lovely)—the lace seemed so of itself—but there was nothing to give it life. Her dark silk frock used narrow fur to edge its gathered collar both at the neck and outer edge, finishing in a small bow, narrow bands at wrists. The lady with the diction wore metal cloth under chiffon in an Empire model even to the puff sleeves, metallic banding at the neck and several small bows on the bodice; sounds OK, but silents NG. The lady with the ruffled collar must have been borrowed from Trizie Frizanza.

Picture has some happy moments, but not because of the girls.

## Flower Show

To New Yorkers—and, of course, visitors from any other cities—the annual spring flower show is the season's happiest event. No poor actors here, nor hackneyed plot, nor gag stealing (every blossom original), and it's perfectly safe for mothers and daughters. Everything beautiful that grows from arbutus to stately cypress, not forgetting the "living antique" boxwood. Some of the plants are reported to be 150 years old. One skeptic demanded proof from the salesman so next year birth certificates will be provided.

Masterpieces of horticultural art in the flower displays which may have taken infinite pains and great ingenuity to arrange; some even achieving mountain and lake effects and many rock gardens with gold medals and silver cups awarded to the estate from which the exhibits came—though the owner probably never saw them unless by television in the Florida Mediterranean. But though the gardeners actually responsible get no credit it is said they are perfectly satisfied, loving the work rather than the reward.

But one representative of the theatre honored with a new bloom this year—Mel Lan-Fang, a tulip costing \$150 for a single flower.

Time was with new blooms were named for actresses, but it has been discovered that actresses' fame comes and goes while flowers go on.

The F. S. is a banquet for the eye, but the nose knows, too.

## Shops

Stern's has given space for the sale of articles made by the totally blind. Many fine woolen scarfs, both striped and plain with borders, em-

## Did You Know That

Freddie March and Florence Eldridge are building a house at Lagoona Beach, Cal. Mrs. Jack Warner is in Lake Narconia recuperating from a slight indisposition... Jane Taylor is visiting friends and looking over Hollywood. Frances Upton is being brought all the way to the coast to take a test for "Whoopie".... Lilian Tashman and Constance Talmadge are trying to outdo Magnin's the other day.... Mary Astor is recovering from a slight illness.... Barbara Bennett, Mort Downey, Arthur Edmund Hogue, Frank Joyce, Arthur Hornblow, John McCormack and Marion Spitzer lunching at the Hollywood Embassy.... Morris Hoffee gave a big dinner the other night at the Ambassador.... Inez Courtney drives her new Ford so slowly she's afraid of arrest for double parking.... Opening night audience at "Hold Everything" was hysterical at Joe Brown and Winnie Lightner.... Henry, former head captain in the Coast Brown Derby, is now at the Ambassador.... Mary Lucas-Crawford is becoming a golfer.... Bert Lennon is directing a group who will "lose off" "Beverly" as a hut address.... To the fellows who live in Hollywood, just to be able to have a neat sign "Beverly Hills" attached to the plates of their automobiles, is a spur.

It is after they have made the grade and at last are living in Beverly that they find what an elusive racial is ambition. "Beverly" may be a hard name to get to the simple souls of Hollywood, but once in Beverly, they must explain in just which part of Beverly they live. For Beverly itself is divided into successful states, and the reincarnations of the Theosophists, with the ultimate glory an estate in the hills to the north.

## 50% Split

Stock market crash must have affected a greater area than the supposed. Stores are now showing "Half-Silver Foxes".

An exceptionally fine performance by St. Albans's Drama Club is attributed to the coaching of Florence Conway (cousin of the late Jack Conway). This year's play was a comedy, but other than seen operettas, Miss Conway owning a beautiful soprano voice.

Alta Gentle sings in a talking short aria from "Carmen" surrounded by toredores and mata-dores and closethedors. Technical brought out the orange-colored costumes on Miss Gentle's blue shawl-gown.

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## Chi. Cleaners Mail to Small Towns for Low Rate

Chicago, March 25. Recent 50 per cent boost in scale by the Cleaners and Dyers Union has resulted in local shops catering to theatrical patronage resorting to parcel post as a solution. They are sending work to Peoria, Springfield, Rockford, and other small cities within a short mailing distance where the rates are half what they are in Chicago. Shipped early one morning blank in town the next night. Just as quick as local cleaning.

## BIRTHS

Mr. and Mrs. Howard Green, daughter, Margaret, Hollywood, Cal. Father is a scenarist at Fox studios.

## MARRIAGES

Leo Fitzgerald and Gertrude Scott Lewis at Beverly Hills, Cal., March 19. Groom is a New York agent now on the Coast. Bride a Chicago society girl. This is Fitzgerald's second marriage.

Leonard Carey to Margaret Grimbey, March 17, in Chicago. Groom is with "Let Us Be Gay" Co.

## DIVORCES

Brown Mehard, former Pittsburgh society girl and once with the George Sharp stock company at the Pitt there, last week filed suit for divorce against William J. Grieth, Jr., Detroit, Mich. She is a dancer. She recently returned to Pittsburgh from Chicago, where she played 10 weeks at The Playhouse in "Illegal Practice."

## Climbing Beverly Hills

By Cecelia Ager

To the west of Hollywood, serene and complacent under the playful California sun, lies illustrious Beverly Hills, the proudest address in all flimdom. Its broad avenues the last-gasp of local elegance, its name forever in the fan magazines as the home of the stars, it nestles in the hills away from the hubbub that is Hollywood. All good citizens of the picture industry regard it as the residential goal.

Gentility that pervades every blade of grass in its green lawns is said to crop out in everybody who lives there. Life is patterned right out of "House and Garden," with frequent reference to "Harper's Bazaar" and "Vogue." To the picture people battling around in film making until they can grab off enough eminence to pay the rents, Beverly is a reward well worth the struggle. Serving their apprenticeship within the boundaries of Hollywood, they keep their eyes to the west, looking toward the day when they, too, will graduate into the fancy group who no longer "lose off" "Beverly" as a hut address. To the fellows who live in Hollywood, just to be able to have a neat sign "Beverly Hills" attached to the plates of their automobiles, is a spur.

It is after they have made the grade and at last are living in Beverly that they find what an elusive racial is ambition. "Beverly" may be a hard name to get to the simple souls of Hollywood, but once in Beverly, they must explain in just which part of Beverly they live. For Beverly itself is divided into successful states, and the reincarnations of the Theosophists, with the ultimate glory an estate in the hills to the north.

## Stages of Class

The grandeur of Beverly increases directly as one moves from south to north. Although all of Beverly is as recent as the picture industry, the southernmost district is the newest and the northern richest with a tradition which has been a hard name to get to the simple souls of Hollywood, but once in Beverly, they must explain in just which part of Beverly they live. For Beverly itself is divided into successful states, and the reincarnations of the Theosophists, with the ultimate glory an estate in the hills to the north.

These houses have been put up by contractors who have sold; for their owners have built their own. The streets are flat and straight. Young foliage of the recently planted trees is powerless to cast the shadows on the unvarying Spanish architecture of the houses, each with a tremendous arched studio window permitting a glimpse of the grand piano in the living room. Fortunately for them, the songwriters who have settled here provide their own contrast to the uniformity of their surroundings by their creative talents.

Yet, in the picture district, restricted to the few blocks between Wilshire on the south and Santa Monica Boulevard on the north. It is quite the most select shopping center to be found around Los Angeles, the last of the shopping districts that permits no five-and-ten stores to rear their red heads, and will have none of the cut rate drug stores which are strewn the length of Hollywood. It is a vicinity suffused with politeness and leisure.

Credit is established without prying questions; any losses sustained by such free-handness are balanced by the prices. Most of the buildings house drug stores which are the most important of imported perfumes and cosmetics as may be found in Fifth avenue shops. There are beautiful agencies for high-priced motor cars, many stately homes, lots of flower shops and beauty parlors with spacious interiors and operators who keep their customers. The markets are triumphs of modern art. Vegetables and meats are so artistically displayed, the counters brimming with imported delicacies and come-ons for jaded appetites found nowhere else in town.

## British Touch

The several employment agencies in this district provide household servants. The dress shops are concerned with sports clothes, emphasis directed toward tennis costumes. A genuine British hab-

erdashery and tailor shops, with bona fide English accents coloring the speech of its salespeople, does a thriving business in riding habits and the little things that make polo and golf decorative, besides lending a great deal of tone to the simple theatre, a picture house, provides the same atmosphere as the old Plaza, in New York, with steady, bright young things as patrons.

It is all very friendly, very genteel, very chic, very "right" and it manages to place a sort of distinction on the shoppers. The efficient police force rigorously enforces its 45 minute parking rule even to the gradual amount of available parking space doesn't warrant it. But they know their people like to talk about paying fines.

## Second Plane

North of the business district is the second plane of the residential sector, rising in a gradual slope from Santa Monica Boulevard to Sunset. Here the curving streets are lined with ample trees. The houses are built on an air of permanence from the carefully tended shrubbery which has grown about them, their style culled from England, France, Spain and the other countries in the grand rounds of the first section; some have tennis courts, and a very few even swimming pools.

This neighborhood is also graded by the south to north rule, the houses increasing in size and splendor as they approach Sunset Boulevard, the social status of their inhabitants classified accordingly. "For Sale" signs, which are the Santa Monica Boulevard, gradually thin out as the streets ascend northward. In the daytime children romp along attended by nurses in English nurse attire. Making answering the doorbells or looking out of windows are in correct uniform. At night the sidewalks are d-derted save for the pedigreed dogs which patrol the thoroughfares. Residents use their cars for conveyance; it is folly to be seen afoot. Directors, writers, actors, executives inhabit the section, living gracefully in their well-kept homes, entertaining with perfectly appointed dinners. Playing bridge for high stakes with manner, thinking of the way which factors will transport them to the celebrated circle to their north.

## The Absolute Nuts

Beverly Hills. In its highest manifestation is found north of Sunset Boulevard. Here it reaches its zenith, a holy of holes to the citizens and the only inspiration for those waiting in the snail shell till they can crash its exclusiveness and become, too, a God.

Nature has been kind to this Olympus. Now the streets wind up the hills and the hills are the kind that make up its terrain. The houses here can't be called just plain homes—they are definitely estates. Approached by private driveways from the roads, they are hidden from vulgar eyes by artificial landscape gardening and the tall watchful trees which have been transplanted there at a cost that an ordinary carefree neighborhood appreciates.

Here a swimming pool is as much a matter of course as a tennis court. Formal gardens, stables, all the appurtenances of wealth have been built into the landscape. The picture people, even private golf courses. Ground is measured by the acre, no longer by the foot; privacy the alleged goal. Flimdom's mightiest stars and most powerful executives are on the roster of the industry's giants who live here; an aristocracy, at least of neighborhood. When at last the ambitious find themselves dwarfed by the heights, they have given them all. It can do no more.

Bramwell Fletcher borrowed from the story for "So This Is London." Fox.

Charles Middleton and Francis X. Bushman, Jr., "Easy Going" M-G.

Conrad Nagel, "The Squealer," Col.

Yvonne Davis, "Let Us Be Gay," M-G.

Paul Gregory and Dorothy Humphreys, "Whoopie," U. A.

Charles Middleton and Francis X. Bushman, Jr., "Easy Going" M-G.

Gilbert Emery, "Let Us Be Gay," M-G.



## How 2 Hoodlums Spent One Night in Chi—Working

Chicago, March 18. Even the hoodlums must eat and sleep; and maybe dabble in operations. The boys were whooping it up in Lindy's. Two mugs sat in a booth eating heartily and laughing at the gags. They even tried to flirt with Rose, the blonde. When it came time, they ups to the cashier and tells him their story. It must have been sad, for he handed them \$200. Five minutes later the boys were hungry again, and by good luck they happened into Anne's, two doors south. Maybe the women's so sorry as before, since they borrowed only \$100.

It was getting late, and sandman was beckoning to rest their weary heads. So they went around to the Grant hotel where the night clerk said, "Here's a C note, but you can't sleep here."

"The necessities of life supplied, the two go-swinging hoodlums take the uplift urge. They were out for bigger and better things. They got to George A. Fuller, cashier of the Chi Opera company, and took \$200 in cash, plus his 450 diamond tiepin.

In a land of opportunity no hard times, for the boys who go and get.

## WILLIE SMITH BEAT UP CHINESE LAUNDRYMAN

Willie Smith, 308 West 49th street, who works for Johnny Ferrone, ticket speculator, 308 West 49th street, was summoned to West 49th St. Court, to answer for Lee Quing, Chinese laundryman, 308 West 49th street.

Smith is alleged to have kicked the laundryman in the stomach after he had robbed a heavy empty olive oil can across Quing's head. Tenants in the building came to the Chinaman's aid. They accompanied him to West 49th street.

Smith, it is averred, had annoyed the Chinaman by extinguishing the laundryman's electric light. Quing asked Smith to cease, and instead he alleged he had beaten him.

Smith had nothing to say. He got an adjournment.

## Small Tips Now Okay With Chi's 35-10 Cabs

Chicago, March 25. Taxicabs here are not prospering. Winter was the worst since the last war between the Checkers and the Yellows.

Checker company, the big independent, with all the boys owning their own cabs and contributing so much monthly, has taken the heavy rock. Yellow has all their choice stands, including railroad terminals, giving it the loop break.

Conditions in Checker are ominous many drivers with all their ears bent on giving the other cars better trade and to relieve the association of a huge judgment on use of the name "Checker." Court decision was settled by Checker agreement to buy 650 new cabs from Morris Markin's cab manufacturing corporation. Checker, unable to stand the jolt on the treasury, is trying to unload on the drivers.

Drivers are all complaining. Average Checker net has fallen from \$75 to \$30 a week, and the dime tip no longer despised. Checker drivers, however, getting all their take have to pay \$100 a month to the association, pay for all their repairs, and expend 17 cents a gallon for gas. Yellow average has fallen from \$60 to \$30 weekly, with drivers getting 37 cent per cent and paying only 9 cents for gas and no other expenses. Speed of the Yellows has fallen, following the edict that a driver gets the gate if involved in a serious accident, regardless of whether he is to blame.

If you think the layoff wave mob in Times Square talks mainly about conditions, you're wrong. They're arguing about who won the war—those who involved as well as those who were not over there.

## Ben Blue's Strategy

To prevent Charlie Morrison winning too much from him through betting, Ben Blue has bought a new car for \$7,800. In the deal was the Packard Blue bought from Morrison last summer for \$2,200. He traded it in at \$3,800. Morrison bet Blue Friday he could airplane from Roosevelt Field to Sound Beach, Conn., inside 1.1. Sound. To assure Blue he would have to lose, Morrison made him go alone. They made it in 25 minutes, in time for Charlie's dinner. Ben had to take a hot dog for his.

## HOSTESS' GRAVY HAS TURNED ALL SOUR

"The minute they hung that 'no cover charge' shingle over the door of this place, my weekly income got hung right with it," sobbed a veteran night club hostess between dabs with a lace handkerchief at a brace of legit tears sliding down prop pink cheeks.

"Look at this room," continued the lady, still sobbing. "Just look at it. It's Saturday night and the place is packed. She waved her right arm in a circular motion that took in most of the interior of a formerly classy night club just off Broadway. She was right. It was Saturday night. And the place packed.

"A full house," the lady-hostess went on, "and not a chump in a roomful." Referring to the customers. Formerly called chumps. Now customers because they don't give up too easy.

"These guys were attracted to this place by the 'no cover charge' sign," continued the lady. "The least they can spend apple is \$2. That much goes on their check, whether they eat it or pass it up. The main trouble is that that's the most they spend. They sit there, eat here and watch the show all evening for \$2."

"Once in a while a guy will ask for a dance. But only once in a while. And tips! Some of those birds figure the old fashioned way of 10% of the check. Isn't that sweet for a hostess after all these years?"

The lady wasn't only sad, she was angry. Angry with the new turn of affairs. That the racket is shot. That night club hostesses and all big money guys are over-seen to be the guide of all of her thoughts and talk.

A big weekly grosser for years in the old class cabaret and high covert days, she's just getting by today. She has a \$200 weekly for her was formerly comparable to a theatre's gross during Holy Week, she added. If she makes \$75 this time on the new cover house, she'll consider herself in high, she confided.

"And that \$75 is too money in these parts," the weeping hostess went on. "You can't beat it and be 'nice' at the same time. None of us girls can beat it and be 'nice.' Our business is shot. And that's saying that most of the rest are like me."

The sobbing hostess-lady noticed the mugs raise all their eyes. "Yes, I said 'nice' like me!" she yelled, going into position in case the other eyebrow followed.

## FRIARS COAST-BOUND

Mosconis, Eddie Miller, Rubo Bernstein and Eddie Elkins

A little exodus of Friars bound for the coast has started. Sunday Charles and Louis Mosconis started for Hollywood by motor. They will establish a school of dance for professionals and lay people out there. The boys were understood to be named by the Friars' house committee in recognition of their activities within the club during the winter. Eddie Miller will join the Mosconis and handle the vocal end of the show.

Rubo Bernstein, burlesque producer and connected with the Musical Circuit, is going to the coast for B-K-O. Bernstein attracted attention by suggesting gas and automobiles in the Bert Wheeler-Bobby Woolsey picture, "Cuckoo," and an offer followed.

Eddie Elkins is another Friar coast-bound.

## MISS SEYMOUR COMMITTED

From Bellevue, Sent to Private Sanatorium

Mrs. Pauline Seymour Morris, who several years ago appeared on the stage as Pauline Seymour and who had been confined to the observation ward at Bellevue hospital, has been committed to a private mental institution, according to Frank McCoy, an attorney, who made the application in West Side Court on behalf of the former actress' husband. The latter, Layne H. Morris, from whom she has been living apart, appeared in West Side Court and retained McCoy.

Mrs. Morris was arrested on the charge of violating the Sullivan law. Luigi Batocci, 30, former Italian army officer, was also arrested. Batocci claimed ownership of the revolver, according to the police. Batocci has been held for trial in Special Sessions. The gun charge was dismissed against Mrs. Morris.

Mrs. Morris was arrested in her apartment, 207 West 55th street, where Batocci had a room. The former was a member of the ex-Italian army officer. She visited her daughter, Layne in Sunnyside, Queens. Mrs. Morris is alleged to have threatened her daughter. The latter came home with her mother to appease her.

A phone message to the police sent a cop to the apartment. Mrs. Morris had the gun in her hand, as the police officer stated. The officer stated the weapon was his. Mr. Morris and his wife have been living apart for years. Mrs. Morris told reporters "incompatibility" was the reason.

## BANKROLLS FOR FLASH RENTED—WITH GUARD?

"Hired money" is the latest wrinkle among the Times Square racketeers. It's a flash gag or four-flush proposition on the part of certain promoters who in order to put over the racket they are pushing, must show some ready cash in order to get the "victim" in with his mazzina.

So a number of men, who are willing to rent out certain amounts do so as big, quick turnovers, the "victim" is given a guard to make sure it comes back at the stipulated time.

## Alleged Handbook Men

Discharged in Court

Bob Lewis, 34, of 261 West 50th street, restaurant owner, and Mike Paolucci, 34, coffee par operator, of 2139 Boston road, were discharged in West Side court by Magistrate McQuade.

The pair were arrested in a coffee par at 58th avenue and 10th street. Dennis Sullivan of the Third Inspection District, who testified he saw men enter the restaurant and "place" bets. The sleuth was asked if he had overheard any conversation by the court, and Sullivan replied that he had not.

Sullivan brought to court Mrs. Alice Cousins, 300 West 49th street. While she had no complaint to make she did testify that she had made a bet with the defendants and that they had "welched" on her. The amount she lost she told reporters was \$35.

They denied the allegation and stated that they had never had business dealings with Mrs. Cousins.

## Diamond, Released, Is

Rearrested for Narcotics

Jack "Legs" Diamond was freed Friday by Judge Max S. Levine of General Sessions from an indictment for the killing of William "Red" Cassidy in the Hotel Tooty night club, 1721 Broadway, last July. Diamond was released on his own recognizance, but the indictment against him remains. The gangster was immediately rearrested by federal officers on a narcotic charge. He was released under \$10,000 bail for this offense.

## GLEASON-ARMSTRONG STABLE

Los Angeles, March 25. Jimmy Gleason and Jack Armstrong are backing a stable of five boxers. Quintette is being handled by Jack Perry, former welterweight who appeared with Gleason in "La Zia."

Boys are all prelim fighters and still in the no-profit class.

## N. Y. Hotels Only Doing 58% Trade; House Dick Nuts in Empty Halls

### New Twist

Chicago, March 25. Cockroach cake is back in a new form. Couple of lay-offs have been buying pints of gin and tonic, and bringing back the bottle about three-quarters gone with bug floating in the remains. Don't want a refund, just another bottle. One speaker went three times before owner got wise to the water.

## MAE WEST'S TRIAL STAGGERING ALONG

Trial of Mae West and other defendants of the former "Pleasure Man" play, is staggering along in its second week in General Sessions, New York. District Attorney alleges it was a dirty show and because of that Miss West and others, mostly players in the piece, were indicted.

Star witness for the prosecution was Captain James Coy, who made the charges. He saw "The Pleasure Man" at the Baltimore, and pinched it the second night. Capt. Coy illustrated how some of the nances in the piece walked about the stage, but he wouldn't warble. Nathan Burkan, attorney for Miss West, tried to ease the captain into a singing bit, but Coy sidestepped that. He had been in the chorus himself once and before that was a dancer. He said he knew a nance when seeing one, even though they were called female impersonators, but that he had never seen a man sew as one had done in the show.

Asterisks The dailies in printing accounts of the trial used a lot of asterisks to denote some of the language in the testimony was unprintable.

Court listeners-in after hearing what Coy had to say, thought the "Pleasure Man" excitement in Times Square, when the cops gave the company the bum's rush from the Baltimore stage to the hoosegow. To Miss West, however, but did not act in it. At the time of the pinch Mae was acting in that other little pretty piece, "Diamond Lil," about which the cops said nothing.

It's about a year and a half since the "Pleasure Man" excitement in Times Square, when the cops gave the company the bum's rush from the Baltimore stage to the hoosegow.

To Miss West, however, but did not act in it. At the time of the pinch Mae was acting in that other little pretty piece, "Diamond Lil," about which the cops said nothing.

## JOE SCHWARTZ' TOUGH OUTLOOK IN PRISON

For more than twelve years Joseph Schwartz, 38, has been sending advertisements in newspapers by promising to get out of positions in picture houses on payment of money to him. The victims paid, but never obtained the jobs.

It only required a jury five minutes to convict Schwartz of grand larceny in the second degree before Judge Nott in General Sessions. He was remanded to the Tombs for sentencing.

Meanwhile the District Attorney will file an information charging Schwartz with being a fourth offender. This proves true, he will be sentenced to life as an habitual criminal.

## Peep Show Padlocked

Cops made Broadway Monday and gave the operator of the store room show of reproductions from famous paintings on Broadway, just above 47th street, a patrol ride and padlocked the place. Complaints that indecent pictures were on display caused the pinch.

Display had been running for over a week with signs displayed that no one under 18 would be admitted. The gate was 25 cents.

## Daylight Saving

Daylight saving starts this year at 2 a. m. on Sunday, April 27 (the last Sunday in last month).

Effective until the last Sunday in September, 28th.

Lonesome job in New York at the moment is house dick in a big hotel.

One corridor-Sherlock, who combs the solitary halls of 1,500 vacant rooms was giving a two weeks' rest by the manager, when the Dick, suffering from hallucinations, began reporting "goings-on" in the closed sections of the hotel.

He thought he heard screaming women and clinking bottles; victrolas and strange thuds. Even the manager admitted it was eerie marching the rounds in the dark. This story, which is making the rounds of Broadway, reveals, upon investigation of all the hosteries, a freakish situation in the hotel industry.

One of the largest hotels in the Rialto sector has an average of 2½ employees for every guest. Last toll indicated 275 employees and 95 guests.

Perhaps the largest hotel in the world—in point of rooms—has about 1,600 vacancies, with 1,000 transients or permanents. Fifteen floors are closed.

Signs Went Wrong Recently, one of the richest men in the theater, who is a checkered clerk not recognizing his cognomen, took the bellboy's "one-finger on the baggage" tip, that the man's baggage was underweight.

"The bell boy, pardon me," said the clerk, "but your baggage doesn't warrant credit being extended to you. Will you kindly step to the cashier and pay for the night's accommodation."

The man, startled, tore up his registration card and walked out. No chances are being taken by the hotels and managers any more. They are out for the keep a steady eye on the guests. Malda, bellboys and house dicks report the baggage of guests at regular intervals.

Eleven of the major hotels in New York are doing but 68% business, according to Howarth and Howarth, city hotel accountants in the district. They must do at least 80% to show a profit.

Somewhat Leads Most remarkable is that the Somerset, an actors' hotel, is doing 95% regularly and tops all others in New York.

The saturation point has been reached with 120,000 a checked-in. No hotel, however, is doing less than a small percentage rented. Tourist trade has fallen off, greater than any previous year. Nevertheless, the hotels are adhering to the regular price for daily rates, preferring to close part of the house rather than sacrifice. On monthly basis, or yearly rentals, they are willing in many cases to talk terms.

Hotels, like legitimate attractions, have their smash hits, as it were. There are six or seven such now operating in the city. And the truly big biz are the Baltimore, Commodore, Ritz Carlton, Pinsky, Plaza, Savoy Plaza and Sherry-Netherland.

## Lobby Rendezvous

The presence of some 75 prohibition operatives, parked in the hotels for evidence, has resulted in unusual precautions by the hotels to stifle drinking in the rooms. Whenever white rock or ginger ale is ordered by a guest, a tag is attached to the bottle, and a constant operation in observing the prohibition laws. Drinking bouts are taboo.

Of late, the hotels have frowned on their lobbies becoming rendezvous. The expense in maintaining chairs, rugs and cleaning of gum, paper and debris left by loitering and loiterers has become an irksome item.

One hotel in Seventh avenue has made extra provision for the elimination of muggers from its lobby since having been hit by the federal wet enforcement laws.

Viewed in its entirety, the 300 hotels of New York are merely money sinks, with doubtful prospects of immediate succor in sight. Most are maintaining staunch price departments as an antidote.

