

SCREEN

HOLLYWOOD

BROADWAY

STAGE

THEATRE SOURCEBOOK

PRICE

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THEATRE SOURCEBOOK

How and What G. B. Shaw Sold to English Co. as Films' Biggest Flop

London, Jan. 24. "The world's most stupid picture dealt with a blundering, conceited, butinsky."

That comes from British International Pictures, a la sub-rosa. "The wit that every American professor wanted, but turned down because of his demands, is at the other end of the continent."

If ever a world's champion pulled a fast one on the manager this British company is just waking up to what George Bernard Shaw did to it, according to the first allegation in this silent complaint and of his own free will and their own free will. "That's what burns Elstree—the thought more than what actually followed, although what did get everyone on their English ear—the kind of an ear that would cause a walk-out and riot on any Hollywood lot."

It happened this way, "is told inside on a hushed and fearful glance towards the door."

British International long has wanted to do something that would make the Americans—particularly Hollywood—groan with envy.

The Great Shaw had been repeatedly approached by Hollywood magnates. Many was the meal he had had on them, but somehow or another the Americans weren't smart enough to get the greatest specimen of Shavianism to sit down at his typewriter. Maybe it was for patriotic purposes that Shaw declined to deal with the Americans, other than over English titles breaking English bread which they paid for.

Timidly Elms approached Shaw. It was that thinuity they now curse. It stayed with them through the first.

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Controversy Over Priest's Secular Air Talks; Fan Letters Sustain Him

Despite protests against the nature of the Sunday night radio talks over CMC by Father Charles Coughlin from the Church of the Little Flower at Royal Oak, Mich., outside Detroit, he will continue. When Columbia took the matter up directly with Father Coughlin and he was asked to confine his periods to reading the priest's high mass, he said what they thought about it and some 110,000 letters went to the CBS offices in New York.

Father Coughlin, on WABC for an hour each Sunday night, is paying for the broadcasting privilege and had been giving some pointed opinions on general topics, business, economics and politics, which resulted in the controversy.

CBS is still receiving letters demanding that the network point the priest to speak along his former lines without any proposed censorship.

A Reel More or Less?

Hollywood, Feb. 3. A house in Santa Barbara played "Flowers in the Glass" (Metro) recently without the seventh reel. It had been misplaced by the operators. Not a single fan squeaked.

A representative of the studio handled in on the exhibit before the week's run was finished and noticed the oversight.

Lady Lister Kaye's Own 4-Poster Bed Travels With Her Everywhere

Washington, Feb. 3. Lady Lister Kaye is visiting in Washington on her way to Palm Beach and points south. Wherever her ladyship goes she carries her bed with her, her abode a 4-poster.

(Continued on page 58)

GEN. BUTLER READY FOR LECTURE TOUR

General Smedley Butler, former chief of the Marines and due to face a court-martial because of derogatory remarks about the Duce, is on the verge of cutting show business. Butler is scheduled to make a lecture tour under the private auspices of a public utility corporation. Plan is very much under cover.

One report is that Butler is said to have presented his resignation from the Marine Corps prior to the rumpus over his Mussolini remarks. While he has aroused various opinions over his stand on prohibition enforcement, which came to the fore when he was director of public safety in Philadelphia, the soldier has made many friends and admirers through his oratory.

The General is well known to people in show business, especially in the picture field. He was a close friend of the late Lon Chaney and sought leave of absence to fly to the Coast to attend the funeral of the actor.

Cent-a-Dance on B'way

Freddie and Joe Fordan will open the Strand Road at 47th street next Broadway shortly with a "Cent Cent-a-Dance" policy.

The brothers have taken a lease on the Roof and will use two cents, black and white, for continuous crepeing. Price per person per dance will be one cent. Floor is being enlarged to hold 250.

FUTURE PROBLEM IN ALL STAGES

Plenty of Candidates, but No Small Time to Get Experience, Poise and Polish—Personality Actors Strive to Develop—Young Legits Have Even Tougher Time Learning Tricks—Dancing Schools Lead All Other Sources

RADIO USELESS

Chicago, Feb. 3. Every season finds it tougher for the theatrical beginners to begin. They are told, "What you need is more experience," but they are not informed where or how to get that training through performance that the beginner invariably does need and must get.

Nobody wants a beginner unless he or she possesses, as in the case of vaudeville, some specialty. In other words, the beginner almost has to be a freak to get a break.

Thousands of youngsters are enrolled in hundreds of dancing schools all over the country. Most of them hope to try show business. Many of them do, with the chorus a natural outlet. It also is, for girls, a good chance to learn and observe. Ambitious chorines generally get an opportunity sooner or later to tackle a solo assignment, read lines, or

(Continued on page 46)

SIDEBURNS AND ACCENTS AS DISGUISES

Hollywood, Feb. 3. A trick among players wanting to act in foreign versions is to talk, dress and act like new material for the melting pot, forgetting all about those Mayflower connections. Their aim is to look as different from the American type.

(Continued on page 55)

Illegal Operation

Hollywood, Feb. 3. Tremendous event, at 10 week at the Flax's hotel offers, according to its report to the city fathers, is that due to the insistence of censor boards the under of the cow in the Mickey Mouse cartoon has been finally eliminated.

Columbia's Gross in '30—\$6,730,000; NBC's \$20,088,000 and No Profit

Nite Club Wine Cheap

Champagne is now at its cheapest in the nite clubs of New York. One is selling a genuine brand at \$15 a quart.

In other days the tale "one night glass charged \$25 or \$30 a bottle for sink-made wine. Some still charge these amounts, but they buy it now. It is almost as cheap to buy nowadays as to make.

Utah Squatters Watch Bishop's Old Silents for Petty Cash—Cabbages

Hollywood, Feb. 3. Bishop Alma Planagan, ordained in the Mormon Church, has a little picture house circuit all his own, playing Utah cross-roads and settlements of sparse populations. They go by the names of Virgin, Springdale, Rockville, New Har-

(Continued on page 87)

RADIO' AS WORD KEPT OUT BY OMAHA DAILY

Omaha, Feb. 3. By order of the managing editor, the word "radio," or any reference to stations or broadcasts, is taboo in the news columns of the "World-Herald," daily newspaper of 150,000 circulation and the leader in this territory. Only if the president, or some other big governmental executive, is to make a speech is radio to be mentioned in the news. This order has gone to all departments. No move has yet been made to

(Continued on page 85)

"Lincoln" in South with Sentiment Double-Edged

Abraham Lincoln, scheduled for Public-Melba here week of Feb. 12, as starter for Texas Long.

Some hesitancy in local exchange at first about flicker on account of strong sectional feeling and, especially, with current anti-Roosevelt sentiment. An item of financial importance, in view of stiff rental demanded.

Stunningly first place was to post-price Texas, rental until epic had incured, then slip it into the three-dollar "smaller, single-ring." It didn't sound so hot to U.A. Almost cinch is opinion that the film will not draw proportionally in south and southwest near the horizon of eastern west legs.

Chicago, Feb. 3. Figures for radio business in 1930 just made available show that National Broadcasting Company did a gross of \$20,088,000. Columbia Broadcasting System did \$6,730,000, for the same period.

NBC's gross is short by several millions what was anticipated on the basis of business up to September. Columbia shows a substantial gain in gross revenue and in terms of percentage improvement. NBC is \$3,000,000 or more better than in 1929.

As usual, NBC reports no profit despite its large gross. All moneys are declared to be reinvested in expansion or charged off to research. It is figured that \$2,000,000 has been poured into the new NBC Chicago plant alone in the last year. Equipment and studios for the Merchandise Mart stood \$300,000 to install and prepare for practical use.

MACHINE GUNS OUT OF PICTURES IN NEW YORK

New York's State Censor Board is frowning on things gunnamlie and racketeering. It's getting even tougher than Chicago's phib. specialists. In New York they're beginning to cull out all machine-gun sequences, even in comedy.

First to get the censor board's application of the Sullivan law was Educational. In a short subject burlesquing guns and making fun of sick-up men, Educational was ordered to remove its reference to machine guns.

Whether New York is going to get tough on anything but cap pistols could not be learned early this week. Only Commissioner Wingo can talk in New York City for the censors, and the Commissioner right now is in the Albany headquarters.

REHEARSALS HELD IN PONY GOLF LAZOUT

London, Feb. 3. Jack Muller's first golf floor in Regent Street, just off Piccadilly Circus, is now being used as a rehearsal room for indie talker reciters, out to lesson production overloads in the studio.

First talker to be in is Eric Hakim's "Outsider" with Harry Lachman putting over the stuff and music pointing to import tics and fairways.

BROOKS COSTUMES
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First and foremost in the costume business
1437 BROADWAY
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FUR TRIMMING RECOMMENDED TO MEN

Taxation on Grosses in 30 States May Cost Theatres \$67,000,000 and Darken Hundreds of Houses

Admission tax hovers over the film industry. Its success in 30 states which have already gone on preliminary report for the measure, means a new annual tribute of \$67,000,000 to the government of approximately \$1,000,000.

On an average each state will be enriched by its dip into box receipts of around \$2,000,000. Therefore in the cases of hundreds of theatres such a slash in profits, and more made means by progressive times, will see many houses darkened rather than struggle through to meet the bill.

Already 30 such tax bills are before as many legislatures. In 20 other states officially appointed commissions have drafted their reports recommending taxation before their own legislatures.

In only seven of the 30 are the tax moves for under 10% of the gross.

New York

New York is being used as the pivot point in the industry's campaign against this taxation. Governor Roosevelt's anti-theater stand during his election in 1928, and his action throughout political points of the country. Its record on measures is only one way in which it is being brought before governmental bodies in the states for the issue.

So far as the actual box receipts are concerned, it is emphasized by film spokesmen that the move in Pennsylvania, Michigan and Michigan, respectively and individually, is almost as great as in New York States don't have to have a Broadway to make picture money and for this reason New York is generally misjudged in picture law spending. It is pointed out.

Five per cent admission taxes are now before legislatures in Missouri, Virginia and Washington. Three different measures, of five, six and 10% are before the North Carolina lawmakers. North Carolina, independent of the state is considering a 5% tribute from theatres within its boundaries. In Oklahoma an 8% tax is contemplated.

10% States

Ten per cent exactions are before state controls in Georgia, Indiana, Texas and South Dakota. These states are to be levied the heaviest levy taken in at the box office. Arkansas is reported to let one only state giving the box office a break in its gross calculations. That specifies that the 10% tax shall be charged against only tickets selling at 40¢ and over. That move is seen as directly aimed at the producer-owned circuits.

Massachusetts, of all the tax-haunting states, has the industry frowning most. Its solons are authorized by a bill passed in 1923 to levy \$4,000,000 extra a year through additional taxation. Which interests will feel the club heaviest has not yet been revealed since governmental bodies are at work on the list. In this case theatres may be forced to bear the brunt of a percentage, even in excess of 10%.

Tax commissions are at work, and hearing insurance. The bill has been revealed since governmental bodies are at work on the list. In this case theatres may be forced to bear the brunt of a percentage, even in excess of 10%.

Talk of K. C. New Houses

By Hughes-Franklin

Kansas City, Feb. 3. Harold R. Franklin, here Monday (2), to complete the deal for the seven prominent neighborhood houses.

Announcement was made that the Hughes-Franklin company would build two new theatres here.

Selling taken over by H.F. as independent of the Fox houses.

Roxy Goes to Coast

Geoffrey Kerr, head, departed for the coast Monday (2), to begin work under his contract with Radio.

Selling taken over by H.F. as independent of the Fox houses.

Kerr was ordered by Radio to begin work under his contract with Radio.

F.W.C. Stirs Over Report Hughes-Franklin in K. C.

Hollywood, Feb. 3. Announcement: here, that the Hughes-Franklin circuit had taken over eight theatres in Kansas City, sent Louis Cohen, head of Fox West Coast theatre department, there on a hurry in trip to investigate. Cohen left Friday (30) to be gone about 10 days.

Hughes-Franklin now have as many theatres in Kansas City as F.W.C., although the H-F houses are all of the neighborhood type.

SALES MGR. FOR STUDIO ADVICE

Hollywood, Feb. 3.

With Lee Marcus on the coast and president of R-K-O-Pathe for the first time out here, a hint that general sales manager is overseeing a studio. Marcus has been and remains gen. mgr. for Radio Pictures.

If Marcus concludes to spend most of his time at the Pathe studio, he will determine the oft-mooted question whether a salesman of films can suggest more and better box office information for the selection and making of picture stories than the picture producer only.

Meanwhile it is said Marcus will recognize the selling force for Pathe without disturbing his own Radio sales organization.

Marco Over Roxy Stage

M. Marco, head of Pantheon & Marco, Fox stage show subd., is scheduled to arrive from the coast around Feb. 15.

He will prepare to take over stage production supervision at the Roxy, Broadway, when S. B. Hoffman (Roxy) officially steps out of the Roxy management March 25.

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1st Runs on Broadway

(Subject to Change)

Week Feb. 8

Paramount—"Grand Sheet" (Par.)

Rox—"Glad Demand" (Rox.)

Capitol—"Inspiration" (M-G-M)

Rialto—"Hell's Angels" (U.A.)

Strand—"Little Caesar" (WB.)

Winter Garden—"Illust" (WB.)

Rialto—"Devil to Pay" (U.A.)

Mayfair—"Millie" (Rialto)

Warners—"Bright Lights" (WB.)

Cohan—"City Lights" (WB.)

Week Feb. 15

Paramount—"Rotten Heaven" (Par.)

Rox—"East Lynne" (Rox.)

Capitol—"Inspiration" (M-G-M)

Rialto—"Hell's Angels" (U.A.)

Strand—"Risken" (WB.)

Winter Garden—"Illust" (WB.)

Rialto—"Devil to Pay" (U.A.)

Mayfair—"Millie" (Rialto)

Cohan—"City Light" (U.A.)

(s)

52 Pictures

"Trader Horn" (M-G-M)

"Cleopatra" (Radio) (Gale)

"Devil to Pay" (U.A.) (Gale)

"Reaching for Moon" (U.A.) (Criterion)

PUBLIC THEATRE IN U. S. 'WEALTHIEST TOWN'

Brookline, Mass., Feb. 3.

Par-Public will build the first theatre in this wealthiest town of the U. S. Board of Selection will grant a license provided all requirements are met. Several other companies have petitioned for a permit for a theatre.

The selection's decision, adding a referendum Nov. 4 in favor of theatres being allowed here, marks a victory for public sentiment over the long and consistent opposition of church groups and public school educators.

Roach's Month Off

Hollywood, Feb. 3.

"Hat Roach" is discontinuing his "Roy Rich" series on the completion of one series. Studio will close April 4 for one month.

Tentative plans for next season call for five series, totaling 40 pictures instead of four, and 30 as current.

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Casey May Be Contract Contact To Avert Studio Talent Raids

NICHOLS-U. SUIT CLOSED

High Court Now Review \$3,000,000 Damage Action

Refusing to grant a writ of certiorari whereby the contract in the case would be reviewed, the U.S. Supreme Court has closed the legal books on Anne Nichols's \$3,000,000 suit against Universal over "Able's Irish Rose" rights.

Universal spent approximately \$250,000 in defending the action and, according to reports, it is going to make efforts to get the opinion from Mrs. Nichols.

Suit was first filed in the United States District Court in 1928. Complaint was filed in the same court two years earlier. U. S. Circuit Court of Appeals in 1929 affirmed findings for Universal.

Universal was then ordered to make.

Columbia has been cured of remakes. It will stick to original productions, preferring to let studios lose the gamble on take versions of silent, whether big hits or not, or to tolerate a remake.

At a production meeting the question of remakes came up, with an opinion that remakes were suggested. Jerry Chish, just back from the east, put thumbs down emphatically.

Col planned hanging on remakes when putting "Tol'able David" in dial.

Roxey Demore's

Calls Off \$2 Show

A contract with Roxy signed six months ago is the only reason why Universal is failing to go through with its road show intentions for "Dracula."

Universal was making arrangements to open the picture on a \$2 scale in the Criterion, New York, to follow "Reaching for the Moon," when Roxy made known his intention for delivery of the picture Feb. 15.

So doubtful were the distributors, Talking Picture-Epic, of the Broadway reception, only one point of the picture was shown at the U. S. Circuit Court of Appeals in 1929 affirmed findings for Universal.

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Akerson, Ex-Hoover Sec'y, as Head of CBS with W. S. Paley Out?

Chicago, Feb. 3. With Paramount-Public having finally secured control of Columbia Broadcasting System by taking over two large blocks of stock from Maj. White, former president of the company, it is reported here that William S. Paley is slated to retire shortly as Columbia's head.

Paley and Paramount, each holding equal shares in Columbia, Paley having sold half of his interest in the company to Paramount for \$1,000,000.

George Akerson, former secretary to President Hoover, and now with Paramount, is understood as the intended successor of Paley in the chief's chair. Akerson already has been placed by Paramount on the inner council of Columbia.

"APPLESAUCE," SAYS ED., OF HOT AD COPY

Syracuse, N. Y., Feb. 3. Sex newspaper display copy used for "Beau Ideal" under press fire, not from the angle of the Hays censors but from that of insouciance.

Copy used by Keith's for the picture was nationally prepared, it is understood, and included these typical phrases:

"This secret passion of savage, untrained Sabana—no last embrace with savage home—savage death—after his burning desert sands."

"Her lips pressed his in one fierce kiss while life hung in the balance."

"A moment of bliss until a storm of death and fury."

"Thinking Moroccan nights to get men's hearts aflame at passion's touch."

Editorial comment here reads: "The scene cut out to illustrate the first two shows the vamp exercising her wiles on the hero, and particular sequences in the picture, as was given the cold shoulder in no uncertain fashion, and later, when he did buy his liberty with a pledge of marriage, it was purely a commercial bargain. 'Moment of bliss,' 'burning Moroccan nights,' 'men's hearts aflame at passion's touch,' 'applesauce'."

Russian Film Barred

Bridgeport, Conn., Feb. 3. Police Sergeant Joseph T. Coughlin prevented the American theatre from showing "The Prisoner of Zenda," Russian revolutionary film scheduled for Monday (5). Action was based on a report received by the censor from other cities.

Informers were to be for the benefit of the International Workers' Order.

Bathing Girls Now

Hollywood, Feb. 3. Craig Hutchinson will produce two comedy shorts for Big Four studio, one about bathing girls and Perry Stark as leads.

Hutchinson's idea is a line up of bathing girls, not so new.

"Yellow Ticket" Remark

Hollywood, Feb. 3. Fox will dig the old meller, "Yellow Ticket" from the files for early release. This is the Billie Russell film to be given her first real chance in the feature field.

Case studio made it about.

LAEMMLE STAYS WEST

Hollywood, Feb. 3. "That trip east for Carl Laemmle, Jr., looks off. He has been in the picture in New York and decided to stick on the coast."

His eastern representatives will send out here for a conference.

Type Comer

Hollywood, Feb. 3. Tiffany's "X Marks the Spot," cast get started Feb. 10, as announced.

James Whiole, director, started casting and found all the types he wanted for camera work were playing newspaper reporters in Howard Hughes' "Front Page."

Counterfeit Theatre Tickets Found on Men Under Arrest in Pa.

Reading, Pa., Feb. 3. A quartet of men, believed to have conducted theatre ticket counterfeiting in Shamokin on the evening of Jan. 29, were taken by the police after a lengthy probe. Counterfeit tickets to numerous theatres in Shamokin were found on the men. All are said to have confessed at a preliminary hearing before a justice. They are now in jail awaiting trial.

For some time discrepancies in ticket sales and number of state checked up with each receipts have worried theatre managers. Close examination at one theatre showed the ticket stubs were counterfeit. When other managers were informed, the same explanation made clear the nature of troubles along this line at their houses.

HARRY COHN TOO TOUGH, COLUMBIA DEAL FADING

Harry Cohn has proven too tough for A. C. Binimental to do business with or through. It is said that has sent the Binimental-Columbia deal into a fade.

Binimental has been negotiating with Joe Brandt, Cohn's pal, to buy his Col stock holdings on a condition Harry Cohn remain as Col's general producer under a contract for five years.

"That's where Harry's toughness came in. He holds Col stock too. Binimental's idea was to supplant Brandt as pres, if and when."

Writers' Renewals

Hollywood, Feb. 3. Vincent Lawrence, recently returned to Paramount, has been given a new writing contract for three years.

Edward Gwynn, stage director, also will be renewed by Fox.

Marcus Returning

Hollywood, Feb. 3. To keep his office as president of Pathé.

Trans-Lux Trying Out 15-25 Show Grinds in N. Y. and East in March

Trans-Lux, headed by Courtland Smith and a subsidiary of Radio Corp., it is said, will try out a proposed scheme of 15-minute shorts in New York picture markets around New show during March.

One of the first of the Trans-Lux places to open will be at Madison avenue and 49th street. Another Trans-Lux show place is at Broadway and 49th street. Each will have 20 seats, probably the economy capacity of all Trans-Lux houses, owing to local theatre regulations. Route is given special attention.

PICTURE ACCEPTANCE EXHIBIT

Experiments in Texas of Sermon, Singing and Organ from Screen Give Promise—Portable Equipment to Be Replaced by Permanent Wire—Talkers Allowed to Bring Children

MINISTER PRAYER ONLY

Dallas, Feb. 3. Sound screen is being taken seriously by Texas churches. Experiments have been conducted here and in Houston with favorable reception from the pious. Program consists of sermon, choir, organ, etc., with regular pastor of church, having only prayer to deliver.

According to Presbyterians exchanging the movement to put the word back to church, plan is to produce the shorts on a large scale, to introduce each church with regular weekly program for six months. Further ambitions are to bring in some names for the song study and the "Kings of Kings" and "Ben-Hur" are mentioned for the church service. Another flicker is story of Christ, ready for release as serial in 12 episodes.

Presbyterian education board all set to invest a six-figure unit into the revolutionary idea to put it on a "large" scale. Present equipment is of portable type, but, if ideas click, the churches will be wired for sound. The shorts are ready for both disc and film sound. Several of the shorts are ready for distribution.

REPORT WM. FOX AFTER CAMERA CO. CONTROL

Hollywood, Feb. 3. William Fox is reported buying in further on the Mitchell Camera Co. with hopes that he will ultimately secure control.

Up to the present it is understood that he has about 40 per cent. of the outstanding Mitchell stock.

Denial by R. & R. of Sale To Franklin-Hughes

Dallas, Feb. 3. According to R. & R. of the Texas, no deal has been closed with Franklin-Hughes. It is said that world's film, R. & R.'s string of 75 with the new west coast chain.

Towery admitted that a Franklin representative had been dicker for the indie, loop, but the deal at the Franklin-Hughes offer was not satisfactory.

In furnishing, as inviting entrances Trans-Lux price scales for downtown houses will be 25c at the time; R. & R. neighborhoods it likely will be 15c daytime and 25c at night. No report on exact program has been made, although at first, it is said, the program will contain shorts, only including a news item.

Smith, when a Fox exec, promoted the new Newmarket (Embassy at Broadway and 49th street), the smallest new-market house so far, successfully operating in this country. Emb's all-time price is 50c.

Academy Easing Into Theatre And Distribution Fields With Perhaps Arbitrator Status Soon

BANCROFT HANGING

Top Offer so far, \$80,000 Picture From Paramount, \$100,000.

Hollywood, Feb. 3. Two months have elapsed, since he was put under his contract with Paramount and George Bancroft is still unattached. All studios so far have refused to pay the money asked, ranging from \$100,000 to \$200,000 a picture. After waiting \$120,000 from Fox and getting the cold shoulder, Bancroft came down to a reported \$100,000 with Warners but nothing doing as yet.

Parliament was willing to go as high as \$150,000 a picture and WB other studios have not yet come forward with offers.

It is declared a possibility that Bancroft and Paramount may yet get together, but it will have to be on terms previously advanced by Paramount.

Indie Owners Get Manager Berths in New Franklin Chain

Hollywood, Feb. 3. In rounding up houses for the Hughes-Brant circuit many present owners will remain in local charge of the theatres they own. The circuit, incidentally, will be in the hands of the indie owners, with managers will be put in, but on the local situation and set-up.

First complete unit has been established in Kansas City with eight houses. The H-F circuit has bought the Oak Park, Bagdad and the six Hughes theatres.

Divisional offices for the H-F midwest territory will be established in Kansas City.

Earl Crabb, formerly with F.W.C., has been appointed Seattle division manager.

STUDIO SQUAWKS OVER F-W-C'S STAR PLUGGING

Los Angeles, Feb. 3. Fox-West Coast's recent inclination to bill and advertise pictures according to its own ideas rather than official producer billing has run into opposition from the Fox studio on "East Lynne." Studio took exception to F-W-C's billboards which carried Harding's name above the title as star in two words the size of "East Lynne."

The Harding name was supposed to have been in one-half the size of the main title, with Olive Brook and Conrad Nored getting their names printed in letters of equal size.

Mrs. Strauss Out

Mrs. Florence Strauss, scenic artist, has resigned effective Saturday (7). No successor named so far.

Mrs. Strauss has been with Fox over a year. She formerly held a similar post with First National.

Sprague Shifted

Hollywood, Feb. 3. Chandler Sprague, who shifted from Fox to Fox, has been permanently shifted to the scenic department, of which he was the former head.

He has been assigned to work on an original for the new Fox program.

Hollywood, Feb. 3. It's not a wild impossibility that the Academy of Motion Picture Arts and Sciences may eventually extend its jurisdiction to arbitration of actor-writer-producer disputes in studios, to the fields of distribution and theatres.

Initially organized as strictly a studio production proposition, with settlement of internal disagreements over contracts among its duties, lately the Academy has veered in the direction of distribut and theatre operation but so far without monetary support from those branches. Whether the side excursions from production routine means the meddling of arbitration jurisdiction over distribution and exhibition is somewhat a matter of conjecture among Academy observers.

Some opinion exists that the Academy might be the medium through which arbitration of disputes returned to the industry in relations between distributor and exhibitor.

The recent U. S. Supreme Court ruling tossing out the old standard exhibition contract and its compulsory arbitration.

Trying to keep away from subjects that might be construed as an encroachment of the Hays office and the Film Boards of Trade, the Academy so far has stepped into distribution, which touches matters mostly technical. Lately the Academy took on its shoulders industry politics which speeches and other propaganda around the country designed to keep off impending unfavorable legislation, censorship, etc.

In this work the Academy has had the closest cooperation of Hays and may in future take a more active part in general industry problems without stealing too much thunder from the M. P. D. A. or the legal Producers' Association. It has supplied exhibitors with technical data for better operation; recently mailed 25,000 copies of the standard release print worked out without charge to theatres. Now the Academy is looking into the needless expense of making prints and is devoting considerable work toward aiding exhibitors on equipment and operation.

NERVY GIRL LAUGHS OFF BANDIT—HE RUNS

Binghamton, N. Y., Feb. 3. "Poking the muzzle of a revolver at me, threatening to shoot me," Binghamton theatre ticket office Saturday night, a bandit demanded of the clerk, "Give me a ticket for 'Come on, hand it all over.'"

Mrs. Evans gave the stick-up artist, a dirty look and coldly told him, "Go on and shoot if you want to."

After a moment's hesitation he turned and fled. So, too, did the companion who had been covering the doorman with a gun.

Polic failed to find any trace of either man.

Detective Cohen, manager, attempted to praise Mrs. Evans for her courage.

"Off that stuff," she commented.

High Price Alibi

Hollywood, Feb. 3. Universal artist Alibi is making a high price for "Alibi," a picture which he wrote and directed. He is willing to pay.

High price set by U. is only as "Alibi" Laemmle are sold on "strictly."

1st Hispano-American Congress In Madrid in May—Much Talk

By Arthur Cardona

Madrid, Jan. 22.—First Hispano-American Cinematography Congress, will be held at Madrid next May. General agenda of matters to be dealt with by the Congress was approved at the preliminary meetings held on Nov. 24, 26 last.

A base for the policy of international protection as regards Cinematography matters mutual guarantee to prevent and prosecute logical relations of films produced in such countries as are represented at the Congress, within and outside national frontiers, and ensuring that Governments represented see that foreign films available in their own films Hispano-American events are among the objectives.