## Ray Mason Sent Away

Ray Mason, alias Grace LaMar, 24, reputed show girl, 101 West 101st street, was sentenced to the Bedford Reformatory for an indeterminate term in Special Sessions, following her plea of guilty to shoplifting. She has a long police record, the plea being created Sept. 28 after stealing three books worth \$11 from Macy's.



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## 15 YEARS AGO

(From Variety and Clipper)

For no reason that was discernible, the business took a plunge, particularly on the Pacific Coast with depressed conditions reaching east to Chicago. Figured World War might be responsible. Previous autumn trade seemed to be headed for a recovery all along the line.

Charles Frohman had been last production in London, putting on J. M. Barrie's first and only revue, "Rose Rapture," at the Duke of York's. Attraction promised little, although Jack Norworth and Gaby Deslys made conspicuous hits.

Emmy Destinn, grand opera singer, refused \$5,000 a week for six weeks in vaudeville, although Calve, noted diva of the Met, had just before appeared in the two-day and broken the ice for opera stars.

Ziegfeld's "Midnight Frolic" atop the New Amsterdam had started a great craze for late cabaret floor shows. Eleven Broadway restaurants had such attractions or were preparing to stage them.

Shuberts were peeved at Alexander Woolcott of the "Times" dramatic department and let it be known to him directly that he stood under their displeasure. Woolcott had panned one of their recent dramatic productions.

Fred Mace, film man, was on his way to Havana to film the Johnson Willard champ ring battle. No law against circulating fight films then, and syndicate had the rights with Mace, L. L. Weber and H. H. Frazee financing the enterprise.

N. Y. Hipp was doing big business with films, circus season ended.

## 50 YEARS AGO

(From Clipper)

J. H. Haverly, New York manager, had made some progress toward developing the modern theatre idea and was going further with his experiments. He has the 14th Street and 5th Avenue theatres in New York and Niblo's Garden. With the two Haverly theatres in Brooklyn and Chicago, that gave him a circuit of half a dozen, and in an era when theatre managers were usually identified with one house.

Leonard Grover (who died in Brooklyn about a year ago) produced "My Son-in-Law" for the first time at the Park, Brooklyn, playing a French dancing master himself. Otis Skinner was the juvenile.

Even the important metropolitan theatres were still lighted by gas. There was a small fire in the Madison Square theatre, New York, caused by a stage hand lighting the jets with a torch, passing too close to a light stage drop and touching it off.

"Clipper" gives an account of an ancient theatre custom, apropos of a visitor who showed an interesting relic, check of bone or ivory dated 1729, but probably of earlier origin, which English managers at one time used as passes for friends of the players on his stage. The sample which inspired the article was used by the Amphitheatre of London, and permits friends of an actor to sit in a box.

P. T. Barnum's Greatest Show on Earth was announced for the American Institute for its 10th engagement of two weeks. Two weeks were to be played in Brooklyn and the circus was routed as far west as Omaha. It would be decided later whether circus would go to the Pacific coast, which meant San Francisco.

## Inside Stuff—Vaudeville

Bookers of vaude shows say there are too few new acts around New York. No explanation.

Tenor recently turned down a three-year Keith contract at \$1,000 weekly for the first year and \$100 annual raises the next two. Last week his regular salary (\$1,000) was cut to \$850. Circuit decided to build up another tenor in his place.

R-K-O's Palace, New York, considered by the circuit to be the show case for its vaudeville, is the only theatre on the circuit not carrying the R-K-O insignia on the front or in the lobby. It's still B. F. Keith's Palace, with no mention of R-K-O.

R-K-O theatre doormen in New York are carefully checking booking office cards following the discovery of several counterfeits. The passes are issued to agents and members of the booking office. Phone cards picked up are easily spotted through lacking the R-K-O trade mark stamp on their faces.

A former R-K-O agent, who left the show biz shortly after losing his agency franchise a year ago, has applied for a job as traffic cop in his home town.

No application is on record at police headquarters, but the ex-agent is said to have applied indirectly through political friends.

R-K-O's house organ, "Voice of R-K-O," is to be printed twice monthly, on the 1st and 15th. Formerly once a month.

Because it was considered strictly a phase of theatre operation, editorship of the organ has been transferred from Mark A. Lucether and placed with E. M. Orowitz, exploitation man in the Keith press department.

Vaude producers yanked from the R-K-O franchise list in the last clean-out are planning to continue producing acts, booking them everywhere and with the R-K-O office through an agent, with the exception of Max Hayes, who has gone elsewhere.

Attitude in some cases seems to be that it's a break (or least not tough luck) that they were included in R-K-O's last outgoing list of franchise-holders, claiming that they can now book anywhere, even Keith's by the simple expedient in the latter case of going through an agent.

Bookers handling Keith's and Loew's Syracuse houses apparently are studying each other's weekly bills with considerable care, as the close resemblance between programs indicates. Let one house have a ballet, an acrobatic novelty or a single that seems to find favor, and it's a safe bet that the opposition either the next week or the one there after will have its counterparts. Two weeks ago, for example, the Albertina Rasch Ballet was a hit at Keith's; this week, the Russell Market Dancers are at Loew's. Last week, the Six Rockets and Mary Haynes were at Loew's; this week, Keith's has the Six Marinella Girls and Mary Marlowe. The regularity with which that has happened recently permits no other interpretation than that the rival bookers are watching each other's work closely.

Apart from specially engaged acts, the Paramount presentation personnel in Europe, under management of Francis A. Mangan, includes five regular ballets, totaling 100 girls. This includes the Plaza Tiller girls, London; Mangan Tillerettes, Paris; Dublin Ballet; Paramount ballet (usually touring England), and an extra unit shifted about according to requirements. The Dublin unit is meant to save transportation to Ireland.

Paris presentations are divided in three classes: Those costing over \$2,000 per week, running about 25 weeks per year; those costing about \$1,500 per week, and those costing about \$700 per week, used with very strong films.

The whole presentation policy, supervised by Mangan, includes presentations in the provincial houses of the circuit, these costing about \$1,500 per week, transportation included, for personnel and scenery.

## Inside Stuff—Pictures

(Continued from page 25)

houses playing vaude were dirty, he sent letters to the managers telling them to clean up. Copies of letter went to a superior who wanted to know "why the managers had to wear aprons."

Talk has been prevalent of late that in the midst of all of the Fox talk, the studio still came through with its corking movie getting special road show, the John McCormack picture. Show men think it most remarkable.

Brunswick-Balke, now under control of Warner Brothers, is said to have had a disastrous financial time with its radio venture for three years. Losses are heavily reported.

After previewing "Paramount on Parade," Coast studio executives ordered additional sketches and box office name added. List of additional names includes Skeets Gallagher, Gary Cooper, Richard Arlen, Jean Arthur, Mary Brian, Virginia Bruce, James Hall, Phillips Holmes, David Newell, Joan Peers and Fay Wray.

Frolic is comprised of 20 novelty numbers, 10 of which introduce new songs with the balance ranging from spectacle to slapstick. Twelve directors were used.

Fox is finding it hard to get new film ideas for its Westerns. Excess feeling that the old sage bush and mortgage type will not live up to the selling brand of "Outdoor Romance."

Writers are not delivering. On the first batch several scenarios were used on each script. Studio has had four writers on "Last of the Duanees" and excess are not yet satisfied. Ernest Pascal, novelist, has been engaged for an attempt.

Purchase of the Paramount, Newport, R. I., from the Kennore Realty Co. for \$300,000 and subleasing of the Lyceum, Canton, O., now closed, to local interests for a burlesque and silent picture policy, figure in latest Public Realty deals.

In getting a lease on the Signal, Providence, recently closed for by Public, advisors have gone out calling attention to the fact that under the deal Public cannot sell any candy, soft drinks, cigars or cigarettes on the premises.

Hollywood's first all-night picture show is at Santa Monica and Normandie. Admission one cent and you get your own.

New compact type of Autoscope, low enough for a six-year-old to operate alone, and spotted with some side-walk vending machines across from a school. Show caught was "Climbing the Swiss Alps" in 14 flashes.

Chap, who went to Hollywood as an Egyptian potentate and royally received until his checks grew rubbery and then got a job as a reader at a studio, is out after two weeks. He got the hook when the studio

## Erlanger and Albee Gone

A. L. Erlanger and E. F. Albee passed away within one week. That was curious in itself, but that two elderly and old time or fashioned showmen should follow each other so quickly was even more odd.

Messrs. Albee and Erlanger could have been peas in a pod for the manner in which they operated their respective businesses—Erlanger the legit and Albee in vaude. Besides, they had started in each when both were nonentities, commercially; each with a business that had to build because it could go no lower when they assumed hold.

Erlanger sent his legit theatrical exchange to a pace that netted Klaw & Erlanger as high as \$1,250,000 a year 10 years ago, just in routing shows. Besides what the firm made in production or theatre operation. While Albee lived to see the Keith Circuit lead the vaudeville world, amassing a great fortune meanwhile.

Autocratic, domineering and sneering as distinct business traits belonged to both men. They were twins even in that. Erlanger, "the Napoleon of the show business," and Albee, "the King of vaudeville." Neither objected to see themselves thus described in type, and each believed in his self-imposed title.

If they made business friends, they were yessers or sycophants on the payroll. No one will likely ever know how many people either Erlanger or Albee had on their personal payrolls, with theatrical newspaper men among others. In their offices both made the final decision and it stood.

In the early days each discovered that money appeared to do the most for them in business operations. They clung to that belief. And that, like their other yesteryear and old-fashioned idea about the theatre divisions they represented could not keep pace with the present day show business.

Add one more, Lee Shubert, to the duo and it becomes the last trio of the ruling old timers. Lee Shubert is much in the same mold, in every way, but without such showmanship as Erlanger and Albee possessed. Neither had a great deal for it seems the cold-blooded maneuvering manipulator the legit and vaude always stood foremost, or did in the days before pictures.

With the passing of the fossilized methods, stagnant ideas and "what we used to do," there stands out the newer show business, the younger man, the younger ideas and younger showmen. These younger and better showmen came along with the times, not from behind, and they raced ahead of their competing showmanly cripples.

Erlanger, Albee and Shubert fell into the rut because they couldn't see ahead. They were blinded, firstly because they had money, and that is now becoming a danger among some picture leaders; secondly, because they had been successful in the past, and thirdly because they believed no one but themselves could do anything to be done in connection with their business. With the result of course that all three finished up against the opposition without any money, but their own feeble selves; that the man-power they could have had would not have received authority, and if they had, those heads would have blocked their suggestions, as they have so often done, with the end long in sight before either could see it for himself.

The present day leaders of the show business have but to glance over the records of those gone to avoid the pitfalls they fell into. What happened to the legit and vaude may occur in the future to the present film control, if it does not avoid the perils of plutocracy. For no matter how much money a business can make this year or old year or will next year it can also decline, as has now been witnessed by the show business at large.

Team work, something these leaders who have passed never built up or permitted, and which is now evident in many of the current show concerns, is the protection for the future, for with team work, everybody is working toward one end.

found him writing to playwrights and authors in Europe, representing himself as in charge of story buying and asking for first drafts. Knowing his potentialities, the studio decided to take no chances.

A set representing the lobby and interior stores of a huge hotel is the largest ever erected for a talking picture at the Paramount studios. It embraces the entire floor space of a 250 x 100-foot stage and includes a clerk's desk, phone exchange, cigar stand, barber and modiste shops and various other appointments of modern large hotels. Set is used for "The Devil's Holiday."

Authorities are tightening up on the strict enforcement of fire rules in film buildings. Last week two Universal men in the Film Center were nabbed for smoking. One got a suspended sentence, the other will have a hearing later in the week. Word is that the firemen absolutely mean business now.

One of the major producing companies is discussing plans for making a talker based on the current Red demonstrations in America, thought being to cash in on timeliness of subject. Idea would be to ring in the flag-waving stuff and pictureize the angle of how un-American the Red propaganda really is. Picture might be done either with or without music.

Small town exhibs in the middlewest and south are feeling the pinch of competition, with plenty of closings. Estimate is that 2,500 have put up the shutters in the past year. Those still open have cut down their playing time, and many are now operating only one or two days a week.

Reports persist of a forthcoming Paramount-Warner deal, but as stridently they are denied. The facts appear to be that the bankers downtown New York did broach the subject of a renewal of former negotiations to get together, but the principals did not favor it. The matter dropped right there.

One of the purposes of the increased stock issue wanted by R-K-O is said to be \$10,000,000 for next season's Radio Pictures' product. The added shares amounting to one million would bring around \$40,000,000 at current quotations. R-K-O also is expanding in its theatre division.

A 15c grind joint in Los Angeles probably cops all high handed publicity honors by billing four feature talkers on one program. "Week" discloses only two actual features, with the others a comedy and newsreel.

Frank Easton to do the lead in "Movietone Follies of 1930" is the Frank Beaton of Broadway's "Gloria." Fox engaged him for three years and immediately took the "bee" off.

Paramount is obliged to hold back its next Moran and Mack talker until the settlement of the legal mess over the Moran and Mack name goes on the Coast.



# AGENTS LEADING EQUITY

## Edgar Selwyn Returning to B'way; Not "Washed Up"—Another Edgar?

New York, March 21.

Editor Variety—  
I was very much amused to read in the current "Variety" that a Broadway producer named Edgar Selwyn said Broadway was washed up.

This almost made me hysterical because Edgar Selwyn has a hit on his hands, "Strike Up the Band," which happens to be his first musical show. You'd think that a play that grosses as much (see your box-office quotations), that Broadway wasn't washed up.

I simply can't make out this Edgar Selwyn fellow. The only possible thought that occurs to me is that he must have been misquoted. Perhaps what he said was that the theatre as it is today isn't very much like the theatre it was when a producer could exhibit a hit, send duplicate companies all over the road and find, when the season was at an end, that he had a neat bundle of greenbacks representing profits. Perhaps Selwyn said that in those days a producer had to love the theatre in order to present plays; that there was little chance of realising a quick return because play producing is frightfully expensive, actors cost a great deal more than usual, and the public seems a little more reluctant to see a Broadway play than it did years ago. Because of the tremendous expense involved, the best a manager can do is to break even. When money is made it seems to be dissipated in the road tour.

But, Edgar Selwyn, that doesn't mean Broadway is washed up. I see that the same Edgar Selwyn, in announcement to the newspapers, declares that he is going to Hollywood to direct talking pictures for Metro-Goldwyn-Mayer. The announcement adds that he intends to return next season to produce plays on Broadway.

This Mr. Selwyn thinks that Broadway is washed up, why does he want to produce more plays on Broadway?

The more I think of it the greater grows my suspicion that Selwyn must have been misquoted. I understand me: It's a question of "Variety" or Selwyn. I'd give "Variety" the break any time. But with a play on his hands, how can he say the theatre is washed up?

Edgar Selwyn.

### "Internat'l" Nut Pruned

From \$20,000 to \$12,000

Salary cuts went in last week on Lew Leslie's "International Revue" at the Majestic, New York, with most of the principals accepting the revision after a talk from Leslie, who declared the chops imperative to keep the show in. All agreed excepting Moss and Fontana, dance team, sticking with the show, but at regular salary.

The pruning process also hit the pit men, now numbering 25, and with six let out last week, mostly high priced men. Jans and Whalen refused the cut and left the show to return to vaude.

With the current marking down of payroll and cast deletions since opening, Leslie has chopped his former operating expenses, rated at \$20,000, to about \$12,000.

Anton Dolin, an imported dancer with the show, lost an arbitration of his claim of a week and one-eighth, based on a letter form of contract given him on London by an agent. The contract called for 10 consecutive weeks. Show layed off Dolin a week prior to the premiere and Dolin did claim with Equity. Arbitrators decided that because of the contract, the actor is working under Equity rules, and where there is unexpired rehearsal time, lay-off without salary is okay.

### Excess Tenors

Things were breaking tough for a tab show touring the South, so tough in fact that several hotel proprietors were traveling with the touring company, the hope of collecting the hotel bill at the next stand.

The manager of the troupe believes in carrying dead material so he put some of the excess baggage to work.

The agent ahead was surprised one morning to receive the following telegram:

"Don't stop any more hotels where the proprietor sings tenor."

### OPEN MARKET SALE OF FILM RIGHTS ON PLAYS

Furthering its campaign to protect members from shoeing producers and others financed by picture interests in exchange for control of picture rights, the Dramatists' Guild has appointed a committee to work on revisions of its minimum basic contract between the Guild and producing managers. The revised contract is aimed to prevent any inside arrangements and requires all playwright members to adhere to the principle that all picture rights be placed upon a competitive market and sold to the highest bidder.

The dual committees, eastern and western, were appointed last week. The former includes Arthur Richman, John Emerson, Channing Pollock, Eugene Buck, James Forbes, Elmer Rice and Brian Hooker, while the latter includes Owen Davis, Otto Harbach, Oscar Hammerstein, George Middleton, Sigmund Romberg, A. E. Thomas and Joseph McCarthy.

Present contract between Dramatists' Guild and producing managers has been in force since 1926 but expires next January. At time of initial draft it contained little of consequence regarding film rights disposal, but has since been amended through the increased demand of scripts because of the talkers.

As the contract stands now it is discretionary with playwright members as to disposal of film rights, but the redraft will enforce the competitive market angle. The latter arrangement is said to have been hit upon to protect anxious playwrights from signing away the film rights to sharpshooters financed by picture interests and having the situation in the bag even before filming involved shows production and with nothing to hazard although declaring in for 50% of the small money collected from the film concerns financing the legit production.

### Kid Manager's Second Try

Toronto, March 25.

Maurice Colborne and Barry Jones who made the Canadian west like Burns as to disposal of film rights, the film rights to sharpshooters financed by picture interests and having the situation in the bag even before filming involved shows production and with nothing to hazard although declaring in for 50% of the small money collected from the film concerns financing the legit production.

Right away the kid managers signed on the cast, again put George Garretts ahead, and started across Canada with plans for eventually working down the Pacific Coast to L. A.

They are doing Milne's "Dover Road" and Wilde's "Importance of Being Earnest" this time.

### Tryout in Hoboken

"The Second Mate," by Christopher Morley and Felix Rosenberg, is being given a stock trial at the Rialto, Hoboken, N. J., this week.

## NO DIFFICULTY PLACING AGENTS

### Agents Refusing to Acknowledge Equity's Authority Over Casters Appear Doing Most of Booking—Dealing Direct with Casting Directors

#### GAINING STRENGTH

Equity's recent edict that casting agents for the legit must sign and obey its rules and regulations seems to be easily evaded by the 15 leading legit agencies, which refuse to acknowledge Equity's authority.

While 35 or 40 of the agents in New York did sign the Equity regulatory agreement that places them altogether at Equity's mercy, the 15 independent agents are reported to be doing the large majority of all current casting for the musical shows especially.

These independent agencies are said to be gaining strength steadily, with the producers recognizing their judgment in casting. The former agents now call themselves casting directors, acting only for the producer and not for the actor. If the producer requires an actor, the "casting director" negotiates with the producer's office to make out a salary contract for the actor at a net amount. The net amount may be the actor's salary less what he previously paid an agent as commission. The difference between what the producer would otherwise have paid and the net amount may be retained by the producer as against his casting agent's salary.

Various former business agents now casting directors appear to be continuing their business dealings with those producers favored by them before each becoming a casting director for that producer. The casting directors, it is said, exchange actors or secure actors for them from each other much as they did when agents. When exchanging in the days of the "agent" the agents split commission. With "commission" not now being visible in the casting director's office, it is unknown how that now operates on the payment side.

#### Loyal at Cutting

"Outside agents," otherwise those agents signing with Equity, when wishing to book with the producers are reported referred to the casting director. It is this reference and situation when the casting director displays his loyalty to the producer in obtaining the actor submitted at the very lowest salary possible if accepting him at all through the "outside agent."

One story is that the producers involved prefer the casting director idea so thoroughly that they will not do any engaging of talent excepting through their own casting director.

Equity promulgated its agency regulation contract some time ago, but was stopped by injunction from placing it into immediate effect. After a series of court hearings the defending agencies were ruled against in the highest court, whereupon the 35 or 40 other agents capitulated, going into Equity.

Among the agents who did not sign were M. S. Bushman, William Morris, Jennie Jacobs, Lyons & Lyons, Ralph Farnum, Leo Fitzgerald, Max Hart, Joe Dealy, Harry Bestry, Lou Schurr and Willie Edgerton.

Equity is said to have sent its usual stool out during the week to interview the outlaw agents, by looking for a job and saying he would be willing to pay a commission, that he is cutting whomever he getting to take off his big shoes and the Old Sleuth expression from his face, the agents got him first and kidded back.

## Self-Assertive, Noisy Actors Seem To Get More Attention and Jobs

By Courtney Allison

### Stranded, Then Jailed

Washington, March 25.  
Betty Sunderland, cast as Carl Stone were with a tent show playing through the South. Show folded and the couple were stranded with nothing but a decrepit Ford.

With no money for license plates couple started north with a blanket thrown carelessly over the old plates. In nearby Maryland a copper didn't like the looks of the blanket.

Betty is now in a rooming house in Berwyn with the State looking out for her until Carl serves his 23 days.

### SCHWAB & MANDEL ON TALKERS, EAST—WEST

Frank Mandel and Lawrence Schrab, still forming the firm of Schwab & Mandel, musical stage producers, are now at Paramount's studios on Long Island and in Hollywood.

Schwab & Mandel with a record of seven successive Broadway musical smashes, have deserted the stage and Shubert-terms, for their initial experience with talkers. Mandel is supervising the firm's converted musical-talker, "Queen High" at the L. I. studios. It is to be made in black and white.

In the "Queen High" cast are: Charles Ruggles, Frank R. Morgan, Stanley Smith, Tom Brown, Rudy Cameron, Olivette, (Miss) Gentry Rogers, Helen Carrington, Betty Gard.

On the coast Schwab is now over-looking the screen making of "Follow Thru," all in color. Its cast has Nancy Carroll, Buddy Rogers, Jack Haley, Zelma O'Neal, Ford Sterling, Margaret Lee, Don Tompkins.

The firm still has three road musicals "Follow Thru," Philadelphia, "New Moon," Boston company, and another "New Moon" in the mid-west.

### "Sons of Guns" Booked For Texas State Fair

Dallas, March 25.

"Sons of Guns" has been booked for Texas state fair here next fall according to announcement of T. E. Jackson, fair prexy. Jackson says contract calls for show to be brought here direct from Broadway, with no intermediate showings coming or going.

Auditorium attraction is feature of fair each year, preceded by heavy outlay on advertising. Seats 444. In previous years a Shubert musical under a guarantee was engaged.

### Merivale Unavailable

Philip Merivale was obliged to reject a most attractive offer from Fox, tendered by Jack Gardner, the Fox casting director, now in New York.

Merivale is under engagement to the Shuberts for another year. The Shuberts took up the Merivale option the day after Fox made the tender.

It was the Fox intention to present the actor on the talking screen somewhat in the manner of the Warners' handling of George Arliss.

#### French Company in S. A.

Paris, March 15.  
A French company of 18, with 20 plays to present, will make a South American tour for three months, opening in July in Rio de Janeiro.

Spinelli, DeBucourt and Marco head the cast.

It seems that performers recognize among themselves two types of actors; those who act only on the stage and those who act all the time.

Those confining their acting to the stage are usually the best actors, but those who act all the time are sometimes more successful at getting jobs. They seem more able at selling themselves to a producer.

Performers say that, although producers may not realize it, they are actually getting a good job merely by quietly interrogating a performer, for evidences of his acting ability. Therefore they may never see the quality of a quite sensible performer who is retiring off stage. But the performer who is full of affectation and flaunts himself about somehow appears to have more talent because he is a stunner.

Women who are self-assured and conceded can prance into a producer's office and pretend they are beautiful creatures when they are really not at all.

This being thought right for a part so often depends on a person's accidental actions at the moment rather than any real ability.

One actor got a good job merely because he had been forced to climb six flights of stairs to a producer's office. He arrived there all out of breath and appeared to be a very excitable, impetuous person, just the type needed for a certain role.

Another actor wore a pair of dirty gloves to a producer's office and, rather embarrassed at the appearance of his hands, kept fidgeting with them. He was given a role because this nervous gesture was considered right for the role.

#### The Approach

The approach means everything in getting a job, performers say. Few except the very starchy ones know how to do this. Some come in stupidly flat-footed and antagonize the producer by bursting out with, "I hear you are going to do a show. Is that so?" Others talk themselves right out by asking almost immediately "Well, why won't you take me?"

The actor who is merely an actor on the stage has a pretty tough time when he is in a production. He doesn't seem to have the egotistic persons who think they must be temperamental or even sick up for his rights. The very actors who will be raising all sorts of hullabaloo, and have the producer catering to his wants to keep him from disrupting the show. The reasonable actors are usually the goats, and even though more important to the show than the stagey performer, usually receive little or no consideration because it is known they won't demand it. The conceded members of the cast can step on their lines or upstage them at will and know it. No rumpus will be raised over it.

At the present time there is a hit show on Broadway in which the leading lady, a reasonable understage person, who has made the part, receives little or no consideration, because two other performers in the cast cut up enough to take all the producer's time and attention.

### "Peephole." Two Up

San Francisco, March 25.

Grand jury failed to make good on indictments charging conspiracy returned against Sid Goldtree, Hugh Metcalf and Joe Komper of the Green Street theatre. The true bill alleged that the trio conspired against public morals in presenting an indecent play called "The Peephole," but Superior Judge Condon quashed them on the grounds of insufficient evidence.

Goldtree and his "Peephole" cast have gone through two police court trials and been acquitted each time, but a third trial is still coming up. Meanwhile tiny Green Street remains dark.

## Wis. Group of Towns Forms Civic Agencies to Encourage Legit

Minneapolis, March 25. St. Paul, Duluth, Milwaukee and Madison have joined with Minneapolis in a plan to revive the road shows. With the Minneapolis Civic and Commerce Assn. taking the lead, civic organizations in each town will promote the establishment of civic theatre committee to enlist support for road shows.

Under the plan, organizations will be formed to take the initiative in raising guarantees and obtaining subscriptions for seasons of 20 road attractions. With such guarantees or subscriptions, it is believed the heads of the affiliated committees can go into New York before the opening of next season and induce the managers there to agree to send 20 picked shows into each of the five cities during the 1930-31 season. The towns would form a compact circuit adjacent to Chicago.

The Civic and Commerce Associations in Minneapolis and St. Paul recently got behind "Street Scene" during its Twin City engagements, but the results were only fair. The organizations drummed up big opening night audiences, but business fell down during the rest of the weeks. However, no subscription plan or guarantee was employed.

W. A. Brady was recently over this territory addressing civic bodies in a plea for the support of the legitimate stage.

## Ballet Girls Now Scarce in New York

A scarcity in ballet girls developed this week when a call for girls was shot out to the dancing studios for dancers between 18 and 25 by the American Ballet Guild. Polyphonic Symphony orchestra is organizing a big ballet for a series of concerts and wanted them.

Picture house demand for girls with ballet experience is given as one reason, while many have gone to the coast for picture work is another accounting for the current shortage.

## Ganna Walska Owes Them Many's Sez Ex-Employees

Aggregate damages of \$225,000 for breach of contract is sought from Ganna Walska, opera diva, and wife of Harold McCormick, Chicago Harvester millionaire, in two suits brought against her as singer in the N. Y. Supreme Court by former professional and business associates.

One suit is brought by George Damagoroff, who is decedent's former manager and public relations counsel. The other is by Emile D. Gutcheon, former sales manager and vice-president of the Ganna Walska Performances.

According to his affidavit Damagoroff alleges a contract made in the fall of 1928 gave him 50% of all earnings by the singer from opera, radio, pictures or theatrical engagements in which she might participate in America. He claims that he succeeded in securing engagements for the singer that have netted her \$175,000 and he wants half.

In his second cause of action he claims to have spent two months in France taking care of arrangements and stuff connected with the putting on of Miss Walska's "La Castiglione." For this work he wants \$100,000. This figure also includes his bill for services as press agent.

Gutcheon's claim is solely on his alleged connection with Miss Walska in conducting a perfume biz.

## West Coast Opens Legit

San Francisco, March 25. Fox West Coast's newest theatre, the Fox, in Van Nuys, Cal., opened Tuesday, March 18, and with a stage attraction.

Charlotte Greenwood in "She Couldn't Say No," with Henry Duffy is sending on the road preparatory to invading Chicago late in April, was the attraction. Complete sellout for one of the first legitimate attractions in Van Nuys in years.

## Shows in Rehearsal

"Jonica" (Wm. Friedlander).

"Hotel Universe" (Theatre Guild, Guild).

"They Had to See Paris" (Shuberts).

"Hot and Bothered" (Harrison Hough, Palm Garden).

"Change Your Luck" (Cooper & Harris, Bryant Hall).

"Stepping Sisters" (Albert Bannister, Fulton).

"Lost Sheep" (George Choos, Masque).

"Courtisan" (Irving Davis), Prepsent.

"Virtue's Bed" (Lohmuller & Emery, Palm Garden).

"Uncle Vanya" (Jed Harris), Morosco.

## STAGE, FILM "JOURNEY" IN FOR B'WAY BATTLE

The stage engagement of "Journey's End," which just completed a year's run at Henry Miller's, is indefinite, although "Journey's End" picture version will open in two weeks (April 8) at the Gaiety. The stage and screen versions concurrent run is experimental on Broadway, although on the road picture versions of former Broadway successes on tour have been booked in opposition. Generally the touring companies in such cases have been compelled to close, the difference in admission prices being important. Gilbert Miller is not certain his stage production cannot continue despite the film version, highly regarded in pre-view, and intends running the show through the balance of the season.

## "Frenchmen" First for Erlanger Coast Houses

The Erlanger office has obtained the Coast rights for "Fifty Million Frenchmen" and will present the musical there this summer.

"Frenchmen" is the first show in the plan to supply attractions for the Erlanger Coast theatres which have been frequently kept dark through the dearth of road companies.

Erlanger interests control four houses there—the Columbia and new Erlanger's, San Francisco, and the Biltmore and Mason, Los Angeles.

## Mae West's "Frisco Kate"

Mae West is optimistically lining up a legit script called "Frisco Kate" for production within the next few weeks. She will star herself in it and may break it in on the coast.

Rehearsals will start, Mae expects, as soon as the current "Pleasure Man" trial is over.

## IRENE ALBERT SETTLES

Tiffin, O., March 25.

A settlement was effected out of court in the \$52,000 breach of promise suit brought by Irene Albert, New York show girl, against Harold Youman, wealthy local drugist.

The terms of the settlement were not made known.

## LAVERNE'S NEW PLAY

Los Angeles, March 25.

Lucille LaVerne is taking a downtown house to produce "The Red Player," oil-field drama in which she will play an Oklahoma Indian. Play was written for her by Ramon Romero.

## SOME LONG HOPS

Los Angeles, March 25.

"It's a Wise Child" is now set to open at the Belasco, Aug. 15. Show hops from New York to Frisco then here, with Chicago the next stop.

## W-T Get 'Sons' o' Guns

Connolly & Swanstrom have sold the Australian rights to "Sons o' Guns" to Williamson & Tait. W-T will produce it in the Antipodes during August.

## TULLY VICTOR IN LONG "BIRD" PIRACY FIGHT

Richard Walton Tully is the rightful and sole author of "The Bird of Paradise," his most notable play. The Court of Appeals, highest tribunal in New York state, upheld Tully's authorship claim in its entirety last week unanimously. Justice Lehman wrote the formal opinion. No new trial was permitted. Tully is completely vindicated.

Thus ends one of the longest and bitterest court battles over a play in the history of U. S. stage. It ends the long struggle by House, Grossman & Vorhaus, and Alfred Bestman of that law firm who handled the case for Morosco and Davies, Auerback and Cornell for Tully. The piracy suit was that of Grossman, Fiedler and Morosco, who produced "Bird," and Tully who wrote it. Mrs. Fiedler claimed her script. "In Hawaii," which Morosco owned and his coast office, was the basis for the play. The suit started more than a dozen years ago. The fight to carry it to the Court of Appeals has occupied the last six years, during which time Tully devoted all his time to it.

There is romance in the long drawn-out suit too. Tully was a California University student and the son of Mrs. Phoebe Hearst, mother of William Randolph Hearst. Tully contended and it was so shown that he wrote a complete scenario of the "Bird" long before the script was known to have been shown to Morosco. He completed the play after he left college.

With a judgment of \$748,000, now set aside by the reversal, staring him in the face, Tully always claimed that the original decision against him was brought about by unusual influences. The case was first decided in the favor of Mrs. Fiedler upon trial before Justice Mitchell Erlanger. During the years the case dragged on, Mrs. Fiedler's son was admitted to the bar and aided her.

## Picture Deal Jammed

The "Bird" was once sold for pictures but because of the court tangle, the agreement was finally canceled. The rights of the play are believed to be as valuable as ever in light of talking pictures and color. Whether Morosco will participate in the film rights is not known. The suit went into bankruptcy the "Bird" rights could not be included in the assets because the play was in litigation.

In preparing the case Mr. Bestman went into the case from the copyright law side, bringing out many points of special interest to lawyers. However, the court did not have to pass on any part of that phase of the case. The decision ruled that the two plays were vastly different, the similarities being only in detail.

Though Tully won a complete triumph it cost him \$100,000 or more to oppose the different cases, including the appeal to the New York Court of Appeals. The lower court had rendered a judgment of over \$700,000 against Tully.

Summing up the court's decision and weighing "In Hawaii" in relation to "The Bird of Paradise," Justice Lehman wrote:

"We have assumed that even these similarities in details are the result of suggestion derived from the play 'In Hawaii,' though argument to the contrary has been made. It is a surreptitious arguing of the play 'In Hawaii' may have resulted in the introduction of some new material into 'The Bird of Paradise,' where resemblance is close, the material is trivial in character and where the material is more important in the development of the story, then, at most, the plaintiff's ideas have been appropriated but used in different form and combination.

"No material part of the plaintiff's literary property has been appropriated. Neither in substance nor in embellishment is there any resemblance between the two plays. Details must be viewed in their setting, then resemblance vanishes."

## Woods' Davis Play

A. H. Woods has taken over "Interruption," by Irving Kaye Davis, and will give it immediate production.

Davis is taking a fling at producing and will spot Elsa Shelley in his one-character play, "Courtisan," at the President, New York, April 6.

## Shuberts Operating Municipal Opera in St. L.—All Eastern Talent

## Jolson Concert Echo; Tarrant Pinched—Freed

New Orleans, March 25.

JolMor Theatricals, Inc., behind the recent concert tour of Al Jolson, brought charge of using the mails to defraud against Robert Hayne Tarrant, Inc., of this city. Tarrant company handled the local engagement of Jolson under a guarantee of \$5,000 for one performance. United States Commissioner Carter heard testimony and freed Tarrant.

Prior to the local engagement, Tarrant handed William Grady of the Morris agency a draft for \$1,500. It bounced back after mailed by the Morris office to a local bank. Tarrant proved he did not mail the draft and produced another draft for \$1,500 that had been paid.

## 5 Shows Out

Two of last week's new shows closed abruptly Saturday. Another may drop out this Saturday, the week's closings reaching at least five.

"Ripples," presented by Charles Dillingham, tours from the New Amsterdam after seven weeks. Started around \$40,000.

## RIPPLES

Opened Feb. 11, Atkinson (Times) declared: "Fred Stone's show, 'Ripples,' is a shot at the Herald Tribune" wrote: "apart from the sentimental aspects just a routine musical comedy." Winchell (Mirror) figured: "most likely will remain with us as long as he usually does." Variety (Land) said: "be surprised if it doesn't run until summer."

"Penny Arcade," independent, closes at Fulton at end of 3rd week.

## PENNY ARCADE

Opened March 10. "Conventional and feeble," said Winchell (Mirror) figured: "most regular critics to attend." Variety (Char) said: "fair entertainment."

"It Never Rains," independent, shuts after going along to small money for 19 weeks. Moved four times, guaranteeing to break \$3,000 for 19 weeks then dropped to \$2,000. Small salaries permitted it to stick.

"Mayfair," presented by Richard Herndon Belmont last week, ordered off same day.

## MAYFAIR

Opened March 17. Scrubs covered the show. Four "heavy-handed, labored, dull and obvious."

"The Royal Virgin," independently presented, stopped at the Booth Saturday One week.

## ROYAL VIRGIN

Opened March 17. Entirely a second string assignment. (W. V.) reported: "undoubtedly fine entertainment."

## Irish Players Stop

Irish Players, which shifted "Play-bird of the Western World" from the Greenwich Village to Gansevoort, Greenwich Village, folded at latter house last week (March 22).

The Irish Players were to have made another production "The White Haired Boy" at the Gansevoort, but have decided to hold it in abeyance until another stand.

## "Jonica" on Tuesday

Washington, March 25. "Jonica," with the book by Dorothy Heywood, who with her husband wrote "Porgy," and music by Wm. Friedlander, didn't make its scheduled opening here Sunday night. Inability to get the production ready was given as the cause of the postponed opening. Is to get started tonight (Tuesday).

St. Louis, March 25.

It is reported that the outdoor operas and operettas held each summer under the supervision of the St. Louis Municipal Opera Company, in Forest Park, will be run by the Shuberts the coming season.

The musicals run for 12 weeks in the Park's amphitheatre and can gross \$70,000 weekly. In the past for the most part, the production of the musicals and the orchestra have been of St. Louis. When the Shuberts take over the amphitheatre in June, it is said they will bring the major parts of the casts for the various musicals presented from New York and will not use the local talent as has been customary. An eastern name band will also be imported.

## BRADY BACKS SUNDAY RECITAL, DARES POLICE

William A. Brady worked himself into a good Monday morning story by taking a shot at the Lord's Day Alliance. When he learned that Argentina, the Spanish dancer, would not appear in a dance recital at the Barrymore theatre, where she was scheduled Sunday night because of threat of arrest by the Alliance, he opened the Playhouse to her and arranged to have the audience directed to the Playhouse.

After some delay, Argentina went on and won favorable mention. She is the imported dancer who quit the Barrymore theatre, where she was first week. Law Leslie engaged her, but the foreigner did not fit into the show.

During intermission Brady spoke his piece. He dared the police to arrest him, and said he would meet 'em at the stage door for that purpose, also that he would spend the night in jail. But the cops had either faded away or refused to take the dare. Brady declared it was all wrong to interfere with artistic performances such as caroled when arrested in other theatres went unmolested.

## Coast Portia Brings \$150,000 Equity Suit

San Francisco, March 25.

While waiting for a decision after acting as her own attorney in a suit for \$100,000 damages against her former stage star, actress, Edith Ransome, erstwhile star of Thomas Wilkes' production of "White Cargo," filed another suit for \$150,000 against the Actors' Equity Association.

In this action Miss Ransome charges that she was ousted from the cast of "White Cargo" through the action of the Equity Association here. She alleged that shortly after the ousting she was notified by Frank Gilmore of Equity that she was free to accept employment as her suspension was lifted. Hale is made a co-defendant in the suit against Equity.

Since she has turned around Portia to fight the suit against Tucker Miss Ransome is doing the same thing in the second suit. She drew up her own papers and everything, and according to the actress, "conspired to cheat her out of employment and impaired the possibility of her securing further work by forwarding through the mails untrue statements sworn to by jealous actors."

## 'Betray,' Co-op, Hangs On

"Love, Honor and Betray," which was based to close at the Eldorado, continued with the players on a co-operative basis.

House is to receive rent and expenses, with the balance going to the players. Business fair last week, with signs of improvement, and date may become indefinite.

## New Amsterdam B. O. Shift

Malcolm Douglas, long house manager of the New Amsterdam, will leave that house this week. Amsterdam goes dark with the withdrawal of "Ripples," but Arthur Hale is slated to take charge when it relights. Houghton is at present company manager of "Bitter Sweet."

# Long List of Kicks Against Play Brokers on Rights Sales

Playbrokers have one of show business' longest lists of squawks. Despite the fancy prices Hollywood is reported paying for rights to Broadway plays, the playbroker is unhappy and only moderately prosperous. Everybody's against them. Picture companies try to negotiate direct, dramatists are always yelping, and the latest insidious rumor is that legit producers and dramatists would like to eliminate them altogether.

How authentic the elimination plan is, or how far it has advanced, cannot be established. The thought has been said in the playbrokers' eye cream.

From reports the idea appealing to certain of the producers and dramatists is for a clearing house with exclusive representation through which all bids and sales of screen rights would pass, eliminating brokers with commission to be deducted for operation of the clearing houses.

This would be an extension of the present system presided over by Joseph Eickert, Jr., who represents himself as his fee a third of all playbrokers' commissions.

Tougher Daily Too many playbrokers, too few ethics, too much chiseling, lack of loyalty, lack of confidence and lack of respect from Hollywood are only a few of the reasons against playbrokers and why they are unhappy. It gave them a chill recently when the William Morris Agency, world's largest booking office, was concerned in a \$100,000 screen rights deal ("Sons o' Guns"—U. A.).

It's a new activity for the Morris office. Hollywood has hired so many playwrights that Broadway is facing dearth of scripts, new ideas and the very things film producers look for on Broadway.

It gets tougher in every way every day for the brokers.

## FUTURE PLAYS

"Little Orchid Annie" has gone into rehearsal in New York under the joint producing direction of Frederic Stanhope and Myra Furst. The legit producing firm of Newman & Johnson, formed for the production of "The Sap From Syracuse," has dissolved with Robert Newman continuing on his own. Arnold Johnson, orchestra man, had been the other end of the firm. Newman is reading "Once a Year," comedy by Jack O'Donnell as his next and on his own. Now casting and goes into rehearsal two weeks hence.

"Oh Professor," comedy by Ed Harris, to be produced by the Shuberts.

Raymond Payton to do "Sisters of the Chorus" with Enid Markey in the lead.

"Hotel Universe," the Philip Barry comedy now in production for Theatre Guild, will not open old in New York next week as anticipated, but will play two weeks out of town before coming in. It opens at Newark, N. J., next week and goes to Chicago the following week.

"Uncle Vanya," Jed Harris' comeback production, opens in New Haven April 7 and is due on Broadway the following Monday. The Russian play, in the nature of a revival, her name cast. Report it was postponed was incorrect.

A two-person play called "Three's a Crowd" is to be placed in rehearsal shortly by the Jess Producing Co. (George Jessel). It was originally called "Two's Company." John Patton Russell authored it. Mary Nash and Lionel Atwill may be players, although Basil Sidney and Mary Ellis are also being considered. W. A. F. already had the play last summer, but was unable to cast it.

"Lost Sheep," an English play, will be produced by Jack Donahue and George Choss. It will be put into rehearsal shortly. The play will not interfere with Donahue's appearances in "Sons o' Guns."

"Honor," comedy by William Murphy, is in rehearsal as first for the new producing firm of McDonald & Clark. Cast includes Evelyn Silsby, Robert Kennedy, Mildred Barry, Frank Shea, Frank Bell, Arthur Keane and Maxine Moore.

"Mr. Gilhever," announced for production this season by divers producers, has been taken over by Jed Harris. He will produce it next season.

"You Don't Say," musical, tried out previously with Mary Hay as

## DUMBELLS BANKRUPT

Canada's Soldier Troup Blames Public Going Films

Toronto, March 24. The Dumbells, Canada's leading producing outfit, is broke after eight years in which they did about 12 shows. Liabilities are put at \$25,332, with assets of \$109. Al Plunkett, head of the outfit, which was organized back of the Canadian lines during the war, gives "lack of interest on the part of the public who gobble up pictures" as the reason for his flop, according to his bankruptcy petition.

The company just closed three weeks at the Victoria here. The first week gave them a \$4,000 profit. Five years to ago there 30 week gross was about \$40,000.

## Skowhegan May Be Washed Out By Water Co.

Skowhegan, Me., March 25. "The Broadway," the Maine Woods, Lakewood, famous theatrical settlement, five miles north of this town, is in danger of being wiped out of existence because the Skowhegan Water Company, as currently reported, intends to take the water from Lake Wessumett, where Lakewood is located, for domestic purposes in Skowhegan. This is because its own water supply is not satisfactory in quantity and at certain times of the year pumping from the Kennebec river is resorted to.

The citizens are afraid to the danger of losing the famous colony, the Lakewood theatre, where Broadway stars, big and little, glitter on some evenings and the use of the 350 cottages bordering the lake.

star and shelved for revision and cast changes after Miss Hay withdrew, is being readied for another try next month by J. J. Leventhal. "Corruption," melodrama taking rap at political racketeers, has gone into rehearsal with Henry M. Davis as producer.

Cast includes Rose Mayhew, Eugene Costello, Lou Harris, Martha Wilson, Grayce K. and Jack Hart, Ruth Mayhew and James O'Connor. Producer is staging.

"The Wrong Road," which had been in rehearsal, more or less surreptitiously as far as Equity was concerned, folded in rehearsal last week when John Franklin, producer, had been unable to post bond and cast refusing to waive security. Franklin blamed the folding on differences with his money man after show had gone into rehearsal, declaring the show only temporarily off and he would resume rehearsals when he digs up money for bond.

## Inside Stuff—Legit

### CAST CHANGES

Kate Smith out of "Flying High" with larvynits. Pearl Osgood, show soubert, stepped into Miss Smith's part Saturday night. June Paget, from the chorus, took over Miss Osgood's assignment.

Robert Williams is back in the cast of "Rebound" at the Plymouth. A. H. Woods loaned him to Arthur Hopkins and received "Luna for Love, Honor and Betray." Latter show continues, but with Don McClelland in Williams' part.

Harold De Bray replaced Phil Kelly in "It Never Rains."

### DUMONT STOCK ENDS

Vaudlin policy supplants dramatic stock at the Dumont, Dumont, N. J., this week.

Upon change, house will play pictures first half and four acts of vaude last half, booked independently.

### BROCKTON STOCK CO-OP.

Brockton, Mass., March 25. The Brockton Players in stock at the City have gone commonwealth with the withdrawal of backers who are said to have dropped \$20,000 in eight weeks.

### Killing Coast Skeleton

Los Angeles, March 25. Gregory Ratoff, starting work on a New York production, has arranged to pay off claims from his "Killer" production. Latter folded in San Francisco last October.

### Retakes for "Raffles"

Hollywood, March 25. New beginning and finish for "Raffles" with Ronald Colman was ordered by Samuel Goldwyn, when he viewed the picture here. Retakes will consume about five days.

### Post Guesting Honolulu

Los Angeles, March 25. Guy Bates Post is on the way to Honolulu to be guest star with the Richard Wilbur players.

## Shows in N. Y. and Comment

Figures estimated and comment point to some attractions being successful, while the same gross accredited to others might suggest mediocrity or loss. The variance is explained in the difference in house capacity, with the varying overheads, and the size of cast with consequent difference in necessary gross of profit. Variance in business necessary for musical attraction as against dramatic play is also considered. Classification of attraction, house capacity and top prices of the admission scale given below. Key to classification: C (comedy); D (drama); R (revue); M (musical comedy); F (farce); O (opera). A (after).

### Admission list applies on tickets over \$3

"Apron Strings," Cort (8th week) (M-1,042-\$5). Broadway business looked upward last week, indicating federal income tax date (March 15) was main deterrent; strings with aid of parties and cut rates claimed over \$8,000.

"Berkeley Square," Lyceum (21st week) (C-857-\$4.40). Has been a money maker from the start, eased off of late but still very good; over \$15,000.

"Bird in Hand," 49th St. (52nd week) (C-708-\$3.35). Has been running a year; slowed down considerably but date indefinite for last cost comedy; up a bit to \$7,000 last week.

"Broken Dishes," Masque (21st week) (C-700-\$3). Another show was cut; upward trend, and which has turned a good profit; \$6,000 to \$7,000.

"Dear Old London," Ritz (1st week) (C-945-\$3). Musical comedy, independent; (E. F. Bostwick) written by H. S. Maltby; well regarded out of town; opened Tuesday.

"Death Takes A Holiday," Barrymore (14th week) (D-1,000-\$3). Should last out the season; business has been profitable with last week's gate about \$12,000.

"Dissonant Lady," Empire (8th week) (D-1,099-\$4.40). One of the dramatics, figures which too figures to last into warm weather; again around \$15,000.

"Fifty Million Frenchmen," Lyric (15th week) (M-1,406-\$6.50). Continues with musical leaders; doubtless a summer stayer; \$44,000, virtual capacity last week.

"First Lady," Broadway (11th week) (C-879-\$3.85). Better last week when the approximate gross was \$6,000; okay with show and house, singing.

"Flying High," Apollo (4th week) (C-1,168-\$6.50). With prices advanced, near level of the list's leaders; estimated over \$15,000; musical smash in.

"I Want My Wife," Liberty (2nd week) (C-1,202-\$3). Opened middle of last week, drawing a general panning; not given by house but show can stay if guaranteeing theater's expenses.

"International Harvester," 6th week) (R-1,776-\$5.50). A party of two helped; business through the week; \$12,000, with takings around \$28,000; with salaries cut, may make a stay of it.

"In the Rain," 15th week) (C-867-\$3.35). First week; approximately \$2,000; players very little otherwise would have dropped out long ago; "The Man On The Stairs" probably, later.

"Journey's End," Miller's (54th week) (D-946-\$4.40). With a year's mark passed, English run drama doing moderately; cut rates helped last week, gross over \$9,000.

"Love, Honor and Betray," Eltinge (3rd week) (C-892-\$3.85). Was listed as first week Saturday but decision changed; \$6,000 with a chance to improve.

"June Moon," Broadhurst (29th week) (C-1,118-\$3). Picked up and former comedy leader may last through spring; gross bettered \$10,000.

"Mayfair," Belmont. With withdrawal last Saturday; one week; \$10,000.

"Mendel, Inc.," Cohan (18th week) (C-1,371-\$3). A slight improvement over last week at Longacre at about \$7,000; expected to do better and will remain.

"Month in the Country," Guild (2nd week) (C-914-\$3.35). Russian play drew very good notices on the whole; high class subscription production; first week easily over \$16,000.

"Nancy's Private Affairs," 48th St. (11th week) (C-964-\$3). Improved somewhat last week with takings approximating \$7,500; can stay by at pace.

"Penny Arcade," Fulton (3rd week) (C-913-\$3). Final week; got \$5,000 last week; maybe even more for show, but not house, which got flustered by Chevalier in specialties for two weeks, starting Sunday.

"Rebound," Plymouth (8th week) (C-1,042-\$3.85). Class comedy holds to good business though under heavy pace of opening weeks; \$15,000 approximated again last week.

"Ripples," New Amsterdam (7th week) (M-1,270-\$5.50). Final week; estimated around \$30,000; a disappointment here but figures to be good out of town; house probably going dark.

"Simple Simon," Ziegfeld (6th week) (M-1,622-\$5.50). Four musicals are closely bunched for top money honors with this one's gross last week topping the list; \$47,000.

"Sketch Book," Channing's (39th week) (R-1,413-\$6.50). Improved last week along with the run revue figured around \$23,000 or more; over parties and cut rates aiding.

"Sons o' Guns," Imperial (15th week) (C-1,046-\$3.35). One of the musical big draws and topped the list first three months; most popular; \$44,000.

"Street Scene," Ambassador (64th week) (C-1,200-\$3.85). Run leader; ending comparatively good money; claimed over \$12,000 last week; some cut rates.

"Strictly Dishonorable," Avon (25th week) (C-1,095-\$3.35). In front on profits; still playing to capacity; comedy success getting better and better.

"Strike Up the Band," Times Square (11th week) (M-1,057-\$6.50). A musical favorite; while not rated with leaders in ticket sales is making excellent money; \$31,000.

"Subway Express," Republic (25th week) (C-1,095-\$3.35). Has made run of it to moderate money, but profit; cut rates have helped; \$28,000.

"The Apple Cart," Beck (5th week) (C-1,189-\$3). Shaw comedy assured of big money during subscription; \$12,000, with \$18,000 weekly claimed; figured to extend double that time.

"The Green Pastures," Mansfield (18th week) (D-1,069-\$4.40). Play biggest things among current dramas; abnormal demand coming; \$28,000.