Consideration of custom tariffs, to unify them as far as possible, excluding a common action as regards cutting in order to prevent piracy and misappropriation of the plot of those dealing with the customs in a particular country or any one country of the film; rules for the organization of a Hispano-American and, an Ibero-American Cinematographic Congress, rules to be considered as to financial terms by the distributing firms, correctness and accuracy of language, talked or printed, in a film and consideration of the phonetic alphabets arranged by the speaker are among several other subjects to be taken up.

UFA'S LIST OF FILMS FOR 2D HALF OF SEASON

Berlin, Jan. 22.—Ufa published its second statement for 30-31 productions. Seven pictures have been released.

Charlotte Susa in Alfred Zeisler's production "Dag 32 hat Verspae" (The Day After Tomorrow).

Heinz Rühmann and Lina Devere in the protegee Erich Pommer production, directed by Robert Siodmak, "The Man Who Looks For His Murderer."

Caecilie von Sxag and Willy Fritsch in a picture directed by Hans Schwarz, Hans Pfeiffer production, "Der Himmels Kommandant."

Werner Krauss, directed by Robert Siodmak, in Erich Pommer's preliminary production, "Das Disagable Person."

Beligete Uchah and Willy Fritsch, directed by Gustav Ucicky in black and white, "Der Mann im Geheimen."

"Educational" picture by Colin Ross, "Attention, Australia, Attention Asia."

Vocal Credits

Paris, Jan. 24.—Osses second production, "Mystère de la chambre bleue" (Mystery of the Yellow Room) has a new departure for over here, in the way of handling film credits.

Instead of having the names through out the screen, a voice is heard giving the names of the person mentioned in the screen. "Cast" players introduced in the same way. New idea, very favorable comment.

Cuban Travelog

Tham, Feb. 3.—William Schaefer, president of the International Geographical Union, is the author of a special travelog film with Leo Lipka, cinematographer. It is called "Sound, Travelog, and Sound." It will show a sound and color travelog here, with production possibilities for the future.

"SAND" IN 2 VERSIONS

Hollywood, Feb. 3.—David Griffith's "The Sign of the Cross" has been made in two versions, one in English and one in Spanish.

RADIO'S ROYAL QUITS

Try at Sydney No Go—Former Radio House

Sydney, Feb. 3.—Radio Pictures has Given up its try at the Royal Sydney, with films. Business pretty terrible.

Radio took the house over after it had made an indifferent showing with Williamson-Tait's light attractions.

WIDE FILM COLD IN AUSTRALIA

Sydney, Feb. 3.—First showing here of Grandeur wide screen film created but a mild impression at Hoyt's Plaza for "The Big Trail."

Australian exhibitors are cold on the idea, figuring it just a novelty and much too costly to install generally.

PUDOVKIN IN TROUBLE WITH SOVIET, OVER FILM

Moscow, Jan. 25.—One of the leading Soviet picture directors, Yevgeny Pudovkin, will not be permitted to leave the country. He will observe new developments in the film field.

Pudovkin directed "Last Days of St. Petersburg," "Mother," "Storm Over Asia," etc.

His latest picture, on which he worked for over a year, has been having much hard luck. It is titled "The United States," but may get a different label. For the present the powers in this land of Soviets have decided to postpone the production. It will either be considerably changed or censored into oblivion.

B. I.'s 9th Stage

London, Feb. 3.—British International has completed construction of its ninth sound stage, making it the largest plant the largest in capacity in England.

After acquiring a lease on British & Dominion's studio in Elstree recently, is expected to begin building additional stages on land adjacent, starting late this month.

The site here involved is said to have been the subject of negotiations by Fox and Metro-Goldwyn.

U. T. Unit Pays 8%

Sydney, Feb. 2.—Victoria unit of United Theatres has just declared a dividend of 8%.

"Lincoln" in London

London, Feb. 3.—"Abraham Lincoln" appears "Hells Angels" at the Pavilion Feb. 10.

"Angels" has been falling down the past two weeks, after a hot run, and a second feature has been added to bolster it until taken off.

Theridger Joins B. I. F.

London, Feb. 3.—Theridger, playwright, has joined a writer's contract from British International.

"Theridger" authored "The Shadow Between" for the screen, an original.

Gen. Am. Distrib. Tie-Up

Berlin, Feb. 3.—Goldmann, vice president of United Film Co. of New York, is now in Berlin to arrange distribution tie-up with the producers of the German film. He is searching for European agents for his Tishad titles.



Portrait of a man, likely a film industry figure mentioned in the text.

THREE JOLLY TARS

Harry Martin, Eddie Mills, Joe Kirk "Variety" comment while at Joe's State, Los Angeles.

Comment that stopped the show.

Completing Fanchon and Marco tour with "Jolly of Joy" in England. This week, Fox Theatre, Brooklyn.

Academy of Music and Theatre, New York City.

Personal Management.

MADON SCHWARTZ SOL TUREK

ONLY 1 OF 6 FILMS ACCEPTABLE IN MILAN

Milan, Feb. 3.—Past week saw a half dozen new films ushered into Milan, all flopping, with but one exception and that is considered not a novelty.

Exception was "Grey Eagle" (Par), at the Odéon. Got a good reception.

At the Corao is Molere's "Molere's Last" (Doctor in Spite of Himself), a Cines production. Peronelli is excellent, as the leading actor.

Descending to unnecessary vulgarity. A short subject which filled out the program "Cortice" ("Courtyard"), with Petrolini and Paolo Risi. Quite unsuitable, leaving house cold.

"Joyless Way" Greta Garbo's latest being to Hollywood.

At the San Carlo, won't do the star any good. Story is short, incoherent, and inconclusive, with audience ready to start whistling and booing. Synchronized music didn't help.

"Dynamic Student," with Alice White, and "Broadway Melody," with Charles King and Essie Vesper, are the only two, each withdrawn after three days.

"Quiet," Amsterdam Hit

Amsterdam, Feb. 3.—"All Quiet" is such a big success here it has been held over indefinitely.

Opened at the Tuschinski in Rotterdam this week and looks like to run for months.

English Merge Ratified

London, Feb. 2.—Announcement of British International Films with British International Pictures has called out a stockholders' meeting today.

B. I.'s Scotch Author

London, Feb. 3.—Thomas Woodcock, B. I.'s Scotch author, has been placed under contract by British International. He will do stories.

Par's English Reel

London, Feb. 3.—Emmanuel Cohen is expected to arrive here soon to start Par's English Reel.

Personnel is being engaged here.

Taxo Protest—Closings

Amsterdam, Feb. 3.—As a protest against raising of taxes recently, the Groningen theatres have been closed.

No reopening date set.

Inferior Spanish Films Cure Argentine of Anti-U. S. Prejudice

By Harry E. Goldham

DUTCH PREFER SILENTS

Augmented Orchestras with Non-Sound Get Better Returns

Rotterdam, Feb. 2.—A survey of releases here over the last few months indicates that the Dutch audience responds better to silent product accompanied by augmented orchestra than it does to dialog pictures with synchronized score.

Two outstanding examples of the preference for silent were the films "The Gypsy" and the latest "The Gypsy."

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SCREEN PROBE IN CANADA OK'D

Ottawa, Feb. 3.—With the Privy Council at London handing down a decision confirming the validity of the Canadian Censorship Investigation Act, the Department of Labor, Ottawa, has definitely instructed Peter White, K.C., to proceed with the inquiry into Famous Players Canadian Corp. and subsidiary companies, as well as various exchanges and the Motion Picture Distributors' Association of Canada.

The investigation was authorized four months ago. Much of the Famous Players' records have been examined, but the common fact is that it did not mean anything under the present Canadian statutes. The latter have stood the first test, and full authority has been issued to Commissioner White to probe.

The screen of Canada under the jurisdiction of United States' Interests.

The Canadian government has broken up both the drugstore and plumber's combines on the ground that they were in restraint of trade and against the public interest.

11 Silents for Export

Hollywood, Feb. 3.—Metro is following the Fox lead and will return to shipping silent pictures into the foreign field.

Studio has 11 pictures lined up for this treatment, several of which were originally intended for export.

First will be "Madame Satan" (Mama Satan) for export.

The 11 will go out reprinted in the various languages but with a synchronized background and songs.

Metro will make dubbed versions in French, Spanish and German of "Dance of the Hours."

"Alraune" Flops Again

Vienne, Feb. 3.—"Alraune," by Hans Haeusel, just shown here in a new, talker version, not only failed to attract a large crowd, but also the talker version.

Probably because the dramatic qualities of the literary masterpiece can't be brought to a screen successfully.

Leading roles are badly handled by Basserman and Margita Helm, two of Germany's finest actresses.

Technically the film is below par.

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Buenos Aires, Jan. 26.—This is the end of the season here. It is intense. The season has practically all closed. So far out of Argentina's hundreds of halls, only two have cooling fans. It seems that any enterprising firm specializing in coolers might do well here.

Metro's example last year was followed by all producers, with the result that we are having release right through the hot weather. Paramount is releasing a new one a week at the Real Cine, one of the two with cooling, and so far the fans are "Clara Bow's" "True to the Navy," "Arise in the Light of Western Sun," and "The Light of the Moon." The "Honeymoon." These films are doing moderately well, all things considered.

Fox is also releasing steadily, the 1926 "Polles" being at the Austral and the 1926-27, United Artists is coming back with a lot of the old ones and also marking time fairly well. And Universal is still lapping the cream off. "All Quiet," now in its third run, and going strong.

The year just passed has seen just one picture to cheer about, and that was "The Great Dictator" by Chaplin. He has made a medium to bad. Chevalier has moved up the country, while Metro has moved down. United Artists and Metro have moved up. And Metro has moved up. And Metro has moved up.

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WORLD FILM NEWS

BREWERS FEEL SUNDAY SHOWS IN ENGLAND

London, Feb. 3. Opponents of limited Sunday pictures have lined up 250 members of Parliament against a bill to permit Sunday films. It is due to come up for debate.

The Sunday Observance Society is contesting the bill and going ahead with the recruiting of Parliamentary votes of high speed. Even if the bill passes the House—unlikely—it is regarded as certain that the House of Lords would throw it out. The upper chamber has power to do this.

Many members of the upper chamber are big stockholders in the breweries, whose earnings are kept down through the theatres being open on Sunday, which keeps idle out of the saloons.

If the Sunday closing is enforced, 800 houses go dark in London and an additional 100 in the provinces. Heavy losses will be caused to the circuits and the independents.

Political wiseacres believe the only chance the bill has is to have it contain a local option provision giving municipal authorities the right to license.

Meanwhile the houses affected by the recent court decision upholding Sunday observance, are open as usual, deciding to wait until officially notified they must close.

A decision that effect was reached at a meeting of independent exhibitors and circuit heads.

U'S EUROPEAN OFFICES: OUT?

Paris, Feb. 3. Al Ziegler, European chief for Universal, called yesterday on the "Euzenn" to a conference with Carl Laemmle on the advisability of continuing the company's chain of exhibitors on this side of the Atlantic of talker product to sell.

U has called off all foreign ventures in consequence of the ban on "All Quiet" in Germany and other Continental territories of German loyalties.

Strauss Says Biggest Danger in Talkers Is Duplicating Ideas

Vienna, Feb. 3. Oscar Strauss, who recently returned from Hollywood, says the greatest danger to the talkers is that they are becoming stereotyped. There are dozens of imitations, he says, of any successful picture. At most the minute it appears on the market.

Musically, Strauss says, films have passed a crisis. The day of "muscular films" with songwriters preceding in life or over the top, with musical groundwork now supplied by capable composers.

Strauss is now engaged in finishing an operetta, "Pecant General."

Kohner Scouting for New U Talent in Europe

Hollywood, Feb. 3. With Universal's foreign activity now at a standstill and no preparation made for future production, Eud Kohner, foreign production head, is slated for a tour of Europe where he will scout for talent and material.

It also figures that Kohner as a white haired boy, if the decision is made to do any producing in Europe.

PROPAGANDA FILM

With info on Egypt's Government's Tax Disbursements

Cairo, Feb. 3. Mohamed Krim Zohair, film producer, is making a new subject designed to further propaganda about the tax to carry to the public an idea of the way official money is expended, the merits of the budget system and other angles.

Its purpose is to enlighten the people on where the money they pay in taxes goes and its benefit for the public's well being.

EXPECT END OF QUOTAS IN TIME

Paris, Feb. 3. So fast is the development progressing toward international production-quota as to trade experts discern the probability the movement will sooner or later bring the end of all local regulations and benefit of the American industry from abolition of contingents is obvious.

The German director, Ebert, is in Paris conferring with the Gaumont-Aubert-Franco chiefs, while Pittaluga likewise is here trying to induce French producers to use his studios in Rome.

London Film Theatre

Short on Film Supply, After Stage Musical

Lester Square theatre finding it difficult to get important product, is trying to prevail upon Charles Hapgood to transfer the "Charles Polles" revue, now running at the Victoria Palace.

The show has caught on and is one of the few current in London making money. Transfer of the attraction is unlikely, as it is the first success for the Victoria Palace since the end of vaudeville there.

SOVIET FILM BORES

EVEN VIENNA REDS

Vienna, Feb. 3. So-called Red Vienna proved to be only a male pink in its reaction to the Soviet propaganda picture, "Blue Express," produced by Jia Treubner, which is shown the old abas of insouciant coolies in true propaganda style.

This picture is impressively bore by repetitions of the same Russian crowd scenes. Even the reddest Vienna talkers, paying for expensive seats for films that they may approve of politically, but discontinue.

On the other hand, "Africa Speaks," recorded on German sound tracks, is the biggest kind of a money success. Picture is held over for its fifth week.

Quota Board Numbers

London, Feb. 3. Board of Trade has decided to keep, King, Scottish exhibitor, and Shool Ross, head of the 10-day company, to be committee which administered the quota law.

Charles Woolf, head of Gaumont British, was nominated for the Federation of British Industries, but the board referred his nomination back to the P. I. U., asking for alternate nomination.

Reuters' Election

London, Feb. 3. Kinematograph Renters Society, Distributors' association, elected Sam Peckham, head Metro head, as president for the coming year, with Arthur Dent, of BIP as vice-president. Offices were expected to go this way.

BIP EARNED AND LOSES PLAYERS

Experiment of British Producer and Exhibitor Teaches What Goes Abroad in Films Not So Good in U. S.—BIP May Try Again—Has 20 More

NEED AMERICANS

Foreign producers must learn American ways and use American leads and production tactics before they can hope to fulfill expectations in the American market.

They've got to realize that what "Her Fair Godmother" with an all-female cast did not do, the Boles, no criterion for what it will do on Broadway.

They've got to do something more than lay out over here, attend a lot of lunches, play golf over the week-end and returning to their foreign ports, issue long statements on American trade conditions to their home papers.

International is the first foreign producer to get the full purpose of the quota law. Out of 16 pictures which they showed at the Gaiety theatre on Broadway, only two, "Maurice" and "Night Mirrors," kept out of the red. "Almost A Honeycomb" took the worst dive, pulled after its second day. BIP couldn't understand that.

(Continued on page 23)

TALKER FAMINE DISTRESSING IN FRANCE

Paris, Feb. 3. Owing to the hesitancy of several American producers to produce French versions either here or in Hollywood, several local promotions of independent companies have been undertaken. The expectation is to supply the demand here for product by American producers created by no incoming material from the States.

The projects look ambitious, but must be qualified. Any venture will be beneficial to distributors until the foreign version situation clears.

So severe is the famine in French versions that several boulevard houses have been forced to play imported pictures without dialog.

ARABIC DIALOG ON CAIRO SOUND SCREEN

Cairo, Feb. 3. Youssef Day Wahby, proprietor of the Lances theatre, has arranged with Paramount for the presentation of two of his own stage plays, with Arabic dialog.

The pieces of native origin are "Sahar" and "The Slave of the Desert." Both have a score which is to be incorporated in the screen version.

Work will start on the subjects in July, and they will be available for exhibition next winter.

MacDonald's Job

London, Feb. 3. At last, J. MacDonald, son of Francis James MacDonald, is collecting the information and data on theatre sites.

MacDonald is acting on behalf of RKO.

25 RUSSIAN-MADES HERE

Amkino Expects To Send That Number of Films Over in 1931

About 25 Russian-made pictures will be brought into the United States by Amkino during 1931. Five are represented as having come from the country imported during 1930.

Tentative titles for some of the films, partly "silents" and others "talkers," are "Life in Moscow" (directed by Pudovkin), "Old Russia," "Moscow" (with G. Goukko, "Urban Star," "Soul Deeds," "The Dreamer," and "The Young Brigade").

"Amkino" does its own American distributing.

HOUSES CLOSED BY HEAVY TAX

The Hague, Feb. 3. Local authorities ordered the closure of houses in the district of (Irpinburg), in northeast Holland, due to a controversy with the city over the municipal tax.

The picture theatre operators had served a notice amounting to an ultimatum upon the authorities that the tax must be reduced to 15% of the gross.

The common council refused to comply and the theatres will go dark Feb. 6. All employees have been given notice.

London's Sunday Trade Very Good, Expecting Lay Picture, \$1,000

London, Feb. 3. Sunday business in the picture houses was first rate, due to bad weather and the suit created by much talk about Sunday closings.

One exception was "One Heavenly Night" (U. A.), despite the absence of Evelyn Laye. Nine performances dropped to \$1,000. Features will be increased shortly by a Richard Roman release.

PITTALUGA'S TALKERS BEING SHOWN IN ROME

Rome, Feb. 3. Pittaluga's third batch of talker product has just been shown at the producers' own theatre here. The group includes the adaptation of Miller's "Madame Matigat Lal," starring the noted local actress, Penelope in Daniel.

Picture was well received by the fans and reviewers. Pittaluga also showed "The Story of a Soldier." Photographic quality of both subjects is first rate, but the sound effects are indifferent.

Third in the group is a short screen review, which is disappointing in comparison with the lavish spectacles of the kind from the States.

Testing English vs. Foreign Dialog on Egypt's Screens

Cairo, Feb. 3. Local exhibitors are engaged in a new test of the popularity of English vs. foreign dialog.

Metroplex Cinema is showing "Disraeli" (W. S. and the Camera has "Big" and "Small"). The verdict for some time been offering a considerable proportion of European product.

Gaumont House Reopens

London, Feb. 3. Gaumont's Super Cinema, West End grand house, reopens Feb. 10 after making a successful and rapid repair of the recent withdrawal of its license.

GER. VERSIONS CALLED OFF BY METRO

75 Foreigners Under Contract Will Return to Native Land

Tollywood, Feb. 3. German version of "Big House" nearing completion on the Metro lot, will be the last in this language for a while. Studio will continue to make four more versions, each in French and Spanish, and their lay off the multi-linguals. Explanation is given as "waiting for regulations."

"Big-M" has about 15 persons under contract as players, writers and directors for the foreign versions, all of whom will be sent back to Europe as soon as contracts expire.

Meanwhile an increased production for the foreign market of dubbed editions and silent will be carried on. Metro has 11 films lined up for the latter treatment.

Latest film to be switched from direct shooting to a dubbed version is "Never the Train Shall Meet," now being produced for the domestic market.

Hugues ex-Duflot, French import, finishing "Paid," will be one of the first to return to French legit, leaving within a month.

WB's Stand. Similar condition exists at Warner's. Last version for the season will be the German "Fate, Caesar," an indefinite hold-up of activities following, with an ultimatum of the dismissal of foreign personnel.

H. A. Dandy, Warner foreign chief, now in New York, calls for Germany on the "Fitzgerald" Feb. 10. They will confer with the new European exchange managers and agents of the conference will determine the Warner future foreign policy. Only thing definite with Warner as regards this is that if any more units are to be made, they will be made in Hollywood. This studio is especially close to the "Warner" company, where their ill-fated "Designs of Art" cost three times as much as any of its versions made here.

BIP CUTTING ON CHEAPER FILMS

London, Feb. 3. Finding little to call for cheaply produced pictures, British International Intertitles reduce its output to about one third.

Total year time will not exceed 20 pictures, but all will be of the best. Cost of about \$250,000 per picture.

2-REEL CUT MAKES BAD TALKER BETTER

London, Feb. 3. Miles Mander, George Fitzmaurice, to direct three more pictures for British International, following "The Woman Between."

This release was panned by the reviewers at first. They re-called the film, cutting out two reels, and thereafter it did well with the fans.

Tax Must Stand

Copenhagen, Feb. 3. The Norwegian film tax is not to be reduced. The government is determined to stand by the law.

An attempt is being made to increase the tax, but this means the closing of the studios of the Norwegian film industry and the building of a studio.

THE NEWS

Names for WB Advertising Shown Five Million Circulation Stated

Warner Brothers intends to show in names in the advertising spots to balance them. So far the company has completed two; one for Liggett Myers Tobacco and another for the makers of Listerine. The two contracts are figured to net WB around \$150,000. Two others not mentioned will reach a similar figure. Each of the four is from series and made at the WB-Brooklyn studios.

Warner system on shorts works along a three-way idea. It includes merchandising, plan and scenario. A special staff is employed to devise sponsored ideas for clients and a special scenario staff then creates an adaptation. Merchandising ideas are provided by another staff, devoted to exploitation.

WB's sponsored shorts are made by the WB Industrial Films subunit. The latter is an outgrowth of the Stanley Films Advertising Co. which WB originally bought but is now defunct as an operating concern.

In addition Warner's also makes industrial films. Sponsored and unsponsored differ in that the former are built for entertainment and exhibition in the theatre. The industrial are purely inside exploitation, made for the advertiser on his own methods.

Where sponsored films are made by WB rank is that no duplication circulation is offered. It's the same with Paramount, the only other company which sponsors shorts. This arises from a limited plan of production. Each company has the limit of 2,000,000 circulation basis as a nucleus for selling the shorts.

82 x 1 Year.
Both angles are necessary to make the sponsored films pay for the producers. WB or Par make but one such shorts a year, on the present plan.

WB the distribution scheme sponsored shorts offer the advertiser another guaranty which limits exhibition of one sponsored film to any theatre in a locality at a given time. This follows the style of regular feature film distribution as employed by film companies, such as first run, second run, etc.

Warner, like Par, offers a gross circulation of 5,000,000 customers weekly to any advertiser. While Par through its larger circuit may be able to offer a greater circulation, the company pretends to limit it because certain houses are deemed not paying for advertising properly.

Chances of the indie exhib cutting in on sponsored film circulation are slim and will be that way for some time to come. Within the producer's agent, against certain weaknesses which cannot be figured on the indie end.

These figures there is no way of telling when an exhib might feel a short in value as a part of the program schedule. When the feature proves to be hit. Such cutting down of shorts is getting common with indie in big exhibition. A tie-in with the indie, therefore, cuts the exhib's chance of circulation to a speculation, something the major producers do not want and which may result in a tie to other certain contractual objections, from clients.

Brower Out

Hollywood, Feb. 3. Option on Otto Brower, who has a total contract was not taken up by Paramount.

Brower was at Par two years.

New Tiff. Exchanges

Hollywood, Feb. 3. Money Brown, who was sent sales dead, returned here Saturday after getting new exchanges in New York and San Francisco.

In Prison, Tiffany took over the former Vitaphone exchange.

COL'S NEW WRITERS

Working on Pictures for Current Program

Hollywood, Feb. 3. Columbia has put nine writers to work on pictures that will be filmed as part of the current program. Robert Riskin, author of "Illiel," heads the list with assignment to do "Good, Bad, Ugly."

Dorothy Herzog's treatment on "Victue" "Boo" (play) unsatisfactory, studio has put Robert Sian on it.

Five authors have been assigned to do originals for Col's new action series of features, with Jack Neville on an underworld story; Harry Langinger on a mystery story; Harvey Gates, air yarn; Harold Shumate, sea story and H. M. Van Loan up with a fire background.

Stewart Anthony has been assigned to do the last of the Buck Jones silent series.

Several Midwest Promoters' High Pressure Salesmen—16 Min. Programs Entirely Educational—No Crooks, Cowboys, Indians, Gunplay or Sex—Kids Themselves Lukewarm to Sophisticated Talkers

INSTALLMENTSON Talk of More Studio Influence By Theatre Men of Combo Firms

90 MIN. PROGRAMS

Chicago, Feb. 3. With the local Juvenile Protective League having announced in its annual report that as many as 50,000 children have been warned away from films by the fact that, as theatrical talkers, several commercial film organizations are rushing into the field with home pictures aimed for the kid patronage.

Home picture firms which have been delivering films which primarily to photography have suddenly realized that they've been passing up a lucrative angle, and are now getting ready to flood the nation with high-pressure salesmen.

With the kid picture being for kids on the ground that it solves the problem of picture entering the picture for kids, the entertainment industry is now getting ready to flood the nation with high-pressure salesmen.

2 Features Hurt.
Another angle recently come to the surface in the Midwest is due to the sudden prevalence of the double feature program. While the parents may give the okay for the kids to see a certain picture they sometimes don't know what was done with the okayed film.

Most of the club terms call for 10 to 15 down payment, which delivers the picture and the kids are brought to the house each week three or four reels of 16 mm. film, enough celluloid for 40 to 50 minutes of pictures. Screen is not included in any of the club proposals.

Under the entertainment industry regulation comes the cartoons, with special kid stories in "Red Riding Hood," "The Wolf and the Lamb," "The Little Knight," "The Little Knight," "The Little Knight."

Burton King as Associate.
Hollywood, Feb. 3. Burton King will be associate producer, with John Auer, of the "The Little Knight," "The Little Knight," "The Little Knight."

Col Likes Plays and Novels for 1931 Slate

Hollywood, Feb. 3. While Radio has announced it will bring its way from plays and novels to originate by studio writers, Columbia has decided to no heavy for light shows and books.

Present intentions are to provide backbone for the 1931-32 program now being lined up with plays and novels that have "name" value. Seven have already been purchased for next season's filming and negotiations are on for more.

MAYBE NEW PA CENSOR BOARD

Harrisburg, Feb. 3. A complete change in the State Board of Censors is being considered by Governor Gifford Pinchot. It is indicated in the appointment of Mr. John D. Patterson, who is to be on the board. The nomination was sent to the Senate last night.

Although there was no vacancy on the board until the appointment was made, Mrs. Davenport will succeed Mrs. Mary D. Patton, of Harrisburg, who was appointed by Governor Joseph P. Kamp, nearly four years ago.

The Governor may remove the present board, Henry Starr Richardson, of Philadelphia, and Harry L. Knapp, president, are the other members. The change, if made, will occur soon for Mrs. Davenport was named to take her place on the board Feb. 15. She is active politically in Lancaster County Republican politics. Like other State employees from that county she was recommended by Judge John S. Fine, political jurist, who at present is very close to the Governor.

Mrs. Patton, the disposed member of the board, is a widow of former State Senator and a resident of Clearfield county. The place pays \$4,500 a year.

There has not been a great deal heard here in recent years about the censors. Complaints were numerous during the days of Mr. J. H. Holtzer, the secretary, measured him kisses with a foot rule and did not allow things that he thought were Pennsylvania board a national scandal. Most of the recent objections raised against the board have had to do with climatic factors made. For a time words were dropped and the school was allowed to continue on the screen. Now the method seems to be to cut out objectionable scenes and the action thus having jagged holes in the picture as well as the plot.

\$10,449 VERDICT

In a suit by the National Real Estate Co., against the Monarch Amusement Co., to recover the value of the theatre part of the property at Brooklyn and Livingston streets, Smith and Livingston defendant has been struck out in the Supreme Court.

Judgment for \$10,449 has been awarded for the real estate company.

\$1,000,000 HOUSE

Lancaster, Pa. A theatre to cost over \$1,000,000, outside of the \$100,000 site, the location of the former Pennsylvania State station in Lancaster, will be erected here, work to start in March. The house, to be built on the city, which took title from the railroad company, is owned by the York and Harrisburg Trust Company, Philadelphia architects. Warner now have three theatres in this city.

Swingback of the theatre local to localities is only the beginning of an inside struggle between theatre operators and the studio pooh-bahs for a supreme position in the industry. The result: High theatre moguls see the new order of things a natural change coming that will subvert film production under the direct supervision of theatre operators.

One company is suborning such a plan. It is the theatre excess and managers will not only as a group that suggest film types and stories, but will have the final say when or when not a personality goes or gets the go-by.

So far in the embryo the plan looks like one of those straight forward ideas that have been thought out in Wall street and sent on to film and theatre execs. That is, it is plausible and a change may indicate a new angle of general control in the industry.