"The Infinite Shoelace," Maxine Elliott (6th week) (C-924-\$3.35). Climaxing; have improved last week when with rate takings went over \$5,500.

"The Last Mile," Harris (7th week) (C-1,095-\$3.35). First week; aidance of season; not as big as early raises indicated, but trade again long ago; "The Man On The Stairs" probably, later.

"The Matriarch," Longacre (2d week) (C-945-\$3.35). First-nighters liked this one; raised notices, but first week's pace not so hot; \$7,500, but expected to improve.

"The Old Rascal," Bijou (last week) (C-600-\$3). William Hodge reverts to his own writing; opened Monday.

"The Plutocrat," Vanderbilt (6th week) (C-771-\$3). Week-to-week, but may be, intimate improvement through Drama League plugging; about \$5,000.

"The Royal Virgin," Booth. Taken off Saturday; one week; blank verse costume play failed to interest; \$10,000.

"Those We Love," Golden (6th week) (C-900-\$3). Generally liked and showed up; \$12,000, slightly but steady improvement encouraging managers.

"Topaze," Music Box (7th week) (D-1,000-\$3). May be a lucky house; business climbed again last week; \$12,000, excellent for a little comedy.

"Wake Up and Dream," Selwyn (13th week) (R-1,067-\$6.50). Play nudged to close after one week more; English revue did well for money; picked up last week; \$24,000.

"Wise Child," Belasco (34th week) (C-1,050-\$3.85). Season's first comedy; has maintained in gained big money pace; still with the leaders at about \$10,000.

"You Don't Say," 48th St. (11th week) (C-964-\$3). A money-maker and good through spring; estimated at \$13,000 last week; some cut rates.

"Special Attractions! Little Theatres Fritz Lieber, Shubert; Shake- 'n' Rattle."

"The Rivals," Erlanger's; revival; fair business.

"Michael and Mary," Hopkins; still good.

Civic Repertory, 14th Street. Ruth Draper, Comedy.

"Laurel and Elaine," President.

## AHEAD AND BACK

Following the death of John Stout in Chicago, Herman Iernstein arrived from New York to manage "Strange Interlude," company at the Blackstone.

Arthur Houghton will be company manager of "The Triter Sweet," going out for four weeks.

## Legits Recovering From Income Tax Period—Trend Up Last Week

Broadway's business curved upward last week after having been flat for a month. Better attendance followed the first federal income tax payment date, March 15, and indicated that to be a much more important factor than Lent.

There are 18 dark theatres this week, but that is not alarming this season, with always an untenanted group.

Significant is the shrinkage of musical attractions. There are but nine major musicals current, three having withdrawn last week, and another pair will have passed by the end of next week. The seven survivors figure to stick in light of the limited field. They are: "Simple Simon," "Sons of Guns," "Flying High," "Fifty Million Frenchmen," "Strike Up the Band," "International Revue" and "Sketch Book." The first five should run into summer. The new show "Strike Up the Band" has been a poor one. At least four shows opening in the past two weeks were yanked off promptly. Last week's quick flops were "The Royal Virgin," "Booth and Mayfair," "Belmont," "I Want My Wife" and "The Song of the Liberty Saturday." A "Month in the Country," Guild, has the best chance.

"Green Pastures" continues away out in front of the dramas, bettering \$28,500. "Strictly Dishonorable" still capacity, around \$15,000; "Wise Child" around \$15,000; "Apple Cart" \$15,000; "Topaze," nearly \$17,000; "Last Million Dollars" with \$10,000; "Disheveled Lady," "Berkeley Square" and "Rebound," \$15,000; "Death Takes a Holiday," "Fanny Sinner," \$13,000; "Street Scene," \$12,000; "Mrs. Fraser," \$11,000; "June Moon," \$10,000; "The Millionaire," \$10,000; "Apropos of Nothing," \$10,000; "Infinite Shoebuckle" slightly better; "Nancy's Private Affair," \$7,500; "Bird in Hand," "The Three Graces," "Mendel, Inc.," "Broken Dishes," about \$7,000; "Love, Honor and Betray," \$6,000.

### Money Musicals

There are five big-money musicals, with "Simple Simon" the gross leader last week, around \$25,000; "Sons of Guns," \$46,000; "Fifty Million Frenchmen," \$44,000; "Flying High," \$43,500; "Strike Up the Band," \$31,000; "International Revue" showed improvement to \$28,000; "Wake Up and Dream," about \$24,000; "Sketch Book," \$23,000; "The Millionaire" closed strongly with a \$23,000 finale week. On tour.

In addition to "Patial Virgin" and "Mayfair," another withdrawals this week are: "Ripples," which leaves the New Amsterdam; "The Millionaire" will be followed in at the Fulton by Maurice Chevalier; "It Never Rains in Spain," the list's low gross show.

"Troika" relights the Hudson next week and "House of the Rising Sun" will be one of the added possibilities.

## N. V. A. COLLECTIONS

(Continued from page 3)

wood to call meetings for the N. V. A. matter. Eddie Cantor, president of the N. V. A., will be in town on Saturday for the film colony, where he will shortly start production on the talker, "Whoopee," in which he stars. Mr. Cantor will attend the midnite benefit performance in Los Angeles and probably Hollywood.

### Actors Relieved

It is stated by Casey that no actor other than when requested to take part in an N. V. A. stage benefit will be solicited for funds for the N. V. A. week. Casey is expected to purchase tickets for a performance or to advertise in any souvenir program that may be got up for any benefit. In former years the vaudeville actors, actors engaged by the Keith Circuit were forced to buy tickets and advertise in the N. V. A. program by Albee's orders. That brought much resentment.

This will be the N. V. A. drive where collections will be taken up in all theatres of the V. M. A. chain members.

Gross receipts from the collection system in other years for the N. V. A. have varied from \$450,000 to \$600,000. This year, with the added weekly expense of the Sanatorium, from \$5,000 to \$6,000 weekly, besides the unpaid balance of construction and equipment overdue, \$300,000, at that expensive institution, a more extensive drive in the theatre way was approved by the chain management.

It is estimated by observers of the Saranac Sanatorium, with its capacity for 120 invalid professionals, that before long an additional wing will be needed at a further cost of around \$250,000.

## Pittsb'g Solo Attraction "Modiste" Low, \$17,000

Pittsburgh, March 25. With Nixon dark, Alvin had sole legit attraction at the two-week. It was "Mile, Modiste" and only moderate at \$17,000. Bookings of Herberichs' revival, "The Geary," coming too close together. This one followed "Fortune Teller," "Naughty Nankin," "The Current," "The Geary" comes next and then "Habs in Toyland." Lent hurt, too. Nixon has "Hot Chocolates" this week, following "The Geary" and "Interlude" to follow. Later all ready a sell-out at \$4.40, subscription and orders having cleaned up allotment. Sharp stock at Pitt only fair with "It Pays to Advertise."

### Frisco Grosses

San Francisco, March 25. Not much in town for legitimate theatregoers to choose from last week. Both the Curran and the Geary were dark with nothing in sight until next week.

Puffy's two houses prospered. Alcazar with "Rita" and Boland in "Ladies of the Jury," held up well close to \$5,000 and his President with Frank Craven in "Salt Water." Initial week about \$6,000.

Erlanger's Columbia with "The People's Choice" did not slip considerably, hardly above \$10,000 which is six grand under opening week. Practically all trade down, balcony nil.

## B'WAY CHATTER

(Continued from page 60)

compromised by starting each name at their first meal, but forgot it afterward, so the opposite signs now read only "The Millionaire."

Dorothy Hall did a perfect assisting giggle the other evening from a Broadway night club over the radio. If her name had not been mentioned, the giggle would have been recognized.

Al Quadback, owner of the Granada Cafe, Chicago, is on Broadway. Quadback may buy a road house around New York City and get plenty, with or without a paddy lock.

Nighthawk taxis are now congregated but a few side streets in Times Square any evening. Drivers say so many night places are closed they have to hang around the few better speakeas still open.

Jim Jammers who have been playing in the East, have returned to have proved irksome to the club owners and free feeds are on the out for these birds.

## BOSTON GROSSES HOLD DESPITE LENT BRAKE

Boston, March 26.

Considering Lent and other things, business isn't at all bad here.

Takings were rather spotty with "New Moon" leading at \$28,000, about \$1,000 less than the week before and show on the sixth week.

Only gross in town above the \$20,000 mark. Nearest approach was another musical, "The Chocolate Soldier," which closed last week, taking \$18,000 at the Majestic. The show was transferred at the end of the first week to the Lyric, formerly the B. F. Keith, to make room for the John McCormack picture, "Song of My Heart," at a \$15.00 top. "Cambling" did \$15,000 off \$1,000 from the week before. Public got Colan associated with a musical and surprised when they found it a drama. "Little Accident" continues to do business at the Plymouth, last week \$14,000 in 10th week and therefore strong.

### Estimates for Last Week

"Little Accident," Plymouth (10th week). While the war here, is still going strong with \$14,000 for last week.

"Cambling" (George M. Cohan). Tremont (3rd week). \$16,000.

"The New Moon," Shubert (6th week). Leads the town again with \$28,000 for this week.

"The Chocolate Soldier" (1st week at the Lyric after one week at the Majestic). \$17,000. It is a good one. "Shakespeare," Hollis (1st week). Reopened after several weeks of closure. \$15,000.

Shows booked for the future are "The Millionaire" at the Plymouth and with the house a sellout for the opening and an advance sale of \$12,000 for this week.

Walter Hampden, Wilbur (1st week). This followed in after two weeks of the Lyric. In Shakespearean productions. Final week of Leiber brought \$9,000 gross, off \$1,000 from the week before.

Copley, "D. C. M." This company using another English show after having run through the season with "The Millionaire" at the Lyric.

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## Philly's \$21,000 for Shakespeare; "Wonderful Night" Low at \$13,000

Philadelphia, March 25. The thumping increase in trade that marked the second and final week of the Stratford-Upon-Avon Shakespearean Players at the Broad and the continued fine business turned in by "The Little Show" at the Chestnut Street Opera House featured the week.

The Shakespeare troupe, which started slowly and only got by the first week with word-of-mouth and the two sell-out matinees, developed into a riot during the final six days of word-of-mouth and critical comment. It was undoubtedly one of the most phenomenal successes of Shakespearean presentations established here in recent years, save only Barrymore's "Hamlet."

Wednesday matinee and night and Saturday matinee and night went clear, and the afternoon performances had only a couple of rows out, although it must be added that the last five rows downstairs were sold at balcony prices to take care of the overflow.

The "Wonderful Night" dropped only a couple of dollars last week, but the Chestnut in its second week and hit around \$26,000. Four-week engagement should hit close to the \$100,000 mark.

Some of the other attractions got by nicely, though not sensationally. "Candid Light" and "The Players" sponsored by the Professional Players at the Adelphi, got around \$7,000 in its first week, while "Spelled Profit." It will go out Saturday to make room for "Meet Lady Clara" at the Adelphi, and last of the series.

Etzel Barrymore's second play, "The Duel," which first showed its greatest strength at its matinees, but was disappointing in its weekly gross at the Lyric. Notices were decidedly mixed.

"Strange Interlude" dropped another notch in its fourth week at the Lyric, but was not nearly so worried and is emphasizing "last weeks" prominently in advertising campaign. It will not move to another eight weeks, but it's a certainty it will not move to another eight weeks after that.

"Ritz," coming in quietly and suddenly to "Walk" was Wednesday matinee trade was excellent and comedy showed powers at picking up.

"Follow Thru" started strongly, with aid of benefits and parties, but was not nearly so successful as the Forrest. Caliber of company generally blamed for drop, but show of "Follow Thru" was not in cause of lack of musical opposition.

"A Wonderful Night" closed a fourth week's stay at the Lyric, but with hardly more than \$13,000 reported. First part of engagement was highly promising but the bottom fell out of the show.

"Bitter Sweet" at the Shubert and "Many a Slip" at the Broad were both showing signs of wear in for fortnight stays only. The English importation papered heavily, but the show was not too strong. "Many a Slip" had a \$6,500 advance.

Next Monday's new comers include "The Millionaire" at the Lyric, "Meet Lady Clara" at the Adelphi, and "Everything's Jake" at the Broad. The show of the Lyric's Civic Repertory comes into the Broad for two weeks, and "The Millionaire" at the Lyric, and "Meet Lady Clara" at the Adelphi, and "Everything's Jake" at the Broad.

Other April bookings are very uncertain. George M. Cohan comes to the Broad in "The Millionaire" and "The Tavern." The Mask and Wig plays its annual two weeks and "The Millionaire" at the Lyric. "The Millionaire" at the Lyric, and "Meet Lady Clara" at the Adelphi, and "Everything's Jake" at the Broad.

That's about all, except for an interesting announcement (not official) that the Lyric's Civic Repertory of Pittsburgh is expanding to include Philly, and that it will open in April at the Lyric, and "Meet Lady Clara" at the Adelphi, and "Everything's Jake" at the Broad.

The possibility of the establishment of the long-awaited Philadelphia Civic Theatre for a try-out this spring at one of the regular houses is also of interest.

"Many a Slip" (Broad, 1st week). Opened with a \$6,500 advance, surging to \$13,000 and making the Opened Players got \$21,000 in second week. Phenomenal.

"Bitter Sweet" (Shubert, 1st week). Got critics and class first night audience, but was forced to "paper" heavily. "Wonderful Night" was down to \$13,000 in first week.

"Strange Interlude" (Garlick, 5th week). Guild offering off another week with \$26,000 and making it emphasizing "last weeks" to coax out the laggards. Sure to run a lot over two months, however.

"The Little Show" (Chestnut, 2nd week). Held to fine figure, and again led the town easily with \$26,000.

"Ritz" (Walnut, 2d week). Mild business, but plenty of praise from patrons and may build this week. Around \$7,000.

"Follow Thru" (Forrest, 2d week). Started strong, but slipped middle week with partial recovery Friday and Saturday. Ought to hold for run, despite non-starting company.

"Light" (Adelphi, 2d week). Under auspices of professional players. Got \$7,000, and is sure to jump this week. Goes out Saturday with "Meet Lady Clara" following.

"The Love Duel" (Lyric, 2d week). Second Barrymore. Around \$4,500 in first week. Not what was figured in advance.

## Chi Slump Drives 'Em Cut Rate; Shubert Garrick's Run Picture

Chicago, March 25. Slump again. Four productions out of the city's 11 were cut-rating last week.

"Scandal" had a weak start, around \$24,000 its first week at the Grand. "Street Singer" managed a poor \$15,000 its second week at the Apollo. "The Millionaire" fell to \$19,000 at the Great Northern.

One house, Shubert's Garrick, took out a run with "The Millionaire" moving from the Garrick to the Harris. Has not been cut-rated yet.

Three of the slashed-dud spots found revived business by cut-rating. "Dear Old England," British comedy, which moved from the Princess to the Harris, rose \$9,000 that way, but closed because of New York booking, opening at the Harris. "The Millionaire" closed at the Harris. "The Millionaire" closed at the Harris.

Owner-director, is changing its name to "Oh, I say," or "Nip It in the Bud." "Your Uncle Dudley" cut-rating, hit well at the Playhouse, and "City Hall" went to \$7,500 for nine performances at the Cort, after doing \$5,000 on five shows the previous week.

"Let Us Be Gay" started cut-rating, but got little made good its first week. Comedy off about \$1,000. Otis Skinner's return with "Papa Juan," known here last year as "100 Years Ago," took \$9,000 at the Erlanger. Piece finishes here Saturday (29) and goes on the road.

"Street Singer" closed at the Blackstone, with nothing booked immediately to follow. Decision to drop "The Millionaire" late last week after the closing date had been announced as March 29. House refunded \$6,000 in advance sales. O.K. offer to Pittsburgh.

Shubert's musical revivals continue to die at the Majestic. "Fortune Teller" closed last week, followed by "Babes in Toyland," in for the usual fortnight.

Estimates for Last Week  
"City Hall" (Cort, 3rd week). Comedy mellow being cut-rated, rose to \$7,500 with party assistance.

"Let Us Be Gay" (Studebaker, 4th week). Comedy down to \$15,000, but expects better business next week, anticipating no removal before April 19.

"Nina Rosa" (Great Northern, 11th week). Musical felt the reaction, off to \$19,000.

"Scandal" (Grand, 2nd week). At \$4.40 top musical started below \$15,000 and ended \$24,000. Agencies are a boon.

"She's No Lady" (Harris, 4th week). H. H. Frazee Jr.'s new farce slumped to about \$6,000, but is not slashing. Moved this week from the Garrick to the Harris. "Dear Old England" was cut-rated, off \$10,000 its fifth and final week in Chicago, playing last week of its engagement at the Harris at cut rate. "The Millionaire" closed at the Harris. "The Millionaire" closed at the Harris.

"Papa Juan" (Erlanger, 2nd week). O.K. Skinner piece n.g. in its second try here. Around \$9,000. Leaves Saturday (29), house getting two weeks of Thurston, magician.

"The Millionaire" (Studebaker, 17th and final week). Around \$12,000. Jerked a week sooner than announced. "The Millionaire" closed at \$4.40 top for a legit piece doing only six performances a week. Brought around \$35,000 during the run, but sales were magnificent.

"Street Singer" (Apollo, 3rd week). "The Millionaire" closed at \$4.40 top for a legit piece doing only six performances a week. Brought around \$35,000 during the run, but sales were magnificent.

"Your Uncle Dudley" (Playhouse, 7th week). Successful cut-rating going on at this small Nicholai. "The Millionaire" closed at \$4.40 top for a legit piece doing only six performances a week. Brought around \$35,000 during the run, but sales were magnificent.

"Strictly Dishonorable" (Adelphi, 7th week). Comedy dropped to \$13,000. "The Millionaire" closed at \$4.40 top for a legit piece doing only six performances a week. Brought around \$35,000 during the run, but sales were magnificent.

Special Attractions  
Majestic (Shubert). "Babes in Toyland" opened two weeks, succeeding "The Fortune Teller."

Goodman-Civic rep artists in revival of "The Rivals."

## ULRIC IN "SUEZ" IN L. A. AT \$16,000

Los Angeles, March 25. "East of Suez," in the Belasco for a run with Lenore Ulric starring, gave the town one class name draw and some \$15,000 in its first week. For a short cast production this means plenty of profit to the management, which has been a good thing.

With only seven houses operating, Vine Street and President displayed exceptional strength. The Vine, where they're getting the only \$25.00 top in Hollywood, jumped up about \$15,000 from the opening stanza, to \$3,000. Taylor Holmes also helped matters a bit at the President, where the record in one week there was a tilt of about \$400 to \$6,500 for "His Uncle Dudley."

May Robson seemed to have returned to Hollywood to playhouse too soon, as she has been here twice before within a year. "Helena's Boys" her latest, got off to a rather poor start at \$4,500.

"New Moon" has two weeks more to go with the MacLoons then bringing back "Desert Song" for a second try. Same cast which is playing in the current production managed to hit around \$9,000 for its ninth week.

Theatre parties were main support for the Civic Repertory group presenting "The Romantic Young Lady" at the Music Box. Take just about \$2,200.

Two openings are Madge Kennedy in "The Perfect Alibi" at the Biltmore and the Biltmore Pennsylvania show at the Mason.

Estimates for Last Week  
"Beau Geste" (Music Box, 1st week). Miss Ulric brought out a class mob on the premiere with take being strong through week and agency buys four weeks ahead.

"The Millionaire" (Civic Theatre, 3d week). Trade about even with preceding week \$5,500.

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# Swaf Pans Lord Rothermere

# RITZY

# Literati

(Continued from page 1)

Rothermere from the "Weekly Dispatch" a few days ago. Although Fleet street is seething with indignation in consequence, no one dares to do anything or say anything. There is an Institute of Journalists, there is a National Union of Journalists and there is a Critics' Circle. All are powerless. Not one dares to raise a finger.

Now, Lord Rothermere, of course, being an employer of labor, is perfectly entitled to terminate the contract of any one of his employees in spite of him, I like him.

Still, in this case, I am concerned. Ewart Hodgson was accused of "performing antics" at the back of the circle during "Bitter Sweet." I was accused of influencing my "satellites." I paid no attention to the allegation, nor did my chiefs.

The truth is that Hodgson and I criticized "Bitter Sweet" and so we came under Cochran's displeasure. I have come under it before, and I expect to come under it again.

## The Editor Pleads in Vain

Anyway, Hodgson was ordered to give a good notice to Cochran's new revue, although it had not then been produced. Then there were arguments, in which his own editor sided with Hodgson, but still he got the sack.

Now, all this time, Lord Rothermere was conducting a most strange campaign against Stanley Baldwin, saying what he would do in India, about which he knows nothing, what he would do about this, that and the other in the same way, for a few years ago, he conducted an Anti-Waste campaign which fizzled out. He and Bottomley ran it—in vain.

## How Cochran Saves England

At a time when England is in desperate need, when its trade is dying, when it is suffering from the over-capitalism of a thousand moneyed shares, the columns of the "Daily Mail" are full of Cochran. Carmelite House has been ordered to boost his new revue, and no one dares to point out how silly it all is.

It may surprise Lord Rothermere to know that a member of the Socialist Government told me this week that a most careful analysis has been made of all the revues published during the last few years, that all the boostings of plays have been tabulated, and that the time may come when any attack on themselves by Lord Rothermere will be challenged by a production of all the boosts.

Why, this week, when our five basic industries were dying, the "Daily Mail" even had a photograph of a 14-year-old chorist girl telegraphed from Manchester so that it could appear in the "Daily Mail" the next day, boosting the Cochran show.

And we have 1,500,000 unemployed!

## Other Managers Want to Know

Meanwhile, all the other theatre managers are wondering how they can climb in on Cochran's band wagon.

"How does Cochran do it?" they say. "Is he King of England? Where is his pull over Rothermere? Surely he must have one. Rothermere cannot be already enraptured with a show he has never seen. What do you have to do?"

## When Northcliffe Went Mad

Northcliffe, in whose seven-league boots Rothermere's feet now wobble about, because they are much too small for his brother's cast off foot-wear, was strangely indifferent to the theatre.

On two occasions the old man asked me how he got in for boosting. One was when Cochran's publicity had failed to put over "The Miracle" and Lady Northcliffe went down to see it, with the result that Northcliffe sent down Hamilton Fyfe to bang the drum. Even then, of course, the Reinhardt show lost money.

The other occasion was when Northcliffe went to see "The Man in Dress Clothes" and then, after watching a bit, sent for his staff and ordered them to ballyho the thing until he stopped them. It went on for weeks.

Still, in those days, poor Northcliffe was so nerve-wracked that Seymour Hicks, who played the lead, told me himself that, when he came out of the theatre, he said, "Can't I go out the back way? The Germans are waiting to kill me."

As you all know, he died mad, not very long after.

## "Make Him Pay"

Otherwise, Northcliffe's attitude is best expressed by the fact that, when I published in the "Weekly Dispatch" an article by Cochran on how he was not going to stage any more big revues, Northcliffe wrote to me and said, "I make Cochran pay for his publicity in the 'Evening News' in which Cochran was then publishing a signed column at advertisement rates. 'Always make them pay.'"

Now, apparently, you don't have to pay anything. You do some mysterious thing—all the other managers want to know what it is—and then, day after day, the whole circus is yours.

## They All Join the Circus

Well, E. A. Baughan went to Manchester to see the Cochran show the other day. John Young, newly appointed to the "Daily Chronicle," was sent specially up.

London newspaper editors never send to the provinces to see first nights. Yet they have done so in the Cochran case. So that you see both the "Daily News" and the "Daily Chronicle," Liberal papers, are deluded by the false value placed on the Cochran revue by all this Rothermere boosting.

## The Empire Side of It

Now, unfortunately, matters of grave Imperial importance are mixed up in all this. The electorate will soon want to know whether a newspaper proprietor, who is so lacking in restraint, when one revue is staged in one of London's 40 theatres, is really safe to be trusted with the political pull which might reasonably be expected to belong to a string of newspapers that stretches right across the country.

Fortunately, however, recent events have shown that Rothermere has no political pull. When, in the last election, he shouted in all his papers, "Keep the Socialists out," the nation put the Socialists in, and when, a few days ago, he urged Lord Beaverbrook's scheme to improve Empire trade, Beaverbrook very astutely got his plans adopted by Stanley Baldwin, but poor Rothermere was left so high and dry that his own staff were going about Fleet street, asking other newspaper men what they ought to say to him.

Rothermere's attitude today is one of the most farcical things ever known in political history. Beaverbrook, whose political instinct makes him sense things that few others can see, has emerged triumphant from a political situation which threatened to wreck the Tory Party. Rothermere apparently still does not know where he is.

## The Worm That Never Turns

Still, it cannot go on. Even the "Daily Mail" cannot go on looking

A fashionable event was the recent marriage of Mrs. Lyman B. Kendall of New York and John Ormonde Lawson-Johnson of London. Mr. Kendall died in March, 1925, and his widow inherited over \$4,000,000. He was previously divorced by the late Ellen Ballentine, daughter of a governor of Idaho.

The lady who has chosen as her third husband Lawson-Johnson was Elizabeth Beatty Lee, professionally as Betty Lee, married originally as Betty Lee. She divorced Proctor Welch, manager of the Onondaga hotel, Syracuse. Their daughter, Jane, changed her name from Welch to Kendall, married George Grant Mason, Jr., of New York.

Lawson-Johnson's first wife was the late Fannie Dunlop of New York. Their son, John Robert Lawson-Johnson, was divorced by Barbara Guggenheim of New York, who then married Fred Wetlack.

Just a change in circumstances has come to Betty Lee Coyne, so a similar change came to the senior George Grant Masons. In modest position in the west, they inherited millions from a relative, James Henry Smith, of New York, and established homes on Fifth avenue and at Tuxedo park. Small left additional millions to his widow, Anne Armstrong, who had first divorced the late William Rhinelander Stewart, and who died as the second wife of Jean St. Cyr.

St. Cyr was Jack Thompson of Waco, Texas, bellboy, chorus boy and hat salesman in New York before inheriting a fortune from his first wife, an elderly widow, Mrs. Carolyn Redfield of Hartford. Jean was also much younger than his

stepson, William Rhinelander Stewart, entertains many show people, and was divorced by Laura Biddle. Jean's stepdaughter, Princess Miguel de Braganza, is the daughter of Nadjeda de Braganza, now studying for the stage with Max Reinhardt on the Continent.

Herbert R. Woods, who died recently, was a brother of Arthur Woods, former police commissioner of New York. Arthur married Helen Morgan Hamilton, a niece of J. Pierpont Morgan. One of Herbert's daughters divorced Edward F. Darrell, Jr., and the other, Alene Woods, has directed the tour of the Jitney Players through fashionable summer resorts, Newport, Southampton, etc.

## Kiddy Stuff

The crowd at Palm Beach is ultra-sophisticated, and has been much amused over the kitchy attitude and posed-upness of a sophisticated actress married to a show up. She wears costumes appropriate for a woman half her age and simpers like Betty Lee.

(Continued on page 70)

stupid for ever. One day, even the worms of Fleet street will turn. No, they won't. They never do.

I remember a remark Northcliffe made to me, years ago. "Whenever you see a worm," he said, "read on it. If you don't, it will be very disappointed. It likes being trodden on. That is why it is a worm."

I am sorry to intrude all this upon you, but people are going round saying, "Swaffer will go next."

"Poor Swaffer," as Shaw says.

Swaffer has gone a good many times. He likes it.

## Tallulah-Mania

The Tallulah nonsense consisted this week of a mob of sex-eyed flappers standing outside the Garrick theatre for many hours, staring at June and Lord Inverclyde going in, blocking the gangway, and then yelling from the gallery when Tallulah died as Camille.

You could not take seriously, Nor the libraries. The next day, they merely waited the show \$3,000 for five weeks. I should think it will run two months.

Tallulah, of course, was as good as these modern actresses are. She looked very powder-faced in the last act, which is what consumption is, I suppose. But she did not cough once. In fact, her voice was less husky with tuberculosis than it is, as a rule, when she plays healthy young frails.

## The Fuss About Camille

I do not know why all this fuss is made about Camille. One of the last I saw Bernhardt, she played the part, but as she was a worn out old woman and she was supposed to play a beautiful young girl, well it was so silly that I came out. Then they used to beat about Duse. Well, she was not beautiful, anyway. So that was that.

Still, Tallulah is a tryer. D. A. Clarke-Smith and Charles V. France were the acting managers of the show. They put their old-fashioned clothes on properly and stood there.

And that was that. That is how you have to play that sort of thing. The young people were merely annoying.

## Not Healthy—Nor Wise

Basel Dean's latest production was "Healthy, Wealthy and Wise," which was rather a good one, really not wise. It comes off.

I am very sorry about him. He seems to have no judgment. He is certainly a most astute case, and an intelligent man who tries. During the last year or so, he has gone from the theatre to the talkers and then from the talkers to the theatre, so that I seldom know where he is.

This is Mary Newcomb's fourth try to establish herself as a London actress. I am sorry for her, too. She started off so well.

## Phoney Agents Take Tyros

Everyone around Broadway is trying to write these days. Besides press agents, who always try to write, everyone in or connected with show business are making literary efforts. Even actors are writing.

With this great craze for literary achievement going on, there are many persons who are fattening up on the by-products. There are a number of organizations, not legitimate agencies, that guarantee to place material written by novices. They do place the stuff, but the writer never receives the check. Usually the name of the written material is changed; the author stalled off and the so-called agent vanishes.

These phoney agencies usually call themselves press associations or manuscript criticism service.

All manuscripts that won't do at all are promptly returned, but those that show promise are kept. Sometimes part of the check received for material is turned over to the

cheap stuff rapidly enough to make it pay.

The stories told about the difficulty, amounting almost to impossibility, of a new writer breaking into a leading magazine also drives many of them to phoney agencies. Good, established agents won't take them unless they already have a name of sorts. So the budding geniuses have nothing to do but be taken.

## \$1 Reprints—And?

Book publishers concede that spreading the practice of reprints mostly selling at around \$1, will sooner or later establish that as the general price for new fiction. New fiction selling now up to \$2.50. Almost all of the book publishers are active in the reprints now, either getting them out themselves or under arrangement with others. The idea is to make \$1 reprints, also to issue its reprints at \$1, with durable binding and good paper. Reprint idea is to re-issue a for-

## BEST SELLERS

(Best sellers for week ending March 22, as reported by the American News Company, Inc., and branches.)

### FICTION

Exile (\$2.50).....	Warwick Deeping
Woman of Andros (\$2.50).....	Thornton W. Wilder
Great Meadow (\$2.50).....	Elizabeth Roberts
Stephen Elcott (\$2.50).....	Ludwig Lewisohn
Clint (\$2.50).....	Edna Ferber
Office Wife (\$2.00).....	Faith Baldwin

### NON-FICTION

Byron (\$5.00).....	Andre Maurois
Lincoln (\$5.00).....	Emil Ludwig
The Crusades (\$3.00).....	Harold Lamb
La Sex Neoplaton (\$2.00).....	James Thurber and E. R. White
Clemenceau (Longman) (\$5.00).....	Jana Mardas
The Specialist (\$1.00).....	Charles (Chic) Sale

author. A good many of the drove of new would-be writers are taken by these places because so many of the people writing are ignorant about any sort of literary technique and are not sure in any way of the value of their efforts. They see a boon in the manuscript criticism places where punctuation and even misspelling are promised correction.

Of the numerous people writing very few succeed. Mainly because, it seems, all beginners try for the first rate magazines immediately. They want recognition, that really means something immediately. Also they usually think that their stuff is wonderful.

If more would try for the cheaper magazines the percentage of successful would be higher. But a good many of them think that the little money paid for cheap magazine stuff is not worth the effort. It also takes a knack to grind out the

mer good seller, irrespective of original selling price, in cheaper binding and paper at the dollar price. It becomes such a widespread practice, wise book buyers hold off until the book they're interested in comes out in a reprint. One-half, and sometimes even one-third of the original price, makes the reprint worth writing for.

Not only that, but appearance of reprint makes the original editions of the book worth no more, and they can be gotten at the reprint price, also. It's said Womrat's, among other bookshops, has standing orders from clients for original editions of books at reprint prices as soon as they come out in reprints.

Book publishers see that when majority of book buyers get wise to this and hold off until the reprints make their appearance, first edition prices will get down to \$1.

**Cleaning Up Underworld Mags**  
Summer, the big book ban man, sent a sharp slash through the pulp field engaged in publishing detective and crook tales, this last week, when he threatened to retire from circulation a couple of underworld story magazines. A couple of firms were involved.

One promised to reorganize his magazines and no longer publish objectionable material. Complaints were that the gun moll and her lover were being exploited at the expense of the coppers, the last named being pictured as crooks and bullies. Criminals were the heroes and the officers of the law the villains. Members of Women's clubs sent in complaints to Sumners and he read the offending magazines himself before acting.

The result of this move is that detective wood-pulp is more careful about having crook heroes and heroines in the future, and coppers won't be the brutes they have been in these tales of stories since the order has gone out that this is to the detriment of public morals.

## Book Club's Method

Another fight between the book publishers and the book clubs is about to break. Literary Guild, which advertises itself as a mail order house and subscription proposition, has a long list of 50 cents and under the publisher. The Guild has denied that it is trying to make the book seller, but "Publishers' Weekly," trade paper of the publishers, says it has reports from

(Continued on page 71)



# 27 WEST END LEGIT SHOWS

## London Wonders if Long Skirts Helped to Make London Pure?

London, March 10. This town's pure. It may be a surprise to the world, but the fact remains. This town is so pure it makes a desert island look like a plague spot. Monkeyville may have its dark dives and Washington may boast a blind alley or two, but this town's as chaste as a Sunday school boy's feast.

This week alone they turfed out 25 undesirable aliens. No one's safe. Piccadilly is so demure these days you have to quote the Songs of Solomon every time you're accosted.

Nobody quite knows how it all started; but London's lost its drabness and its gay spots. With spring and income tax summonses in the air the town's so colorful it makes the rainbow look like a petrol pump.

Sunday nights these days the folks get home around 11. Last buses leave the West End around 10. If you want the inside slant of rural calm, just linger around Leicester Square for a week or two.

While nite drive owners, those of 'em who remain, that is, blame it all on the long skirts. But the fact remains. This town's pure.

There's no kyp in London.

Not so long ago the hotel owners got together and wanted to add the Continental 10% on bills to cover tips. It just wasn't done here. The idea was much too low for a town where waiters look like gentlemen and gentlemen sometimes make the grade as waiters. High-class diners, too, and London is full of nothing but high class diners. It's the percentage basis, a basely commercialized an old English custom.

There are no extra tips in this town. There are no extra tips in this town. The chambermaid only extends a palm if you remain some days. Otherwise you get out without questions asked.

Even boots get cleaned gratis here. The only guy you hand the bank-roll to on exit is the porter who handles the baggage and the brass hat who leans over a taxi.

Civility Plus Civility is the keynote of the city of honesty. If you walked out of the Savoy and gave the doorman (tuppence he'd thank you outwardly. No tips are ever returned in this country.

Continental hotel fashion is to emerge up 10% and then to sit at the door with palms extended. This sort of thing is unknown in England. Besides, there's always the back stairs if you're so inclined.

It costs a tanner, which means ten cents in hard cash, to park a hat and coat in the best dives. Anything more is reckoned to be merely silly. Anything less merely unfortunate. If you come small change, the man with the tab book supplies it.

The old gag of stinging the tea-totaler diner by charging for the profit, so the proprietor can't turn up at a cut price set dinner, is dying out. At the Ritz, the head waiter bows low if you order champagne, and even lower if your taste is Vichy water. Price is just about the same.

Out theatre way, the same order of honesty first rules the night. Programs sell cheap, and the users never expect tips. When they get 'em they just smile, thinking you're either green or a sap.

Service in all departments in theatres and cinemas West End way is always cordial and no tips permitted. Maybe the boys get a cut on the profits. Maybe they don't.

Amazing

It's when you come to booze that the amazing honesty of London shows itself. Hardly any joint ever overcharges on the bill. No waiters or better mathematicians than the London lads. If you complain of the wine and ask for fresh bottle, you get it, except in Soho, where they probably only keep one bottle in stock.

General rule in this town is that the customer is always right. Ob-

## LEVIATHAN'S NITE CLUB STARTS APRIL 12 TRIP

Club Leviathan, the \$150,000 cabaret aboard the liner of that name, will be inaugurated on the April 12 sailing.

April 10 the captain will hold a reception for friends and newspapermen in New York to dedicate the first ocean night club. If proving feasible the United States Lines expect to establish a cabaret on several of its 21 trans-Atlantic liners.

Ben Bernie office supplies the music, a nine-piece entertaining band headed by Jack Pettis for the Club Leviathan. Herman Bernie will cross on the first trip to see that everything functions.

Cabaret will be patterned after the Club Levee, New York type of swank supper club. Two dancers from four to six in the afternoon will be held in addition to the night-ly session from 10:30 to closing.

United States Lines in launching an advertising campaign through "The Spur" "Town and Country," and other journals of the elite to sell the high hats on the ability of the "Leviathan" to compete with French and English liners on mid-way galey.

## \$25,000 Accident Award For Anni Harju, Finnish

San Francisco, March 25. Anni Harju, Finnish actress, for 10 years director of the Finnish Theatre, Abo-Finland, was awarded \$25,000 damages here as a result of an accident caused by a truck colliding with a street car. The actress was on the street car and seriously injured.

Miss Harju sued S. V. Baumstiger, fruit merchant, for \$52,210. A jury in Judge Shortall's court made the award. She is still confined to a wheelchair.

Miss Harju has been visiting this country to study the American drama.

## Dreyfuss in with Butt

London, March 25. "June Rose," the musical projected by Williamson-Tait, is now out of that firm's hands.

An interest was sold to Sir Alfred Butt, who was to have taken part in the venture with W. T. Now the Australian concern has disposed of its remaining interest to Louis Dreyfus.

Butt will go ahead with the production in association with Dreyfus.

Jimmy Stroock Returning

Paris, March 25. Jimmy Stroock, president of Brooks Costume Co., sails for home April 2, on the "Bremen," after finishing a campaign of material buying in Paris.

This is his first trip, occupied in sightseeing and looking over foreign whoopee spots. Mrs. Stroock's along.

Butt, otherwise he wouldn't go to the particular house in question. Slide eye, by individual members of the staff is discouraged, some places booting when it's found out. Most Londoners can be split in two sections. Those who eat at multiple teasalons and those who don't. Life companies don't make any difference in the premium, but they prefer it the other way. The five million odd some who waste their dimes on buns and cups of synthetic coffee aren't expected to tip the waitresses, with notices to that effect plastered all around the dives.

But if they slip a cent or two under the plate they get served quicker next time.

## LEGIT IN SPURT; ON CHIN FOR SOME

"Silver Wings" and "Bitter Sweet" Look Biggest—Lent Makes Itself Felt

### SOME ESTIMATES

London, March 25. Legit business showed a disposition to ease last week, except that a few of the long-stay attractions which had been slipping went into a sudden spurt.

Weak attractions, particularly those sent in as stop-gaps are taken down the chin during Lent. "Adelphi"—"House That Jack Built" was doing \$16,000 early this month, but dropped off somewhat. Now it has taken on another spurt and is back to former high mark.

Allday—"A Night Like This; Captain Matinee and evenings. Ambassadors—"The Man in Possession" holding its own with moderate takings and proportionate outlay for operation.

Apollo—"Almost A Honeymoon" in for about three weeks merely as stop gap. Doing little. Comedy theatre—"Odd Numbers" has failed to click.

Criterion—"Milestones" in revival, finishing in about three weeks, or as soon as the management can obtain success.

Daily—"A Song of Sixpence." Management claims success in this piece. It is that is the case it seems likely the success is short one.

Dominion—"Silver Wings" took a drop last week, attributed to John Kirby's sudden death and also that the street in front of the theatre is under repair and closed. Nevertheless, the piece is tremendous success.

Gaiety—"Darling, I Love You," about two-thirds capacity.

Garrick—"The Tailor's Banquet" "Camille" freak will probably finish about Easter when the libraries' desks are closed.

Globe—"Charles and Mary," having served its purpose as filler, closing this week.

Haymarket—"The First Mrs. Frazer" slipped from \$15,000 to \$13,000, but is still going strong and will until June.

Hippodrome—"Mr. Cinders" succeeded last week by "Co-Optimists."

His Majesty's—"Bitter Sweet" slipped slightly at start of Lent, but has now recovered in strong comeback and doing high business.

Little—"Frankenstein," designed as another "Dracula," never came through. Failing and going off.

His Majesty's—"Bitter Sweet" still doing remarkably well for revival, but off shortly.

New—"The Tilt Six" moved in from Apollo and continues to make money.

Piccadilly—"Here Comes the Bride" playing to better than 80% of capacity, achieving the goal of exorcising the house's jinx.

Playhouse—"Devonshire Cream," poorly.

Prince of Wales—"Journey's End" steadily receding, \$14,000 last week.

Princes—"A Warm Corner" has done very well indeed for farce in this theatre, but is threatened with dropping gradually, but still running at profit.

Queen's Shaw's "Apple Cart," which began a nicely managed beginning to show signs of restlessness.

Royalty—"Appearances" about \$200 a performance; house liberally played for effect.

James—"Michael and Mary," sold hit, steadily to 90% of capacity.

St. Martin's—"Honors Easy" doing 70% capacity and prospering.

Vaudeville—"Enchantment," business terrible.

"The Calendar" coming off shortly to make room for new Edgar Wallace melodrama called "On the Spot," due April 2.

Chinese Revue Does Well

Buenos Aires, March 25. The Chinese revue, imported from Paris, is doing very well at the Florida, formerly devoted to vaudeville and pictures.

In Cairo Nite Clubs

Cairo, March 25. Engagements for the local Perrod, night club, include the Yankee Dixielles and Gaby Dnorah.

## 5 Possibilities Out of Flock of New French Plays Now in Paris

## AUSTRALIAN'S AIR TALK WHEN HIS STOCK FLOPS

Brisbane, March 25. Frank Nell, independent stage producer, took another slam at the American talking pictures at the final performance of his stock company here last week.

In a certain speech he told the audience that troubles of the legit theatre are the same as the spineless attitude of politicians who refuse to come to the assistance of stage players because of lack of courage.

Brisbane didn't care much for Nell's stock troupe.

## "Variety" Default—Socked In Paris—Franks, Jail, Etc.

Paris, March 25. Last week in a local court "Variety" was fined 1,000 francs, assessed 150,000 francs as damages and with the fine, its publisher in New York was ordered into a French jail for 30 days.

Pierre Meyer, in the Palace revue, started the action, alleging he had been damaged when "Variety" printed his wife had gotten him the job through paying for it.

No service of any kind had been made upon "Variety" of the Meyer action. The first notice was when the U. P. sent over a cable last week mentioning the fine and damages but neglecting to speak of that 30-day jail run.

"Variety" made no appearance, could not answer and the whole judgment was entered by default.

## "Egoists," Poor Blend

The Hague, March 15. Opening at Amsterdam of the Dutch comedy, "The Egoists," by Serman Reolvin, it is considered a poor blending of sex appeal and nuptial morals.

Produced by Vereenigd Tooneel, managed by Verkeade and Verbeek. Principals, Emma Morel, Minny ten Hove, Hetty Beck, Ceas Laseur, Frits van Dyk and Adolphe Hamburger.

## Electricians Out of Luck In Melbourne Strike

Melbourne, March 25. A strike of the state electricians failed to prevent the opening of a "Maid of the Mountains" revival here.

Players set scenery and operated the spot lights, taking turns.

Williamston-Tait, producers, declare the strike was called in an attempt to prevent the performance.

## Galli Curci's Substitute

Zurich, March 25. All Galli Curci cancelled dates will be played by the famous Italian soprano, Anna Maria Gugliemetti.

## "Rio Rita's" S. A. Hit

Capetown, March 25. "Rio Rita" has now run 135 days and nights in Johannesburg, doing continuous capacity.

Picture is in its sixth week now in Capetown and doing same kind of business.

Jane Aubert in Vaude

Paris, March 25. Jane Aubert, now in "Good News" here, opens April 22, at the Excelsior, Milan, for a vaudeville date of 19 days.

Paris, March 25. Out of a deluge of new productions running to nearly a dozen last week, three major productions stand out, with two that promise some measure of success. Perhaps it was to be expected that the one most likely to strike the popular note would be the new piece at the Comedie Francaise.

Most promising candidate is "Stratagem" in a musical version of George Farquhar's classic written in 1707 and now made into a new version by Constantin Weyer for the Ateller (Theatre de Montmartre) with incidental music by Jacques Ibert and scenery designed by Andre Barsacq. One of its principal merits is splendid acting by an inspired cast including Genica Athanasios, Marcelle Dullin, Daniel Lecourtis, Archer and Vital.

Piot has to do with Archer and Almweli, pair of ruined noblemen who plot to marry an heiress living with her sister and the sister's drunken husband. Almweli pretends to be a rich man and Archer, his brother, pretends to be a valet. Almweli marries the heiress after revealing the subterfuge, while Archer weds the sister after she has divorced her dipping husband. Play creates a splendid atmosphere of old England.

Miss France

Louis Verneuil, now associated with A. Franck at the Theatre Edouard VII instead of with Sacha Guitry, formerly made a first rate production of his work, "Miss France," written in collaboration with Georges Berr. First night audience deluged gave the piece its due in enthusiasm, but subsequent gatherings ought to do better.

Story as might be suspected deals with a prize beauty winner. She is Claudine, hospital nurse, and in love with a poor but proud aristocrat.

(Continued on page 72)

## 'Daniell Family' All Drama, Moderate Run in Berlin

Berlin, March 25. "The Daniell Family," by Alfred Neumann, author of "The Patriot" turned out at the Lessing theatre to be an old fashioned drama. It has two star roles played brilliantly by Kaete Dorsch and Fritz Kortner.

A moderate run is assured.

Period is the beginning of the 19th century. A Jewish banker, all powerful in the German dukedom, has a child by a duchess and lets the facts become known to the duke, his husband.

Banker is immediately challenged and killed in the subsequent duel, but dies contented in the knowledge that his child will be recognized as the heir of his fortune.

The wife and child are spared by the duke, actuated by his great love of the woman.

## Holland Operetta "Trust"

Amsterdam, March 25. Carrying out a project long forecast all the prominent Dutch operetta companies have been placed under a central control, giving the line-up the character of a "trust" in this special field.

It is the promise for the central control scheme advanced when proposed before, was that concentration of resources would permit a higher grade of production all around.

## Spanish Actor's Offer

Havana, March 25. Shubert office has called an offer to Ernesto Vilches, Spanish legit actor now on an engagement here at the Comedia theatre yesterday.

Shubert offer is for two weeks at the Ritz, New York, starting April 5. Vilches, regarded as the leading actor of Spain, ended his local run at the Comedia theatre yesterday (24).



LITERATI

(Continued from page 67)

three cities where book stores had been solicited.

Big opposition to the Guild has always been its cut rate policy. Book stores never minded Book of the Month because it sold at straight retail price, while Guild advertises it will sell \$14.25 worth of books for \$5.

Cautious Critic

Chicago's dramatic cognoscenti are taking exception to Charles Collins' discharge of his duties as successor to Frederick Donaghey of "The Tribune" in Chicago.

Collins held the dramatic job on "The Post" for 10 years, establishing a reputation as a brave writer with a direct, deft style. Leaving the daily to become play reporter for "The Chicagoan" magazine, he waxed even more popular, which was why "The Tribune" finally sent for him when Donaghey left.

Now his well-wishers are complaining that the supposititious gravity of his new position has overwhelmed him into writing "no opinion" notices with a meandering, expressive, of suppressed pressure.

London "Herald"

Odham's, London publishing house, gets control and profits, if any, of "The Daily Herald" March 17. The "Herald" is to date the only labor national daily in England. The country may vote for the workers, but it reads the capitalist press pretty solid.

On getting into office, the Labor Government looked around for a paper to air their views in, realizing they'd be squeezed out sooner or later by the big interest papers. The "Herald," which hadn't been getting a look in between the big guns of the "Mail" and "Express," was taken over by Odham's and pretty big money invested into its transformation.

In order to give the paper a hot start in its new form, Odham's have sent in many of the Fleet Street legmen and tried hard to tighten up on the columnist list.

Curtis Buys

Five years ago Cyrus H. K. Curtis

bought "The North American," in Philly, and a la Munsey, immediately put it out of business. When it was suspended he took a few of the staff over to the "Public Ledger," most of them going to "The Bulletin." Several weeks ago the owner of "The Sat. Eve. Post" purchased "The Inquirer" and the staff appointments go on a heading on the editorial page, Charles H. Heutis, editor-in-chief, John T. Curtis, managing editor.

Now Mr. Curtis has no competition or opposition in the morning field, since he owns the only two sheets in Phila. "The Bulletin" is the biggest money maker in town, in contrast to his "Evening Ledger." "The News," taken over by Macfadden is still heavily in the red, in the evening paper output over there.

"News," "Mirror" Fight

Report that the on-the-street battle between the New York "Daily News" and "Mirror" had been adjusted not appear to be substantiated by the facts. It is claimed that "The News" has an intention of throwing an sports edition on the streets of New York at 5:30 in the afternoon. This is said to have sent "The Mirror" into a panic, as the "Mirror" thought it had secured a clear evening field for a late early edition of its morning tab.

"The Mirror," it is said, has appealed to W. R. Hearst to do something about it, although the publisher of "The Mirror" still naively tries to defend the sheet against the charge of Hearst ownership.

Danny Ahern's Queer Book

When the inspector of police dropped in on Danny Ahern to question him pertaining to the killing of Eugene Moran in Brooklyn, Ahern said "I don't know you guy, I ain't in the racket no more, I'm a author."

"An author!" roared the inspector. "What did you ever write?"

"Why, I just finished my book, 'How to Commit a Murder!'"

Ahern was on the level, as the inspector learned. Ives Washburn and Co. are releasing the book this week. On the fly-cover Ahern is credited with having slipped out of 22 indictments for crimes of all sorts and of having been acquitted of two murders. Ahern's book was dictated and copied in the author's own verbiage.

Wash, "Times" M. E.

Another change on Hearst's "Times," in Washington, brings back John J. Fitzpatrick as m. e., after he had been transferred to Boston. The return eases Ralph W. Benton out of that important chair, making him picture editor, with Frank Baer, formerly on that job under Benton, assistant.

Benton is credited with doing a pretty good job of it in his six months. Though his police shake-up and the McPherson suicide case turned out to be fops the "Times" got plenty of circulation and the new readers are sticking.

In recent m. e. change Avery Marks, who played down the admitted fake Mexican documents, didn't have a contract. He's not complaining, now getting \$35,000 a year with the National Broadcasting Co.

Eddie Cantor's Joke Book

An Eddie Cantor song and joke book, selling for 10c, is due off the Fryer Press, Chicago, this week, with Cantor reported getting three cents on each book.

The Cantor book has Woolworth, McCrory, McClenon and Co., and

Kresge bidding for its selling rights with the American News Co. set to distribute 1,000,000 copies at the start.

The Fryer people are wholesaling the book to the distributors at 6c each.

Ben F. Holzman (Dortman & Holzman) is looking after Cantor's interest in the tieups.

Friede's Bride

Donald Friede, publisher, married Anna Fleischer yesterday, March 25, and leaves for West Indies today. Friede is his step-daughter and 17. Friede was recently divorced from Evelyn Johnson, associate editor of "Vanity Fair." Miss Johnson has since become Mrs. Dunn, Jr. When she went for her license she had to get the divorce papers from Friede. A week later he called her for their return. Needed them for his own tieup.

Lawrence Editing

Joseph Ivers Lawrence, the fiction writer, has become the editor of "Top Notch Magazine," one of the most popular of the Street & Smith string, replacing Joshua Garrison. Mr. Lawrence was on the editorial board of this magazine some years ago, returning to it. The policy changes with the May 15 issue from that of semi-journalism. Lawrence says that with the pictures there is no such a thing as a juvenile audience.