The more practically minded theatre operators take the stand that the producer's conception of a public is not the same as the public's. At any period is a myth exploited; that the basic methods of film production have not changed with the times. The final item is that theatre operators by their experiences in retelling the public are the best judges of what or what not to screen.

This plan is calculated to bring about natural economic savings in overhead and production costs of picture making.

When this has been accomplished the four basic elements of amusement business remain unchanged. As given they are, 1st, good stories; 2nd, film personalities; 3rd, theatre; 4th, box office.

NO FOX-HEARST BUST UP OVER NEWSREELS

Realization that a bust-up would be so expensive as to prevent either from really making money for at least another 10 years, according to reports, Fox and Hearst are patently not in a bust-up.

The contract with Hearst, up in March, will be renewed and probably along lines which will give the publisher-producer a cut in the Fox Motion picture as well as the Hearst newsreels, and the publisher's share. Until now Hearst's profit had to come from earnings of the newsreels, the real heart of his own name.

There have been squawks from the Fox side that Hearst had heard about lack of interest exhibited by the publisher in foreign markets and had obtained a number of subjects obtained by crews organized by the Fox end overseas. As libels now stand, reports have H. Hearst has been completely absorbed by the Fox organization that, without exception, the publisher's executive personnel, headed by Edward Harkiss, Hearst has literally taken over the Fox side of the business and to go through all of the physical preliminaries if he were to.

By the same token, it is said, Fox Motion picture would itself in turn be the victim of the editorial voice which Hearst turned into Fox at the time of the combine would have been a real success. The publisher as high as \$25,000 each. They can be had now for the Fox people for \$10,000. The editorial voice, with Fox and Hearst combining together, the "Warner" side of the business would be a third set of picture.

... advantage of dramatic suspense that
... son for this film to run an hour and
... a half, leave alone eight minutes.

1980-1981

Grind filler that seemed place in this house. Just vaude hoke act copied in to look bad. This trio offer a prolonged howl in and by this short prove the ability of translating the methods to the screen.

Here the hoke as set in being surrounded with some scenery, a couple of extra canibers, plus a title. All the expoidences don't help. No effort made apparently to analyze basic ingredients of this act as hoke without acting. The

Nothing to do or do to and raphy bad.

"THE PEST"
TOM HOWARD
Comedy

featuring

eggs, topped off by a sterile shotgun finish for a blackout.

Slimpy plot employed one couple trying to palm off a hand car on a sucker when F. the half-wit son of a nois family, drifts in the garage way set and starts picking the buzz wagon. The sep cention to a broken spring, lights and other defects breakaway car, and the pros buyer takes it on the lam w hapiroll. Owner of the ca

Howard behind the wreck
had hope of selling and bump
off.

Howard stands out prom
getting laughs despite the r
handed him, and deserves
treatment.

"FOOD FOR THOUGHT"
Comedy
8 Min.
Tivoli, New York
Paramount

Eddie Allen and Doris C
vauge team, are featured
hodge-podge that holds few
and a "blue" snapper for
making it a mild filler for th

gress in
the U.S.

actor while the girl has and to go on the stage.

Dialog credited to Max carries a ring of far throughout. Toward the couple double a song with accompaniment that is in no reason.

Miss Canfield's mugging than the gage handed her most giggles.

SCARED STIFF
Comedy
15 Mins.
Cameo, N. Y. Universal.
Haunted house idea with
of slapstick and animals.
Everyone in the cast does
of work, there being a
abundance of falls.
Parrot, covered with
does a "hat" and a phone
complicates things.
Safe short for any home
Unusually those aiming for k

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Fox's '30-'31 Wins

season's

Skirball's Story Agency
Hollywood.
Joe Skirball has opened
agency here.
Formerly he was man-
ager of Worldwide Pictures in New

BACHELOR EATH

material)
Belasco stage play of the same name
Edward G. Robinson, "The Sign of the Cross" (1934)

quences weave in a neatly con-
cluding note of jaunty sentimentality
gives the picture the touch of
comedy drama.

what is a fat part all around
Picture has a more spirited
New York. than the play, giving it it

dancing girl for a triok on a Parisian dive floor. At the Paramount it was the picture's chief howl:

ad. - wounded by over footage. No rea

(Continued on page 43)

Lowell Sherman and Mary Anjos featured.
Nance O'Neill and Hugh Trevor understudy.

(Continued on page 43)

MIGHTY CIMARRON SWEEPS AMERICA

Radio
PICTURES

Reg. U. S. Pat. Off.

"CIM"

RUNS

WILD

\$2 TOP

VICTORY

YEAR

BEGINS

BURNS UP B'WAY

PRIMED TO BLOW NATION'S HAT OFF!

ALL AMERICA A WAITING TO BEH



FRENZIED HOST OLD A MIRACLE

**GRANDEST SHOW PHENOMENON
OF THIS CAREENING CENTURY... A
ROARING NATION OF 123,000,000
SOULS BECOMES ONE VAST AUDI-
ENCE AS "CIMARRON" THUNDERS
ACROSS THE SCREENS OF 300
GREAT THEATRES SIMULTANEOUSLY!**

**Establishing In the Sweep of Its Operations a
Record of Grand-scale Showmanship Unmatched
Since the Dawn of Amusement History!**



CIMARRON

**THE
PRESSES
ROAR!**

**ACTION SWARMS THROUGH SWEL-
TERING PRESSROOMS OF NATION'S
NEWSPAPERS... INSPIRED WORKERS
LINE IRON MONSTERS IN GIGANTIC
BATTERY FOR BLOW-OFF MAPPED AND
TIMED TO ROCK AMERICA...200
PRESSES IN LINE...STRAINING NERVE
AND STEEL...PRIMED FOR SIGNAL TO
FLASH TIDINGS OF CIMARRON SENSATION
ACROSS THE LAND WITH DOUBLE
TRUCK AND SINGLE PAGE AD SMASHES**

FINAL WARNING TO HOUSE MANAGERS

**DON'T BE CAUGHT SHORT
ON THE MIGHTIEST SHOW
ATTRACTION OF ALL AGES**

**RADIO PICTURES GIVES YOU LITERALLY
"A BIRTH OF A NATION" IN "CIM-
ARRON"...WE HAVE GONE AFTER IT IN
A BIG WAY BECAUSE WE KNOW IT TO
BE THE GREATEST BOX-OFFICE PROPO-
SITION SHOW BUSINESS HAS KNOWN
IN YEARS!...IT HAS SMASHED NEW
YORK RIGHT ON THE NOSE AT \$2 TOP
AND WILL RUN TILL UNCONSCIOUS!
DON'T LET DOWN AN INSTANT. COVER
EVERY ANGLE OF THE SHOW. DON'T
GET CAUGHT SHORT ON "CIMARRON".**

**CRACK CIRCUIT SHOWMEN
WHIRL 'CIM' INTO MONEY**

Radio Pictures extends its thanks to A. M. Botsford, of Publix, Skip Weshner of Warners, Jumping Jack Hess and Mark Luescher of RKO and the hundreds of other brilliant young showmen whose names are not available at this hectic moment. They have carried the torch of showmanship... and blazed the trail to a new era in ticket merchandising!



**RICHARD DIX
IRENE DUNNE
ESTELLE TAYLOR**

AND ASSEMBLAGE OF
SUPERLATIVE ARTISTS

DIRECTOR:
WESLEY RUGGLES

ADAPTATION
HOWARD ESTABROOK

PHOTOGRAPHY
EDDIE CRONJAGER

CRITICS PUT WREATH

DON CLARKE'S GREAT BEST SELLER LEAPS TO FLAME-SHOT LIFE!

CRITICAL PENS DO SNAKE DANCE AS
WORLD OF WOMEN AWAITS THE MOST
LOVABLE HEROINE OF THE HOUR

Film Daily:

Will get the women. Tensely Dramatic.
Entertainment all the way.

Los Angeles Record:

Oh what a picture! A real gem. Helen Twelv-
trees a better actress than Chatterton.

Motion Picture Daily:

An audience picture. Packed with human
appeal. Triumph for Twelvetreese.

N. Y. Telegram:

Big heart appeal. Boy what a punch.

**CHARLES R. ROGERS SMASH
SENSATION . . . TERRIFIC
DRAMA PENETRATING THE
HEART OF WOMANKIND!**

**Radio
PICTURES**

Reg. U. S. Pat. Off.

FREDRIC C.
MADAN

ON MILLIE'S BROW

Millie



HELEN

TWELVETREES

LILYAN TASHMAN
JOAN BLONDELL

ROBT. AMES
JAMES HALL

JOHN HALLIDAY
ANITA LOUISE

Directed by JOHN F. DILLON

Assoc. Prod. HARRY JOE BROWN

WORLD PREMIERE FEB. 6 • RKO MAYFAIR, N.Y.

MARJORIE WHITE



Marjorie was on the stage at the age of four. She knew her Q's before she knew her ABC's. Winnipeg, Canada, marks the spot.

She grew up in vaudeville but left it during war time to entertain Canadian troops. When peace was declared, she declared in favor of the United States.

She toured the country as the blonde, blue-eyed "sister" of a "sister" act.

The act replaced the Duncan Sisters in "Topsy and Eva." Marjorie was hotsy Topsy. She sang and danced in "Hello, Lola" and on Broadway in "Lady Fingers"—exercises which led to Hollywood.

Step by step, she ankled up the aisle of popularity.

Marjorie sings while taking a bath, but has no other bad habits.

She loves jewelry, but even offstage doesn't sit still long enough to wear many ornaments.

OH, FOR A MAN!

JUST IMAGINE

MOVIETONE
FOLLIES OF 1930

THE GOLDEN CALF

HAPPY DAYS

SUNNY SIDE UP

TENTH OF A SERIES OF FOX SCREEN PERSONALITIES





7th HEAVEN • WHAT PRICE GLORY • THE COCK EYED WORLD

BREAKERS OF RECORDS ... ALL OF THEM ... and THE BEST ARE YET TO COME!

Smash after smash, year after year. With Fox terrific hits are no accident. They are the result of a producing organization that hits the fancy of masses and classes, and knows the meaning of the words *box office*.

Already this season three outstanding box office successes. Yet the word is going around that *the best are yet to come!* Look them over, box office every one. Stars, stories, titles, productions—the kind that pull like a tractor!

BODY AND SOUL with CHARLES FARRELL—ELISSA LANDI. From the play "Squadrons" by Elliott White Springs and A. E. Thomas. Directed by Alfred Santell. Youth who's never had a love affair poses as a Lothario. Then a three day bride shows him life. Great.

EL BRENDEL, FIFI DORSAY in **MR. LEMON OF ORANGE.** Directed by John Blystone. You'll quake until you ache. It's a laugh sensation.

WILL ROGERS in **A CONNECTICUT YANKEE.** Story by Mark Twain. Directed by David Butler. Rogers' best, by a mile. Surprises galore. Gales of merriment. Tons of youngster appeal.

WOMEN OF ALL NATIONS with VICTOR McLAGLEN—EDMUND LOWE—El Brendel—Greta Nissen. Greatest box office male team in history repeat! Raoul Walsh Production.

DOCTORS' WIVES with WARNER BAXTER—JOAN BENNETT. Directed by Frank Borzage. Does a doctor's wife have a potential rival in his every female patient? Is a doctor apt for adventure more successful?

DON'T BET ON WOMEN with EDMUND LOWE, JEANETTE MacDonald. Directed by William K. Howard. The man-about-town says "All women are bad." This sophisticated, sparkling drama reveals eye fulls and ear fulls.

YOUNG SINNERS with THOMAS MEIGHAN—DOROTHY JORDAN—WILLIAM HOLDEN. From the stage success by Elmer Harris. Directed by John Blystone. A girl who dared, a boy who didn't. Modern youth has its fling.

JANET GAYNOR and **CHARLES FARRELL** in **MERELY MARY ANN.** From novel and play by Israel Zangwill. Directed by Henry King. Tremendous box office appeal of this pair shown by "7th Heaven," "Sunny Side Up" and "The Man Who Came Back." The world is eager to see them again and again.

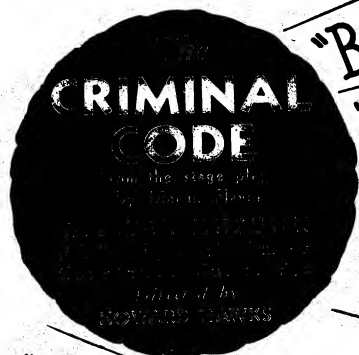
Sold individually on separate contract.

ANN HARDING In FRANK LLOYD'S production
EAST LYNNE with CLIVE BROOK,
CONRAD NAGEL. Greatest showman's
drama with extraordinary woman-appeal.

SUNNY SIDE UP • COMMON CLAY • SCOTLAND YARD • THE MAN WHO CAME BACK

**BOB
OFFICE**

2 Big Columbia Hits That Defy All Slumps!



"Best Draw in City!"—**WARNER PITTSBURGH**

"Big Business Held Over!"—**RKO 7th St., MINNEAPOLIS**

"Bang Up Week!"—**ALBEE, PROVIDENCE**

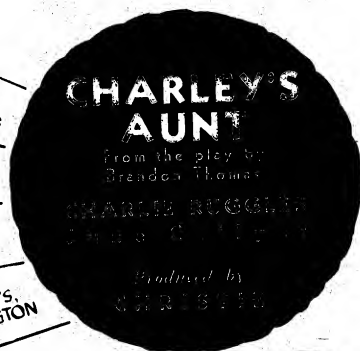
"Exceptional Draw!"—**RIVOLI, BALTIMORE**

"Immune from slump!"—**ORPHEUM, MINNEAPOLIS**

"Sell Out!"—**MAINSTREET, KANSAS CITY**

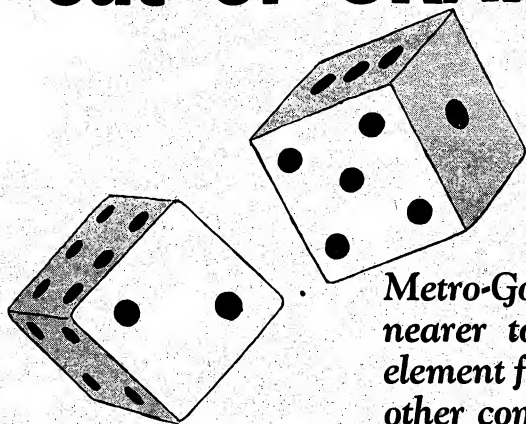
"Rang the Bell!"—**ORPHEUM, PORTLAND**

"A Laughter Riot!"—**KEITH'S, WASHINGTON**



And Breaking B.O. Records Everywhere!

TAKE the GAMBLE out of CRAP



Metro-Goldwyn-Mayer has come nearer to removing the chance-element from production than any other company—

**AND NOW M-G-M AT THE TOP
OF ITS BEST FORM BRINGS YOU**



**METRO
GOLDWYN
MAYER**

*Where Men Are
Showmen*

The LUCKY SEVEN

The EASIEST WAY
Constance Bennett
Imagine three games like *Constance Bennett*, *Robert Montgomery* and *Adolphe Menjou* in one picture! The producers of "Fagin" have taken another stage thriller and made a talkie gold mine of it!

The MAN IN POSSESSION
Robert Montgomery
M-G-M grabbed the film rights to this current Broadway stage smash. It's a lulu for pictures!

SHIPMATES
Robert Montgomery
The navy again cooperates with M-G-M to make a spectacular sea romance. Remember "The Midshipman" and "Flying Fleet." Here's one in talkies. With Ernest Torrence, Dorothy Jordan, Cliff Edwards.

The GREAT LOVER
Adolphe Menjou
Menjou's personality fits talkies like a glove! He's going to leap into the spotlight now. And this famed stage hit is perfect for his talents.

AMONG THE MARRIED
Adolphe Menjou
This was so good on the stage they produced it twice. Another exceptional role for Menjou. With Lola Hyams, Mary Duncan, Norman Foster, Hilda Kopper.

STEPPING OUT
(All Star)
Elmer Harris, author of "Young Sinner," "Ladies All" and other popular hits knows his box-office! Shows about making pictures in Hollywood are all the rage. This one's a dandy!

The LULLABY
(All Star)
The stage success that shook Manhattan. Edward Knoblock never more hear and soul thrill into a play than this. And he wrote a flock of successes!

Circuit's House Managers Rating 50% Efficient on Theatre Survey Means Cost of 15% at Box Offices

One of the biggest theatre operating heads has made a survey of chain operating methods to find that the majority of the approximately 3,000 house managers employed by the major circuits are only 50% efficient. In the industry's shift back to localized operation the circuits are confronted with a manpower problem, according to the survey. That this efficiency standard has not been raised is their most vexing problem.

What it has meant to the circuits is a potential loss of from 15% to 20% in b. o. that might have come in through more efficient individual operation. That means a corresponding financial loss to houses commensurate with the efficiency of operation. That's purely on the theoretical basis and not considering film product which is the pivot of all operation.

One of the basic reasons for the failure of the centralized operation scheme under which the chains formerly worked was that the system was built on the theory of satisfying all. Given as desired but not profitable as an operating rule.

Barnum's Theory

In essence localized operation thus swings back to the earliest principles of theatre operating as once exemplified by P. T. Barnum whose axiom was to be happy if satisfying but the public.

According to the survey figures

Publix Scale Cuts in Detroit Naborhoods To 35c at All Times

Detroit, Feb. 3. Publix is reducing its neighborhood prices to 35c top at all times. Some of the houses have been at 50c for Saturday noon and Sunday. To stimulate the middle business neighborhooders have reduced the kids' price to 10c at all times.

At the Toledo and Century buildings cut to 25c.

WB and K. C. Pan's

Kansas City, Feb. 3. Warners is said to be seeking a site here. It is now without a local theatre.

A stronger report is that WB is backing over the Danville house for its own use.

on present methods in localized operation may go to 65% efficient. It is hoped house managers may grow as a group through individual effort, responsibility and initiative plus the supervision of the more expert chainmen in the field.

1ST RUNS IN NABORHOODS

3 in Columbus Last Week—Not Advertised—Patrons Didn't Know.

Columbus, Feb. 2. Lack of downtown first run houses was the big topic in the picture field here all week. Max Wilder, Warner exec, browsed about town for several days. Rumor had it that he was seeking new house location or possible renovation of an old house to take care of first-run releases.

Three films played their first runs at neighborhood houses on two-day bills last week. Showings just fair as the customers didn't seem to realize what they were getting. Films and houses were "The Lady," "Cameo," "Outward Bound," "Sister," "White Heat," "Southland." All first-run houses but no advertisement of publicity on the attractions.

Publix Fears to Set Dangerous Precedent For Chaplin Silent

Chicago, Feb. 2. It looks like Publix will not be able to get together with Chaplin for "City Lights" with Chaplin already signifying his choice for independent spots throughout the Midwest.

In Chicago it is likely the picture will go into the Woods on a straight 50-20 split, the Chaplin-demanded terms.

Publix is pretty anxious to have the picture for its loop run here, but is afraid to give Chaplin the extra 10 per cent he demands. Public says if, according to Chaplin's demands, Sam Goldwyn, Pickford and Fairbanks will make similar terms for their films.

Coast Indie Exhibs Worried Over Follow-Up of Free Gifts Nightly

One Act, No Music and 60c Top at Eastman, With Opposish, 50c

Los Angeles, Feb. 2. Eastman theatre is set to the present with policy of single feature, no house orchestra, and price continuing at 50c top, despite 15-10-5 Palace change to 50c top in line with Lee's.

Two Public Houses, Eastman and Lee, are only ones in city holding to 60c scale and both playing to full houses.

Danville Strike Over; 4,000 Return to Work

Lyonsburg, Va., Feb. 2. Amusement biz in Lyonsburg, Va., is expected to improve steadily now that the textile strike, which threw 4,000 operatives out of work during the last four months, has been ended.

Two Danville houses, Broadway and Rialto, are attempting to stimulate biz by the old ticket contest method. Entrants are given 10 credits for each adult admission they or their friends purchase. First prize will be auto, second a trip to Hollywood and third, a voyage to Cuba. Cash and season passes make up the other awards.

Los Angeles, Feb. 2. Independent neighborhood houses are again using free merchandise as a business stimulant. For some time the gift idea has been in the discard, but theatres are again handing out some sort of a premium to crowd walking patrons.

Newest wrinkle has the theatres giving away maileurs and dist sets, one piece at a time, to every woman in the audience. Cost to the theatre is heavy, but when the merchandise is handed out every night in the week for 30 days before the act is complete, it brings results.

In each case the theatre hands out small pieces at the beginning, keeping the most essential articles to fill out the set until the end.

Another idea that has found favor is that of giving buttons to the kids. Each button has the picture of a star, with an button to a set. When the youngsters get the set complete they receive a 20-day pass to the theatre for matinees. Pictures are not distributed in sequence, and it usually takes a young customer three months to get his set complete.

Formerly merchandise was handed out on special nights, with the theatre only getting a strong play on those nights. Something free every night is figured to prolong the b. o. stimulation.

Only thing worrying the exhibitor now is what he can follow this idea with after the sets are completed.

MORTON COWNEY

HELD OVER FOR SECOND WEEK AT THE
R. K. O. PALACE, NEW YORK

WITH

BARBARA BENNETT

AND

CHARLES SABIN

ASSISTED BY

LEON BELASCO'S CLUB DELMONICO ORCHESTRA

Exclusive Management—Columbia Broadcasting System

AUDREY DEPEW and CO.

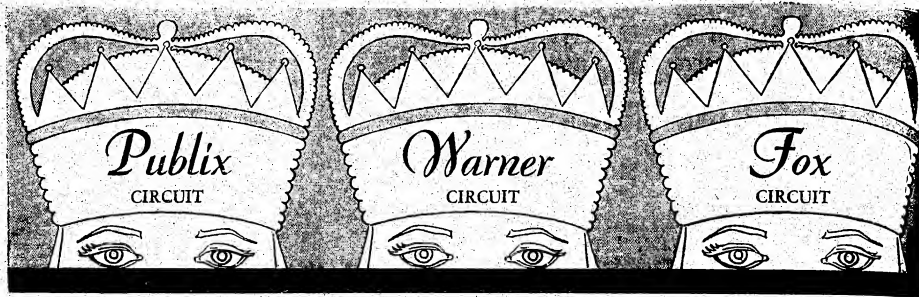
RETURN
ENGAGEMENT
WITHIN 6 WEEKS

BY POPULAR DEMAND

"PORCELAIN ROMANCE"

WITH
GEORGE SEVERIN—ERNEST JERESCO—SALVE GIANO
JACOB KREITZBERG, Musical Conductor
Personal Direction: MEYER GOLDEN, INC.

ROXY
THEATRE
NEW YORK



SHOW WORLD'S KINGS

Specials Now In Exchanges

SHE GOT WHAT SHE WANTED

James Cruze special directed personally by James Cruze, with Betty Compson, Lee Tracy, Alan Hale, Gaston Glass

THE THIRD ALARM

Featuring James Hall, Paul Hurst, Jean Hersholt, Anita Louise, Hobart Bosworth, and directed by Emory Johnson

EXTRAVAGANCE

With June Collyer, Lloyd Hughes, Owen Moore, Jameson Thomas, Dorothy Christy. Phil Rosen director

Specials for February Release

THE SINGLE SIN

Featuring Kay Johnson, Bert Lytell, with Paul Hurst, Matthew Betz, Holmes Herbert, and directed by William Nigam

ALOHA

Al Rogell production featuring Ben Lyon and Raquel Torres, with Robert Edeson, Thelma Todd, T. Roy Barnes

THE COMMAND PERFORMANCE

James Cruze special directed by Walter Lang, with Neil Hamilton, Una Merkel, Helen Ware, Albert Gam

THE DRUMS OF JEOPARDY

Warner Oland, June Collyer, Lloyd Hughes, Hale Hamilton, Wallace MacDonald. George B. Seitz director

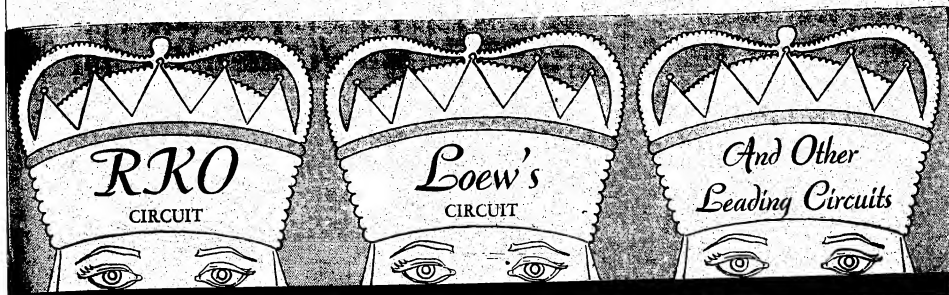
CAUGHT CHEATING

Frank Strayer directing Charlie Murray, George Sidney, Nita Martin, Dorothy Christy, Robert Ellis, Bertha Mar

HELL BOUND

James Cruze special directed by Walter Lang, with Leo Carrillo, Lola Lane, Lloyd Hughes, Gertrude Astor, Ralph Inc

BOOK *Tiffany*



ARE BOOKING TIFFANY

Super Special In Production

X MARKS THE SPOT

The high spot in super-productions for the year. James Whale, prize-winning director of the prize-winning Tiffany special, *Journey's End*, here directs his second American production, a huge-scale dramatization of the crime problem attacked from the new angle—that of revealing gang life in its true raw light, without sugary sentiment. Revolving about a tense story written by the famous Chicago newspaperman, crime expert, and author of *Rasling the Cup on Chicago Crime*—Edward Dean Sullivan. This will be the last word in super-productions of crime.

Tiffany Westerns Booking Like Wildfire!

KEN MAYNARD 8

The giant among Western stars—rider, roper, marksman, athlete, and entertainer—in eight super-Westerns! Ken Maynard's *Fighting Thru*, first of the series, is booking like a special! *The Two Gun Man* will be second.

BOB STEELE 6

Handsome young daredevil Western star, in six completed and available action-pictures, Trem Carr productions directed by J. P. McCarthy, every one unique in story and unusual in entertainment quality. Six of the best!

The Year's Greatest Shorts!

In the short subject field Tiffany tops all competition with a program headed by the now-famous *Tiffany Talking Chimps*—in two series of six two-reelers, the first series complete and available now. Sensations everywhere! And when you add the twenty-six *Voice of Hollywood* star series, the screamingly funny *Paul Hurst Comedies* (two-reel), the *Musical Fantasies*, the Forbes Randolph *Kentucky Jubilee Singers*, and the four new series of Al Mannon novelty-shorts, you'll understand why exhibition royalty is booking Tiffany product everywhere.

FOR ROYAL RESULTS!

Persistent Defiance by Theatre Co. Temporarily Defeats "Sunday" Law Persecution by Ky. Ministers

Louisville, Feb. 3.

Probably the most determined effort ever made by a religious organization to prevent the showing of pictures on Sundays has been temporarily halted at Owensboro, Ky., after only two convictions resulted from nine trials of indictments against the Strand Amusement Co. of Louisville, charged with causing work to be done on the Sabbath.

There were 41 indictments pending and 12 appeal cases when the trials started Jan. 21, making a total of 53. There are now 51 cases remaining on the docket, since the seven trials other than the two convictions obtained resulted in hung juries or were declared mistrials by City Judge George S. Wilson. Court records show that the nine trials cost the state \$375, with but \$10 in fines assessed.

A recently passed ordinance, backed by the Owensboro Ministerial Association, gave the city the authority to shut off the electric power of any theatre that persists in breaking the Sunday closing act, an antiquated piece of legislation revived only a year or so ago. Attorneys for the Strand company, who has continued to keep its two houses, Empress and Bleich, open on Sundays in spite of the large number of indictments and still larger number of warrants on which indictments subsequently were not obtained, have filed a minute, seeking to restrain Owensboro from putting into effect its ordinance of "commercialized amusements" on the ground that the act is unconstitutional. This suit will be taken to the Kentucky Court of Appeals for final decision.

Judge Talbot.