Liquor Parentheses

Coast studio writer, a woman, has a young daughter studying art in Paris. Girl has been writing letters in such a manner her mother is saving them for possible future use. Epistles run something like this—"emerged from the hotel (gin-fizz) and took a stroll (dry, martini). Stopped again to watch the people (Bronx) and John held my hand (swell)."

Santa Gets "Raime"

The postmaster of Santa Claus, Ind., is indebted to Robert L. Ripley for an increase in pay. The b.i.o.n. creator, while in Washington, persuaded Congressman Rowbottom to put the bill. It is all over Ripley's announcement: There is a Santa Claus. Consequently deluge of mail forwarded by people to Santa Claus, Ind., nearly broke postmaster's back, but put his office in a higher class.

Editorial "Auspices"

F. G. Bonifis, publisher of the Denver Post, has invited the State Federation of Women's Clubs to edit his paper for one day in April. They will also solicit ads for the sheet and will get 10 per cent. on what they sell. Proceeds will be used to entertain the national convention of women's clubs here in June. One of the ladies said it would be a "glorious adventure" and they hope to net \$10,000.

Ted O. Thackrey resigned as editor of the Buffalo "Times" (Scraps-Howard), succeeded by Carlton K. Matons, from a chief editorial position of the Cleveland "Press." Philip F. Metz, business manager of the "Times" and son-in-law of Norman MacK, former owner of that paper, announced his resign-

ation at the same time. His place is being filled by John Mielink, also Scraps-Howard from Cleveland.

Coast Buyer

Purchaser of the "People's Home Journal," offered at auction in New York, was L. E. Wheeler-Reid, publisher of a number of Hollywood film fan mags. Wheeler-Reid will move his new property to the West Coast, where "People's Home Monthly" will resume publication in a few months. Part of the old staff will go west with him.

Demarest in Line

With nearly every living ex-service man having written a war book, and most of them selling big, William Demarest, the comic, is writing one, too. Got the idea from his daughter, Phyllis Gordon Demarest, who has written two novels on Hollywood life, and has had them published already.

Demarest will write about the war as fought—or merely wrestled—on this side of the water.

Bernay's Setouts

Station WABC of the Columbia Broadcasting Chain let 10 men out of its exploitation and publicity departments recently. Shakeup came as a result of Edward L. Bernay going in as publicity adviser. Bernay is getting enough monthly to hire 20 men.

Real Names of Authors

John Wycliffe is H. Bedford Jones; Ethel M. Dell is Mrs. G. T. Savage; George Eliot was Mrs. Mary Ann Evans Cross; Cynthia Stockley is Mrs. H. E. Pelham Browne; Rex Burrows, Jill Stanton and Howard Kennedy are Jack Woodford.

Foreign News Weekly

Newest Hollywood weekly is "International Film Reporter," devoted exclusively to news of foreign picture versions and casts.

Desider Pek, editor, has been a correspondent in the colony for several European papers and magazines.

Newspaper Club's Bldg.

New York Newspaper Club, following a drive whereby it has acquired over 100 new members during the past two months, is now associated with a movement to build its own quarters in a skyscraper, near the Grand Central.

Beatty's Six Plus Rogers

Jerry Beatty, who applies mass production ideas to fiction, is in

Hollywood for two weeks on an assignment from the "American Magazine."

He will board a train with his portable typewriter this Saturday with date for six short stories about Hollywood.

While in the east Beatty devotes his Mondays to publicizing "Technicolor."

Jerome Beatty is also collecting material for a story on Will Rogers and his family for the "American Magazine."

Rogers now can figure he's a success.

Walter Eckersall Dies

Walter Eckersall, 46, football expert of the Chicago "Tribune," died March 24 in Chicago of heart attack. A former football player himself Eckersall was with the "Tribune" 23 years.

Talker Music Series

William Johnston is in Hollywood on assignment from the "Satepost." He will do a series on music and voices in relation to pictures.

Harvard's Autobiography

Leslie Howard will write an autobiography of his stage career for the Sat. Eve. Post, to be published serially.

"Park Ave." Exposure

New "expose" by Cornelius Vanderbilt, Jr., who authored "Reno," is called "Park Avenue."

That Unwritten Law

With a sort of unwritten law that no publisher get out a book of his own authorship, Henry Holt and Lincoln MacVeigh have established an exchange arrangement. Holt is publishing the "New Champlin Volume," compiled by MacVeigh and, in return, MacVeigh's Dial Press is publishing Holt's mystery story, "The Ace of Spades."

New general monthly is called "Earth," making its first appearance on the stands around next month or in May. It will be a class mag, along the lines of "Scribner's" or "Harpers." J. Niver is publisher.

Florence Ryerson and Colin Clements, scenarists, have written a mystery story, "Seven Suspects." Appleton.

"Autobiography of Frank Tarbeaux," story of the old-time adventurer and gambler, was ghost-written by Don Clarke.

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VICTOR RECORDINGS

## British Film Field

By Frank Tilley

London, March 14. George Smith, managing director of Producers Distributing Corp. since first it opened here, went out with future position in the organization uncertain. Smith's contract expired last August, but was renewed for six months by Shea during his summer trip here. This expired Feb. 23, with no definition whether Smith was continuing and Reginald Smith (not related) and Spearman (P. D. C.'s German rep), taken over. Smith was vacationing in Paris pending arrival of Delahanty, who got on the other day.

Meantime P. D. C. cancelled its pre-view of the American Charlie "Musical Beauty Show" with no later date so far set. This is the fourth of the Quota quickies Steve Fitzgibbons and Gordon Bostock are making here.

### Silent Shortage

With over 3,000 theatres still un-wired and nothing coming from the big American distributors, silent versions of the small indie exhibitor is getting plenty worried. He has the idea there are a lot of good silents being shelved so as to force him to wire, and no data will convince him otherwise.

One or two indie distributors are claiming they have a full supply of silents, but most of these are Continental, with mainly castles unknown here. Anyway the small indie exhibitor relies on third and later runs on surefire American stuff. There are a few small indie exhibitors about Artless grade publicized as supers, but this bull does not mean anything to this type of exhibitor, who usually knows his bookings better than the big first-run houses.

There is a lot of talk about "demanding" a supply of silents, teaching the American industry the small exhibitor is going to do business and will have what he wants, but no one seems to suggest how to do it.

J. C. Graham, back from New York, tells how Paramount is right out of the silent field and will not make more than 17% on its product with "silent versions." Some of the more intelligent trade papers keep telling how 15% to 35% of booking gross is coming from the talker field, so it is not economically possible to make silents. But this makes no difference to the dealers, who insist there must and will be a supply of silent supers for the 10 to 15%.

### Mummers Migrate

Jameson Thomas and Miles Mandel, leading for the London talker for a break in June. Thomas, lead in "High Treason," "Hate Ship" and others, is under contract to British International, but it has not used him for some time.

Trouble here is an old one—wrong angle on the wireless business production. There always has been an objection to building up stars here on the score they are beyond the demand and want more money. A stage star with no screen value and with little other to be gained from West End of London is frequently pulled in at a high price, but the idea of putting an artist under contract and then publishing her name to first rank box-office value has always been mud with the British producer, who is not infrequently incapable of figuring the possibilities of an artist when he has one. Bramwell Fletcher has been off to Al Woods on a "Variety" tip-off, is a fair example.

No British studio at present has a publicity department. Most do not believe there is any need for one. Even when they have had a press number it has not been outside of him to be relegated into the unskilled labor class, and he has often had to call up a British newspaperman to know what is going on as to his own studio outfit and schedule!

### Crashing

Beresford Egan, illustrator of note who frequently does the pictures for private editions of books, found some time on his hands lately. Someone told him why not fill in with screen acting. He went to the studio, got in an auto outside the depot there and asked where the studio, inside was Percy Standing, who came along, and he was told where he wouldn't even get inside. Egan made a bet and, a trifle it, started the studio. Egan took him to the casting director. Overcome by the air of authority, the casting director told him he'd never acted on screen or stage, and had the casting director come back with a belief he could use him for a part with about six days' work at \$25 a day.

Standing figured he was kidding, but next day Egan got a call telling

## French Theatre Lobbies Have Morning Missc. Sales

Paris, March 10.

Contrary to the Public policy in America to open sales' booths in their lobbies, many picture houses in Paris form their lobby in the morning hours, when unused, as to small retailers of such articles as stockings and handbags.

Picture houses here do not open until 2 p. m. so it gives the renters a full morning to do a small business which is not only exempt from police annoyance, since it is not carried out on the street, but also is fairly exempt from taxable possibilities, as no rent or store is in their name.

## Hom Co. in Money Jam

Berlin, March 10.

Hom Picture Company, one of the best going of the smaller firms, called its creditors meeting. Liabilities 426,000 marks, assets 320,000 marks. Discrepancy of 306,000 marks.

This company's chief asset is a contract with the young star, Anne O'Connor. She is very well liked and her last pictures have done splendid business. She is signed for her first two talkers with the company.

A three months' moratorium was proposed. The creditors may accept this.

## Effort to Reduce German Tax on U. S. Talkers

Berlin, March 10.

American producers must pay 3% of the gross returns of distribution on any talker shown in Germany.

Warners have been paying it to the German patent holders for "Singing Pool," "Jazz Singer" and "Sonny's Ark."

Other members of the Hay's organization consider this percentage too high. It is one of the chief reasons why very American pictures have not been shown here. But now negotiations are under way with the hope of achieving a reduction. It is likely the German market will soon be flooded with American talker product.

According to statistics there are 28 full length features now playable for the owners of sound equipment.

The 100% German product consists of "Love Waltz" (Ufa), "Land Without Women" (Tobis), "Why Say at Partridge" (Richberg), "Atlantic" (B.I.), "Favorite of Schönbrunn" (Tobis), "Kean" (Warners), "Because I Love You" (Tobis), "Melody of a Heart" (Ufa), "Night Is Ours" (Richberg), "I Have No Faith in Women" (Tauber), "Immortal Vagabond" (Ufa), and "Hay Tang" (Richberg).

## Marlene Dietrich's Safe, German Understanding

Berlin, March 10.

Marlene Dietrich, who is leaving shortly for Hollywood to fulfill a six months' contract with Paramount, is at the moment on the question of her contract with the manager Klein before she left.

The contract was for the whole season, but it was not until she learned that she could play in pictures provided that she let him know six weeks before. Miss Dietrich had just finished a picture with Janina, and she was at his disposal for four months. Klein and Dietrich entered into a contract in London's "Aren't We All."

He has now agreed to let her go to America under the condition that she be at his disposal for three months by Oct. 1. If she does not fulfill this condition she has to pay a penalty of \$5,000.

It is said Dietrich makes a success in Hollywood she may not return to Berlin, and Klein will have a fair chance of collecting.

to bring a tux and street clothes and be on the set at 9 a. m. Egan, Oxford-Greenwich type, said how he is going to make it. He is to have his breakfast at noon routine. So he doesn't go, and B. I. P. loses another star.

## SUDFILM INCREASED 50% GROSS INCOME IN 6 MOS.

Berlin, March 10.

John Maxwell of British International took the chairman's seat at the annual meeting of the Sudfilm in Berlin. The British concern has a large interest in the German company and releases their pictures in Germany through them.

Owing to the success of the Dupont picture, "Atlantic," the gross during the last six months showed an increase of almost 50%. Also the returns for the year 23-29 ending June 30 were over four million marks or 16% more than for 27-29. To the success of the picture were added two important theatre directors, Blume of Hannover and Sassa of Hamburg.

Director Goldschmidt in his annual report announced that silents had done little of late and that the Sudfilm would release nothing but talkers from now on.

Although no dividends could be paid for last year there was a good possibility of a large one for next, he said.

## Nope, Says Ex-Kaiser.

Berlin, March 11.

Former Emperor Wilhelm has turned down any offer by Fox Movietone for a short of the sort it took of Shaw and Mussolini. It is said ex-Bill was offered a big figure.

O'Connor was to offer by Fox Movietone for a short of the sort it took of Shaw and Mussolini. It is said ex-Bill was offered a big figure.

## Five Paris Prospects

(Continued from page 69)

crat and spendthrift. After she wins the contest he proposes marriage, hoping to exploit her well advertised beauty. She is offered American vaudeville engagements, but realizing her fiancé's mercenary motives breaks off the engagement, married to the suit in the chair instead at the premiere.

In the cast are Leon Marcel as the prince, Louis Kalay as Syl, and Jeanne Béraud in the role of Boni. Baur is amusing as Claudine's eccentric father.

### Guttry Revue

Usual season's revue of Sacha Guttry produced last night at the Theatre de la Madeleine, generally had a favorable start, although the place was far from the first half is capital, even if it does put in a raw pull for Guttry's former musical comedy, but the performance flows toward the finale.

It needs rearrangement, and when the music is accomplished, it will be better. Material is strictly local to Paris. A skit dealing with the adaptation of an American opera etta and backstage business is amusing here, although it probably wouldn't stir a laugh anywhere else. "Judith" is a skit in which he heard the fact that piece would include some biting shots at them and manage to walk out in a body during the press show preceding the formal premiere Guttry forestalled the maneuver by calling off the "repetition generale" (dress rehearsal) and instead gave a private performance of the evening with the critics uninvited and absent. Guttry, of course, plays the lead, while the lyrics are the work of Albert Willemet. The support are Yvonne Printemps and Boucot.

"Judith Dramatized" A dramatic adaptation of the popular novel, "Judith," is another late starter, giving evidences of having been a successful novel. The drama with a trick revolving stage involved in its presentation.

And "Histrionic" is a play for the contending nations in the World War. After peace they and make a fortune by the operation of a crooked bank business. They engage as secretary the modest and aristocratic Andre, who declines marriage to him with denials her wealth. He goes to Morocco, where he comes to regret his action. Returning, he finds she has denied her wealth. He goes to Morocco, where he comes to regret his action. Returning, he finds she has denied her wealth.

Point seems to be that Andre's while all the other men anywhere have done is to get him anywhere. Henri Rolan plays the banker, Nauda the youth, and Vera Sergine the crooked bank business. Operetta Well Received A new French edition of "Princess Candide" by Yvonne Kalman

## Englishman Appearing in 3 Foreign-Tongue Talker

Paris, March 14.

Linguistic shark, Andrews Engelman, will be the only featured player or singer in all the versions of the 100% German-English-French talker E. A. Dupont is making in England. Film is called "Le Deux Mondes" ("The Two Worlds" or "Die Zwei Welten," in English and German).

Mary Glory and Maxudian will have the French leads.

Dupont is proficient in each language.

## "Ex-Wife's" 2 Foreigns

Culver City, March 25.

M-G will make a French and a German version of "The Divorcee," screen title of Ursula Parrott's "Ex-Wife."

Studio is testing for femme leads for the two versions.

## Germany's 311 Wired

Berlin, March 10.

Latest figures show that there are now 311 picture theatres in Germany wired for sound.

Tobis and Klangfilm are wiring four houses a week.

## Hilda Glyder's Hit

London, March 25.

Hilda Glyder, in a new play, scored splendidly at the Holborn Empire.

### Connolly Going Across

London, March 25.

Marc Connolly is sailing for London in April to negotiate for the production here of his play, "The Green Pastures."

## All-Conquering Sound Pictures

The last to stand against the invasion of sound pictures is Svensk Filmindustri's picture at Stockholm, Red Mill. This theatre will have sound apparatus. Theatre will not abandon silent picture performance after wiring, but will play silent and sound alternately.

## SERBIA'S FIRST HOME-MADER

Belgrade, March 25.

The first Yugoslav film producing company to be formed is all ready to shoot as a military spectacle, having to do with the maneuvers of a Serbian army in the Albanian mountains.

Government is lending the producers several regiments of troops for the effort. This is the maiden venture of the country in screen production, and, due to inexperience, the outcome is regarded with some pessimism.

## Sweden

By INGRID C. SWENSON

Stockholm, March 12.

In Gothenburg, second largest city, "Welcome Danger" opened at the cinema, silent at one and with talk at the other, both doing big business.

### A Girl From Texas

La Meri from Texas has captured the dance fans in Stockholm. She gave a performance at a big concert hall and reappeared. By touring the world she has picked up the characteristic dances of various nations.

This girl is unusually well formed, has sparkling temperament and a lot of humor. She took the audience by storm, especially with her Austrian folk dance, received applause aplenty and splendid newspaper notices.

### Thems Songs' Market

The British publishing firm of Feldman & Co., which represents Witmark's big music publishing company in New York, has just concluded a deal with a Swedish firm, Nils-Georg, to represent it in Scandinavia. The best theme songs will be translated into Swedish and sung on the market immediately with the release of the pictures. The deal was brought about upon recommendation of Warners' Swedish representative.

### Topsy Turvy

Present season has so far been one of uncertainty, with speculations and chance takings. Conditions are still far from being completely stable. With sound pictures, wiring of theatres, overflow of American sound pictures and scarcity of pictures for the silent houses, all this has brought about a topsy-turvy state of affairs.

## Palestine

Jerusalem, March 7.

Y. M. C. A., which is at present erecting a new building, has been reported to be negotiating for the installation of wiring for talking pictures. Western Electric mentioned.

Jerusalem Dramatic Society, only English amateur group in the country, has decided to scrap its Gilbert and Sullivan productions, which have been its mainstay for the last few years. Instead its next program will consist of four standard one-acters.

Among the current pictures are "His Unknown Wife," with Lil Dagover and Mary Fritsch; "Helen of Troy," with Lil Dagover; "Laugh, Clown, Laugh," with an honest Cockney; "Comtesse Voronoff"; "In That Night," with Lil Hatvany, and "Slaves Forever."

Subscription Rates: Eastern Style "Al-Zamar" ("The Trumpeter"), Arab newspaper, published weekly, divides its readers into three classes for subscriptions. Rates, as published, are: 1st Class: Free for those who show courage. 2nd Class: Palestinian Pound. 3rd Class: Amount of 1000 yug paper: the ill-natured, penniless, and treacherous leaders.

# Along the Coast

By Bill Swigart

Hollywood, March 22. Songwriters ascended a higher level of recognition in the picture colony when Fox staged a welcome party for DeSylva, Brown and Henderson at the Santa Fe station when they arrived here this week. Ceremony, premeditated and planned several weeks in advance, made history in the chapter of Hollywood homecoming receptions, publicity stunts were shot from a scenario by a director, Dave Butler, in charge.

Written by Vic Shapiro, the scenario included Arthur Kay's band of 50 pieces, and a cast of 75 chorus girls supported by Frank Richardson, El Brendel, Charles Farrell, Marjorie White, Sharon Lynn and Sol Wurtzel.

"As the train pulled in, the trio was rushed to a platform while the band played 'Sunnyside Up.' They were introduced to the mob and presented with keys to all cities and points west. Boys were then placed in wheel chairs, where they were pushed by three nurses having carpeted lanes of flowers banked on both sides by scantly clad chorus girls singing 'Turn on the Heat.'

"What is believed to constitute a record in writing picture scores was accomplished by El Dubin Burke when they completed the scores for 'See Naples and Die' and 'Top Speed' in three weeks.

A total of nine new songs will be spotted in both pictures. The former will be produced by Warner while 'Top Speed' is slated for early production on the First National lot.

## Shorts

Harry, Charlie and Henry Tobias are the only three brother members of the American Society of Authors and Composers.—The addition of Eddie Van to the Los Angeles office of the Robins Music Company established this office as having the largest staff of any music firm on the coast. Lineup is headed by Sig Borer, with Al Burgess, Helen Zearhart and Jeanne Keller assisting, in addition to Van and Schwartz. Borer, who has an office sent his boss a congratulatory wire on the anniversary of his second year with the outfit. Schwartz believes his boss is a snooty guy permitting him to remain with the organization that long.—Al Bryan is librettist with Oscar Brown, furnishing the lyrics for the complete score on 'The Danube Love Song,' to be produced by First National.

Having graduated from popularizing other composers' songs, Elsie Janis is now adding C. B. DeMille in production details of 'Madam Satan.' In addition, she has composed the lyrics for three numbers to be used, 'Live and Love Today,' 'Lowdown' and 'All I Know is That You Are in My Arms.' Jack King furnished the melodies.

Shapiro-Bernstein will publish two numbers from Pathe's special on circus life, 'Swing High.' Titles for songs are 'The Circus Song' and 'Do You Think I Could Grow On You,' authored by Abner Silver and Max Gordon. 'It Must Be Love' was by Kalmer and Ruby and the original stage version of 'The Ramblers.'

Producers have arrived at the point where every little situation or piece of acting must have special material written for it to fit the action. If an actor raises his handkerchief to blow his nose, a tear scene is requested; if it's a checker game, they want something soft and slow, and if an actor tips a bottle to do a little solo drinking they insist on a drinking song.

In addition to being an actor, scenario director, gag-man and radio artist, Benny Rubin has turned to writing songs and publishing them himself under the firm name of the Sunbuck Publishing Company. His initial effort along this line is 'The Laugh Song,' which he has in his hands and does whenever he gets a chance. The comedian also has a song plugging instinct, displayed by his efforts to make the number nationally known by sending out more than 10,000 complimentary copies to radio stations and artists throughout the country.

## "Taps" Now a Tailor

"Taps," for many years a band and orchestra booker, and Leo Levin for 30 years in the music trade and for the past few years a band and orchestra manager for Berlin, are going into the tailoring business together. These two have taken in Eddy Young, now with Ben Rocco, as a partner. Lewin will give up all professional music activities but "Taps" will double between the clothing store and his b. and o. office.

## Time Clock Squawk

What burns up songwriters when working on the coast is that picture people try to make office workers out of them.

As one recently remarked, "They put us in a cubby hole of an office and tell us write songs between the hours of nine to five."

Well, supposing we sit from nine to five and can't get an idea and then when we go home, in the midst of eating dinner, we idea men and women, shall we let it go because it's after hours and only write those songs which come to us between nine and five?

## MATTER OF RIGHTS TO NON-COPYRIGHT SONG

Mills Music Co. is seeking to restrain Denton & Hoskins from publishing "St. James Infirmary" on the grounds that it "popularized" the title. No idea men and women, an old Southern, slums ditty known as "Those Gambler's Blues." Mills is basing its application for an injunction on the ground that by publishing the song under the new title in April, 1923, and since it has acquired rights therein.

Denton & Hoskins in their answer allege "St. James Infirmary" is common property and was made as a photograph record by Columbia prior to its publication in sheet music by Mills.

Mills contends a song is known chiefly by its title and copy is protected on that angle. Denton and Hoskins answer a song is identified principally by its melody, and not by title, and that there is no such thing as copyright title to a non-copyright song.

Case comes up in New York Superior Court this month.

## A. F. of M. Seek Ban On Alien Musicians

Washington, March 25. Along with musicians' fight to keep "living" music in the picture theaters that union is now seeking to amend the present immigration laws to keep out foreign opposition for what jobs are remaining.

Several attempts have previously been made along this line, but now the support of Albert Johnson (R., Wis.), chairman of the House Immigration Committee, has been secured. This Congressman has just introduced a bill (H.R. 10816) that will amend the present law so as to exclude "instrumental musicians of distinguished merit and ability" members of a musical organization of distinguished merit who are applying for admission as such, when Congress has given admission under the present "artists" status.

## 5c Song Sheet Law

Governor Roosevelt will sign the bill making it a misdemeanor to print or sell copyrighted lyrics without the consent of the copyright owners, today (Wednesday). Bill has already been passed upon by the Assembly and the Senate.

Gene Buck, J. C. Rosenthal and John Phillip Sousa, of the American Society of Music Authors and Publishers, and John Palmy of the M. P. P. A., went to Albany yesterday (Tuesday) to witness the Governor affix his John Hancock on the bill.

Fox-Cast will take a sound newsreel clip of the Governor signing the bill in the presence of the music men.

## \$80-Wk. Musician Now \$25 Salesman—Blames Talkers

Rochester, March 25. Seward W. Seward, former orchestra leader, in court for failure to pay \$20 a week alimony, blamed his misfortunes on the talkers. When he was divorced from his wife several years ago, he said he was leader of an orchestra and his orchestra at \$80 a week. When that house closed he became a fiddler and then dropped all musical work because there were no jobs available after the film theaters welcomed the talkers.

He said he is now a salesman at \$25 a week. The judge reduced his alimony from \$20 to \$10 a week.

# Popular Numbers Steadily Nosing Out Congested Catalogs of Picture Tunes

## REISMAN-R-K-O SPLIT

Quits Radio Hour When Restricted on Selection

Major reason for Leo Reisman's split with R-K-O on the R-K-O radio hour was because he was not permitted to play selections of his own choice.

All music played by him was at the command of R-K-O, who chose all his numbers. Songs outside of those used in Radio Pictures and non-film songs were not permitted to be played by him, with R-K-O explaining they wouldn't plug the other fellow's picture.

Milton Schwarzwald, head of R-K-O's music department, is now supplying the musical background for the R-K-O hour, succeeding Reisman. Schwarzwald has recruited his orchestra from members of the pit orchestras of various R-K-O metropolitan theatres.

## Fear Small Town Sheet Dealers May Go Bootleg

Los Angeles, March 25.

Move may be started by music dealers on the coast to stock up with bootleg sheet music. Dealers complain to jobbers and publishers that they cannot compete with the invasion of bootleg song sheet on the streets for 5-10c.

Bootleg movement, it is feared, will come from the small town dealer perhaps not acquainted with the copyright laws and recent legal battles involving the street hawkers.

Musicians claim the public is beginning to call for these street sheets, and when not supplied by the stores, buy from the vendors in front of their establishments. Publishers are protesting about the situation. MPPA in New York is placing blame on the local police while the American Society, through Philip Cohen, its attorney here, is doing all it can to check the evil. But the condition seems to be getting worse.

## NEW M. C. INTRODUCTION BY OUTGOING M. C.

Something new in the scheme of rotating m.c.'s is being inaugurated by Public. Incoming stage leaders will hereafter head in a week previous to their official bow-in and be crowned into their new posts by the outgoing m.c.

First to feel the effect of the new plan is Paul Spor. He leaves the Toledo Paramount to replace Charlie Davis at the Indiana, Indianapolis. His official takeover is scheduled for March 28, but his head-in is March 21 during which week he will be introduced by Davis to the audience. Davis is to head for the Long Island studios at the close of the month to rehearse his unit which opens at New Haven, April 3.

Y. Leaders also switch. Emil Hollander will be replaced at the Toledo by Fred Schmitt, from Denver, April 5. Hollander goes to the Saenger, New Orleans. Lou Breese, play leader and m.c. at the Saenger, returns to New York Paramount as a member of the orchestra.

## Stella Unger's Lyrics

Stella Unger, lyricist, will write several songs for the Jim Barton show which will be produced by the Shuberts, in collaboration with Jimmy Johnson, composer.

Miss Unger was engaged to do the work after she had written three numbers for Shuberts' "Three Little Maids," also with Johnson.

## New "Hot Chocolates"

Thomas "Fats" Waller and Stanley Adams are writing the songs for Connie Immerman's new "Hot Chocolates" show. Santly Brothers will publish.

Los Angeles, March 25.

"With an endless stream of new picture songs, constantly flooding the market and usually getting fair play, only so long as the picture remains fresh in the public mind, the popular tunes are gradually coming back into their own by virtue of quality and persistent plugging."

Some attribute this condition to overproduction of picture songs, while others blame it on the present line-up of studio music executives, claiming they lack the knowledge to pick and spot commercial hits in their pictures.

In checking with the dealers of sheet music it was discovered that there has been a steady increase in sale of popular tunes during the past month. More than 38 songs of this class are active and cutting deeply into the sales of the picture songs. A conservative estimate shows the popular numbers taking about 30 per cent. of the total sales from picture tunes. A total of picture tunes now active is about four to one of the active popular numbers.

## Witmark's Non-Pictures Strongest

The Witmark catalog, which pioneered and made the most of the picture songs on the coast, is at present dominated by five non-picture songs. Titles are "Hangin' on the Garden," "Once Upon a Time," "You Can't Get to Heaven That Way," "Chinlin' and Chittlin' With May," and "Mysterious Mo." Santly Brothers, in business less than a year, started with popular tunes, and by their careful selection of commercial numbers managed to break into the ranks of leading publishers. The current best included "Beside an Open Fire," "Honeycuckoo Rose," "Gone" and "I Never Dreamt You'd Fall in Love With Me."

"With It's Springtime in the Rockies," by Villa Moret, was second best seller to "Happy Days Are Here Again" for week ending March 15. De Sylva, Brown & Henderson's catalog has a good picture tune hit, but carries two strong pops in "Congratulations" and "Cottage For Sale." Shapiro-Bernstein, with a few unimportant numbers, is doing most of its business on the coast with four pop tunes: "Man From the South," "What Do I Care?" "Me and the Girl Next Door," and "My Lonesome A I Can Be."

## Harms Only One Pop

Harms catalog has but one popular tune, "Without You Em-maine," the balance being made up of several picture songs. DeSylva "To Be Forgotten," on the market for eight months and still holding up as a big seller. Company's other two pops figured best are: "On a Blue and Moonless Night" and "You Darlin'." The Remick catalog of non-picture songs is dwarfed by three leading picture songs, but the former are doing some business. "When an Angel Loves You" Makes the Heart Grow Fonder" are new pop tunes.

Leo Feist had a great play on the "Rio Rita" numbers as long as the picture was current, but when that waned business picked up on the pop catalog. There are heavy demands for "One I Love Can't Be Bothered With Me," "I Love You So," "When You're Smiling," "Do" and "It Happened in Monterey."

Other popular tunes doing consistent business for the past two months include "You're Smiling" by Ager, Yelling & Bornstein; "I'm Only Making Believe," Davis, Coots & Engle; "Tain't No Sin and a Troun," Talnold, Douglas & Gumbel; "Where's Your Heart?" and "Mistakes," Jack Mills, and "Sweetheart" and "I Still Remember" by Joe Morris.

## Banker-Musician Joined

Northampton, Mass., March 25. "Dick" Newcomb, leader of a popular WBZ radio orchestra, is under arrest here and has pleaded not guilty to a charge of larceny of \$15,000 from the Hampshire County Trust company here in which he was manager of the savings department.

Newcomb has enjoyed radio popularity through his hit as the "Master of Modern Melodies." After his arraignment in court he was taken to jail as he lacked the \$30,000 bail set by the judge.

## GUINAN'S CLUB FINISH IN CHI. REAL BLOW—OFF

### Shooting and Floor Scraps at Green Mill Gardens

Chicago, March 25. Texas Guinan was shot out of the local night club business a week in advance of her closing date.

Police closed the Green Mill early Sunday (23) after Leon Swetzer, former operator of the north-side spot, had been wounded in an attempt to collect profits due him as rent. Harry Voiler, ticket broker and Chicago manager for Guinan, was arrested for attempted murder with his bodyguard, Art Reed. A third man escaped.

Guinan rode to the police station but was not held. She tried in vain to secure Voiler's release on bail.

Nice Closing the Green Mill ended a season that included scraps between the Guinan girls over the rival affections of gangsters, beatings taken by patrons who didn't know why, and the discovery of a cache of dynamite in the rear of Swetzer's Little Club, a night place on North State street.

Swetzer, who accuses the men, is the one who gave bouncing checks to Sophie Tucker and others. He formerly ran the Green Mill and sublet to the Guinan crowd.

When Swetzer entered the Green Mill to talk over business with Voiler, as he tells it, cold steel was shoved into his back and he was marched upstairs. There he was broken his captors started Chicago, three bullets taking effect. Wounds were not serious. He identified Voiler and Reed.

Girls Battled A few days earlier patrons were treated to a small riot on the floor. In a military number two of the Guinan girls jumped on a third and beat her up with their toy guns. The patrons cheered and Guinan ran out on the floor, trying to separate them, but had to retire and call the bouncers. She fired the two scrapers. This and other squabbles had reduced the Guinan girls from 17 to 11 at the finish.

Lorraine Hayes was with Swetzer when he was shot and also identified Guinan's manager as one of the gunmen. On the inside, they say,

### NBC After Three More

Los Angeles, March 25. National Broadcasting Co. is dickering for three more stations on the coast.

At present it has five stations here in Los Angeles, San Francisco, Portland, Seattle and Spokane. All are on the Orange network.

New stations probably will be located in the southwest.

### 17 MILES FROM BORDER, SAN DIEGO'S TERRIBLE

San Diego, March 25. Only 17 miles from the Mexican border, where it's wide open and plenty, San Diego is probably drier than any other coast city. The worst kind of booze is obtainable, with alkies the only sure-fire and plentiful drink. Police are co-operating with the prob's preventing the smuggling in of good liquor.

Rumored the Mexican booze and gambling interests at Tia Juana and Caliente are "in," as it's to their advantage to keep the town dry.

Even the poolrooms have been shut down, with nary a bookmaker to be found in the city. Few bookies who might be operating must work strictly under cover.

### Radio Still Trying to Beat Phone Relay Costs

Washington, March 25. Though results to date have been anything but successful attempts to broadcast the same program from a large number of stations on the same wave length are to be continued.

Broadcasting companies are favoring the idea to cut the terrific wire charges on chain programs. Claim is made it will be less expensive to duplicate programs than to continue the present system of giving it all to the telephone company, as at present.

Trials through WEAF, New York, WGY, Schenectady and KDKA, Pittsburgh have failed. Now the attempt is to be made through KOA, Oakland and KOA, Denver.

The girls' scrap had something to do with the aftermath.

Voiler, until the shooting, had been announcing he would continue as Guinan's manager in New York and in Paris, where she is due to open a night spot in June. Although known as the owner of Voiler's ticket agency, his wife, Louise, controls that business.

### B'WAY NITE CLUBS CUT SALARIES 50%

Most complete nite club salary cut in recent years was made last week by the Broadway cafe operators. They stated the short payoff will prevail for the balance of Lent, or maybe longer. Depends on possible improvement in B's, terrible at the moment.

For some members of the floor show in one formerly bright spot the salary reduction was as high as 50%. Most of the places, covert and non-covert, averaged around 25% or slightly better ("better" in this case also meaning worse).

Hudson (coast), away downtown and other outlying clubs, having copped the stiff shirt play away from Broadway, haven't followed the Broadway cut—yet.

## The Air Line

By Mark Vance

Jersey A. P. A.'s Question how those smaller stations hang on with so much "gimme" coming out of the big broadcast places. Some of the WHAP type are doing a daily spiel for money in the city. Ford uses his stand against the Catholics and Jews as one of the reasons why his station is not getting any immediate money assistance from the station listeners in.

This man Ford, with all his outside assistance, drawn by his outspoken verbal broadsides against his opposites in religion, is a crafty showman in his insistence on "gimme, gimme" pleas.

Ford is understood to get his best stations from Jersey districts, although New Yorkers contribute their mite. And Ford is known to take anything from a buck up, although he never announces whether he returns the two bit and three bit subscriptions.

Some Brags at WOV Among the low-waved stations one in particular has been slowly building up a following in upper New York. That's WOV. This one is a commercial and one of the accounts, the Castles Clothes shop, is broadcast in a way that may add other air clients.

A pair of blackfaced comics, known as George and Rufus, work in and out of the program, which has band numbers, songs and gags. Their style has caused some confusion among the audience, but the comparison ends, as the work is entirely different.

The George and Rufus is a full-hour on Sundays with the blackfaced duo easing in and out and making it really work, and no doubt, making it commercially a good investment.

If George and Rufus can keep up their present pace and WOV can hold onto them then WOV will be getting a whole lot more dialing than it is at present.

### Govt. Can't Tell How Long RCA Probe Will Last

Washington, March 25. Department of Justice has no idea as to when it will complete its investigation into the alleged trust activities of the Radio Corporation. This is what Senator Couzens (R. Mich.), told the Senate last week. Assistant to the Attorney General O'Brien informed the Senator that the further the investigation went more details developed and that the estimate of several weeks ago that the work would be completed within six weeks has been held up because of the new ramifications of the company uncovered practically every day.

### Mills Fights Award

Irving Mills, of Jack Mills Music Co., has filed notice of appeal against the judgment secured against him by Mildred Roselle for \$150.

Miss Roselle, through her attorney, E. Franklin Goldner, was twice awarded judgment on the claim that Mills agreed to get her engagements to make nine records during one year. Instead, she alleges, Mills placed her for only two recordings.

### Lopez for Pelham Inn

Gene Gelger leased Pelham Heath Inn, on Pelham road, from David Braunstein.

Road house opens April 19 with Vincent Lopez.

There will be no cover charge at the Pelham Heath Inn during the week days. Saturday and Sundays, one dollar.

## Entire Radio Industry Will Be Affected by Patent Suit Now on Trial in Wilmington

Wilmington, Del., March 25. Statute wielders for Radio Corporation of America, DeForest Radio Co., and the American Telephone and Telegraph Co., came forth to do battle against the Universal Communications Corporation in Federal Court here today in a patent suit that makes the intricacy of ward politics look like springtime in Spain.

On the surface, the suit is over two DeForest patents on the vital principle of the oscillating feedback circuit in radio broadcast. The big meat is the issue of whether a grand total of 110 broadcasting stations shall or shall not be established by Universal Communications in competition with R. C. A. and A. T. & T. DeForest figures only as the holder of the patent rights. If Universal is not permitted to use the feed-back principle it will probably be obliged to proceed with its program of 110 stations.

The issue is one that affects the entire radio industry.

Universal came out of the preliminary fray yesterday with both eyes open. On the other side, when DeForest stepped from his position of co-defendant to align itself with the plaintiffs against Universal. The other was when Edwin H. Armstrong, who had claimed a prior patent on the same invention, announced that he was convinced previous litigation had settled the validity of the patents in favor of DeForest and that he would take the stand for DeForest. Until then, it appeared that most of Universal's defense rested on the question of the patent validity.

The only line of attack apparently left open for Universal is to attempt to prove some doubt as to the validity of the DeForest patents in spite of the former suit. In this case Armstrong would be put in the awkward position of testifying against himself.

The suit has a long history with its roots deep in other cases heard in the same court room before the same jurist, Judge Hugh M. Morris. Before it boiled over yesterday DeForest clung to a neutral position in fear of the issue over the validity of its patents. As holder of the patents, it must either act as co-plaintiff with the other companies which it has leased rights, or automatically become co-defendant. It was named co-defendant in the papers filed by R. C. A. and A. T. & T., with a clause stating that this action was merely tentative until DeForest arrived at some conclusion. The action of Armstrong yesterday indicated his position with the plaintiffs.

The patents were originally issued as a result of interference proceedings in Washington between Noise-nen, DeForest, Langmuir and Armstrong.

### Explanations

DeForest, Armstrong and Louis H. Hazeltine, inventor of the Hazeltine circuit, were in court and will take the stand later. Most of the morning was spent in explaining Armstrong's position and DeForest's switch. Roy A. Wegan, of San Francisco, a consulting engineer for R. C. A., former chief engineer of the Marconi company and at one time also chief engineer for DeForest, took the stand for the defendant to explain the technical phases of the methods it proposes to use as brought out in the infringing charges.

In explaining DeForest's position, Samuel E. Darby reviewed the long story of the legal battles that have been waged over the patents since the infancy of radio in 1917, a battle that once reached the Supreme Court. Mr. Darby said that DeForest walked the fence because of a vague conversation with one of the defendants. This was not offered as proof that plenty of judg-

ging has not been going on outside the courtroom.

Judge sits on telephone engineer, testified for the plaintiffs on technical matters by deposition from San Diego. Herbert B. Vannetten, of San Francisco, an assistant of Dr. DeForest in 1912, will also testify by deposition.

The suit is one of the strangest that ever hit the Federal court here because of the position of Universal due to the DeForest Co. If DeForest had stayed with Universal the entire suit would have had a different aspect, with DeForest probably obliged to testify against the priority of its own patents. This is not as crazy as it seems when it is considered that DeForest has connections with both plaintiffs and defendants, the exact nature of which will be undressed in the hot days to follow.

Attorneys for Universal are Franklin M. Warden, S. Michael Pinellas, F. Allan Monroe, William H. Davis, Alva E. Mann and Caleb S. Layton, for R. C. A., James J. Cosgrove, Edward W. Valli and Thomas G. Haight, for A. T. & T., William Ballard and Mr. Haight, for DeForest, Langmuir and Darby. All are heavyweights in legal roster.



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"KING OF JAZZ"  
(Universal Picture)

Personal Rep.: JAS. F. GILLESPIE  
Olsen's Cabaret Start  
Hollywood, March 25.  
George Olsen's cabaret in Culver City starts operating April 22.  
Ed Beck, formerly manager of Rainbow Gardens, Chicago, will manage.

# CHAUTAUQUA DRIVING UP

## FAIRS CALL FOR BAND SPECS AT LOWEST COST

Chicago, March 25. Fair managers have gone speculating. Taking the idea from picture houses, they are holding off band bookings because the bands can't offer any semi-specs along with music. They say they are getting fairs is having trouble getting dates that will show a profit. The old standby outfits, rebooking fairs, have been asked to dress their men this season and come through with specs. None has the money to get the idea across, with the result bookings are hanging and band owners and directors worried.

The fair managers declare the trade wants new ideas on the big outdoor platforms. Managers themselves agree a band and spec should be combined. They say they can get local boys to make a noise if that's all they wanted.

Royal Scotch Highlanders, under the direction of Roy Smith, were the first to try the idea. Dressed as Scots and doing drills, the band went across with a slam. Now all fair managers want something new. A. F. Thayer tried producing the triumph scene from "Aida." Idea clicked, but was too high-brow, with the fair managers not willing to pay heavy enough fees. Thayer says Bolshoi Kyril is a newcomer this year in the field, booking independently. He once had a great band; now back in a crowded field. Hopes to get by on his reputation as the world's greatest cornetist.

Fair managers say they will not pay heavy money until the band can come across with the new ideas. If they are forced to book the last minute prices will be cut to the bone. All refuse to give the bands any financial help, other than picture bookings if the idea is strong. Many regular band men are reported seeking other fields as a result.

## Congress Tariff Fight Holds Up Circus Lot

Washington, March 25. With Congress all snarled up in the tariff fight the proposed municipal circus lot has not been acted on. This will leave the big show, when it comes in here in May, in a tight spot. The lot previously used is now a public market. Show will utilize an adjoining piece of land which was formerly a brick yard. There will be plenty of work ahead to clean the lot up before it will be serviceable. Circus Fans' Association is behind the municipal idea with plenty of congressional support and even the lawmaking body gets around to it.

## Oppose Ringling Stock

Chicago, March 25. Robert Ringling, nephew of John Ringling, and his sister-in-law, Mrs. Al Ringling, are reported unfavorable toward the proposed stock sale of the Ringling circus holdings. These two, with John Ringling, hold controlling interest in the circus now under the one office. Reports are the two wish to keep the business a family affair. To date they have resisted all efforts to sell the stock on the market and the entire deal may fall through.

## Pink Lemonade Treaty

Washington, March 25. Federal Trade Commission now got an agreement through with several companies to stop misbranding the familiar soda pop as being made with "real fruit flavors" when such isn't the case.

## Circuses' Bank Report

Chicago, March 25. All Ringling circuses must send two reports each day to the Equitable Trust Co. of New York, giving each day's biz in detail.

## CIRCUS CORP. NEW TITLE

Chicago, March 25. Another change in name of corporation owning all Ringling circuses. Now known as National Circus Corp. Under this title all railroad contracts are being made.

## HACKENSACK OKAYS

Restrictions Placed on Visiting Carnivals by Prosecutor

Better state carnivals, operating under legitimate auspices, will be permitted to play Hackensack, N. J., under ruling of Prosecutor Edward O. West.

West recently became the prosecutor. West has made it imperative that none will be allowed in on subterfuge auspices tie-ups as previously and that gambling for other than merchandise passout will not be tolerated.

## FREE COAST CIRCUSES FOR REALTY BALLYHOO

Los Angeles, March 25. With free lunch and lectures fallowing in legislatures in California, real estate men are figuring on large scale entertainment for last ballyhoo.

Two large subdivisions are lining up to draw crowds to new subdivisions under canvas. Others are sitting tight to see how the thing gets over. Circus will be plugged with free piano and lunch, promoters figuring the kids will go for this stuff and drag the parents.

Recently several companies producing circus pictures advertised free shows to get people for atmosphere. Enormity of the crowds gave the real estate a hint.

## Can's New License Law

Ottawa, March 25. Added to all the new legislation brought up in legislatures in Canada this year is a bill to amend the Traveling Shows Act which has been introduced by Hon. J. T. Monteleith, provincial treasurer, in Ontario Parliament, which provides that license fees for road shows and circuses will be fixed according to individual conditions and circumstances. The present act provides the following license fees: Circuses, \$150; carnival companies, \$75; and animal shows, \$25, these being renewable yearly.

Under the proposed law, the Ontario Government can charge any desired fee.

## Free Gates Without Free Acts in Small Parks

Small parks tossing off their former free act programs when the new season ushers in will operate with free gates excepting Saturdays, Sundays and holidays. With the weekly expense not cut considerably by dispensing with the free shows, the park managements adopting the free system are sanguine that they can operate profitably without the gate coin.

## "101" with Ballet, Spec.

Ponca City, Okla., March 25. "101 Ranch" has definitely set Sunday April 20 at Marland as opening date. Show will come East, playing Illinois during May. Circus will have a spec this season. The promoter, "The Happy Hickory Canyon." Will use a ballet of 42 girls trained by G. L. Myers.

## Show Boat on Tenn.

Birmingham, March 25. "The Hollywood Show Boat" is working the Tennessee River, in the northern part of the state. The first show boat to play this section in 10 years.

## Robinson's Not Sold

Los Angeles, March 25. Robinson Circus reported purchased by Penny Parker, was not bought, but leased, by Parker and Bob Sanford from Mrs. Robinson, widowed owner of the show. Outfit goes on the road this week.

Hagenbeck in Erie April 9. Erie, Pa., March 25. Hagenbeck-Wallace circus will show here April 9.

## RECEIPTS DROP 80% IN 5 YEARS

Hinterland Finally Wising Up to Cheapest Kind of Vaudeville Called "Better Things of Life"—Guarantors Shying Off Nowadays—Tough Collecting Deficits

## "HYSTERICAL" RACKET

Chautauqua business has fallen down from 1925 to the closing of 1929 with a total of \$20,000,000 a year to \$5,000,000. Of 11 chautauquas covering the small towns in the U. S. and Canada and now doing about \$5,000,000 yearly, \$4,000,000 is money collected by force from the underwriters.

At the same time there are some 20 lyceum bureaus operating in the winter and furnishing the same class of attractions doing about half the business in the cold months. Over a million of the lyceum shows is collected by force, and often by the same bunch who run the chautauquas.

Chautauqua and lyceum racket is one of the hottest and funniest in the biz. The programs given the smaller shows are the sort of vaudeville that couldn't get a date anywhere even when the price was 10 and 20. This sort of stuff is dressed and touted as educational and pumped into the small towns, either from a tent stage or church platform. The big hookup is the women's club, who listen to the suave promoter and goes for the idea because of a lot of printed literature. It is notable that chautauquas and lyceums go best in the smaller spots of 5,000.

The chautauqua and lyceum must be a variation on the theme it will come to town. The method used is to generally approach some woman's club and get over the culture idea. The town, the promoter tells the women, must be to love the better things of life. It is all one long hope. It will cost \$3,000 for a week of high class entertainment.

Femmes in turn begin working on their husbands. We 40 members in the club are going to split the \$3,000 that many ways. In a week it develops that some men are too smart and won't sign the paper. Other men, such as bankers, finally carry the load, some going as high as \$500 for their end on the week.

## Free Lot

With the thing underwritten the promoter leaves town. In a month or so the brown tent goes up on the lot that's free and there is no license. A car full of actors drive in, and one shows how to boll a kettle on a chunk of ice, while another waters a two-year-old kid, and still another tells of the joys of motherhood. Then a skit and the bill is complete. Twice daily for from 7 to 5 days this goes on. The promoter then tells of the joys of motherhood. Then a skit and the bill is complete. Twice daily for from 7 to 5 days this goes on. The promoter then tells of the joys of motherhood. Then a skit and the bill is complete. Twice daily for from 7 to 5 days this goes on.

Office and takes the troupe to the next stand. The Racket A few days later a petite little thing lands in town. She goes about talking to the different guarantors. She picks out the easy ones. Perhaps it's the banker or one of the big boys in town who has listened to his wife. She calls on him. Goes into his private office. She does her best, but he won't pay for no such

## Fassnacht Play Under Canvas, Circus Methods

Chicago, March 25. Big spectacles under canvas may give the circuses a run this year. Idea is being pushed to the limit by the Freiburg "Fassnacht Play." Company is owned by the Fassnacht family from Germany. Cast of 48 gives the production, using a trainload of scenery for outdoor stands.

Biggest draw is that churches and singers in each town can fit in the show. Generally underwritten for a grand each performance. So far this year a big winner in the South. Chicago will have 48 performances in the Chicago opera building.

First outdoor date in the West will be Hot Springs. Attraction will be featured by regular circus billing and will use circus lots. H. C. Ingraham, former circus agent, is general agent. Staff will all be circus men.

Next similar attraction will be "Ferenxiah," which will also use a train load of scenery. This will go out in 1932.

## Carnival Beaches Ruin Traveling Outfits in L. A.

Los Angeles, March 25. Los Angeles will be without a carnival of greater part of the coming outdoor season. Wortham Shows, Pacific States Klein Shows and Orville Craft Shows are the only carnivals routed on the coast so far. They probably will stay out of L. A.

With the beaches operating like carnivals L. A. has been a poor spot for carnivals. Traveling outfits have too much competition, also plenty tough to get showing spots.

## \$15,000 for Free Acts

Erie Beach, Buffalo, Willow Grove Park, Philadelphia, Kannywood Park, Pittsburgh, and Paragon Park, Nantasket Beach (Boston), are going to spend this year between \$12,000 and \$15,000 apiece for free acts this season.

Sometimes they'll use one big name act with a draw, other times they'll put in three or four smaller, lower-priced acts, but there'll be free acts in the park every week all season long.

The first free act of the season will play Willow Grove, June 1; Erie Beach, Kannywood and Paragon Park, will have their first acts starting two weeks later.

## SPRINGFIELD SHRINE BILL

Among the acts for the indoor circus under the auspices of Meli Temple of the Shrine in the Coliseum on the Fair Grounds at Springfield, Mass., opening April 21, are Randow Trio, Flying Melburns, May Wirth with Phil and family, Jack Joyce's Horses, White Brothers, comedy contortionists; 6 Da Villars, acrobats; the Hollywood Horse, and Freeman Brothers, jockey act.

## Sparks' Start Shifted

Macon, Ga., March 25. Opening date of the Sparks circus, wintering here, has been changed and show will now open in North Carolina early in April.

program. When she's sure he won't she suddenly jumps up and screams and, tearing her hair, rushes out to the outer office. Does the gent pay? Not only does he pay, but he calls the other boys and they help him out.

Early during the summer and late fall this racket is being worked on business men throughout the U. S. In the winter the game is the same, with the femmes that do the collecting picked for their looks and the ability to put over the hysterical acting.

Chautauquas are getting less each year, although there is still plenty of small territory for them. They work the racket and many have grown rich. Some wise bankers and business men today won't let a chautauqua kid in their private office if they know it.

## CIRCUS FANS IN DRIVE TO HELP U. S. SHOWMEN

Washington, March 25. Uniform stats law committee of the American Bar Association is to assist in getting like state laws throughout the country for outdoor attractions. Melvin D. Hildreth, of the Circus Fans' Association here, states that the legal association had been so impressed with the work of the association to get such laws that co-operation was assured.

The association, which is composed of business men throughout the country banded together to assist the outdoor outfits, is nearing the completion of its compilation of existing state laws which are to be furnished to the outdoor showmen for their guidance.

This work has been completed without any financial assistance from the showmen themselves.

Present booklet will concentrate on laws affecting the motorized cities because of the seemingly concerted strikes moves throughout the country to hamper them in interstate movements.

At the November meeting of the budget committee of Savannah, Ga., the American Bar Association was made on the \$1,000 fee plastered on the tented outfits to show in that city. Circus Fans' Association was promised in a letter from the city controller that the association had protested the excessive license fee.