The Owensboro Ministerial Association met at the court house with 10 members present and passed a

resolution declaring that the affidavit of R. P. Thomas, in effect to remove Judge Wilson from the bench, is in error in the statement that Judge Wilson has met with the Ministerial association and advised it in the prosecution of the Strand company. The court record shows, however, that Judge Wilson admitted he had discussed the Sunday show cases with citizens and ministers when a former effort was made to swear him off the bench.

At some of the trials members of the Ministerial association testified against employees of the Empress and Bleich. This ministerial tenacity in prosecuting the Strand company is unparalleled and, apparently in opposition to the wishes of a large majority of their flock, who, as Jurymen, have begun refusing to convict the offenders whenever possible.

R. P. Thomas, local manager for the two houses, has charged discrimination in that a score of other enterprises are allowed to remain open on the Sabbath. Only the realization on the part of the state that the trials were proving costly and getting nowhere put an end to the prosecutions for a time at least.

Par Cuts in Syracuse

Syracuse, N. Y., Feb. 3.

Paramount revised its box office scale Saturday, the downward cut following similar but more drastic action by the Fox-Eckel the preceding week. Paramount shift is restricted to Saturdays. Old tariff was 35c to 1 p. m., with 50c thereafter. New arrangement calls for 25c until 1, 35c until 5, and 50c to closing.

Results Saturday were highly satisfactory, the house getting a capacity matinee.

Loew's Cut to 35c at Aldine in Pittsburgh

Pittsburgh, Feb. 2.

Falling off in trade lately has brought a reduction in admission scale at Loew's Aldine. Previously under a straight 35c and 50c price, this has been reduced to 35c from 10 a. m. to 1 p. m., 25c from 1 p. m. to 8 p. m., and 35c thereafter. For children 10c until six bells and then 15c.

Other houses, particularly Warner, Fulton and Sheridan Square, only other straight films in town, expected to do likewise. Warner at present maintains a 50c top, while others have a 35c limit.

BELLY LAUGHS STAGE-WANTED BY EXHIBS

Chicago, Feb. 3.

With the old straight pie comedies off the picture plate, and unobtainable, exhibitors who are looking for diversity in their show bills, are combing the yards held for comedy joke turns.

Return of flesh to most of the small town and neighborhood houses seems to be taking the joke rough-house road. These houses are constantly nagging the bookers to send 'em more slapstick acts, and are turning down flash acts that present singing and dancing.

Song and hoof entertainment these exhibitors state, is obtainable on the screen. But the patrons, both the kids and adults, are continually asking for the old custard pie shorts.

Since the film exchanges can't supply that type of roughhouse material, the houses are finding their way back to flesh, in order to give the public the slapstick belly-laugh stuff on the stage.

Class of 300 Dancing Kids Ousted by Loew's, Taken Right Over by Par

Home Office Watch On Shorts for Kids; Advise House Mgrs.

To safeguard kid patronage, Fox Theaters has devised a new plan. It calls for a special executive committee to preview all short subjects and then offer analysis as to types and appeal for consideration of house managers. The latter, under Fox's new localized operating plan, now book their own subjects. This censorship plan by home office executives is based on the premise that kids are the best customers for shorts.

Running time, type, trademark, exploitation possibility and appeal are included in the analysis. The grades range from "A" meaning excellent to "D" meaning poor and are reduced to chart form. The house manager is the last say. Committee only recommends.

This idea is the outcome of a general order to house managers to watch for salaciousness in film products against which the theatre management chiefs are rigidly set.

Circuit Let "Lincoln" Go To Indie in St. Paul

Minneapolis, Feb. 3. Public passed up United Artists' "Abraham Lincoln" for St. Paul, but bought the picture for Minneapolis and will set it in one of the leading loop houses, State, with a heavy exploitation campaign.

Public consented to have United Artists sell the first-run St. Paul rights to an independent group operating the Garlick Theatre there and who reopened the house with the Griffith special.

Syracuse, N. Y., Feb. 3. They don't follow the dancing here—they follow the dancing teacher, Paramount proved that Saturday when it held its first dancing class under the direction of Sylvia Marans. For the preceding four months or so she had been allied with Loew's State, building up a juvenile clientele of from 100 to 500. Loew's, on short notice, cut the Marans class adrift, explaining that the new presentation policy made the use of the stage Saturday morning difficult. Paramount moved quickly to effect a Marans tie-up with the first class held Saturday morning. Three hundred kids who had previously paid their 15c to see the Loew bill and receive the free dancing instruction checked in at the Paramount, plus 40 new recruits.

Loew's no like the idea of the Paramount capitalizing on its erstwhile promotional stunt, and reported casting about for an alternative that will bring back the kids.

Miss Marans is a former vaude dancer. For some years she has conducted her own studio here. Her returns rest in the fact that many of the kids in the free theatre classes get the dancing bug so hard they go to her school for paid courses.

\$287,000 Settlement

Reading, Pa., Feb. 3.

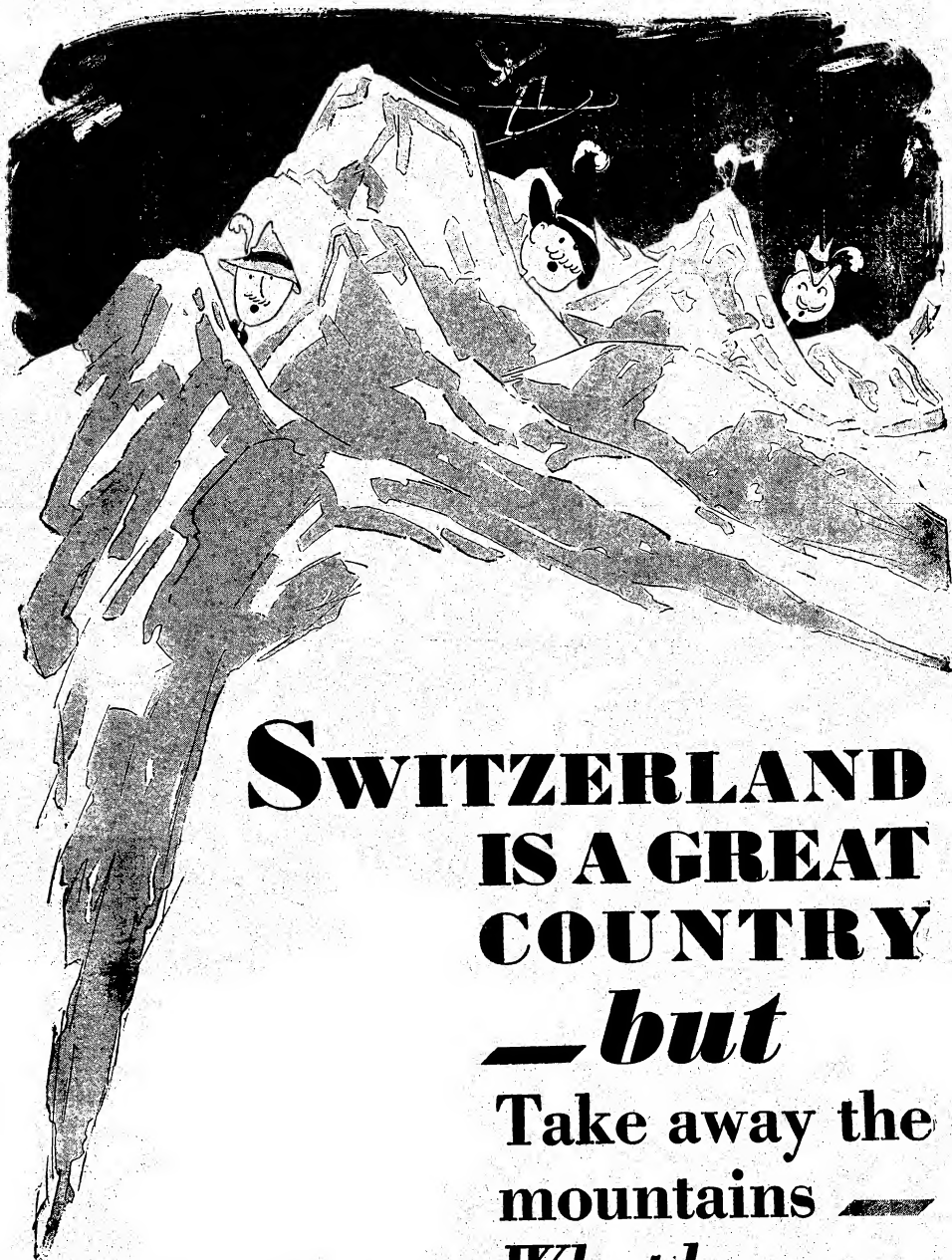
A verdict by agreement of the attorneys representing the Hignans was reached in county court, Salisbury, in the suit of Pennsylvania Trust Co. against L. J. Chamberlain, head of the Chamberlain theatre interests in the anthracite coal region.

Suit involved a mortgage of \$250,000 arranged by the Reading bank in house. With interest the total involved was \$287,370, the amount of the verdict.

Dear 'VARIETY'

On your next Anniversary will take a full page

The MARX BROTHERS



SWITZERLAND
IS A GREAT
COUNTRY
— but

Take away the
mountains —
What have you
— got ?

— OWNING — Theatres *is a great* *— but* What would **YOU** do without hits like these?



She's a **HIT!**... Barbara
STANWYCK
in **ILLICIT**
S.R.O. at big Winter Garden, N.Y. 3rd wk.
Frisco! **BIG** at Chi; \$5 Opening in Miami

HOT NEWS!

We've
Just
Seen

50

Million Frenchmen

What a **SHOW!**... What a **HIT!**

Pep!
Snap!
Spice!
Sparkle!

We stopped counting the
laughs after clocking 226
in the first two reels.....

With most of the great Broadway cast

OLSEN & JOHNSON
BILLY GAXTON JOHN HALLIDAY
CLAUDIA DELL HELEN BRODERICK

Technicolor!



*** A **STAR** as Big as ***

Bebe DANIELS

in a story as
sensational as **MY PAST**

with Ben Lyon and Lewis Stone
and Joan Blondell, Natalie Moorehead
means all the business your house can hold.



Two **BIG STARS** in **ONE!** Winnie LIGHTNER JOE E. BROWN **SIT TIGHT**

Any **ONE** would **PANIC** you! ...
... **TOGETHER** they're a **RIOT**

WARNER BROS. will
underwrite your 1931 prosperity—

Business



Captivating **Constance BENNETT**
will fill
Jackdaws Strut
(Temp. Title)
with all the art of her interesting personality . . .
Released on the
.. Warner 1930-31 program.



HOT HEIRESS
As *youthful* and *modern* as the title.
FIELDS, ROGERS & HART wrote it! and *how!*
Ona **MUNSON**, Ben **LYON**
team wows 'em in this one!
Walter Pidgeon, Tom Dugan, Inez Courtney



Authors of *LITTLE CAESAR* and *DAWN PATROL*
combine their genius to give **RICHARD BARTHELMESS**
the greatest and grandest role he EVER had.
The Finger Points
with Fay WRAY, Regis TOOMEY, Robert ELLIOTT



Douglas FAIRBANKS JR.
Follows his *Little Caesar* success with
CHANCES
Hamilton Gibb's great war novel
ANTHONY BUSHELL... ROSE HOBART
... **MARY FORBES... MAY MADISON**



The *All-American* Boy Story For All America
FATHER'S SON
Great for kids and grown-ups! Great for everybody from sonny to grandpa!
BOOTH TARKINGTON'S
story with **Lewis Stone**, **Irene Rich**,
Leon Janney and a dozen of Hollywood's brightest kids.

Depend on
FIRST NATIONAL

Theatre Grosses Dented by Cut Scales and Double Feature Bills; Public Gets Wrong Impression

Chicago, Feb. 3. Exhibitors in the midwest are wailing that they've ruined their own business by freak inflation offers. They are all willing to return to the old-time high-class picture show policy, but each is afraid to take the reverse step ahead of the competition.

First was the double feature program which, all exhibitors are agreed, has hurt revenue. Several houses have recently dropped to below the single-feature draw. They state that the public has an idea that the house is giving 'em double features because they are buying pictures cheaper. Patrons state there is no such thing as a bargain on that which any show offers anything two-for-one. It is assumed the two articles aren't worth as much as a single good one.

This cheapness angle is also hurting theatres which have recently raised their prices to 10 and 15c in a mistaken notion that it was the

extra nickel or dime that was keeping down patronage. Several houses recently changing their tariff report their gross below the former mark. Exhibitors are convinced the public is staying away from theatres in its madman's quest of the better by its double features and two-for-one tickets has given the impression that it has sunk to the level of the shooting-gallery. It is being predicted now on the row that the entire picture show policy, both as to features and to price, will be changed within three months. The change will be an upward step, with the houses returning to the class and deluxe policy.

Exhibitors are ready, they're waiting, as they always have, for somebody else to take the plunge.

Sick, Death Benefits Keep Unions Paid Up Despite Fewer Jobs

Chicago, Feb. 3. Despite the number of musicians and stage hands employed has reached a record low, neither of these unions has had any notable decrease in the number of paid-up cards. Though hundreds haven't earned a dime through the unions in months, they all come through regularly with their dues.

Explanation is the benevolent character of these unions. The boys find it cheaper to keep paid-up cards than subscribe for life and disability insurance.

Local musicians' union has nearly dues of \$16, which delivers \$1,000 in case of death. This is cheaper than the life insurance rate.

A. T. S. E. has a stiffer tariff on dues, averaging about \$13 a year, but this union has a sick benefit fund, which gives the laid-off member \$20 a week for 12 weeks and \$2,000 in case of death.

Legislative

Newark, N. J. A. Crozier Reeves, Republican leader of New Jersey, has ready a bill which will modify the old blue laws for the state. The new bill will drop many obsolete provisions, but will prohibit all amusements for money. Amateur sports will not be forbidden.

Present laws ban everything and are violated with impunity generally, although Sunday films are barred in many places. The law can be passed if the Republican majority wills it. It may be dropped, however, to avoid further quarrels between the liberal and church elements.

LOUELLA O. PARSONS

World famous writer, says:

"Mickey Mouse has a bigger screen following than nine-tenths of the stars in Hollywood"



SUIT-INJUNCTION BY OHIO UNION-THEATRES

Canton, O., Feb. 2.

Suit to restrain the management of the Strand and Valentine theatres from placing in effect a new work schedule for booth operators. The union filed three in common pleas court.

The action was brought by I. W. Knapp, pres., and R. A. Belemann, sec., of the Ohio Independent Motion Picture Theatres Co. of Akron. The petition states that J. P. Phillips, an independent agent of the company, unless restrained, will place in effect a new schedule which is in violation of a contract signed by himself and officers of the union Sept. 1, 1928.

A temporary order was granted by the court.

Youngstown, Feb. 2.

State Supreme court refused to dissolve an injunction obtained by the proprietors of the local Regent against the picture machine operators' union, preventing members of the union from picketing the theatre.

The union began picketing following the managers' abrogation of a contract with the union to employ four members for one year. The Court of Appeals granted the theatre proprietors an injunction preventing picketing and the Supreme court has refused to review the union's appeal.

Straight Film Split or Flat Film Rental?

Changes in distribution of films on percentage basis for deluxe spots to permit the distributor to receive the first dollar instead of after all or ahead has been deducted may cause through general criticism by several producers on the point or it may become a flat rental for some houses.

The main squawk is that the distrib is made to suffer for the high pricing of certain deliveries and are thus often precluded from realizing sufficient rental on the straight percentage angle. This is shown in L. A., Chicago, Detroit and one or two spots in New York.

As the situation lies, the distrib gets the one chance of making a net on a moderate film is on the run basis.

The complaint goes all around, as all companies are outside distrib, when they sell to other claims or away from their own theatres. Producers on their own houses figure to take the change, since it is done in or out of one bank account. The theatre operating situation is beyond distrib control. Certain conditions often arise to strike down a fair film, and these conditions may be outside of actual operating but still not controlled by either the latter or the distrib. It may be the weather or it may be a holiday or non-leap year.

RKO Meet in Chi Feb. 16

RKO will stage its next convention in Chicago, starting Feb. 16, and for two days thereafter at the Hotel Sherman. Unlucky bunch of division managers and circuit execs will attend. Special railroad car will deliver the eastern crowd to Chi. Attendance composed of R-K-O heads from all over the country.

Neighborhood Theorizing Over Downtown Films In on 2d Runs

Union Dispute Probable As House Changes Hands

Providence, Feb. 2.

R. M. Lord, who has acquired the old Capitol here from E. M. Fay.

As soon as the new outfit took over, the entire several union men were discharged and replaced by so-called Knicker of Labor. Union is making quite a rumble to have the six hit-run men reinstated.

NEW SET UP ON PUBLIX STAGES

L. M. Halperin and Boris Moros, as respective sales and production heads of Publix Theatres, are understood to be centered in a rearrangement, through which each will be under the supervision of John Balaian.

Fabian is a house effect theatre operator, subject only to Sam Katz in Publix. The public theatre producing and race department has been running as a separate unit, where it was absorbed in L. A., Chicago, Detroit and one or two spots in New York.

As the situation lies, the distrib gets the one chance of making a net on a moderate film is on the run basis. The complaint goes all around, as all companies are outside distrib, when they sell to other claims or away from their own theatres. Producers on their own houses figure to take the change, since it is done in or out of one bank account. The theatre operating situation is beyond distrib control. Certain conditions often arise to strike down a fair film, and these conditions may be outside of actual operating but still not controlled by either the latter or the distrib. It may be the weather or it may be a holiday or non-leap year.

WB-Par Fight Now in Chicago's South Side; Stratford for R-K-O?

Chicago, Feb. 3. Result of the fight between Publix and Warners here may be the completion of a theatre transaction between Warners and R-K-O with the south side Stratford as its house.

Publix has suddenly upped the price of the Stratford to \$100,000. Warner control of the south side by the building of the tremendous duplex in the center of the Warner district, right across the street from the Warner Stratford and next to the R-K-O's Englewood.

With the new Publix house ready within a few months, it will leave the Stratford with only Warner and First National pictures. R-K-O will retain its present four-theatre district: Radio, Pathé, Columbia and Universal, while Publix will have the rest.

It is reported that Warners are dickering with R-K-O to take over the Stratford. R-K-O is set to give up its lease on the Englewood in Feb. 1932, as the house is old and the capacity too small for the expanding district.

No Stage. While the Stratford is a much larger house, seating about 2,300, it has a disadvantage. It is an abnormally small stage, though it formerly managed to squeeze in stage shows.

Product fight between Publix and Warners is now on. In the open, with Publix practically using all Warner pictures in its outlying houses. In the loop, Publix is bound by its franchise with Warners to use a total of 48 films yearly of WB and R-N, with the franchise having eight more years to go. Warners is playing no Paramount films, using their own at the loop Capitol, when they're turned down by Publix R. & N.

Scratch, N. Y., Feb. 3. The day when pictures began their first in second house was a bonanza to the exhibitor, if he had it ever lasted.

Neighborhood house operators here are agreed upon that, just as they are upon the fact that a picture which has played Knicker and Lord's new means more to them than one which has been seen elsewhere.

First impression that the increased seating capacity at the two houses mentioned might cut down the potential repeat clientele is all wet, exhibitor say. Instead, they claim the ward patrons argue to themselves that the picture must be good because it played the two big houses. The angle is that the stage shows establish the class of the two houses, and that therefore the picture half of the bill must be on par.

It's a quirk that probably constitutes one of those problems in audience psychology that at least one of the claims was going to solve with Pl. D. intellects.

Pictures which go directly to the repeat houses for premieres, the ward exhibitors say are unusually hard to sell. Their patrons combat the advertising cry, "First run in Syracuse," with the sage comment that if the pictures were any good, they'd have played downtown first. Hence, in nine cases out of 10, a good repeat bill will do better than a first run in the average ward or subsequent run theatre.

Foremost Film Writers and Dialogicians

Six Top Money Directors for 1930 and

William Slavens Grover

McNUTT-JONES

Wrote for FOUR of Them

HORACE JACKSON

WRITING FOR PATHÉ

RALPH SPENCE

R-K-O

CYRUS WOOD

"CUCKOOS"



George ANDRE & Co.
30 Weeks With R-K-O
Now With Public Till June 10
Imperial, Toronto, Can., Week Feb. 6
Starts Jan. 7



FOX West Coast Theatres Unit

Best of the Stage

World famous writer, says:

"Mickey Mouse has a bigger screen following than nine-tenths of the stars in Hollywood"



THE SOUTHERN CYCLONE OF MIRTH

CHARLES "TIMBLIN"

WITH

BILLY RAYMOND and VAL RUSSELL

CAPITOL THEATRE, NEW YORK, THIS WEEK

Under Personal Direction of ALEX. GERBER PRODUCTIONS, Inc.

With the Issue of
March 4th Next

15c for VARIETY

SUBSCRIPTION For 1 Year, \$6.00
For 2 Years, \$10.00

Foreign: 1 Year, \$1 Extra; 2 Years, \$2 Extra

Newsstand sales price reduced March 4th, from

25c to 15c

With a corresponding decrease in subscription price

Subscriptions at the new rates for one or two years may start immediately

All current subscriptions will be prorated under the new yearly subscription scale with proper allowable extension of time of present subscription, from March 4th, next.

March 4th, 1931, "Variety" at 15c on Newsstands in the U. S.

Reduction on the sale and subscription prices of "Variety" is in accordance with the increase to 25c and \$10 a year in 1927, when a special rate was given up to three years.

It was then announced the increase would be for a limited period.

Subscription: 1 year, \$6; 2 years, \$10
(Foreign: 1 year, \$1, and 2 years, \$2 extra)

"Variety,"
New York City.

Enclosed find \$..... subscription to "Variety" for years, to begin immediately.

Name

Town

City

State or Country

A hard boiled first-run exhibitor said to one of our salesmen...



“Another thing I like about

PARAMOUNT

“YOU fellows know good theatres must do good business 52 weeks a year, or mighty close to it. You don't kid yourself that 3 hits make a great season. You have more sensationally big numbers than anybody in the business. Your week-after-week average, which theatres depend on for sustained profits, is so far ahead of the rest that there's no comparison. That's the real basis of Paramount's leadership of this industry. Take February, for instance.”

All right, take February. Here's the unfinished truth about it:



“SCANDAL SHEET”—Los Angeles leads off by reporting a record week with George Bancroft's biggest drama in years. A swell story, with Clive Brook and Kay Francis supporting. Real box office dynamite.



“FIGHTING CARAVANS”—It took the “Covered Wagon” producers to give you the mightiest outdoor thriller of the talkies. Gary Cooper, Lily Damita, Ernest Torrence and Fred Kohler are names to bring the crowds a-running.



“STOLEN HEAVEN”—“Laughter” was just a warm-up for Nancy Carroll in drama. She starts the whole industry talking in this smashing role, sharing honors with Phillips Holmes. Give it a choice booking spot, men.



“IT PAYS TO ADVERTISE”—Preview audiences rocked with laughter as Norman Foster, Carole Lombard, Skeets Gallagher and Eugene Pallette put across the comedy socks of this brisk, bright opus of today. A triumph for Paramount showmanship!



“FINN AND HATTIE”—Say the title and you're in laughing mood for the show. See the picture and you're weak from roars. Leon Errol, Mitzi Green, ZaSu Pitts, Lilyan Tashman and Jackie (“Sid Sawyer”) Seal do mirthful marvels.



“RANGO”—Big national advertising smash in the newspapers and magazines make this mystery-shocker a natural. That “something different” that gets the big dough. A chance that will never come again to grab a pile from a real novelty.

New CHEVALIER, DIETRICH, POWELL, BOW, CHATTERTON, ARLEN, ROGERS, OAKIE, etc., hits will follow thick and fast thereafter. Meantime, February's set as a short but sweet month for Paramount showmen, and beaucoup headache for the opposish!



GREATEST NAME IN SHOW BUSINESS

Witmark's Great Hits

FOR YOU

Refrain

Lyric by
AL DUBINMusic by
JOE BURKE

Copyright MCMXXX by M. Witmark & Sons

I'M ALONE

BECAUSE I LOVE YOU

THE COUNTRY'S LEADING WALTZ BALLAD BY JOE YOUNG AND JOHN SIRAS

WE'RE FRIENDS AGAIN

THE FRIEND-MAKING SONG - BY ROY TURK & FRED E. AHLERT

WHEN YOU WERE BUTTERCUP AND I WAS YOUR L

Refrain



Copyright MCMXXXI

MY CANARY UNDER HIS FEET

BY J. GOLDEN, T. KOENIG, & E. PO

M. WITMARK & SONS, INC.

CHICAGO PHILADELPHIA HOLLYWOOD

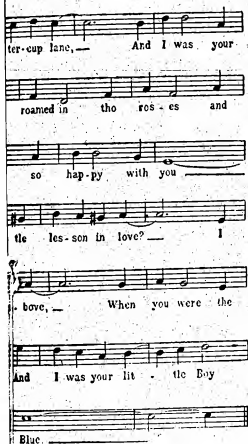
For You-You-and You!

THE BLOSSOM OF
P LANE
THE BOY BLUE

TIE A LITTLE STRING AROUND YOUR FINGER

Lyrics by
AL DUBIN
and AL BRYAN

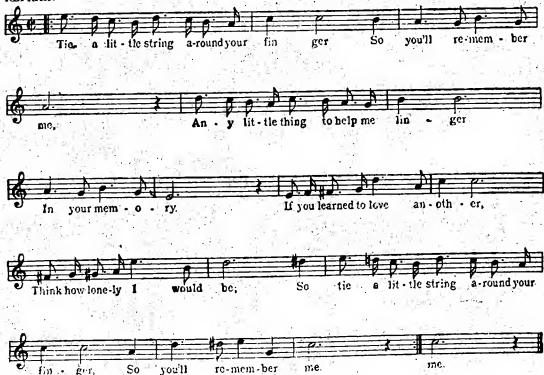
Music by
GEO. W. MEYER



M. Witmark & Sons

Lyric and Music by
SEYMOUR SIMONS

REFRAIN



Copyright MCMXXX by M. Witmark & Sons

RE-FIRE COMEDY HIT!

HAS CIRCLES ES



TO THE LAND OF MY OWN ROMANCE

A BEAUTIFUL MELODY BY VICTOR HERBERT

557 Broadway N.Y.C. IRA SCHUSTER PROF MGR.
BOB MILLER RADIO ORCH MER
BOSTON DETROIT CINCINNATI

New Dates Around Chi Hopes; Now 12 1/2 Wks. on R-K-O Books

Chicago, Feb. 3. — With the addition of a full week in Nashville, Tenn., and three days each in Joplin, Mo., and London, England, the Chicago R-K-O office perks up a little.

More than the actual booking figures of the three dates, is the effect upon the morale and hopes of the vaudeville fraternity here. Not a single house added to the books throughout last fall; while Dubuque and Keosauqua had dropped out. "Everyone was dubious about our optimistic statement that after Jan. 1 it would be better."

Those just added include the Princess, Nashville, which will follow the Orpheum, Memphis; the New Topping and Lewis's London. These will help all in some of the brief time which has been typical of recent routes.

There are actually six full weeks on the Chicago high circuit—the Hollywood, Detroit, and Stuart at Lincoln, Neb., are stage land in policy and not available to many of the acts. Other full weeks include the Riverside, Milwaukee; Lyric, Lincoln; Orpheum, Memphis; and the Princess in Nashville. All have Saturday openings.

Full lineup out here is present includes:

Sunday Openings
Regent, Madison, Wis.
Palace, Rock Beach, Ind.
Columbia, Chicago, Ill.
Palace, Joplin, Mo.
Palace, London, Eng.

Saturday Openings
Orpheum, Sioux City, Ia.
Columbia, Chicago, Ill.
Columbia, Rock Beach, Ind.
Columbia, Joplin, Mo.
Columbia, London, Eng.

Others
Fox, Joplin, Mo.
Regent, Joplin, Mo.
Regent, London, Eng.
Regent, Chicago (showing).
Regent, Chicago (showing).
Regent, Chicago (showing).

No one here is in a hurry to book the R-K-O circuit, while Dick Rogers, representing the Chicago office with Joplin and several Sundays.

At the present time no theaters are operating out of the Chicago office. Formerly Emory Elliott, who had up new houses for the bookers and was regarded as a good man for the job.

But out here are all unhappy because of the expectation that New York plans a "death blow" to the Chicago bookers, and will switch all important houses to the New York bookers. The Chicago bookers, however, are confident that the impending axe would panic the fraternity.