Present fee will keep all outfits out of Savannah this season.

## Tomargo, Carnival Man, Accused as Racketeer

U. S. Commissioner Francis A. O'Neill has issued warrants for the arrest of several men in connection with the operation of the U. S. Detested Association, of New York, which sold memberships to the gullible at from \$1 to \$250. U. S. Attorney Charles H. Tuttle swore out the warrants charging that the parties used the mails to defraud, their literature intimating that the association was connected with the Government.

Among those for whom warrants are "out" are "Sam" Tomargo, manager of the eye outfit, and owner of the Sandy Shows, a small carnival.

## Sells Cops St. Louis Lot

St. Louis, March 25. D. D. Murphy, carnival owner controlling the one circus lot here, lost it last week to George Melghan of the Sells-Flowers Circus. Murphy's option on the grounds held up the routing several weeks until Melghan discovered it worthless because Murphy had put up no money.

## First Circus Opens

Macon, Ga., March 25. The T. J. McClellan show, which have been spending the winter here, emerged from hibernation and opened the 1930 season with a local show. The midway this year will incorporate several new features, among them a baby merry-go-round and a ferris wheel constructed for children only.

## KING WINS TEXAS SUITS

Brehmen, Texas, March 25. Two suits filed for back bills against the Cole Bros. Circus which played here recently were ruled out of court.

Floyd King, owner of the show, now proposes to keep the trick out for the balance of the season.

Barnes in Midwest by May. Chicago, March 25. A. G. Barnes' circus will play 8 weeks in the West and then head East. This will put the outfit in Ohio about the middle of May.

## CIRCUSES

At G Barnes March 26, Pompano, Fla.; 27, Riverside; 28, San Bernardino; 29-30, San Diego; 31, Santa Ana; April 1, Long Beach; 2, Pasadena, Cal.

## Inside Stuff—Outdoors

### Freck "Auspices"

With the first signs of spring in the air most carnival owners will now spend their annual appropriation of \$2 for paint before taking the o'ry out of the barn for the winter. General agents will soon start hunting for auspices for their "still duds," most carnivals feeling they just have to have an auspices or else.

And what auspices some of the boys do pick! One carnival in the East played under the auspices of a fund to erect a town clock. They've played the spot for six consecutive years and the name of the auspices as far as can be learned the town doesn't even boast of a Dollar Ingersoll to this day.

They used to be able to go into some towns under the banner of the volunteer fire department but most of such outfits now have all the apparatus they need.

### A Situation

One of the big moguls of the outdoor amusement world is plenty burned up over stories that have been appearing all winter in one of the outdoor trade papers where his name is mentioned around the office in hushed, reverential tones, and the showman's name must always be printed after a "Mister."

Seems the sheet in question has a Florida correspondent who has been writing the stuff that burns, though he didn't know it would offend the outdoor big shot.

But the funny part of it all is that the powers behind the throne of the outdoor sheet haven't any idea that such a situation exists. They don't know the big shot is burned up!

## OUTDOOR NOTES

"Bug" Reger is banner solicitor with the Schell circus this year on the Pacific Coast.

Paper rolling out of the Ringling office is being passed without approval of general agents for whose show it is intended. Another Mugivan circuit foretold.

Doc Saint Claire left the Princess theatre in Chi Saturday night and Monday a. m. went to work as brlage mgr. for Ringling.

E. A. Johnson is in Chi contracting newspapers for the S-F circus.

Ringling show in its move from Saranac to N. Y. C. will use board R. F. T. Penn and New Haven railroads.

Christy Bros. circus will open April 8 at Beaumont, Texas. Will play Hot Springs, Ark., middle of April.

C. W. Finney will handle advertising for the Chi showing of the Friburg "Passion Play."

"101 Ranch" at Ponca City, has turned down. Going to have the Friburg "Passion Play" July 19 for two days. Ranch's grandstand seats 16,000.

Geo. Strickler now P. A. for the Chi Stadium.

Behr Gray will launch a six-track show, which will open about the middle of April down in the Ozarks and continue out until the fair season opens, when this Wild West outfit is booked with a western fair booking association.

Alexander A. Lowande, of the Lowande family of circus riders, is in the lamp shade business in New York. His son Howard A. was married recently at Toronto to Ada Nora Pert, non-professional, a nephew known as Tony Lowande, son of Alex's sister, Marietta (marriage name Corrie), became a proud father for the second time on March 16, when a son was born in Philadelphia.

Sells-Floto circus will play Springfield, Ill., May 6.

Rubin & Cherry shows expect to have the Springfield, Ill., fair date, which is to be awarded next week.

R. M. Harvey spent three days in Chi last week making railroad contracts.

Ringling train was four hours late recently at Tampa, Fla., last week because two engines tried to kiss each other.

Pawnee Bill looked over the Loop in Chi last week.

All P. A. hits of all circuses have to be clipped and pasted on separate sheets. A copy to Geo. Meighan and one to John Ringling daily.

Ringling B-B circus is contracted for two days in June, following the Floto trick.

Wm. Hillyer, for a number of years P. A. of the Johnny Jones carnival, will handle the press for the Rubin & Cherry shows this season.

Walter Nealand, whom he is succeeding, has a trick dog attraction with the Jones outfit.

Frank W. Darling, director of Playland, Rye, N. Y., was reported severely hurt yesterday at Larchmont, N. Y.

Darling, well-known amusement park official, at one time was head of the Thompson enterprises at Coney Island and Rockaway. Prior to his coming to the outdoor amusement field he was president of a college and an engineer.

## AMOS AN' ANDY

(Continued from page 1)

are that some house managers have advised the home office a fall-off has been perceptible at about the Amos an' Andy etime, with the house filling shortly after the two men finished their spiel.

As a rule 7 to 7:15 is not theatre time in any burg, but is about the start or finish of the dinner hour. The growth of the Amos an' Andy hold upon the public at large is in a way called responsible for revived interest in radio entertainment. That and the improved air programs, plus a plethora of popular music and minus the advertising outbursts.

Once an Amos an' Andy fan, always, it is said. Even the show people say they are held closely to the receiver to follow the serial cartoon comic those two boys give verbally nightly.

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## News From the Dailies

(Continued from page 56)

Mayor Walker to see "Mamba." Henderson was ordered to move on by the police and when he refused was arrested for blocking traffic. He was searched at the police station and a long dagger was found secreted in his costume. Planted or publicity?

Louis Manastack, vice-president of the City, burlesque theatre, and Howard Burkhardt, manager, accused of displaying an indecent poster, were released on \$500 bail each for hearing on March 28.

Miss Almee De Braham, songstress, is seeking \$550 from Count Boris Dobrynski, Russian nobleman. She claims that she gave the Count that sum when he requested it of her, stating he needed it to pay his valet bills.

Robert Currie, dancer, filed suit for alienation of affection for \$50,000 against William G. Benz, importer. Currie stated that Benz first became acquainted with his wife, who was formerly his partner, when (Benz) ran her down in his car. Instead of taking her to the hospital, Currie advised Benz to let her to his home. In 1928, he stated, she drifted away and he not only lost a wife, but a partner.

Mrs. Eddie Foy, widow and fourth wife of the late comedian, told the newspaper she is badly in need of money and that the Foy children promised to send her \$100 monthly, but have failed to do so since January, 1929. She is now running a delicatessen shop on Boston road, Bronx.

Carlene Ora Dickinson, known to the profession as Miss Dixie, and bike rider with the vaude act Toto, was married to Robert deCoppet, society member and brother of Louis deCoppet, famous vaude act line and deCoppet. Surprise marriage, and the couple feared the wrath of Carlene's mother, but the latter wished them luck.

Marilyn Miller says she's engaged to wed Michael Farneg, European, whom she described as "wealthy and an Irishman born in Dubling." Miller was twice married, once to Frank Carter, killed 10 years ago in an auto accident, and later to Jack Fickford, whom she divorced in 1927.

## CHICAGO

Charged with giving an indecent show at a roadhouse, Billie Devereaux, Peggy Elliott, Mrs. Mildred Vander, Louis Lott, Wilma Mars and Constance Stratton were held by the police last week. Sid Wormser was booked as the agent of the show, and "Orchid" was owner of the joint. One hundred and forty-three tags also nabbed.

Two explosions routed the members of the University, Chi Athletic and Inter Athletic clubs on Michigan boulevard last week.

Beginning last week, Public house, the Century, north side, is presenting a Rudolph Valentino revival every Thursday matinee.

Mrs. Mildred Harris, 18, hostess at the Ambassador Club, nite joint, was booked on charge of passing a bogus check.

Six specialists in social science were at a meeting of Adult Education Council at the Adelphi theatre Sunday to analyze Chi's evil rep and suggest a cure.

Petition submitted by F. J. Kilham, manager of the North Shore hotel, asked him to drape nude statues in the art show.

"Kolpak Must Dance" will have its first American staging at the Gooding Civic club house. Neal Caldwell lead. Whitford Kane directing.

Urbana, Ill., has banned operation of picture, theatrical performance or dance open to public for midnight. Ruling does not apply to 17, or Ill. note fraternity or sorority functions, as they are not open to general public.

Natalie Fries, society, and known here in amateur theatricals besides pro appearances in "Crooks' Convention," is undecided whether to accept placement in Shubert musical, "They Had to See Paris."

The mysterious substitution of a prop dagger for a razor-edged one resulted in Sherling Oliver, appearing with the dramatic stock at the Tremont, Bronx, being critically stabbed. Lester Paul, despoiled in the play, grabbed what he believed to be a prop knife and plunged it into Oliver's chest. A button deflected the knife from the heart. Oliver was rushed to the Morrisania Hospital.

Eugene Newton, former colored carnival dancer, recently married to Doris Ford, white, and daughter of

## WALTER BATTICE

(Chief Sheet Lightning)

Walter Battice, 55, Sac-Fox Indian, whose tribal name was Chief Sheet Lightning, died March 15 at Coney Island of apoplexy. He had been on the stage, lectured on Indian topics and in recent years in medicine shows.

A daughter, Princess Red Wing, in Australia, while another daughter, Mrs. Cora Ellis, a teacher on the Shawnee reservation in Oklahoma, also survives. Battice as Chief Sheet Lightning was prominent at the Pan-American Exposition in Omaha in 1898 and was in charge of the 135 Indians at the Jamestown Exposition.

## L. H. RAYMOND

L. Harrison Raymond, 45, manager of the Pontiac theatre, Saranac Lake, N. Y., for the past two years, died suddenly in Saranac March 16.

Mr. Raymond had formerly managed a chain of theatres for the Schine interests and had also been connected with Colonial, Pittsfield, Mass., for years.

When his health broke down he went to Saranac Lake from Oneonta, N. Y., where he had been attached to the Schine theatre.

His widow, daughter and two brothers survive.

## MARIE STUDHOLME

Marie Studholme, 55, old-time musical comedy star, died in London of rheumatic fever March 9, after a short illness. Marie was the toast of the town in her day and the first of the "picture postcard" beauties, whose careers reigning favorite at Daly's and the Gaitey.

Her most popular successes were "An Artist's Model," "Geisha," "Greek Slave," "San Toy," "The Roadster," "Orchid," "Lady Madcap."

She was married to George Borrett, actor, and leaves two adopted children.

## GEORGE WILSON

George Wilson, 86, oldtime minstrel, died in Birmingham, N. Y., March 24. He toured with Barlow, Wilson, Primrose & West. Interment in Birmingham.

## WALTER BROWLEY

Walter Browley, heavily interested with Loew's in the Washington, D. C. theatres, died March 20 in the capital following a heart attack.

Browley became wealthy in the

William Ford, multi-millionaire, has returned from Paris, where he has been since December. After Poppa Ford negotiated a divorce from his daughter and her colored husband, he gave Newton \$16,000 to go to Paris to run a cabaret and remain there.

Mrs. Grace A. Fendler's decision against Oliver Morosco and Richard Walton Tully, playwright, for \$781,000 for plagiarism, awarded in 1926, has been reversed by the New York Court of Appeals. Mrs. Fendler, newspaperwoman and playwright, claimed that the play, "Bird of Paradise," written by Tully and produced by Morosco in 1911, was from a play, "In Hawaii," submitted by her to Morosco and returned by the latter as impracticable for the stage. Tully's counter-claim has been dragging through the courts since the play was produced in 1911.

Grace Brinkley, of "Flyin' High," christened the giant Poppa F-32 before its maiden voyage.

## Obituary

candy business which bears his name and which he founded in Washington 22 years ago. He invested with the Loew interests upon their first venture in Washington in connection with the old Columbia and later the more modern Palace erected on Brownley's property.

## HARRY WELDON

Harry Weldon, 48, famous music hall comedian, died in London March 11 after months of serious illness which commenced while touring South Africa with his wife, Hilda Glyder, last year.

He created a style of humor peculiarly his own. Owing to poor health he has been seen little on stage in the past few years.

## JOHN STOUT

John Stout, 53, died of diabetes, March 20, in Evangelical Deaconess hospital, Chicago. He was company manager of "Strange Interlude" and in his second season with the Theatre Guild. At one time he was associated with John Hart, internment on Long Island, N. Y.

The wife of Billy Goldenberg, former Stanley Co. executive, died in Philadelphia.

Harold Morton Kramer, 55, author and chautauque lecturer, died in Chicago March 20.

Bob West, about 50, theatre superintendent for 15 years with Keith's and later R-K-O, died March 23 in New York. He was at the Alhambra, N. Y., many years, and last employed at the Albee, Brooklyn.

## DEATHS ABROAD

Charles Whibley, 65, English journalist and author, died at Hyeres, France.

Mme. Paul Noiret, wife of manager of Empire music hall, died in Paris.

Maurice Dupuis, 60, director of the Municipal Opera at Toulon, France, died in Paris during a visit to engage artists for the season.

Marius Combes, 70, French music hall pioneer, died in Paris. He was manager of the Etoile Palace before the war.

Pierre Saigne, 40, musical conductor of the Grand theatre, Lille, France, died at Lille, following an operation.

Alois Jirasek, 89, popular Bohemian author, died in Prague, Czechoslovakia.

Charles Durand, 45, French vaudeville singer, died in Paris.

Fernand Kolney, 62, French novelist, died in Paris of angina pectoris.

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# CHICAGO

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## Englewood

The bookers got a kick out of the Tuesday night showing bill of 10 acts in Kane and Ellis, standard comedy. This man and girl team, still a natural for family houses anywhere, showed what performers can do with familiar chatter and hokey. An absolute riot for 17 minutes.

Homer Romaine, drawing rope acrobat, who closed, worth while with short routine of breath-taking stunts on the rings.

Opening, Miller and Murphy, man and girl with an unblinded man, in some songs, hoofing singles, etc., fair. Man-girl team of Reed and Lucy hit the deuce hard and could hardly have a better spot. Man's medley of song first lines from recent hits shows new material, well received. Third, Marimba band doing Chinese in mandarin pajamas (five men and a girl), some looking Chinese, and a white comic, tried hard with nothing. Fourth, Bert Melbourne's monolog was inexpressible blue, even to a rough audience, and got no returns with a surefire crowd.

Vivian and McLaughlin, former

shooting act, showed their carnival hokey tune, getting some laughs on the fat girl's German accent. Elsie Greepwell and Co. (formerly three) now out to Elsie and a boy hofter, has only the girl's acrobatic specialties. She belongs in a flash act. Flagger Bros. and Ruth, more harmony with a smiling planist, did fairly with familiar song and dance routine. Peggy Ritchie and Co., dancing flash of four girls and two men, showed some neat hoofing by the boys as a comedy team. Girls are lookers. Closing were the two topping acts.

Business capacity. Feature, "City Girl" (Fox) and Pathe news shots.

## Belmont

Ed Hill and Margie opened a weak nine-act lineup. Hill managed to get some laughs, while Margie delivered her sex appeal. Hal Skelly, here for guest appearance, was almost ruined by a stupid introduction, but the house remembered his film work. Dancing Mannequins, seven females and

pires in 1940. B. & K. claims lease can be broken because house is in hands of receivers. National Theatres aver B. & K. has been accepting rent for the house although Grove in receivers' hands two years.

Fred Merle Smith opens his own stock at the New Garden March 31. Players have waived bond.

Ed Seguin to R-K-O publicity dept. from Public. Gene Murphy, from B. & K., now assistant to Herbert Ellisberg (Public).

Billy Weinberg's "Circus," a split arrangement with a colored society, opened a week's start on 33rd Street. The company completed its seventh week's production of "Elizabeth Sleeps Out" March 22, doing capacity most of the time.

Cancellation of a dozen or more road shows for the Vancouver theatre marked the beginning of the slump.

Fanchon & Marco's Ideas have been withdrawn from the Strand, which is showing all-talkers. The orchestra, formerly led by Jackie Saunders, also eliminated.

All eight suburban theatres of Par-P-P, organization have been fired for talkers and biz has correspondingly increased.

Patting's theatre taken over by P. W. Dewees (Strand), now known as the Beacon, will play all-talkers.

Empress opens next week with "The Play's the Thing."

Dallas By RUDY DONAT  
Majestic—"Hallelujah"; vaude, Palace—"Honey."  
Nella—"Son of the West."  
Old Mill—"Strictly Modern."  
Capitol—"Case of Sgt. Grisham."  
Fair Park-Yrebaud Passion Play.

Henry Lange playing Baker hotel for third booking.

Old Mill (Public) has gone all-sound play, adding Par and Pathe newsreel. In last Elm street house to be wired. L. J. Grandjean, former Dent publicity chief, new manager.

Vic Lowery, former manager of Melba (Public) here, now in charge recently acquired Majestic, Wichita Falls.

Local Little Theatre producing

director, has resigned to become a Hollywood sound engineer.

Jean Goldkette's band plays for Butler University Junior from April 11.

Broad Ripple Park opens May 11.

Annual police and firemen's circus to be abandoned this year.

## VANCOUVER, B. C.

By F. HOPWOOD

The season here has been disastrous as a whole, barring the outstanding success of the British Guild Players at the Empress in repertory. The company completed its seventh week's production of "Elizabeth Sleeps Out" March 22, doing capacity most of the time.

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Shaw's "Devil's Disciple" March 31. Oliver Hinsdell directing.

Majestic (Interstate) did good biz with "Hallelujah" at midweek showing last week. Public regularly opened for Texas route. Picture offered circuit this week.

"Vagabond King" lasted two weeks at Melba, first week at \$1, then dropping to \$5.

## KANSAS CITY

By WILL R. HUGHES

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The Midland Circuit of Theatres, M. B. Shanberg, director, this week took over the Warwick, (suburban).

Nellie Revell dropped in for two weeks ahead of Charlotte Greenwood in "Meibee" and grabbed plenty publicity both for herself and star.

Freidrich Passion Play now set here for May 26-31.

## MILWAUKEE

By FRANK J. MILLER

Alhambra—"Cohens and Kellys in Scotland" (2d week).  
Davidson-Thurston.  
Kaukas—"Song of the West."  
Gayety-Burlesque (Kaukas).  
Majestic—"Party Girl" (2d week).  
Nella—"Anna Christie" (2d week).  
Palmer-German play (March 27).  
Palace-Orpheum—"Rival on the Stage."  
Riverside—"Girl of the Port" (vaude).  
Strand—"Devil May Care" (2d week).  
Wisconsin—"Sky Hawk"; stage show.

A change in plans includes the building formerly occupied by the Tillema restaurant adjoining the Butterfly theatre as part of the new Warner theatre. Bazing starts at once. The new house will seat 3,000. C. W. and George L. Rapp, Chicago, architects.

The fight for and against daylight saving continues with the Civic Alliance boosting and theatres, unions and farmers boeing. A state vote on the measure several years ago showed the State of Wisconsin did not want it. The theatres are against daylight saving because it hurt attendance several years ago when it was in force.

## CORRESPONDENCE

All matter in CORRESPONDENCE refers to current week unless otherwise indicated.

The cities under Correspondence in this issue of Variety are as follows and on pages:

BIRMINGHAM .....	79	MONTREAL .....	79
BOSTON .....	78	NEWARK .....	79
BROOKLYN .....	78	OAKLAND .....	78
BUFFALO .....	79	OTTAWA .....	78
CHICAGO .....	77	PITTSBURGH .....	78
DALLAS .....	77	PORTLAND, ORE. ....	78
DENVER .....	77	ROCHESTER .....	78
DES MOINES .....	78	ST. PAUL .....	78
DETROIT .....	78	SAN FRANCISCO .....	78
INDIANAPOLIS .....	79	SARASOTA .....	78
JACKSONVILLE .....	78	SEATTLE .....	78
KANSAS CITY .....	77	SYRACUSE .....	78
LOS ANGELES .....	78	TORONTO .....	79
MILWAUKEE .....	77	TOLEDO .....	78
MINNEAPOLIS .....	79	VANCOUVER .....	77
		WASHINGTON .....	79

one man, were a fair flash, with the rope dancing as the easy acc bit. Fanchon and Peggy showed here to break in the new dog. Surfire act, with pooch showed comparatively simple stuff, such as counting, in a way that will get across at any family house. Gene Collins and Co., colored dance flash, three girls and two men, were as dead as a mackerel, not a chance. Cholet and Jones, man and girl, comedy talk and songs, were only over the line.

Five Sakuras, Jap tumblers and risley workers, opened the regular act and were very big. Jap acts, somehow, are always dressed perfectly and cleanly, with nifty robes and drops. This line is no exception to the rule. Norton and Nace were a fair comedy two-act; have nice opening and build-up, but close terrible. Danceland, Limited, three girls and three men, a good turn. Blke bit a satisfying novelty in a dance act. Close with a shadow-graph.

"Phantom of the Opera" (U) feature. Business excellent. House is getting ready to change over to Public-B. & K. rule. House staff have been given a month's notice.

Irene Taylor underwent a successful operation for appendicitis at Wichita Falls, Tex.

Vaude (two acts) has discontinued at the Plumb, Streeter, Ill. Sunday vaude continues.

Pending sale of the National Play-houses, chain of south side theatres, to R-K-O is denied by James E. Coston, operator for the Bird Musicians Co. which bought the houses in bankruptcy.

Suit brought by Frank Berger against Earl Taylor for \$900 on breach of contract, charge has been dismissed. Berger claimed Taylor owed the money to his acts on contract to play Bird Island, Hutchinson and Wilmar, all in Minnesota, at least Sept. 1. Taylor pushed that acts quit after playing Bird Island and were paid off for that date. Court decided that accepting pay for Bird Island date cancelled rest of contract.

B. & K. started suit to break the lease of National Theatres on the Grove, south side spot. Lease ex-

## DENVER

Aladdin—"The Aviator."  
Denver—"Honey."  
Auditorium-German Grand Opera Broadway—"Meibee" (legit).  
Palmer—"The Cohens and Kellys in Scotland"; Fanchon & Marco Ideas.  
America—"Hot for Paris."  
Halter—"Slightly Scared."  
Orpheum—"Rich People"; RKO vaude.

"Hot for Paris" goes to the America for a run after week at the Aladdin.

The Webber (neighborhood) advertised "Rio Rita" for a week's stay but yanked it after four days.

"The Vagabond King" goes to the Rialto after a week at the Denver.

Lew Raymond, New York fight promoter, will manage boxing shows for local Disabled American Veterans.

Henry Halstead's recording orchestra booked for Cosmopolitan hotel, coming here from St. Francis hotel in Frisco.

Melville Burke, directing for Fox, will direct the Elitch stock this summer. Arnold B. Gurdier is in New York casting. Park opens May 1 and theatre a month later.

Mission theatre, bought by Fox last year, has been sold to Ben and Jack Carter.

Interest in Little Theatre increasing here since closing of Denham stock. The Denver Art Theatre will give monthly shows and started with "Kindling" March 21. The Civic theatre presented Leo Tolstoy's "Redemption" three times last week and society turned out. A contribution made by Lucile Langdon, president Denver Art theatre, first prize for Colorado authors having plays in the state little theatre tournament, has been increased to \$75. The meet is March 24-29 in Denver.

## INDIANAPOLIS

By EDWIN V. O'NEEL  
English—"Temptation" (Coveli).  
Legit—"Second Choice."  
Circle—"The Cohens and Kellys in Scotland."  
Indiana—"Slightly Scared."  
Apollo—"The Sky Hawk."  
Palace—"In Yourself."  
Ole—"Party Girl."

Charlie Davis, m. c. at the Indiana, presented farewell show before starting a tour of the Public chain.

W. R. Craigie, Jr., civic theatre player, has joined Stuart Walker stock.

Earl E. Mounce, WFLA studio



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 NILS ASTHER ..... Publix Theatre  
 GUS ARNHEIM & ORCHESTRA... Montmartre Cafe  
 BUSBY BERKELEY ..... Samuel Goldwyn  
 LEW BRICE ..... Fanchon & Marco  
 DOROTHY FIELDS ..... Metro-Goldwyn-Mayer  
 JOHNNY HAMP & ORCHESTRA, Ambassador Hotel, Los Angeles  
 BATALE HENRI ..... Paramount  
 HORACE HEIDT ..... Monte Carlo, Monaco  
 DE WOLF HOPPER ..... Metro-Goldwyn-Mayer  
 AL. JOLSON ..... Concerts—Radio  
 DENNIS KING ..... Paramount  
 SAMMY LEE ..... Metro-Goldwyn-Mayer  
 ANDRE LUGUET ..... Metro-Goldwyn-Mayer  
 ABE LYMAN & ORCHESTRA... Metro-Goldwyn-Mayer

EDGAR MacGREGOR ..... Metro-Goldwyn-Mayer  
 LOUIS MANN ..... Metro-Goldwyn-Mayer  
 FOUR MARX BROS. .... Paramount  
 MAE MURRAY ..... Loew Presentation Theatres  
 LULU McCONNELL ..... Paramount  
 JIMMY McHUGH ..... Metro-Goldwyn-Mayer  
 AL. NORMAN ..... Grauman's Chinese Theatre  
 LUCILLE PAGE ..... Grauman's Chinese Theatre  
 ALBERTINA RASCH & BALLET, Metro-Goldwyn-Mayer  
 WILL ROGERS ..... Radio  
 "GINGER" ROGERS ..... Paramount  
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