ACTOR AND AGENT TAKE SWING AT EACH OTHER

At Friend, vaude agent, took a poke at Jules Black, actor, in front of the Bond Bids, last week. Result was a milling mob of onlookers and intervention by the cops.

Black claims that Friend is trying to sell Black to indie bookers for three months and said that Black should direct the agent, excepting the salary previously offered through Friend, the direct booking then being offered by Black could be located for the rest of the contracts.

Neither participant was arrested.

Somersault Went Wrong

New Haven, Feb. 3. — The female member of the Five Leinads was injured about the nose when she fell from a high diving board on Friday when she attempted to catch another member of the troupe in an arm chair.

The act was singing "With Whirl" indoor circus and the stunt was the finale of the act. A male member of the troupe took off from the board off center, where the somersault and landed crooked in chair on the heads of women. Act continued following day.

30-YR. DOORMAN PENSIONED

Jan. Pinky, 30, with theatre pension for 30 years, and in recent years at the Hippodrome, New York was pensioned last week by R-K-O.

RAYMOND-CAVERLY SPLIT

Stage Partners for 25 Years—At Raymond Continues

Raymond and Caverly, "Dutch" comedy duo finally separated, after stage partners for 25 years.

Most of that period was spent by the pair in vaude.

At Raymond is continuing, having joined a unit show. His partner is retiring.

Actor's Lament

Doyle and Donnelly, after closing the bill in their agents' office last night, were sitting at the first next door to the Lincoln-Square theatre that evening.

"After a long time, I'm in a furnace for an hour Doyle, murmured:

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ANN SUTER IS CANCELED FOR 'BLUE' GAGS

Can't Call 'Em Pansies, And Take Your Thumb Away From Your Nose

Cincinnati, Feb. 3. — Ann Suter, singing single, was dropped from the bill at the RKO theatre yesterday (Monday) because of alleged dirty material. Following the local cancellation Miss Suter was taken from New York to Chicago for further RKO time for which she was booked had also been cancelled.

After the first time RKO was carried through its material, censorship department's direct intemperate cancellation was the penalty for overdoing blue stuff in its vaude shows.

Charges against Miss Suter was that at the local Palace she restored to her routine alleged of color and sexual references ordered eliminated by the booking department in New York. Another charge involved Miss Suter in a certain song. The Palace manager had not heard the thing which was said to have drawn some of the audience and asked the single to sing it backstage before the Sunday night show.

Manager declined to sing on the stage, after passing the dirt test in private. Miss Suter used a different set of lyrics.

A blue material charge was lodged against the comedienne in New York because of part of her western routine, but she apparently changed the act satisfactorily.

Miss Suter played two or three years abroad until about a month ago when she returned to this country. In the last month, shortly after arriving from abroad she walked off the bill at Warner's, Erie, Pa., Washington, when the house attempted to censor her act.

MAY LAZINE SQ. AS RESULT OF BLAZE

New York fire department's condemnation of the shabby second and buildings fronting the Lincoln Square theatre at 46th street and Broadway, will likely cause a 20-year-old house, playing Loew's vaude for the last 16 years, to pass out.

The \$50,000 fire which wiped out the frontage miraculously failed to do any great damage to the interior of the theatre. Backstage was not touched and current nets were fortunately not having lost their tawdribo. Fire was the most spectacular in New York in 20 years.

Another of the original Yacht Club, in the first fire, was again Monday. George Walsh refused to pay his wife, Josephine, \$100,000, which she had told him to Tex Guinan's to the "Hollywood Club."

Marcus Loew installed a vandulfin policy three years ago and the house continued until the fire, which is a regular profit up to last week's fire.

Ruth's Billing Squawk

Despite that advance ads had been placed in the Broadway theatre, Ruth's billing was not given, evidently because of them. Ruth, having cancelled her two appearances at the first time, was again Monday. George Walsh refused to pay his wife, Josephine, \$100,000, which she had told him to Tex Guinan's to the "Hollywood Club."

Farnum Marooned

Hollywood, Feb. 3. — Ralph G. Farnum must stick with the two because of the nature of his sin trouble. He'll continue a little bit with pleasure.

Farnum's inquiries at the U. of So. Calif. on new sin treatments have been not been optimistically resultful.

Biz Depression Makes Divorce A Real Luxury—Chi's Slow Year

In the Idiom

Sam Lyons, wintering in Miami, went into one of the divorce racket houses and asked the waiter if he could speak French. Waiter said "No."

"Can you speak English?" Lyons replied, the waiter.

"Then," said Sam, "I'm afraid we're going to have difficulty."

Army Flying School Holds Own Test with Vaude Roller Skater

San Antonio, Feb. 3. — Army pilots did not have to wait a couple of hours every day sitting in a whirling chair if an experiment conducted at the school of aviation here with Sandy Lang, fancy skater, means anything. Lang is doing an act for R-K-O.

Army medics wanted to see if whirling had a different effect on Lang than on pilots who lose all sense of direction when flying in a fog. Swifly revolved 80 times in a mechanical chair, Lang got up and walked across a room to poke his finger through a window shade ring. The average person would stagger in dizziness.

"Just like whirling on skates," Lang said.

However, whirling when blindfolded, Lang was no better than the best of pilots. When speed was decreased he had the sensation of being turned in an opposite direction, just as does a pilot who is blindfolded or flying in a fog where he cannot catch a fixed object.

BOAT'S DELAY HAS CHIC ENDOR IN THE COOLER

When the Europa docked in Brooklyn last week, two days late. It was a tough break for Chie Endor, of the Yacht Club boys.

Endor was just two days late in making the final payment on an almost \$10,000 settlement to his wife, Doris Downs, and was escorted from the boat to the Raymond Street Bill. Some time ago Endor had agreed to pay Miss Downs \$5,000 in lieu of alimony claims.

Miss Downs, formerly of the Wilmington, applied for a new hearing in the matter seeking a resumption of the original alimony of \$175 weekly. Court ruled against that.

Tuesday Endor was to have paid her \$400 in cash and a bond for \$100 due on the settlement. He was to have appeared to Florida where he was to have been arrested.

Another of the original Yacht Club, in the first fire, was again Monday. George Walsh refused to pay his wife, Josephine, \$100,000, which she had told him to Tex Guinan's to the "Hollywood Club."

Edgar Allen Has Unpaid Conn. Marriage License

Greenwich, Conn., Feb. 3. — Edgar Allen, former manager for Charles Browning, has marriage license here, but up to the present it is unclaimed and unpaid for.

Allen came here over a week ago and made an application for a license to marry. He is 35, of New York. Application was filed out date of office hours, and the town clerk had been waiting for him to argue over the price but the clerk refused to budge.

Finally, Allen said he would return for the license and for it was issued. So far he has not come back.

Justice of Peace J. O'Brien, who had been asked to perform the ceremony, when told the "man" was not in, said in a busy mood.

Chicagos, once the holder of the divorce record, with many calling this town their last place to live, is now only a memory as far as the divorce court goes.

The depression has taken many of its divorce court market. Divorce attorneys admit that business has fallen from out of its doors.

Divorce judges admit that business has fallen from out of its doors. Judge Sabbath, who spent many years on the divorce bench, and is now transferred to the Criminal Court in order to keep busy.

Responsibility is not only with the general snail but also in the sudden disappearance of the stage-door john who helped most of the unpopularity started out of their marital mix-ups.

Where once the girls used to wire their boy friends, Bloke, send me twenty-five, or "Ami getting a divorce; send me hundred," now the girls write their boy friends, either never heard or never answered.

Average Shot

Divorce has become a luxury, enjoyed only by the wealthy. It is no longer a necessity, where formerly almost every man and woman in the city was in this town, there haven't been 10 theatrical divorces in the city since the recent season opened.

At present, there is only one divorce in the city, and that concerns the stage carpenter "Street Scene," whose name is "Street Scene," who is suing his wife, Nita, on the usual claims of desertion and incompatibility. The divorce is slated to take place in 1932.

Arthur Ball, Drunk, Causes Chum's Death; Then Tries to Kill Self

Arthur Ball, vaude actor, 31, will be arraigned in Homestead Court this afternoon on charges of manslaughter. He will be held for trial for the death of his cousin, Frederick Cameron, 42, New York.

Cameron's death, it is said, was caused by Ball punched him after a drunken argument. The body of Cameron was found in the back of a French window five stories high.

Cameron and Ball had been drinking in former's office at which other guests were present. A argument started between them, according to Detective Wm O'Connor, of West 84th street. It began as a verbal fight and ended in a physical one.

Ball, arrested after the killing, change of blows resulting in the chemist's fall and instant death.

Ball, Remorse

Ball, asserted O'Connor, was about to leave the building when Patrolman John McNally placed him in a room. Recovering from the effects of his drinking, and realizing he had killed Cameron, Ball said he had killed Cameron.

Names of others at the party, which included six women, were not given. The first woman, a detective O'Connor quizzed him. Ball, who said both he and Cameron were drunk, said he had killed Cameron.

Ball, arrested at 840 West Avenue, Ball was arrested at 1931 Broadway, New York.

Jenie Jacobs O.K.

Dr. J. W. Ames performed an operation upon Jenie Jacobs Saturday at the New York Hospital, New York.

Monday (2) Dr. Ames removed a large tumor from the abdomen of Jenie Jacobs, 35, who is recovering.

LEITHAN BABY DIES

Tatrick M. Leithan, one-month-old son of Ed Leithan, R-K-O's vaude manager, died Saturday of blood transfusion filled to his death.

Ed Leithan has a daughter, a daughter.

Frankel's Breakdown

Hollywood, Feb. 3. — After for some time, Frankel's breakdown was announced. Frankel, who was married to Eddie Lambert, is confined to the Jewish Relief Hospital at Newark, Cal., suffering from a breakdown.

Two Boys and an Author

By Joe Laurie, Jr.

Benjie, it's a couple weeks since we broke in the act and we don't seem to be getting anywhere. We can't even get more break-in dates.

You heard what Uncle Plum (the agent) said. "That we're going, but what we need is some new material. He thinks we ought to get somebody to write us some good stuff. When he could sit in Elizabeth he told me that when we got some better material in the act it would be no wonder how it and if it's any good he'll get us a showing date."

How about Cousin, can't he give us any more time?

He's only got those two days at Jersey City; but he told me he expects to see a lot of time in New England from a circuit that has it now.

When will that be?

In about three or four weeks, but he said that if he told me to take anything else that came along. He's a nice guy at that. Another fellow couldn't stand us around waiting until he got those weeks in New England.

Did Jackson like the act, or did he?

Sure he liked it, but he says the same thing as Plum says, "get some new stuff," he says.

Did you tell him we originated it ourselves?

Sure. But he just said, "Too bad other acts stole your stuff, before you could do it, but you better get yourself an author and let him write

around you two characters. That's my tip."

Well, that's what we figured out ourselves. Let's go round and see about a guy that will write for us. What's a good author around here?

There's a lot of them, but the well known guys want a lotta dough. We can get ahead of a guy from burlesque that remembers a lot of stuff from years back it would be no wonder to the generation that they're new at it. We can get it from a guy like that for about nothing, cause the burlesque business is all shot.

Aggie, the Razor

Aggie says we got to get more stuff. "I remember in the act now. That's what's the matter with it. What a razor she gives me when I go home and tell her we don't seem to be able to get any dates with the act."

Did you tell her how hard it is to get anything, even with all that to get work?

Sure. I told her, she knows it. But she's burnin' up on account of it. I don't work together. If she wouldn't my wife and I believe she would wish this act to stop, and even though she is my wife I think she'd like to see it flop anyway.

No but on my shoulders. I was on the verge of marrying a dozen times. You know, meet some fellow, look him on the bill that looks clever and figure we could do a great double. Have a couple more acts.

(Continued on page 55)

SUBSCRIPTIONS ASKED FOR BIG TIME

Baltimore, Feb. 3.—The time vaudeville will be returned to the Maryland theatre by Fred Schanberger, provided the management is made of sufficient pre-subscribers to warrant its return.

Non-paying date is set for March 9 at 11 o'clock with two performances daily.

Maryland lately relinquished his time, owing to long lookings for this month. Big time had come in as a question and brought some attention as well as trade.

Schanberger has adopted the Theatre Guild subscription scheme as a guarantee of support. If big time is to be renewed at the house.

Hilton Twins for Publix Open at San Antonio

San Antonio, Feb. 3.—On the strength of their draw while in Court seeking reversion from their manager, Daisy and Violet Hilton, Siamese twins, go into the Publix-Teas for a week, opening Feb. 6.

If the draw remains the act will go on circuit. Deal was put through by A. W. Baker, Texas manager, and Joe Freeman, receiver appointed by the court after the girls had asked an accounting and reversion against their manager, Myer Myers.

Following the appointment of a receiver, the Hilton Twins case goes to court again, with Myers, manager, for the vaude team, getting a new hearing on the basis that the case did not warrant a receiver. Myers was salary by bond and holding out charged by the Stanses.

Lunch and More

Investigation following an aroma of food in a West 41st street office building, revealed that an indie agent is cooking his own lunch in his office.

The agent admitted he's been cooking every three weeks and is taking it too good, but it's a saving.

Should things get tougher, the agent declared, he contemplates having a few of his acts dine with him. With the luncheon service thrown in, the agent proposes to charge the acts 12 1/2% instead of the customary 10.

Flesh in the Spirit

Walter O'Keefe was promoted Palace booking by his agent, but nothing happened. The agent explained it is just one of those things.

That booking's been so near completion," he said, "you've practically played the Palace three times."

"Look," replied Walter, "how did I do?"

TRICKED INTO TAKING \$100 A MONTH ALIMONY

Syracuse, Feb. 3.—

Chancing out by signature to the separation agreement was obtained through fraud, Mrs. Margaret Hannah Brown, of this city, is suing Julian S. Brown, young millionaire Syracuse theatre operator, to set aside the contract.

When, who operates the Le-Witt theatre here, is one of the heirs to the \$2,000,000 estate left by his father, Alexander T. Brown. The separation agreement gives Mrs. Brown \$100 a month. She wants an increase, claiming that her husband's share of his father's estate approximates \$2,000,000.

King Out, Peeved, Plan On for N. W. Vaud Chain

Seattle, Feb. 3.—Will King's troupe and Follies theatre parted ways Wednesday night, after big week helped largely by Bremen of city selling tickets on split for benefit of unemployed. Trouble came over misunderstanding on pay. King says he has money coming from Follies and latter says King isn't figuring the percentage right.

King and theatre had 49-50 playing arrangement. Final week grossed over \$2,000. Outcome of rumpus is King considering other stands in Portland, Seattle and Vancouver.

Dave Heimlich, former Follies manager is president of newly formed Midland Theatres, Inc., which took over big hands of old Follies company (George & Dunn). George dropped plan, losing running about a grand a week.

House now on straight picture policy, shaving out from \$1,000 to \$1,500 a week. Band also out with notice. New company plans three acts vaude and aims at circuit in Washington and Oregon.

MILLER-LYLES REUNITE

Miller and Lyles, colored comedians, are together again as a team. Duo split last year.

They are playing some little time around New York.

Presentations in R-K-O Key Is Possibility

Los Angeles, Feb. 3.—Studio presentations with "Carmen" in both L. A. and San Francisco Orpheums as forerunners of a probably permanent flesh policy in these former vaudeville picture runs may be tried in other parts of the U. S. by R-K-O if willing a k. on this coast.

In various other keys R-K-O has two or more houses, with a combination house for regular vaude and one or more of several straight pictures. Those familiar with the R-K-O chain set up throughout the country believe the presentation policy may be found successful in other spots.

Two different proposals will be staged for "Carmen" runs here, opening Thursday (4) and Friday (5). Bud Murray, in both cases the stager.

Local stage offering will have a 20-piece band directed by Carlton Kelsey as backing for Pierce White, baritone, with 40 male voices and Oscar Schellie, specialty dancer. In addition, there will be 20 girls as atmosphere.

Five Writers Working On Two-Reeler for NVA

Hollywood, Feb. 3.—

Edgar Allan Woolf (Metro), Arthur Caesar (WB), Edwin Hinkle (Fox), Henry Myers (Par) and Al Housberg (Radio) comprise the committee to work out a story for the two-reeler to be used in NVA's drive.

They met at local NVA offices last week with Pat Casey, E. K. Nadel and George Gray, representative of Chesterfield, Claretown, which is lacking the production.

Gray came out from New York along with W. J. Lee of NVA. Both intend remaining until picture is completed, including the big printing job necessary for distribution to all the vaude theatres for NVA.

Gray and Lee will see the picture is completed and ready for distribution.

All studios are fully co-operating on the NVA campaign.

Murray-Irwin Split

Murray and Irwin, standard vaude comedians for years, have split.

Irwin goes agent and Murray is looking for another partner.

"CH" WILL CUT 30 ACTS FROM RKO BILLS

General release of "Climax" in all R-K-O theatres outside New York will necessitate layoffs by around 30 acts during the weeks of Feb. 7-14. Play run 124 minutes, as currently for 42 at the Globe, New York, with no cuts.

Most of the R-K-O combination houses will drop at least one vaude act. Majority of western (Orpheum) four-act road show towns will cut to three acts for "Climax".

Acts cancelled because of the picture will be played elsewhere if possible or layoff and receive another week later.

RKO-Loew Vaude Back In Canadian Town

London, Can., Feb. 3.—

Vanderbilt returns to Loew's here Feb. 16. Negotiations have been completed for three days of R-K-O talent and three of Loew vaude. Duff change Mondays and Thursdays.

House orchestra returns to theatre intact.

BORDON AT PARAMOUNT

Week of Feb. 7—Followed by Smith and Dale

Irene Bordon will play the New York Paramount next week (7). Gives the house added stage names for three weeks straight.

Smith and Dale go in the following week and then play Brooklyn. Miss Bordon will only do the one week for Publix.

DANE-ARTHUR 13 WKS.

Chicago, Feb. 3.—

For the first time in many months, a locally produced Public presentation is getting a route outside the Chicago & K. circuit. Karl Dane and George E. Arthur unit is getting eight more weeks, taking it to Toledo, Buffalo, Minneapolis, and the four southern spots.

This will give the unit 17 weeks.

FOR R-K-O IN CINC

Marion Sunshine has returned from Europe, where illness interrupted her vaude bookings. She opens for R-K-O at Cincinnati Feb. 7.

FROM COAST TO COAST. R-K-O, the PRESS and PUBLIC

HEADLINE MILTON BERTLE

Assisted by VIRGINIA BARRETT and the EIGHT STOOGETTES

What the Critics Said:

Montreal "GAZETTE":

"MILTON BERTLE, one of the few of the great comedians left on the vaudeville stage, headlines here, but the week and early weeks off with the vaude. Bertle is a comedian of great resource, singing, dancing and clowning with grace and effectiveness. His shafts of humor remind one of Groucho Marx."

Los Angeles "EXAMINER":

"MILTON BERTLE walked off with the show at the Golden Gate theatre yesterday."

"Chasin' the Blues" was the title of his act, and if there was anyone in the house after Milton got through his clowning, it was with hysteria, nothing else."

If you are blue and want to get your car gone, see BERTLE."

New Orleans "TIMES PICAYUNE":

"MILTON BERTLE kept that night's audience at the Orpheum laughing continuously for 40 minutes, a feat which, we believe, unexcelled in the history of vaudeville."

"BERTLE is one of the hardest working comedians in vaudeville. He is a man who will work and clown at the same time keeping up a running fire of gags and wisecracks all original."

THIS WEEK (JAN. 31) PALACE, CHICAGO

Completing 45 Weeks
Radio-Keith-Orpheum

R-K-O Rep.—CHAS. MORRISON
Personal Mgr.—SAMUEL BAERWITZ

DESILVA BROWN HENDERSON INC. SONGS

THE EUROPEAN SENSATION NOW SWEEPING THE COUNTRY !!!

JUST A GIGOLO

TO WHOM IT MAY CONCERN

"SHOW STOPPING" BALLAD

WALKIN' MY BABY BACK HOME

NOVELTY SONG "STANDOUT"

WE CAN LIVE ON LOVE

CUTE TOPICAL LOVE SONG

WHEN YOU FALL IN LOVE

FALL IN LOVE WITH ME

NOVELTY BALLAD

COMING - WATCH FOR IT - HERE SOON !!!
B.G. DESILVA, LEW BROWN & RAY HENDERSON'S NEWEST SONG

ONE MORE TIME

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ELMORE WHITE IS NOW AT THE HEAD OF OUR PROFESSIONAL
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MY FAVORITE A. B. C.'s

A gent Jenie Jacobs	N uisance Judith Ames
B ooker Any	O ctette Aunt Jemima
C ritic Sime	P ianist Jerry Williams
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E xpression Oh! Nerts	R endezvous Gerson's
F iddler Jack Benny	S tooge Dave Chasen
G agger Walter Winchell	T ot Marie Hartman
H ooper Bill Robinson	U ncle Simpson's
I mpersonator Venita Gould	V oice Mother's
J ump N. Y. to London	W oman Star Gertrude Lawrence
K lub Kockomania	X ample Sophie Tucker
L yricist Blanche Merrill	Y id Pat Casey
M ale Star James Barton	Z oo Any Booking Office

DORA MAUGHAN

"THE BAD, BAD WOMAN"

NEXT-TO-CLOSING AT THE

R. K. O. PALACE, NEW YORK, NOW

(THANK GOODNESS)

"TOPS THEM ALL! THE FIRST SONG HIT OF 1931!" WHEN YOUR HAIR HAS TURNED to SILVER

~ by Charlie Tobias & Peter DeRose ~

*The Quickest Hit
We Have Ever
Published!*

*A Marvelous
Song - Great
Lyric & Melody!*

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CONGRATULATIONS TO YOU AND IRVING ULLMAN SILVER JUMPED
TO NUMBER ONE ON LYON AND HEALY LIST REGARDS=
SID BERMAN.

YOUR HITS COME IN THREES FIRST CAROLINA MOON THEN SOMEWHERE
IN OLD WYOMING AND NOW WHEN YOUR HAIR HAS TURNED TO SILVER
IS NUMBER ONE ON NEWYORKS HIT LIST MY HEARTIEST
CONGRATULATIONS I HOPE YOU MAY NEVER BE WITHOUT A BIG HIT
JERRY VOGEL PLAZA MUSIC COMPANY.

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ALBERTS & SONS
SYDNEY AUSTRALIA

London

Adrian Brunel gone Oriental. Looks like a heat wave now. Jerry Bernard married recently. Altona Keen breaking into records.

Norman Arnold with Lachina's unit. Summer bath suits in fashion parade.

Fut O'Connor flinging press bait. Film criticism in this town from bad to worse.

Sales still sell lead drinks in West End cinemas.

George Barnfield now planning to shoot a thriller.

Robert Rendel is the studio's latest. Sherlock Holmes.

Henry Lupton singing song written by Sonny Miller.

Millard Webb discussing diet and writer talker scripts.

C. C. Cochran concocted a lot of his new revue himself.

Robb Lawton has some things to say about censoring.

Betty Hicks hopes to get a break in father's game.

Cedric Hardwicke looking curious in the Dreyfus makeup.

John Hinton now calling himself a red-hot talker magnate.

Harry Hughes has staged a comedy in a talker script.

Folkies still arguing whether the Marx Brothers are funny.

Alfred Assolue in variety's most streamlined talker units.

Cyril Maude tripping to Ceylon. Daphne Evans in a comedy.

Irish sweetstakes are taking all the steady gambling money.

Henry Rowson and Bill Lott been doing a studio get-together.

Frank Findlay writing letters to his big sisters.

Phyllis Konstam and Buddy Ayles Annella player are engaged.

Henry Lachina and Seymour Hicks is a huddle over credits.

Joseph Greenwald reminds this talker he called Sam Greenbaum.

Millon Rosner went sick immediately he started his biggest talker.

Stanford Calthrop, talker player has a son who gets small part jobs.

John Heynders walks to the office straight when the boss comes by.

Talk of rewriting "The Chocolate Soldier" with Annie Croft in the lead.

W. B. C. give 1400 additional years, yet still get turns which pollute the air.

Melvin Martin Harvey contemplates a talker about the cause resumption may be.

Edmund deet. "Symphony in Two Flats" is looking badly, as stated in "Variety".

Bernard Nodell, after ducking the Summers fair, has joined Alec Wade at Elstree.

Sam's birthday party at the Kit Cat had Hot Manilla birthday cake with no candles.

American acts like to duck with last week's competition unaided, according to George Foster.

Eddie Jones, formerly Jack Bylton's baggage man, now looking after for Piccadilly cabaret.

Christopher Marling so well on the space rack he gives his staff holidays in Switzerland.

Beverly Nichols, a reporter and author, revives and threatens to turn talker actor.

Charly Blackwell's girls green bags outside a Sony drive when they dispense coffee at the glass.

Fifty years ago this week the war was over, even fell in London. They still haven't cleared the mud off the streets.

Some of the stars of Jacqueline Logan were banned from publication by British International on the grounds of putting ideas into people's heads.

Palm Beach

Josef Hotmann arriving in February. Addison Minner gave a tea for the Palm Beaches.

George Kelly's "Archbishops" current at Playhouse.

Blanche Bland and Wood contract, at the Whitcomb.

Coconut Grove opened Sat. night. Tony Linn and Mary.

One of the most fashionable hotels here has 40 guests.

Donatello Gohmert, musical comedian. Overhaugh Club Feb. 12.

Whitcomb held its opening dance.

THEATRE

Saturday. Mayor Halls orchestra. Hotel Ambassador opened Saturday. Coach Club also opened last night.

Mr. and Mrs. George Mesker gave a musical party at the Ambassador last night.

The cast of Tullin Beach Players includes: Alvin, Fred, George, and the others.

Kings, Agnes, Scott, Harry, George, Cline, Adams, Sheppard, Studwick, and others.

Rube Goldberg, Frank Craven, and others.

Robert Rendel is the studio's latest. Sherlock Holmes.

Henry Lupton singing song written by Sonny Miller.

Millard Webb discussing diet and writer talker scripts.

C. C. Cochran concocted a lot of his new revue himself.

Robb Lawton has some things to say about censoring.

Betty Hicks hopes to get a break in father's game.

Cedric Hardwicke looking curious in the Dreyfus makeup.

John Hinton now calling himself a red-hot talker magnate.

Harry Hughes has staged a comedy in a talker script.

Folkies still arguing whether the Marx Brothers are funny.

Alfred Assolue in variety's most streamlined talker units.

Cyril Maude tripping to Ceylon. Daphne Evans in a comedy.

Irish sweetstakes are taking all the steady gambling money.

Henry Rowson and Bill Lott been doing a studio get-together.

Frank Findlay writing letters to his big sisters.

Phyllis Konstam and Buddy Ayles Annella player are engaged.

Henry Lachina and Seymour Hicks is a huddle over credits.

Joseph Greenwald reminds this talker he called Sam Greenbaum.

Millon Rosner went sick immediately he started his biggest talker.

Stanford Calthrop, talker player has a son who gets small part jobs.

John Heynders walks to the office straight when the boss comes by.

Talk of rewriting "The Chocolate Soldier" with Annie Croft in the lead.

W. B. C. give 1400 additional years, yet still get turns which pollute the air.

Melvin Martin Harvey contemplates a talker about the cause resumption may be.

Edmund deet. "Symphony in Two Flats" is looking badly, as stated in "Variety".

Bernard Nodell, after ducking the Summers fair, has joined Alec Wade at Elstree.

Sam's birthday party at the Kit Cat had Hot Manilla birthday cake with no candles.

American acts like to duck with last week's competition unaided, according to George Foster.

Eddie Jones, formerly Jack Bylton's baggage man, now looking after for Piccadilly cabaret.

Christopher Marling so well on the space rack he gives his staff holidays in Switzerland.

Beverly Nichols, a reporter and author, revives and threatens to turn talker actor.

Charly Blackwell's girls green bags outside a Sony drive when they dispense coffee at the glass.

Fifty years ago this week the war was over, even fell in London. They still haven't cleared the mud off the streets.

Some of the stars of Jacqueline Logan were banned from publication by British International on the grounds of putting ideas into people's heads.

try. Holla appears with a winner with this pantio, which should win with the school.

"When it comes to staging a show, I'm a professional hand," says the talker.

move swiftly. Cast includes: Alvin, Fred, George, and the others.

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days. First class houses in Tokyo, seven in all, took in \$150,000 in four days.

the other school, clustered in and around the Aankusa licensed district (better known as the Yoshiwara), crossed over \$100,000 in the same period.

film fans are excited by news that Charlie Chaplin and Doug Fairbanks will stop off in Japan on their way to the Philippines.

Chaplin, Fairbanks and Pickford are the only actors stars of any nationality dignified in Japan by use of the first name alone. Doug is called "Dah-gy" Charlie "Chuh" and Mary "Mah-ty".

Harold Lloyd, however, is the most popular of all. He is called "Rlood-man," which means "Mr. Lloyd."

Havana

bits of the week records sold at 40c here.

Triana Sisters here. Famous Spanish dancers.

Lauri Vaipi coming for same organization. Feb. 18.

J. J. Barnes here, representing British International Pictures.

Marjia Gonshak, Meit actress, in with ex-western.

Artists and writers here for golf tournament let for Feb. 18.

the circulation in this city, jumped since printing "Fighting a

Editor's. Jack Pearl's and Jack Benny's wires in from Miami

"Time" magazine not allowed in because of article against President

Nancy Carroll with sister Sue and secretary—had good time here

Leo Reisman, maestro here at the Alameda and looking over Cuban

"information," new Spanish daily, featuring picture articles column in front page. First time in Cuba.

Floyd Traynam, Pathe news cameraman, here for boat race and Prince of Wales. He'll record races, but not Prince.

Students still making speeches of theatre stages and still getting arrested. Plenty girls try this stunt

about the road. One girl, for the only time, was arrested for the

personality coming here. Honor first place. Sir Eric Dunscombe, secretary of the League of Nations.

Armando Varona, had Ramon Garcia, Naddy's brother, Cuba drummer arrested, charging "with non-payment of \$16.00 for special

management made for the orchestra.

Frusta of the Argentine Trio, held student who went to National theatre stage to make anti-government speech and got arrested by

frusta. Showing two film slimmers. Beaten by American.

James presenting American review here. Made up of local American entertainers, advertised by

the American. Jack's a famous composer. Wilmarck and Feist. Four-bit orchestra. Dime balcony.

Teresa Espansa and her husband in hot court battle against "Cien Jo" Alvarez, mgr. Regina: Holo and Spanish. J. Berni and won't let Teresa rest \$75,000

north of Spain, guitars and dresses on. Tabern.

After having his visit to this burg, American went to see the

royal English explorer, Prince of Wales, decided to pass up the Tour of the Americas, and the

horrifying up of the natives and the British residents.

Japan

Daime Chan Butt, starts conversation with the

Eisenstein, Soviet film director, does here in February to make some

with the Shochiku Japanese Company.

Foreign plays presented in Japan Feb. 12-13 were "Road to Nowhere" being done by the Guild in New

Tokyo; "Echo," also by a Russian troupe; and "Marriage of Figaro" and "Wang."

More foreign plays are being done here, but not much is known of last year. That its big revues have

been untidily packed in the audience, and that the houses were heavily dressed with paper on

have made some impression on the audience, and that the modern programs in vogue.

Japan has a four-day holiday at the end of every year. The Jan. theatre takings broke all

records since the World War boom.

Paris

Stadie Jackson off to Budapest. Howard Robson still writing from Corsica.

Bruce Gould and the Mrs. yacht. In town.

Duffin and Draper rehearsing at the Folies Bergere.

Luigi Pirandello, now in Paris, with the Folies Bergere.

Billie, of Billy and Dolly, in the hospital with appendicitis.

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Seattle

Tannisse Paterley now service supervisor at Paramount.

"Ted Thompson leaving theatre publicity to look out for

Citizens banking Chicago Opera for March 8-11 at Auditorium here.

"Buddy" and "Stu" were in dramatic costume (Charles Parvill is the lucky man).

George Swenson's birthday cake at the Fifth Avenue, marking year's anniversary for his baby.

Western Electric Corporation on air (radio talk) over KR daily on "radio talk" hour for 30 days, starting

Arthur Turner and G. J. Vorne Horn of "Columbia" Studio "the

juvenile Paterley, being man of Paterley, Paterley and Florence Reed, as guest star, will find themselves on same bill again.

Miami

Wilda Bennett at the races.
Marvin Schenk on the beach.
Mrs. James Oliver Curwood, visiting.
Frederick Hufsmith, NBC tenor, here.
Tom Tiggart of French Lick, a visitor.
John F. Curry, Tammany boss, stop over.
Joe Lewis is still working "on his Cadillac."
David J. Chalkin at Roney Plaza hotel for brief stay.

Bob Gooding, soloist with Sousa's band, taking it easy.
Louis Wasey and Ray Long have gone to Miami to fish.
S. J. E. Sutherland, "Liberty," visitor, leased a cottage.
Tommy Lyman opened at Ira's Rose Vanderhush at piano.
Mary Gardner will appear in a concert early this month.

George Ade, at New Port Richey visiting Thomas McElhann.
Oscar Adler and company broadcasting from Nautilus hotel.
Bert Milam and band, Jerome Twinnell unit, at Miami Beach.
Frank Galasso, owner of Club Lido here, arrived. His family follows.

Jack Pink is the new manager of the Capitol theatre. Succeeded Jay Sullivan.

Charles Francis Cox flew over from Havana for a day and flew right back.
Norman Dokenhouse, CBS announcer, entertained members of "Angels club."
N. Shafer of Shaver Enterprises, Kalamazoo, Mich., died at a local hospital.

Jack Raymond, Cooperstown, N. Y., won the Glenn Curtiss trophy tournament, one up.

"Stubby" Kruger, comedy swimmer, joined the water sports program at the Roman park.

Ethel Shutta has joined her husband, George Olsen. They have a home here for the rest of the year.

Well known car gang operating on the beach. So far, pickings negligible. Police are cracking it up.

Count Felix von Luckner, famous sea valder of early war days, here on his first motor trip.

Two masked bandits stunk up gambling room near the Casuevas square, night. Got away with \$3,000.

The newspaper people also reported in this journal, "University Father, Fox Movie News, Havana and Kinograms."

Stanley Carroll worked from Havana yesterday by plane, accompanied by Evelyn King and Mrs. M. J. Pryor. Jaded.

Grigory-Graunv's Company's "Meditate Hain" train arrived. Attracted a great deal of attention, changing the country on an advertising stunt.

Blessyene Plaza, theatre has tie up with Plaza golf course (minors). Owners making a hole in one every two to three years.

Jack Bell, sports column of "Herald," devoted his entire column (23) spanning Rudy Vallee, who opens at Olympia, Feb. 1. Had average of publicity gas.

A. M. Rosenwald, owner of Hollywood Beach hotel, entertained at the Cantor, Mrs. Marcus Loew, Jack Pearl and Mr. and Mrs. Jack Jones, Sunday.

Mrs. Bob O'Donnell gave a cabana luncheon at Roney pools for Mrs. Henry Winchell, Mrs. Charles Morrison, Mrs. Joimsky Hyle and Mrs. Antoinette Friedman.

Howard Coffin, capitalist, brought 10 negroes here to his plantation, San Island Beach, Fla., to plant at the Gar. Worked out of the Committee of One Hundred.

Frank Galasso announces that there will be no more "Pau" until opening night. A special dinner will be served at three dollars.

Popular sport with the young set.
Palm Island Club, opened, and ruled by local people. Four golf courses selected. Fred Auerbach installed. He was fined \$50 and placed on probation for one year. Will appeal.

H. C. Isbell of Chicago has introduced a "new" game called "Wham" here. First course to be built in this country opening in 14 days. Game of varying fields with different bases and types of goals, the ball being thrown out of a sling by the player. For the opening first instruction given.

Ottawa

Harvey Hunt's father died very suddenly.
Ottawa police finally killed all unemployed out of Central Station because of cooties and smell.

Chorus, headed "The Man With a Chance" three times but finally booked for the Ottawa Regent.

Dog teams killed for Ottawa's second annual Dog Derby for Winter Carnival this week, sponsored by Canadian National Railways.

Nolan - Stapleton - Pagan syndicate has acquired the Hester property on Rideau street, Ottawa, for a new theatre on a three-way share basis.

One-time famous pro hockey club of Ottawa, winner of Stanley Cup, man times, probably will not finish out season because of lack of attendance.

Music Corporation of Canada booked main hall of Chateau Laurier, Ottawa, for a dance with dance, three orchestras and expect 3,500 admissions.

Concor trouble after the success of Ottawa stock favorites, tie up with Lons Club for a week's engagement.

Little Theatre on a percentage basis.

Bill McLaughlin, "Journal" critic, and E. W. Haver, "Herald" critic, gave reviews on "White Hell of Pitta Pass" as special exploitation for run at Avaton.

Big gambling pool opened in Ottawa on probable choice of next Governor-General of Canada. Civil servants backing Lord Cromer, heavily as favorite.

Decision of the Canadian Government to censor radio programs is considered a step toward federal censorship of pictures in the Dominion with Quebec early on the same.

Clubs on Clara Bow's "No Limit" are held up in Ontario and Quebec. Clara Bow's "No Limit" are held up in Ontario and Quebec. Clara Bow's "No Limit" are held up in Ontario and Quebec.

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HOLLYWOOD

Ottawa

Already has 1,000 watts and can't be mislead on the radio dial.

H. Edward Rice, manager of the Capitol theatre, Buffalo, has popped off to a double yuck. Mary Glendon of Hanger the bride.

When time Schumann-Rosen arrived in Portland last week for concert was greeted by full military band. Parade accompanied singer to her hotel.

No breadlines! Here, but one church is opened in door to the homeless. Nightly guest list of over 50. Kynsland breakfast and luncheon. Over weekend "guinea" for mail for the services and are up to dinner by parishioners.

Buffalo

Enlarger all dark, without dated list.

Hollywood (Little) plunging new series for over 25, and 40. Herb Straub debuting currently as conductor of orchestra at Hippodrome.

Concor trouble after the success of Garbo's "Inspiration" at Great Lakes back to February 5.

Dallas

Ronnie, suburban, to be rebuilt by C. A. Rehm.

Timmy Fairbank back as m.c. at Public Palace.

Henry Busey's band out of Adolphus.

Downtown theatre forced into unemployment relief.

Advance ballgame starting for Chi Opera, Feb. 15-19.

"Aprons Strung" first left in theatre for over 200 years.

Newest take on "Elm street, Paul Short, Melba expert.

Paul Short, Melba expert. His job as a for Texas State Fair.

"Flying High" musical, held over one month on second week.

John Rosefield, "News" critic, at his old game-taking career, at managers of theatres.

James Hayden, only manager in town who wears a derby.

After-Xmas big not so hot. Too many budgets and taxes.

John Friedl back in town, at his old post, div. mgr.

Karl Holliste, Ray-Ko's chief, keeps "Holliste" Mayor Talcott's branch.

Leo A. Wolf motored from L.A. to Dallas, for his sound equipment.

Queen long-drawn-dine grind, continues as money-maker with sound changes.

Cipriano's gonna try for its usual top \$4, from the open book depression or no.

Jack Gardner, director Dallas Adolphus Club, has done his book on a list.

All the cattering have quit pony pool. Mr. and Mrs. Paul Short, Melba expert.

Montreal

Van Roberts burns up boys at Frohes by dressing in women's clothes.

George Wright, acting editor-in-chief of "Star," until Albert Carman gets back from Bermuda.

"Le Collier de la Reine," French plethorization of "The Queen's Necklace" that went big in French cities of city, caused over Quebec.

Canvassers here, by Premier Thatcher. Claimed to be reflection on church by use of Cardinal Rohan as m.p. of leads.

Jimmy Adams strikes bright idea by handing over boxes at Loew's to any duly authenticated person applying for admission, to see Gollins (Slammy Twins). Show was smash, grossing 150,000 in first week.

Advancing well known, was announced, told Montreal radio fans it was two minutes past 12, Sunday night (23) when it was 11 o'clock. Station answered by phone calls.

Quebec canvassers still getting in touch with public by extreme severity in cutting pictures. "Blue Angel" slashed and hardly a film.

Many people bound to see. Talk of exhibitors and exchange company deputation to ask Premier Thatcher to be killed.

Leary being worried worried. Claims PP theatres throughout Canada have been steadily picking up since New Year.

Capitol putting up new sign and putting up interior sign, no notice.

John Bird, covering brand lines for Grand, lost 10 pounds since starting assignment.

Entire staff of "Le Canard" resigned and taken over by "Utilitarian." Claim dilapidated policy of paper and editor-in-chief. Move seen as political stunt by Mayor.

Universal Republic Theatre goes French with all-French cast in "La Soubrette Madame Beudet" ("The Smiling Genie").

Paul Short, Melba expert. His job as a for Texas State Fair.

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Hollywood

Max Hart here in three weeks. Clara Bow slipped away for a rest.

Henry Takoff, Joe Schnitzer's sex, also here.

Leola Moore is trying to "tuck down" the waitlines.

Movie director J. J. prize himself on having formerly run a L'etroti repeat.

Bob Vignola's oil well at Santa Monica comes and is pushing 2,000 barrels a day.

Homecomers report how sparsely the Gulf is hit for these days. Not so much back-and-forthing.

They claim a girl was suing a director for a Rialto-Royce he promised. When he fled his cross-complaint she settled for an Austin.

Leo Marcus, new Pathe proxy, was a most vexed Calif. censor, only existing out here for the prefectures and wanting no part of the native oil for anything else.

P. B. B. is still the marathon 100-0-0-1-1, catch-as-catch-can, movie director of the exhibitors. B.B.B.'s claim in Hollywood deserves a better break than it's getting.

Want-ad in Los Angeles "Herald": College man with business experience will pay \$500 to anyone securing for him satisfactory equipment with motion picture studio. And 68 chisellers topped on his trail.

Toledo Auto Show Feb. 9-13. Local dealers doing good business. Richards, A. A. "Forward Step."

"Lottor Bird" index at Pantheons.

Chas. de Wolfe, columnist, "Good stuff."

Lo Klover, sports writer, "Wants to be a writer." George Calhoun, m.c. at Show Boat, niter.

Mitch Woodbury-dramatic editor.

Wally Caldwell, manager, Valente, "more interesting."

Ace Brigode's dance band, at the RKO Palace for one week.

Neal, "Newstar from former column." Local Paramount declining with Arthur and personal.

Ray Allison, p. a. Paramount, "Like the column much better."

Dick Wright, assistant manager, R-K-O Film, "Better than former."

Howard Fellig, manager Rival, "Contains much more news. I like it."

Town Hall series beginning at Loew's Valentine Saturday mornings.

Jack O'Connell, manager, Vita Temple, "improvement over former."

Truck crashed into State theatre, Fremont, wrecking the front of the building.

Madeline Darling, beauty expert, gave talks at Vita Temple stage last night.

Phil Gibbs, city hall reporter and man about town, "Oho." (A man of few words.)

Things fallen for the second time in two months to blow safe at the Ohio Theatre.

Bill Hall, ass't m. a. "Blade," made his annual visit to the Toledo Star last week.

Howard Fellig, manager R-K-O Film, burning up Sunday yegged two. So good from him.

Judge O'Connell headed police, giving it more so-operative. more men would have been nabbed in \$30,000 liquor raid.

George Calhoun, m.c. at Show Boat reason. Later drawing at \$1.000. Wednesday and Saturday nights.

"Blade" newshounds, going hot for movie news. Italy.

Phelps put City Editor Fred Mollenkopf on the spot the other day.

He took him for some good.

Sidney Dannenberg, Public, and Ray Allison, Paramount, touched.

Presentable after unfavorable comment on opening. Not so bad now.

Crowds in Moscow Film Lobbies Filled with Caviar and Propaganda

By Eugene Lyons

Moscow, Jan. 29.

For an outsider one of the most curious sights in a land otheekful of the strange and unusual is the lobby of the average picture house. It is a combination restaurant, library, a combination lecture hall and propaganda summary—almost of the new Soviet life.

Film shows here are never continuous. One audience commences before the invasion of the exponents begin. While waiting for the show to end, the new audience disposes itself in the lobby which consequently be ample enough to hold a large and active crowd.

The Soviet authorities never lose a chance for "educating" their population at odd moments and places. The hour or more of waiting is good an opportunity to be lost. Always a profusion of posters, streamers, charts and exhibits of different kinds, dealing with the political and economic ideas which the Soviet government incessantly propagates.

The public, promenadeing round and round the lobby, examines the figures about the Five-Year Plan for industrializing the country, about the dangers of alcohol, about necessity for making farming so collective and about nearly every thing.

Steady Eaters

In one corner is always a good stand with bottles of wine and glasses of tea, caviar sandwiches—none of it too clean—consumed as fast as the harried crowd can get it. Here, too, Russians alone—food counters are inevitable in every factory, building, theatre, school, factory.

A book kiosk is another feature of the lobby. In addition to its stock of literary and economic works, a number of hawkers usually try to

force programs and magazines upon the waiting public. For a collector of the new ideas collecting human appetites, things for amusement, are completely forgotten. All the larger film houses provide shooters, chess, ping-pong tables and other recreations. Some play and others drink from the blackboard. A few theatres have orchestras in the lobbies, wrapping these varied activities in a shroud of sound. Occasionally orators harangue the waiting customers.

Ball Playing Entertainer Swore with M. C.'s Wife Present, But Not So Loud

Admitting that he swore, but in a soft tone, Emory "Hunt" Olive, ball player belonging to St. Paul of the American Association and during the winter months an entertainer at a local cabaret, was found not guilty of using obscene language in the presence of a lady in a trial here last week.

Olive was attempting to gain entrance to a downtown speakeasy and when refused admittance he started telling the proprietor a few things. Emory Wagner, organist and m. c. at the Fox-Lincoln theatre told the court.

Olive was with his wife, was marked in front of the place when Olive appeared. Wagner asked Olive to "cut out the language, because there is a lady present," he testified.

A fight started and was going strong until police interfered, taking both participants to jail. Wagner, Wagner, organist and m. c. at the Fox-Lincoln theatre told the court.

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Round the Square

Stew Stuff

Just stew stuff in the description given by insiders to the Club Abbie shooting. It's said the fact of the fracas was Dutch Schultz in the club motioning to Charlie Albernaz to come over to his table. Sherman took Schultz but not very well. Walking across the room, Sherman is said to have stopped and asked "What was the lady?" Schultz was Albernaz when stewed. "Pretty bad," a friend who knew Schultz said. "What he says and walk."

Up Sherman remarked the Schultz table, the latter is said to have started calling names. Just as he was changing his friend's advice, Sherman picked up the argument and the shooting started. Sherman, shot and stabbed, is still in the hospital, but recovering.

Best Spenders Broke

Bootleggers, the best spenders around Times Square, are broke. In the earlier days when there was nothing at all for leggers to enjoy a cash roll of \$25,000 or more around with them, now they are down to fives or are touching.

Nite clubs in the great rum industry lie to blame. Nite clubs and probably federal agents feel it most. Two or three of the rum handers in an evening of a week and a night of bootlegging is overheard in a bootlegger's nite. Now a bootlegger merely ranks as an ordinary customer in the nite clubs frequented by them, and lucky at that not to spend the evening on the cuff.

Only needed something like two weeks ago, the club shot 'em up to ruin what little prospects the nite clubs had for the remainder of the season. As usual the shooting affair will cool off the clubs for about a month. If they don't cool before then.

Cheap Personality

If you let a pretty check-out smile up to you giving her a bigger tip than you intended you're probably a chump. Nine times out of 10 she doesn't get the dough. Check-room racketeers are the ones that complain.

It's kind of complicated. There's a checkroom syndicate. It controls the checkroom privilege at most of the clubs and restaurants. The checkroom is in the hands of a few racketeers. Now a bootlegger merely ranks as an ordinary customer in the nite clubs frequented by them, and lucky at that not to spend the evening on the cuff.

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Safer at Home

Hollywood, Feb. 2.

Here for a lone of quietude, Frank Gazzoia, former Chicago theatre operator, and his son, David, witnessed three hold-ups, including fatal shootings, over the eight days.

Although from Chicago, the Gazzoias had never before seen a holdup.

Washington

(Continued from page 42)

Washington, legitimate theatre has reached an amicable agreement with the managements—the squabble starting at the beginning of the new year.

"Blackbirds" of 1930, scheduled for Baltimore next week, shortened. Washington stand out, enroute to allow the troupe travel time for a Sunday night opening in Chicago—next jump.

Mr. and Mrs. John J. Payette are rejoicing over a boy born last week. Grandson of Harry Payette, formerly Washington's picture magnate. Father is manager here for the Warner Bros. and the Fox Theatre, has a new publicity expert at his elbow in Louis Brown, transferred from the New York office to take the place of Tom Olson, sent to other fields. Brown is a former Washington newspaperman.

Nelson Bell, reviewer for the Washington "Post," carried to the home over the week-end for a minor operation. For the first time this season the National Theatre fair to have a legit and a dark Monday. New York Grand Opera company in Thursday for four nights.

Aubrey Taylor, formerly city editor of the Washington "Post," is J. P. Fagan's new play, "The Impudent," which now plays in London, and the first play in many years to feature Washington, the city will be brought here for the American premiere.

Kansas City

Kansas City's silver jubilee auto show opens Feb. 7.

Walker Whitelaw currently in "Chinese Boulevard." Albers added to dark theatres Feb. 7 when the Shubert closes for season. Others dark for Missouri. J. C. Kaufman, manager of Convention Hall, appointed George H. Foster, former American Legion boxing show here. First match Feb. 6. Frank Gatto, matchmaker.

For the sixth time in the three years it has been opened Uptown theatre robbed by a "tono bandit." Ho compelled Martin Finkelstein, city manager for the Friendly theatre, and Barney Jacobson, manager, to open the safe and turn over \$600.

Minneapolis

Jack Lamont back at Gayety's event for burlesque stock fans. Leo Rocco, m. c. at the Minneapolis, is having a good time this week imitating Lon Breese playing the banjo. Applause for advertising "Miss Mary" at every performance, at the Minneapolis last week.

Lee, local stock, gone to Seattle for guest engagement with stock there. No Oakland stock for the time being.

Nellie Armit and brothers at the R-K-O Orpheum and Alvin Brudell at the Minneapolis, opposition theatre, same week.

With "Swingway" at the Lyceum and the old-tick Swedish picture, "The House of the Dead," at the theatre, the Scandinavians are having their week.

Zack Luciani, Shubert theatre, announced a short, all-time record of 10,000, 14,000, 15,000, 16,000, 17,000, 18,000, 19,000, 20,000, 21,000, 22,000, 23,000, 24,000, 25,000, 26,000, 27,000, 28,000, 29,000, 30,000, 31,000, 32,000, 33,000, 34,000, 35,000, 36,000, 37,000, 38,000, 39,000, 40,000, 41,000, 42,000, 43,000, 44,000, 45,000, 46,000, 47,000, 48,000, 49,000, 50,000, 51,000, 52,000, 53,000, 54,000, 55,000, 56,000, 57,000, 58,000, 59,000, 60,000, 61,000, 62,000, 63,000, 64,000, 65,000, 66,000, 67,000, 68,000, 69,000, 70,000, 71,000, 72,000, 73,000, 74,000, 75,000, 76,000, 77,000, 78,000, 79,000, 80,000, 81,000, 82,000, 83,000, 84,000, 85,000, 86,000, 87,000, 88,000, 89,000, 90,000, 91,000, 92,000, 93,000, 94,000, 95,000, 96,000, 97,000, 98,000, 99,000, 100,000.

Nimrod's artists at the R-K-O Orpheum here refer to Carl Johnson, former theatre director, in their chatter from the stage as "the

Swedish Pal White man." Recent, blance remarkable.

Here for a one-night stand at the Margalo Garden. White man and his orchestra did not get even a piece out of the newspapers. No advertising publicity and no notice for local appearances.

Publisher a fac-simile of a certified \$12,000 check paid to Feltine for his guaranteed share of the profits in his bout with King Tut, here, the Star wants to know who says these are hard times.

St. Paul

"Blue Angel" recording voted worst-ever by critics.

St. Paul association to sell tickets for Shubert stock here in effort to save the house.

Ray O'Connell, RKO, due to get

a division. Liscion chain in Ohio said to be on the way.

Paramount devoted 11 minutes to Lillian Bell trailer, cut from features. Star here "in person" for week starting Thursday (4).

Gernan Grand Orpheum Co. wants cash-sponsorship to activate all the plays in the theatres. Due Feb. 13-15. Paramount sound track, here to get show pic, stranded for Feb. 20. Show and music, with the show, said 168 theatres to Paramount. Public two years ago. Both started as juveniles in St. Paul 24 years ago. Heart disease brought death.

Auto show, St. Paul and Minneapolis dealers co-op, starts Saturday at State fair grounds. Auto Brigade and 14 Virginians in the dance land drew. Dailies and sections, published Sunday, 25% off last year's lineage.

NEW YORK THEATRES

JOE COOK In His First Musical Comedy
FINE and DANCY
BROADWAY THEATRE, W. 44th St.
Even. 8:30. Main. Week. 6:30. Sat. 7:30.

THE THEATRE GUILD Presents
GREEN GROW THE LILACS
GUILD THEATRE
42nd, West of B'way
Even. 8:10. Main. Thurs. & Sat. 7:40

THE NEW YORKERS
WILLIAMS KING WILLIAMS
PENNINGTON CARLE CARLE
CLAYTON JACKSON & DURANT
BROADWAY THEATRE, W. 44th St.
Even. 8:30. Main. Week. 6:30. Sat. 7:30.

ELIZABETH
THE QUEEN
MARTIN BECK THEATRE
46th St. W. of 8th Ave.
Even. 8:40. Main. Thurs. & Sat. 7:40

VINEGAR TREE
PLAYHOUSE
48th St. W. of 8th Ave.
Even. 8:10. Main. Thurs. & Sat. 7:40

MIDNIGHT
AVON THEATRE
45th, West of B'way.
Even. 8:10. Main. Thurs. & Sat. 7:40

RKO Always a Good Show
PALACE
HELEN MORLEY
JANET BLONDEL
MORTON DOWNEY
and PHIL BAKER

PHILIP GOES FORTH
BY GEORGE KELLY
BILTMORE
Even. 8:10. Main. Thurs. & Sat. 7:40

58th ST. AT THEATRE
SEE AMERICA THIRST
HARRY LAUREL
Tommy Christmas and Band

THE GREEN PASTURES
MANSFIELD Theatre, W. 47th St.
No One Seated During Season
Main. Wednesday & Saturday, 7:30

86th ST. AT THEATRE
SEE AMERICA THIRST
HARRY LAUREL
Tommy Christmas and Band

TOMORROW & TOMORROW
HENRY MILLER presents
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ROXY
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DISCUSSION ON FOREIGN ACTS IN ENGLAND

Ruff Naylor's Return

Broadway Legit Grosses Improve, Private Lives, \$22,000, New Hit

Business continues to pick up along Broadway. January finished much better than was indicated and February figures show further improvement.

Box office 24 shows current. Several are due this Saturday, and with next week's premiere card and five openings, the market will approximate three dozen attractions. The dark group consists of 23 theatres, and hit joined the Guild's subscription period of six weeks with "Private Lives," the "Times Square." The smart London comedy drew \$22,000 in its first seven times, finished at all performances. "Green Trow the Lilacs," the Guild's new piece, did fairly well and is expected to develop. It got \$13,000 on the week. "As You Desire Me" at the "Edwards" drew some \$10,000 on a mid-week start, but the first nights disagreed on its chances.

A revival of "The Student Prince" did well enough at popular prices the Majestic.

Musicals Up Two G's

Some of the non-musicals moved up as much as \$2,000 last week with no special incident. Saturday again as a clean-up. "Takings of \$15,000 and \$12,500 are welcomed on these houses, whereas a year or two back \$10,000 was rather a good showing. These houses are apparently not paying so much attention to the musicals as they used to make anything over the high.

Leaders, "Grand Hotel," \$28,000, and "Lifetime," \$23,000, remain unchanged, with "The Student Prince" now within the three leaders and "Elizabeth," fourth. Tomorrow and Tuesday, up over \$10,000. "The Girl in the Shoe" bettered \$12,000. "The Vagabond King" bettered \$10,000. "Star Final" got \$13,000, with "Greens Had a Word for It" same or better.

While the comedies improved, the musicals remained about the same, with one or two easing off. "The New Yorker" bettered \$10,000, a place, approximately \$5,000. "Geri Crazy" jumped with party and \$12,000. "There's a Crowd" got \$10,000, and "Pine and Dandy" closed \$10,000. "Sweet and Lowly" got \$10,000. "It's Profitable at \$35,000." "Meet My Sister" got \$10,000. "The Girl in the Shoe" and "The Vagabond King" are the same. "The Girl in the Shoe" and "The Vagabond King" are the same. "The Girl in the Shoe" and "The Vagabond King" are the same.

Estimates Last Week

"Anastasia," Taymor (14th week) (\$-557-\$2,350). Better last week with gross close to \$10,000. However, under top limit and minor move. "Petroleum Influence" moves here from Empire.

"As You Desire Me," Maxine (21st week) (\$-1,000-\$2,350). Critical opinion varied; business estimates somewhat in doubt after mid-week showing.

"Balloons," Hammerstein's (7th week) (\$-1,250-\$2,350). Better last week with gross close to \$10,000.

"Elizabeth the Queen," Cull (14th week) (\$-1,250-\$2,350). Better last week with gross close to \$10,000.

"Pine and Dandy," Bragance's (27th week) (\$-1,250-\$2,350). Popular musical had strong starting point, but will still in the money. "Petroleum Influence" moves here from Empire.

Other Attractions

"The Girl in the Shoe," Cull (14th week) (\$-1,250-\$2,350). Better last week with gross close to \$10,000.

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and has week an improvement, with takings nearly \$15,000.

"The Best of Broadway," Blum (14th week) (\$-557-\$2,350). Better last week with gross close to \$10,000.

"The Girl in the Shoe," Cull (14th week) (\$-1,250-\$2,350). Better last week with gross close to \$10,000.

One in a Lifetime, Musi-Hop (14th week) (\$-1,000-\$2,350). Better last week with gross close to \$10,000.

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Tomorrow and Tomorrow, Henry Allis (14th week) (\$-348-\$2,350). Something of a surprise hit, better than \$15,000 last week, which is a virtual capacity.

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New Spot for Paper

German Opera Co. opened at the Shrine Auditorium Jan. 31, with a new program, and has been added to the radio stations which carried the ballet.

Changes in addition, to the regular air rate.

"LIFETIME" \$9,000

San Francisco, Feb. 3.

Only two out of five regular legitimate houses had attractions. "The Girl in the Shoe," Cull (14th week) (\$-1,250-\$2,350). Better last week with gross close to \$10,000.

N DADS, TOPS L.A.

Los Angeles, Feb. 3.

Two openings and four closings were the features among last week's. "Lost Sheep," with Leon Laidman, opened at the Grand Hotel Monday, and Thursday saw the birth of Sid Gramann's initial legions. "The Girl in the Shoe," Cull (14th week) (\$-1,250-\$2,350). Better last week with gross close to \$10,000.

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"Gang", Philly Bust, Withdrawn for Revision; Jane Cowl, Skinner Good

Frisco Grosses

San Francisco, Feb. 3.

Only two out of five regular legitimate houses had attractions. "The Girl in the Shoe," Cull (14th week) (\$-1,250-\$2,350). Better last week with gross close to \$10,000.

Musical Leader in Chicago Is Mrs. Fiske; Auto Show Small Help

Chicago, Feb. 3.

Business held for most muddled. "The Girl in the Shoe," Cull (14th week) (\$-1,250-\$2,350). Better last week with gross close to \$10,000.

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Philadelphia, Feb. 3.

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Chicago Is Mrs. Fiske; Auto Show Small Help

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WATSON DRAMA PATRON!

LYNN: Players receive the 100,000 Patron. Feb. 16 with dramatic music and dancing.

career with this sketch. As such it may be okay. Scene is a radio station where Gentile signs to make his bow and discover an old sweetheart, also a singer. He deplores the loss of fame surrounding him, but winds up by going the way of all art purveyors. Gentile's ability for almost any part with his acting, meaning both are not bad, including Reddie Hahn, with a nice soprano voice; Homer Simmons and Ruth Jones, who also directed.

"Station XLII" is very stout. Out and out, though on the radio runnings of Bob Shuler. With Lloyd Corrigan playing the part, he has the most out of it, while Robert Elliott is excellent as a prosecuting attorney who goes after the fiery person and gets him through in a tricky trial. It all happens up in the broadcasting station when the prosecuting attorney tells the other boys to jump him out, but lets him off on the latter's promise to tell the truth over the air. Radio reverend pulls a double-cross when he gets hold of the other's act, but takes the count when discovering the gun isn't loaded and the entire conversation is secretly broadcast by the d. a. Great twist and capably handled by Corrigan and Elliott, with Arthur Hony doing just a bit, but okay. Perry Lavin signed it.

"Scars" was the curtain closer and got plenty laughs. Doubtful for average public consumption because of the hot line. Made Pulton played the part of the dumb maid who is cleaning an apartment when surprised by two girl friends who think she is living in, in fancy. Angle Norton and Louise Collins handle the other two parts well. Miss Fulton also did the directorial job. Done.

Opera's Frisco Red

San Francisco, Feb. 3. — Grief attended this year's engagement of German Grand Opera Company in Civic Auditorium, management Saby C. Oppenheimer. Company closed a four days' engagement last Wednesday night with a loss of \$15,000.

To prevent company being stranded Oppenheimer drew up \$7,500 to move the troupe on to Los Angeles for its engagement in that city.

Last year the German Opera played here for a week in Deane land Hink and cleared a comfortable profit. That engagement also was under Oppenheimer's management.

AS YOU DESIRE ME

(Continued from page 75)

have Miss Anderson a fair chance, but the dramatist failed to reach a high pitch and the insane woman accounted for a full, stiff, short, amusing—dixiey. —Helen, probably the best of the three, is drawn up to the Varned, yet it is doubtful if that would make a material improvement.

"As You Desire Me" is not a strong play to draw in to the Elliott, further south on Broadway of the first string. And a change in choices wouldn't help either.

Done.

BEST OF FAMILIES

Chicago, Feb. 3. — "Best of Families" is a rare rather well supplied with rigidity, that is for those who like double meaning dialogue. It is rare without actually naughty words. Several act certain line pretty near by the limit. Yet doubtful of landing.

Thomas Kilpatrick is one of the younger producers. He probably enjoyed presenting this play was taking a chance. It is paced well enough and speeded through to a conveniently early finale. There are half a dozen new faces among younger people in the cast.

The home of the socially prominent Broome Hamiltons down on Long Island is thrown into a full mull when an infant is left on the doorstep with a note, "I wanted baby to be with his father." There are three sons, one married, another engaged and a third about to be. Suspicion is thrown not only on the doctor, but the father as well and the butler for good measure.

Papa Hamilton talks turkey to the boys and asks them to "do a little arithmetic" and there is a dry counting on the fingers. Each privately feels he might be the father of the child, which is sent to a nurse who is tending

a rheumatic uncle. The butler remarks about a maid in the "Troy-mere, Atlanta City. Where the show Hamilton had attended a business convention. Seems this girl also had a job and the old butler feels the child is his.

And so it goes on. The play's a good wife returns from a visit to the kid and is sure her Jim is the man. She immediately demands divorce. Finally the family settles down. The play is the real solution because of a mysterious telephone call. The lad had written a play which was accepted and the very broken play which the family is not of given the works. When she discovers what it is all about she protests she is a play agent and "not an incubator." The solution comes with the appearance of the baby's mother who has changed her mind about giving it up and the appearance of another member of the family, never suspected.

Charles Robinson is the elder Hamilton and he has a busy evening. Florence Jones as a waitress said but who knows plenty about such things drew most of the first act laughs with her terse comments. Grace Williams is a weepy, fainting snob of the boy, Johnnie Brown, does the butler with that questionable second act curtain line. Mary Adams is the pretty little nurse Marian Warren-Manley in an appearance as the play brother, Ed Romney, David Morris, Derek Falkman and Kendall Porter played well enough.

"In the Best of Families" has one well designed act. It is spotted in a house of limited capacity can not get past coin.

"MAN" QUITTING CHI

Chicago, Feb. 3. — "Man in Possession," says for London March 15 after the show's two weeks in Chicago.

"Man" now here playing the Selwyn, leaves Chicago Feb. 21, with the theatre, leaving back until Otto Schinner in "Marine" opens March 3.

THIRD STOCK RAY

Chicago, Mass., Feb. 3. — The third stock company to attempt a run at the Worcester theatre this season consists of Josephine Bertie, William "Atlee," Franklin George, George R. Taylor, Catherine Gibson, Harry Fischer, Marianne Travers in direction.

CONCERT

By Sallie

small black foggy old songs and impersonations. Ruth Klug, the stand black frock with black boots, also sang. Anna May Wong sang Chinese songs, looking very attractive in black velvet with a milk weep.

Kluge, in a terra-cotta dress, did the "Merry Widow" waltz with Donald O'Brien. Miss Burke was in a blue chiffon, with lace sleeves and same color hat.

Goldsand's Technique

Robert Goldsand, young Viennese pianist, in his recital in Town Hall, was, indeed. His technique appears to have developed most without sacrificing the lyric tone, one of his chief possessions. In the "Variations" of Chopin, "La Chanson" he was sensitive and poetic. In the Bach number there seemed a lack of rhythmic power, but he sustained the tempo well. A large audience displayed enthusiasm.

Billie Burke's Tea

Billie Burke's tea at the Ritz Thursday afternoon, with the purpose of donations to install a new in the city hospital, seemed successful. Norma Terris in a black velvet tailor-made, flesh blouse.

ENGAGEMENTS

Lancel Atwell, Kay Strozz, "The Snow Villages."

Howard Lang, May Vokes, Florence Shirley, "Dorothy X."

Mary Hay, Douglas Gilmore, Brenda Badger, Katherine Proctor, "A. E. Amos, 'Gentle'."

Allice Brady, Roberta Betty, Mark Smith, George Gail, Richard Baber, John Bredgen, Eugene Poyers, Beatrice Blinn, Bentley Wallace, Constance Trevoy, Allen Lane, Try Jones, Lynn Root, M. T. Briggs, Orville Harris, "Zero Hour."

Torch Song, by Kathryn Nicholson, which Laura Wilk is opening at the Blackstone, Chicago, Feb. 21.

Will have half the New York cast with Larry Oliver, John Junior, Hal K. Dawson, Paul Porter, Percival Seaman, Pearl Hart, Jessie Graham, Ruth Martin, Ruth Hunter, Frederick Madie, already set.

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Operatic Substitute

Indisposition of Libby Ponds caused her to withdraw from the benefit performance of "Uranus" at the Metropolitan. No question but that her name drew a capacity house and enriched the scholarship fund of Vassar College. Miss Sabienet, dubbed, singing with color. Miss Sabienet looked her best in the simple Mignon frock, carrying her tanbourette. Miss Bort was lovely in pink. Mr. Hasselmann conducted.

Four in a Row

Martha Baird gave the fourth and last of a cycle of recitals devoted to Chopin's music at the Burlington-Plaza. She included in her program the E Flat Waltz, Mazurka in A minor and three of the Studies from Op. 25, the 24 Prelude and the 9 Minor Sonatas.

Doing four all-Chopin program in as many weeks is a feat. Miss Baird acquitted herself with merit. She wore a decolette blue, most attractive.

Having been duly authorized by the Actors Equity Association to act as Artists' Representative, I have opened offices in the Fulton Theatre Building, 206 West 46th Street, New York City.

Again am prepared to render DIGNIFIED PERSONAL SERVICES to all members of the profession, to represent them in a manner to which they are entitled.

DIGNIFIED REPRESENTATION FIRST, LAST AND ALWAYS

BILLY GRADY
(Formerly of WILLIAM MORRIS AGENCY)
Lackawanna 4-5418

LITERATI

"Mirror" Pretty Petty

Walter Winchell is said to have been so irritatingly annoyed over the pettishness toward him displayed on his own part by "The Mirror" that the columnist called upon his attorney to warn the daily of its conduct and annoyances.

Winchell's lawyer, Arthur Driscoll, of O'Brien, Malvey & Driscoll, from report, made a very late letter to A. J. Kober, publisher of "The Mirror." Kober had notified Winchell he objected to Winchell accepting further theatrical engagements. Driscoll is said to have told Kober bluntly, among which was an invitation to "The Mirror" to attempt to stop Winchell. Driscoll also enumerated the clause in Winchell's agreement with the paper under which the writer is permitted to engage elsewhere as long as he does not neglect his daily column.

Driscoll is reported to have mentioned at petty annoyances, among many other instances, that "The Mirror" had removed Winchell's private phone from his office desk, cut his secretary off of the payroll, and to cap the rest, forced Winchell to pay the toll himself for using his stuff, when on vacation in Miami, to the paper. It was Winchell's first "vacation" from "The Mirror," as his contract does not call for time off, but he was obliged to keep up the daily column.

Another Winchell annoyance, besides Kober, on "The Mirror" is reported as Emile Gauvreau, managing editor. Gauvreau was m. a. McFadden's "Graphic" when Winchell also was harassed. Gauvreau moved to "The Mirror" after that funny deal by which "The Graphic" released Winchell to its competing sheet.

So reason is known by newspapermen why Winchell is subject to so much irritation, unless it be consciousness over Winchell's rising to a national figure and his much larger earnings.

Driscoll is reported itching to go into court and place on the record another snarl of the tabloid; how it treats star reporter responsible for much of its circulation.

Naturally the answer is that Win-

chell wants to quit "The Mirror," but can't because of the same contract. It holds an arbitration clause for his disputes, however, on disputed matters.

Inside of Photo Scoops

Martin J. McEvilly, photo assignment editor of the New York "Daily News," is putting the finishing touches on a book which will deal with the inside of photo reporting in New York. The book McEvilly tells of most of the photo scoops of the past, giving the low-down on how they were managed. McEvilly was responsible for the "News" having the only real photo of the "vestige" wreck, the details of which he tells. He also tells about the photo of Ruth Snyder in the electric chair. The book will probably be run in "Liberty" first, as a serial.

"The Trib" in Paris

Capt. Joseph Meilly Patterson, publisher of the New York "Daily News" and "Liberty," is again reported as shortly going out to Paris to try to straighten out the Paris edition of the Chicago "Tribune." It has been a perennial rumormongering that the news leads in Paris hope that something will be done.

The Paris "Tribune" has been in Patterson-McCormick's hands for a long time. Starring during the war as a muckraker, it has been allowed to remain as competition for the Paris "New York Herald." It never quite made the grade. Though reported as not going much into the red during the past few years, the "Trib" has never been a money-maker, while the "Herald," established many more years, holds its own easily on advertising and circulation.

Because the "Trib" over there has never made money, the men working for it have suffered considerably. Wages are rock-bottom. Reporters and rewrite men are paid an average of \$88 a month, in two installments. This figure about even with ordinary French reporters, but it is almost impossible for Americans abroad to live on it.

Even the "Herald," paying almost double, with a minimum of \$42 a week, leaves its men dissatisfied from a wage standpoint.

Answer to the low wage is largely because there is an overabundance of men anxious to work in Paris, either not realizing the money, or wanting the European sequence, or stuck over there and desperate. Patterson is said never to have had the idea of a paper in Paris, anyway, so has paid no attention to conditions there. It is Colonel McCormick's pet idea, however, and Patterson has never been able to talk him over.

According to the latest rumor, Patterson has finally convinced McCormick to let him go over there and try to straighten the paper out on a one-year trial basis. If, after one year, Patterson personally handling the sheet, can't drag it out of the red, McCormick is said to be willing to drop it. Both feel that if Patterson can't make a go of it, no one can.

Heavenly House Organ

Newspaperman's idea of heaven is editing a house organ. Ask any guy who edits one—in almost every case an ex-newspaperman.

His office is invariably next to that of the president of the organization for whom he works. He is the only one, outside of the first and second vice-presidents, but not including the fourth and fifth vice-presidents, etc., who is offered a chair when he enters the president's office. Lastly, he is permitted to talk as often and as long to the well-dressed girl as he likes.

House organs range in size from a four-page folder to, in the case of a railroad or similarly large enterprise, a thick publication. In either case, nine-tenths of the material consists of inspirational articles by the executives, "touched up" by the experienced newspaperman. Best of the material consists of salesmen's reports.

"Touching up" process consists of little or no effort, because the house organ editor does not want to embarrass the third vice-president by showing him that he can't write. Salesmen's reports, minus their expense accounts, consist then of hardly anything at all.

House organ editor also responsible for make-up, but the first time

Hollywood's Reading

(Consensus of January demand at Hollywood Book Store, Sater Book Store, Egan-Wards and Pat Hunt book shop, Stanley Rose.)

"Imperial Palace," Arnold Bennett.

"Rock Street," Fanny Hurst.

"For Men Only," Brett Brown.

"Winter Gypsies," A. P. Herbert.

"A Jew in Love," Ben Hecht.

"Queer People," Carroll and Garrett Graham.

General.

"Story of San Michele," Axel Munthe.

"Al Capone," Fred D. Pusey.

"Once in a Lifetime," Hart and Kaufman.

"Education of a Princess," Marie Grand duchesse of Russia.

"Mysterious Universe," Sir James Jeans.

"A new 'incub' in fiction, with the exception of the Graham book, which revived with the appearance of the sequel, 'Whitely,' 'Michale' is now the dean of the best sellers, six months in the list.

on the job, points out to the printer that the inspiration article by the president runs first, that of the first vice-president runs second, that of the second vice-president runs third, etc. Salesmen's reports always last. Printer thereafter makes up himself.

If the ex-newspaperman edits a four-page house organ, he has little to do. If he edits a bigger sheet he has an assistant and less to do. Only drawback is that he can't wear his hat when working—it working. But, then, no sinless sinner.

Goody Foreign Writers

Stories of inflated prices paid by American writers for producers for screenable prose and stage works responsible for extravagant demands by foreign writers, particularly those who never had anything screened before.

Producer, interested in the possibilities of a French book from a

book review, opened negotiations through G. L. Lusk, the agent. Word from Herman G. Luskfield, after getting in touch with the writer, that the producer forgot about it. He demanded why, Luskfield informed him that the producer demanded \$150,000 for the picture rights. Producer promptly proceeded to forget.

Not an isolated case. Recently Luskfield got a book from a Spanish author, who wanted to see it done as a Spanish tale, only, and wanted half a million dollars for the rights. Book back in Spain.

British writers more responsible, but also over-value their products. Twenty-five thousand dollars is about the lowest price an Englishman will set for the film rights to his story, and usually one that hasn't sold more than two or 3,000 copies. But they can be bargained with.

Makes a tough job for the agent handling the film rights to foreign stories. After he gets through bargaining for a fair valuation, he has to start all over again after an interested picture producer sets a figure.

Biggest Ad Business

Recent item in "Variety" credited Lord, Thomas & Logan and the N. W. Ayer company as the two advertising agencies handling the largest volume of business during 1930. Ayer was placed first.

Better information seems to say that Lord, Thomas & Logan led in 1930, with about 50 millions in expenditures, while the Ayer company was second, under that amount.

Trade Marks on the Up

What may be an indication of improving conditions is the good state of the trade mags. No more than four months ago, the price of any number had been hanging by a hair. Now their proprietors are smiling again, and figures are humming in many of the Madison avenue offices.

Four months ago, too, many of the trade mag publishers were desperately casting about to sell; now they're not thinking of parting with their properties. According to one newspaper and publication broker,

FARRAR & RINEHART Book Stars 1931

MARC CONNELLEY —Author of his 810 page, bestselling novel, "The Green Pastures."	HALL JOHNSON —Features of the Green Pastures.	ROBERT EDMOND JONES —Features of the Green Pastures.	GROUCHO MARX —The ace of comedians, with his book "Be a Real Comedian."	PAUL OSBORN —A newswoman with his hit "The Vinegar Tree" at the Playhouse, N. Y. City, and a best-seller in Britain.	MOSS HART —Co-author of the smash "Once in a Lifetime," alluring you away from the music box.	GEORGE KAUFMAN —The king of author-producers, with "One in a Lifetime" now in its third printing.	GILBERT SKELES —Who turned a 2,500-year-old bone into a best-seller, and smash hit.
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JUST JOHN DAVIS' Autobiography

FARRAR & RINEHART Books in the Movies

(Present and Future)

Young Man of Manhattan Paramount
Both Were Young
(from Father Means Well) Warner
Baron Fritz Paramount
Lost Ecstasy Paramount
Tish Metro
Big Business Girl Warner
Mississippi Universal
The Bat Whispers (The Bat) United Artists

Roy L. McCardell

lays them out in rows
with his new laugh hit!

MY UNCLE OSWALD

The red hot tale of a big shot newspaper man who panicked the women. Roy will tell you, himself, that he knows his broads and his Broadway. In this book he tells you, one, My Aunt Angie, he tells you all he knows. The lowdown on the dailies, the radio, and sex—all in one book, \$2.00.

Mr. Davis, by his own calculations, claims to have released some 1,500 actors in his various shows from 1899 to now. He can remember lots of the shows, but not all the actors. However, to show the boys-and-girls his gratitude, he offers autographed first copy of his book to the first 200 troupeurs that remember having opened in any of his plays, facts to be submitted in writing to Mr. Davis, or to his publishers. Copies are also on sale at \$2.

FARRAR & RINEHART, Book Publishers, 12 E. 41st St., New York

Chiseling and Hooley Theme Of Coon-Sanders' Hot Letter

Chicago, Feb. 3.

Likely the long-awaited epilogue in the Coon-Sanders vs. band leaders fight is at hand, following this receipt by most many of the letter from Joe Sanders of the Coon-Sanders outfit.

With the Coon-Sanders outfit recognized in the Midwest as strictly on the square in its attitude toward the music men, the letter represents plenty of weight. The letter is said to be an anti-outlet item by the end allusion at the word, "celebrity night," running riot around this time.

The big note in the letter is the reported statement that the Coon-Sanders band will play plus times for publishers on the standard payment of \$25 for the special arrangement.

No Cuts Wanted

This is said to be the answer of the Coon-Sanders to the music men who have been going for celebrity nights and cut-in leaders in order to get their plugs played by other bands.

To most of the publishers' loyalty, meaning that the music men will take the entire question to be settled by the American Society of Authors, Composers, and Publishers, who are likely to receive the total banning of celebrity nights and cut-ins and the whole scheme of making and minor chiseling existing in the music field.

802's Relief Measures

Local 802 of the American Federation of Musicians has sent out a notice to effect that the 5% federal fund tax is to be paid by members within the jurisdiction of this local. The members earning \$50 or less a week are exempt from the tax.

Over \$50 members must pay on the entire amount of their earnings. The connection with the tax is a questionnaire is going out to every member for information regarding his tax. Each member will be asked to fill out the blank. It is figured this method, more systematic, will eliminate the loss of musicians who gather daily at headquarters looking for aid.

De S. B. & H. May Not Go to Fox for Picture

DeSylvia, Brown & Henderson may not start in Fox with their new picture, having a Broadway show possibility which may intervene. The trio were slated to sail over from U.S. to Fox in April.

The Geraldine-Guy Bolton musical for Janet Gaynor starts in April or May; with the star having two more to make in the interim. George and Ina Cavallini will return next in three weeks, may come back for certain stardom duties. Bolton will probably stay on here as a writer.

Yale Song Writers

New Haven, Feb. 3. "Tin Pan City" has opened a branch office in Saint Anthony's hall here at Yale.

Ed Rotan, one of Yale's luckiest football warriors, has turned out sentimental songs for the "athletic-composer," a pretty penny.

Rotan wrote a number he called "Will You Wait a Year or Two?" while home in Texas on his Xmas vacation. Returning to school, Wittenale took his hand to Columbia studios to make a record for Rotan's personal use.

Columbia liked the number so well that it contracted to market it. The Columbia Duetts have taken the pick-up squad, has written "Twilight Dreams," for the revolve all.

Balance's Ship Job

Leon Balasco orchestra will leave the Club Delmonico to begin a month's engagement on the "Leviathan" when the liner comes out of drydock March 11.

Hill-Billy Dept.

Robbins Music has landed "hill-billy songs" department to handle hill-billy music solely.

Six Best Sellers

According to survey, current six best sellers in sheet music are:

"When Your Hair Turned Grey" (Gladys Knight)
"You're Driving Me Crazy" (Donahue)
"I'm Alone Because I Love You" (Witmark)

"You're the One I Care For" (Gladys Knight)
"Just a Gigolo" (DeSylvia)
"Little Things in Life" (DeSylvia)

10-Minute Band Job

American Bankers' Association has engaged a 10-piece band for \$150 to play for about 10 minutes at its banquet at the Commodore, Feb. 5.

Band will be required to play "Sugar Shotgun" banjo; for which each man will receive \$15.

Kern's "\$500,000" Film

George Kern has been sued for \$500,000 in the Supreme Court by Red Star. The suit alleges that Kern, who was put into the sound pictures. Her suit alleges that Kern, who was put into the sound pictures. Her suit alleges that Kern, who was put into the sound pictures.

Miss Mennel declares that she "stimulated competition and inquiry and by virtue of her work brought the defendant into contact with producers whereby he was able to get contracts of great value." She says he made a contract with Warner Brothers without her knowledge by which he got or will get \$500,000. The suit also alleges that Kern "falsified his services."

Granada's No Convert; But Have to Eat \$2.50

Starting Feb. 5, the Casa Granada with the Paul, Whitehead band goes to a 10-cove charge.

Republish will be the minimum charge; with low \$2.50 on week-ends, making an initial payment of \$2,000. DeSylvia, Brown & Henderson has the rights for Norway, Sweden and Denmark. Second National publisher, which the Fox rep with whom he has the contract, also has the rights for the Fox year book of 1930, in which it stated that Red Star was to publish the songs written by DeSylvia, Brown & Henderson for "Just Imagine," which DeSylvia has published.

Lady Lister's Bed

(Continued from page 1)
hotel, embassy, staidship, or private home.

She will therefore the arrival of her ladyship a courier and a maid came to make all arrangements, which means the elegance of the room, furniture, the selection of a spot for her ladyship's bed and other little details of a housewife's life. Her ladyship, having arrived on the scene, "Just Imagine" is ready to be published, upon sleeping in her own four-poster.

DeSylvia, Brown & Henderson, in the golden days of her life, follows the seasons, fitting from place to place. She is now in New York, where she begins. "Just Imagine" is ready to be published, upon sleeping in her own four-poster.

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MUSIC

AFTER 12 YEARS

Jimmy O'Keefe out, Rockwell in As Brunswick recording man.

Jimmy O'Keefe, traveling manager for Brunswick in the New York office for over 12 years, was dismissed last week.

This place has been filled by Tommy Rockwell, until recently recording manager for O'Keefe records and also a band manager.

PARODIES WITH HIT TITLES, NEW SHEET GAG

To evade legal penalties for copyright infringement, sheet-music publishers on Broadway are using a new gag—parodies under popular titles. A. S. C. A. P., which started a nation-wide crusade against the bootleg type parodies, is powerless to stop the new type of lyric vendors.

The new gag is to sell the sheets as "parodies" and to list a copyright title as the title, although the titles are used, the lyrics are parodies. Above each sheet is a small note, "Parody of the title, which is the title, 'Gone with the Wind' to the latest popular songs."

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Hollywood, Feb. 3. Assemblyman Milton M. Golden, the author of the bill, is introducing a bill making it a state misdemeanor to peddle bootleg copies of copyrighted music. It is one of the possible ways to stop the new type of lyric vendors.

If the state law is passed it will make it a crime to sell or more than the usual copyright infringement proceedings under federal law.

Dane Charges Red Star Fell Down on Promises

Joe DeSylvia, Denmark publisher, has charged Red Star with breaking its promises against Fox and its Red Star Music. DeSylvia charges that Red Star has failed to pay for the rights of its songs, and that it has broken its promises to pay for the rights of its songs.

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WITTENALE'S TWO

Wittenale, the official Yale song writer, has written and recorded two numbers for Columbia for which two Yale undergraduates supplied the lyrics. Kenneth Dunn, 21, of Sherfield Scientific School, turned out the words, and Wittenale, 22, wrote the tune on "Will You Wait a Year or Two?"

Wittenale supplies all the dance music for the Yale collection and has been playing at New Haven for many years.

M. C. in Divorce

Julius, Feb. 3. The musical, "Julius," is being sued in local court for divorce by its wife.

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Speed for Publicity

When critics recently awarded Fred S. Paine, of the Detroit Symphony Orchestra, the world's best second horn, his xylophone rendition of "Hymn to the Sun" during one of the Sunday night Graham-Paine broadcasts, the award drew a note from Sally Cavichio, a xylophonist at WNAC, Boston, who wanted to get in on the publicity.

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LOWRY LEAVING PITT?

Under Contract to Skouras—Think Joyce May Replace at Stanley

Pittsburgh, Feb. 3. Ed Lowry, m.c., and generally credited here as pulling the strings of W. V. Decker, out of the red, will probably leave this site as a result of the new boys resigned to Warner's. Lowry is under contract to the Fox studio.

Some talk that when Lowry leaves, Teddy Joyce, now at the Matheson, will be brought to the studio. Stanley, Joyce is popular here, having served as m.c. at the Penn. (Loos) for more than a year.

M. C. A. May Spread

Chicago, Feb. 3. Music Corporation of America is debating whether to take a ten-year term in its new history on Wacker drive to be occupied solely by itself. Alternative is another year in its present quarters.

Meanwhile, J. C. Stein, the head man, has stepped into the big league on life insurance with a life insurance value on his life of \$100,000.

Fair Exchange?

Ed DeSylvia, with the professional department of DeSylvia, Brown & Henderson, moves over to Robbins Music, a radio man.

A few months ago, DeSylvia, Brown & Henderson, moves over to Robbins Music, a radio man. A few months ago, DeSylvia, Brown & Henderson, moves over to Robbins Music, a radio man.

HERE AND THERE

Jerry Friedman's band goes into the Hotel Ambassador tomorrow (Thursday) for the dinner hour.

Clyde McCoy orchestra, current at the Morrison Hotel's Terrace Garden, Chicago, has been signed for a series of records for Columbia.

Composer and conductor, Oscar Frateras, known through his waltz "Moonlight and the Aster" (Moonlight and the Aster) and many other compositions, died in Hamburg.

Abs Olman has appointed Jack New Boston, formerly of Remick's, his new manager with headquarters in New England.

Chick Wilson, formerly with Robbins Music, will be manager of southwest for Red Star, at St. Louis.

Inside Stuff—Music

Air Plugs Still a Problem

Publishers state they can't find the right melody for planning songs over the radio. Many are still in a hurry-melody and means of limiting plugs to prevent premature killing.

Limiting plugs to a certain number each week, declare publishers, is the only way to keep a song in the air. It is probably never washed up during a week. Three weeks later the song is probably never washed up during a week. Three weeks later the song is probably never washed up during a week.

The song lives about as long as it remains a radio fad and dies when it is no longer a fad. "That's the way it is," says a publisher, "but they can't do nothing else but to let it be, because it's detrimental."

Australia Sheet Sales, Dives

According to reports which American publishers are receiving from Australia, sheet music sales have fallen off there to an alarming extent. The reason is given as the fact that the Australian government is now given for the sudden jump other than general conditions.

Sheet music in Australia sells for the equivalent of 13c and 25c in the U.S. In England it sells for 10c, but sheet music in England is reported much less on sales.

Chevalier Will Use Par's Songs Exclusively on Air, Short, They'll Write 'Em

During his 26 broadcasts on the Chase & Sanborn hour, which comes over NBC, Fred Chevalier will use only those songs published by Famous Music, Par's and other publishers of material to be heard from Jera Lasky's office.

Chevalier will during 26 appearances probably use between 75 and 100 songs. Famous states that it is a good rule of material to force the Frenchman, it will write special songs just for him.

COMPOSERS, RADIO MEN CLASH ON VESTAL BILL

Washington, Feb. 3. Gene Buck, president of the American Society of Composers, Authors & Publishers, appeared before the Senate Committee on Patents last week and pleaded for the Vestal Bill (H. R. 1349).

The Vestal Bill is a bill of composers, was the declaration of Buck, which would be the biggest step in the history of the music industry, an attempt to legalize piracy. He said that the Vestal Bill, a bill signed to protect the creator of the music.

It was declared at the hearing that a minimum of 70% of all radio stations must be given the right to broadcast the songs of the American Society of Composers, Authors & Publishers, and Gene Buck, the president, took exception to the Vestal Bill, which was hurtled at members of his organization in earlier testimony.

Robbins Interested in New Coast Publishers

Hollywood, Feb. 3. Jack Robbins, on route here from New York, will play over a subsidiary arrangement with the New Arthur Press-Richard J. Powers music publishing company.

Already bought in with Powers, who was already publishing on his own, Robbins, a local m.c., both on amalgamating, bought out George Wagner, another local indie who has a hit of his own, "It Must Be True."

Robbins continues at Metro as a staff scenario writer in addition to his side music venture.

Berlin's Toledo Suits

Toledo, Feb. 3. Irving Berlin is suing twice here for alleged infringement on copyright.

St. Clair skating rink is defendant in a suit for using Berlin's song, "Marie Marie and Marie Marie," hostesses at the Cotton Club, later, also being used for using "Three Little Words" without permission.

M. P.'S HOUSE ORGAN

A trade magazine will be published by the M. P. A. in a new venture. The magazine, which is handling the department for the promotion of sheet music for the profession, is the first issue will be 16 pages, circulated by a free list of publishers and jobbers.

"Publishers Monthly," title.

31 1/2 Mins. Per Hour for 'Plug' May Become Rigid NBC Clause

Chicago, Feb. 3. With NBC attempting to gain more control of the material going over the air, it is understood that they will "plug" included in their contracts with advertisers, the maximum amount of minutes per hour that may be spent in commercial propaganda.

Up to the present, NBC has merely advised its advertisers that too much commercial talk is injurious to both radio and the advertiser, but many advertisers have not taken heed and are commencing, to spend more and more time in glowing praise of their product. Reportedly NBC will place a maximum time of three and one-half minutes per hour to be spent on commercial plugging.

Besides the commercial censorship, National Broadcasting remains the strictest studio as to general programs and subjects.

Tobacco

Rather than take chances, anyone thus remotely objectionable to the family group is forbidden air space. NBC facilities are denied to advertisers of laxatives, with even "Pilo Water" given the go-by; patent medicines and even malt and beer are nixed. But the rival chain, Columbia, accepts many accounts turned down by NBC, the near-beer and malt concern. Independent stations, of course, are wide open, with almost no account refused.

NBC also has the lid down on what is called "direct selling," which prohibits advertisers from mentioning the prices of their product. It's the theory of NBC that radio is not a direct selling medium, but serves rather for institutional exploitation and the general means of tying-up all the other avenues of advertising into a central theme.

Judgment for Broadcaster Vs. Ad Agency Reversed

Because the Peoples Broadcasting Corporation had no authority to use Station WPCB, and the George Batten Co., advertising, had no contract with the New York National and American League baseball teams to broadcast the home games during the 1927 season, the Appellate Division has reversed a judgment of \$9,825 for the broadcasting company against the advertising firm.

Judgment was obtained on the ground that the defendant contracted to furnish the air facilities for \$15,000 and a commission, in addition to which the plaintiff was to pay \$400 a month for the wire service to the Polo Grounds and Yankee Stadium. The plaintiff secured the Moto-Meter Co. to sponsor the program for \$16,000 over WPCB, but Jake Huppert declined to deliver with the ad company and the deal fell through.

In reversing the judgment and dismissing the complaint the Appellate Division said that Francis G. Porter, employee of the Batten company, through whom the contract was made, had no authority to make it and had been hired merely to investigate the radio as an advertising medium, and that the plaintiff was not authorized to operate WPCB.

A. E.'s Fight Again

Allied Exhibitors is around again to its yearly fight against the music tax. This time, besides opposing the music tax, Allied declares it is sponsoring amendments to do away with the penalty clause relating to pictures. The clause provides for \$500 fine for copyright infringement.

Warners' Air Discs

Hollywood, Feb. 3. Warners branching out in radio activity have, having contracted to turn out 26 disc radio programs within the next six months for a string of eastern radio stations.

Deal through the Blaine Thompson advertising agency.

Howard Milburn, of the concern, left here for New York last week with the first six canned programs.

LEGIT MUSICAL BROADCASTS ON RISE

Closer alliance between legit and radio, aided by several moves since the beginning of the current legit season, was given another boost through recent commercial broadcasts of legit musicals over WOL, Newark.

With the French Line sponsoring broadcasts of "Ballyhoo" and "Girl Crazy" have been given, with several others to go. Along the same line, Shuberts are plugging one of their legit via the air.

When legit show broadcasts were first mentioned, the idea was tabled as too long drawn out to catch the entire show (two hours) plus the fact that the mike could not get the most effective pieces of stage business.

Problem was met at WOL by use of a dozen condenser-type mikes, plus a three-day study on the part of the announcer of the show. Last was done to enable the announcer to cover up anything that may be lost because of big broadcasts are preceded by a short resume but followed by nothing, leaving the listener in the air. This is done to incite interest and maybe patronage.

Radio men agree these broadcasts are best adapted for musicals, with actors' prompt and more concrete radio material involved.

Radio Dealers Ponder "Ethics"; Agree "Less Tubes" Sales Wrong

2D 1/2 HOUR WKLY. FOR AMOS-ANDY ON AIR

Chicago, Feb. 3. Amos and Andy may broadcast a half hour program once a week starting in a month or so on behalf of Peppermint month wash, companion to the toothpaste pays for the regular A. & A. programs six nights per week.

New program will not use the A. & A. name but will be designated by the boys' right names, Corden and Correll. Included will be an old style minstrel show with a 25-piece orchestra as the background. Boys will write their own scripts, as with their Fresh Air Taxi programs.

It is also likely that A. & A. will accept a Public Route of from eight to 12 weeks which has been in negotiation through Abe Lastfogel of the Morris office. Route is to start around March 1.

QUINN RYAN PROMOTED

Chicago, Feb. 3.

Quinn Ryan has succeeded Henry Selinger as manager for WGN, the Trib station on the Drake Hotel.

Ryan has been advanced from announcer, while Selinger, who has been with the studio for two years, is joining the Lord, Thomas & Logan ad agency.

ENGAGEMENTS

Vee Lavinhurst, pianist crooner, goes with the Fuller Brush program, over WJZ, Feb. 7.

Russell Pratt, Ransom Sherman and Joe Randolph have been replaced on the Fleischman Hour over WABC by Gordon, Gibson and Glenn Cross.

Radio dealers have finally become convinced that the "less tubes" gag is hurting their trade, even worse than the old "a. b." tag on auto sales.

It has been shown, where radio sets have been sold complete and installed, that the higher price was no drag on sales but on the contrary the percentage of sales was greater than under the "less tubes" idea.

Now that they've all agreed to bury the "less tubes" system they are planning to write it into whatever code of trade ethics they possess when they gather in Indianapolis for their national convention on Feb. 16-17.

Price Fixed

Radio dealers believe that the tube has come to do away with the old idea since the need for it is no longer present. Formerly, the quality and price of radio tubes was widely varied while today the price of the tubes is much the same all down the line, though the quality may be erratic.

Industry big subject of the meeting will be the legislative problems, dealing with state and municipal statutes affecting radio sales and reception.

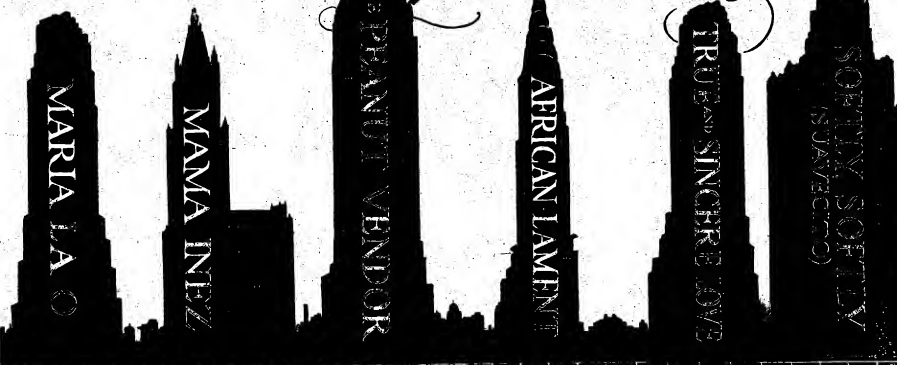
Convention will bring together two big groups, the National Federation of Radio Associations and the National Wholesaler Trade Assn.

Columbia's 78th

Station KOIL, Reno Nevada, will become the 78th link in the Columbia network. Feb. 15. Owned locally by J. Peters, Inc., KOIL operates on 218.8 meters. It will broadcast 16 hours of CBS programs daily.

WOFO, at Albany, N. Y., the 77th station on the Columbia chain, will open this month.

YES / THE WORLD'S GONE (BA) / And we've got all the big ones!



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The EDWARD B. MARKS MUSIC CO. of New York City herewith notifies all persons that it is the owner of the copyrights, both in the United States of America and the Dominion of Canada and in all other countries of the world, of the following musical compositions of Marion Sunshine and other musical works listed in the adjoining box: We have been advised by our attorneys that said copyrights are being violated and infringing in all countries of the world and that any person, firm or corporation who either directly or indirectly uses or deals in or with any of said musical compositions without the express written authority and permission, will be prosecuted to the full extent of the law.

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"KARABALI" (Slave Song)
"ANDALUCIA" (Suite Espagnola)
"MALAGUENA"

HOLLYWOOD

and Los Angeles

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Phone Hollywood 6141

The following assignments were made at coast studios last week:
John T. Murray, untitled feature Fox, Hamilton MacFadden directing.
Betty Compton, "The Virtuous Husband."
William Austin, "Imposers."
William Austin, "Imposers."
Bramwell Fletcher, "Savannah."
Gertrude Stone, "Torch Song."
Metro.
Natalie Moorhead, "Cheri Bell."
Metro.
Natalie Moorhead, "Madame Julie."
Radio.
Robertia Gagar, "Janine Lebedoff."
"Ebecher Apartments," Kitty Kelly.
Joseph Cawthorne and Kitty Kelly.
"Waiting at the Church," Radio.
John Garrity, Arnold Lucie.
"Morley Mary Ann," a hit.
Kitty Kelly, Hugh Herlihy, "Traveling Husband," Radio.

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Hotel Rooms—\$10.00 a week

OHIO, STATE, MICHIGAN AVE., CHICAGO

tory with Duncan Renaldo, film actor facing deportation for illegal entry. She is being sued by Alvin Karpis for libel for asserting that \$50,000.

The famous Hollywood "Appie-Min" terrorized Anne O'Neal, actress, last week.

Kid Curran, film comedian, in avoiding another car crash his machine through a high wire fence and rolled into a ditch on Santa Monica boulevard. (Guard unhurt.) Curran's companions were cut and bruised.

Jewels and cash belonging to Daisy De Voe, former secretary of Clara Bow, recently convicted for grand larceny in a suit brought on by her former employer, were seized under a writ of attachment issued on a civil suit brought by the Beverly Hills National bank, naming both Miss De Voe and Bow.

Farleigh Roger Cannon secured a divorce from Raymond Cannon, director.

J. H. Van Loan, writer, is the subject of another warrant on complaint of his wife, who charges failure to provide for his 13-year-old daughter.

Suit of Ligia Del Marfiori V. Viorio, actress, against Emilio Del Marfiori V. Viorio, actor, for divorce, but he claims that he never married her. He charged desertion in his original suit. His wife states that he refused to support the family.

Mike Gore, Los Angeles theatrical man, and his wife, received cats and bruises in an automobile crash.

Kathleen Williams, one-time film star, obtained divorce in Reno from Charles Foy, touring actor, this week. They were married in 1916, but separated in 1925, but agreed in 1925 in patching things up for a while.

Rodney Dantagon, son of Mr. & Mrs. Alexander Dantagon, and Beatrice Dantagon, daughter of the same, intended to wed. They stated the marriage would not take place for two or three months.

Joan Harlow, pictures, gets a divorce from Charles F. McElwain, 24, Cleveland.

Mother of Mary Miles Minter, rector, and consensus of the brain and other injuries in an auto smash.

Daisy De Voe, convicted of grand larceny, after her former employer, Clara Bow, denied a new trial. She claimed the jurors arrived at their verdict by lot.

The \$100,000 allegation of affection suit brought by Clara Dore Phillips, clairvoyant, against her former, film studio, employee, dropped.

Charlotte Morrell, pictures, filed suit for \$10,000 in San Francisco for adultery.

CHICAGO

Evelyn Nesbit, at the Club Alhambra, filed suit for divorce against Virgil James Montfort, reportedly. Jack Clifford, film charges that Clifford deserted her 10 years ago. Married in 1916.

Six reels of films taken in Europe under the direction of Julius Rosenwald for exhibition at the World's Fair, were stolen by a man who called himself "The Man Who Stole the Chicago Film Labs." Cost estimated \$15,000, though some are practically priceless, since they were photos of the exclusive spots, such as the inside of Kensington Palace, the first and only pictures

Chicago Highway court records reveal that Rose Egbert, prima donna, has divorced Edmund A. Reider. They were married in New York in 1928. Charges were cruelty.

Annabelle Larsen, legit actress, is suing the Vitaphone Construction Co. for \$50,000 for injuries she suffered on some pavement laid by the company. A press stated that her pain in the lumbago they require her to jump, but that after the injury she was unable to do so.

Joe Glaser, former owner of the Sunset cafe, and now a night manager, has been ordered to pay \$15 weekly alimony to his wife, Dolores Wheeler Glaser.

LONDON

Jack de Leon is to produce "The Roadside" by George Fredson, president of well-known agency, at the Duke of York's next month. Fredson is in court.

"Stage" to be presented at the Cambridge theatre during the first week in February, marks the return of J. H. Mervin with Oscar Asche and Lady Hamilton. Country "People in lead."

CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING-CENTRAL 0644-4001

Englewood

Only eight acts and a guest star assembled for this show, which opened at the Englewood theatre, Charles Riley, hand-banisher, and a comedian, who will play for the smaller time. Mack and Cornell showed up to hounding and mugging, and out of the clowning.

John McCormack is still delivering his military hooding specialty but the comedy made up ruins its chances. Paula and Polly depend too much on a temperamental portrait that may or may not feel in the mood to do the things its supposed to.

La Petite Jenny depends on the midge act for returns. La Petite Jenny dances and changes costumes on the stage but didn't check. Cooney and Winston must be the new tag for the Fleck Brothers, two boys xylophone and hoof but don't get full results out of their act, due to hasty and choppy routine. Eleanor Sherry is a naïf singer, who brings the same clownish style to the stage and it won't get full results out of her voice travel-up and down the scale.

Pat Daly and Co., are two men and two women. It is a better act that needs time to get set. Get the "guest" in the act, the duo with caps that don't belong in a neighborhood theatre. Dick Rogers, routine, routine, routine, and some folks looking out on a turn-table, all ordinary stuff.

"Once a Gentleman" (WV) feature. Business capacity as usual.

With the pit-pit-pit just fine deal all the freak gaffers who graduate some dough on exhibitions are turning to club and blunder at some. Latest is Tommy McCalline, namesake puppet change, who carries his own act course.

Three straight picture houses around town return to fresh next week with occasional variety. Tivoli, Rialto, Regency, Insurance, and local Tivoli. Booked by Billy Weinberg.

Regal

Nothing about this Thursday night's set of "Professional pre-empting" circus to send the agents securing bookings. Because of the annual 44th Ward Republican Club meeting, show to follow, the bargain aggregation limited to six acts.

Regular state show was out to less than 30 minutes with Ralph Hooper leading his band through two numbers served up with tobacco sauce. "Dolly" ("Till Lind") Hutchinson blowing out a sizzling trumpet aria and with the jungle and Trio heavily costumed. They being positive hits.

Patrice and Green, neat appearing lady with a shiny head-to-hand balancing routine, started off the extra line-up to fair-returns. Lotus Ameline, a little soprano of the old style ballad-singing variety, rich in vocal flexibility and range, but rather deficient in stage presence, killed the dance spot nicely.

Bob, and Dok, acrobaticists, let down the next night very badly coming and going with barely a

ripple. Nothing to hold the interest after the opening number. Robert Bell was next, scoring with tap dancing. Roy Francis Trio, two men and a woman, stumpled their way through a hokey-poke routine of cross-fire parody, parody songs, instrumental bits and whatnot. Drew fairly good paring applause with a burlesque one-man band

Two little chaps, Italian and English, in military cape and cockade hats, got the heaviest returns of the evening with some choice vocal intonation.

"The Passion Flower" feature, followed.

Charles Zemtzer agency has booked 10 acts for the Knights of Columbus Circus for Unimproved, to be held in Cincinnati, Feb. 9-13, at the Noble Hall.

For the second time in two weeks the Schonstadt's Piccadilly variety was rebuffed; this time it was only \$105.

Charles Tate Harrison's new book, "A Child is Born," off the press, and the author, is now readying for proof. Harrison on the topical stuff of the N. Y. "American."

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80 PAGES

RADIO TONGUE SLIPS

A. J. Balaban Leaves Picture Career And \$75,000 Job for Science Church

A. J. Balaban has abandoned a business career to become a Christian Science practitioner.

The comparatively young showman, 42, and founder of the Balaban & Katz circuit, sailed yesterday (10) for Geneva, Switzerland, where he will attend an international congress of that Church.

The trust fund established by the Balaban family, of which there are seven brothers, has been proportionately divided, due to the elder brother's religious trend.

A. J., with a life income assured, leaving his family in Switzerland. He intends to remain abroad for at least another 13 months.

A. J. Balaban is generally credited with having created the modern deluxe picture house program. He is acknowledged as a leading stage director in the present variety field. The Balaban brothers who remain in the film business, associated with Paramount-Public, are Barney, John, Max, Dave, Harry and Elmer. Before departing for the other side, Balaban visited Boston, where he consulted the heads of the Church. His Chicago trip is said to have been made to straighten out his business affairs, preparatory to devoting the rest of his life to Science.

A. J. resigned from P-P about a year ago. He was in charge of its stage shows and film shorts at an annual salary of \$75,000.

LONSOME DEAF GIRL WINS DUMB FRIEND

Milwaukee, Feb. 10. Harriet Dettman, a deaf girl, was awarded a wife-halberd friend pup given by the Wisconsin "News" and a Colman clasp as the result of an essay contest arranged by the Garden of "The Devil to Play."

Final judgment was on originality, home conditions, neatness and the ability to stay within 15 words. A fan picture of the star was sent to all who entered. In one school so much was thought of the contest it was used as a class topic.

"I'm winning easy," "I would like a dog because you are giving it. Second, because I want a deaf and have no one to play with. I have friends in the deaf school, but not at home."

If some one were coming, I could take him swimming with me and we could be pals. "Children don't want to play with you if you are deaf and talk different than they do."

The "News" gave the story plenty of publicity and the net cast was not much. Harriet Jemel, publisher, and L. K. Drin, was responsible.

Strictly White Ties

Rochester, Feb. 10. Style show of the International Merchant Tailors and Designers' Association was called off when the committee couldn't agree on styles.

Show with live models at the IRTO Palace was to be the highlight of the convention until the designers suddenly claimed that men's styles had changed so drastically that the suits submitted were passé.

Forecast is for clothes to make short men look tall and strictly a white tie and tails for formal wear with tuxedos out.

\$3 STOCK FOR 50c ON B'WAY

Off Broadway since the American Theatre gave it up about 15 years ago, stock is going to try a comeback. Depression is figured ripe for its success, the producer's eye being on lines of talent, including good names, that will coffee-and-cake just to stick around Broadway.

Hard-hit stock is opening the hard-look Waldorf next Monday night. "American Tragedy" is the main attraction and is expected to stay two weeks.

All of the old pulling gears are to be used. The \$3 stock is up side with that coupon among them. No effort is going to be made to get the floating population. Side street hotels and Broadway hallways are to be reached through weekly circulars and the mails. It's to be a subscription affair, with many of the coffee-and-cake expected to be among the attendees if for no other reason.

DANGLING COIN BEFORE BEAUTY CONTEST ENTRIES

Dallas, Feb. 10. "Digging money more important to the modern beauty than hair," says Calverton present is raising prize for "Miss Universe" from \$2,500 to \$25,000. Total prize: \$2,100; 2nd, \$2,000; 3rd, \$1,500; 4th, \$1,000; 5th, \$500.

Home town beauts have not been keenly interested past couple of years, as there were no stipend for seven contracts in sight.

DEAD MIKES ARE SOMETIMES ALIVE

Mechanical Errors Often Broadcast Hot Terms Into Homes—Sport Announcers Conducive to Many Slips—Listeners Reply with Kidding Letters But Seldom Protest—Crossed Land Wires as Danger

SOME GEM REMARKS

Chicago, Feb. 10. Although radio is probably the most strictly censored entertainment medium in the world the air lines have, through mechanical accidents and slips of the tongue, carried many cracks, words and expressions that are unprintable and which would explode a picture or legit audience. Yet, though these phrases have gone into millions of homes, only in one instance was there any complaint from listeners. Most times, the people hearing the slip, realize it's purely an accident, and if they do write to the studio it's usually to kid about it.

Only time the home folks ever really got peeved was on the classic radio slip of all time, when a Philadelphia bed-time story-teller, who thought his mike had been switched off at the conclusion, cracked: "That'll hold the little b—s." By (Continued on page 12)

Theatres Off Russian; Balieff Is Now Doing "Souris" with Aliens

Paris, Feb. 10. The Russian menace in the theatre is done with as far as Nikita Balieff is concerned. He doesn't think people go for the Yalta stuff.

Balieff produced his new "Chauve-Souris" here with an entire French cast. When closing here he will go to London to do his show with an English cast.

Distinction

Hollywood, Feb. 10. John Barrymore travels back and forth over the First National but on the running board of a Ford, driven by a studio prop boy.

Barbary John never takes a seat inside was explained by one of the Warner execs: "A Barrymore never rides in a Ford."

Arless Won't Push

Hollywood, Feb. 10. George Arless' "The Millionaire," formerly titled "The Ruling Passion," probably explains by its former title why the director in one scene beseeched the dignified English actor: "Please, Mr. Arless, a little more passion."

In another sequence, the star objected to a swimming pool sequence with girls splashing about, stating his wasn't making a Bennett comedy.

MORE MEN FANS FOR FILMS BY 3%

A census shows that more men than women are film fans. The men are given 51.2%, while the women are placed at 48.8%.

Percentages are based on a daily audience survey made in Greater New York theatres, including Brooklyn, for three months.

GA. NEGROES PRODUCE OWN 'GREEN PASTURES'

Macon, Feb. 10. "The Pathway of Life," a type of local passion play, was produced at the First Baptist Church for Negroes and was shown to an audience of persons 1000 by an all-Negro cast.

To witness "The Pathway of Life" was an experience; it was a spectacle that gloried in its imperfections and was made better by them. It is part past, part play, part pantomime and part chorus.

It opened with a score of white-robed Negroes singing a suppliant chant. John the Baptist in colored robes appeared "and" surrounded the Pharisees and Sadducees, interpreted by Negro girls in red and green and blue robes. Glided by a soloist with long black curls, kneeling among the potted palms on the altar and talked with John, Herod and Herodias posed by and John spoke wrathfully to them. Soldiers in U. S. Army uniforms overpowered John and took him away.

The episodes proceeded through the events of the New Testament until a final tableau showed a host of gold-colored angels with long green halos.

Washington, Feb. 10. Through the legal efforts of Mrs. Mabel Walker Willebrandt—one of the nation's leading dogs—Washington has become "dog conscious." What is known as grape concentrate is literally pouring into the national capital this despite Senator Morris Sheppard of Texas, who threatened to ask Congress to make the product of California vineyards illegal as any other beverage forbidden by the Volstead Act.

As legal representative of Fruit Industries Ltd., Mrs. Willebrandt has enabled Washington hostesses to serve wine with their dinners, though, of course, it is not officially known as wine—merely "grape concentrate."

Leading residents opening their morning mail a day or so ago received formal announcement this product is now ready for distribution. A local office has been opened (Continued on page 14)

ACTORS IN LONDON AFTER BUS JOBS

London, Feb. 10. Actors of the legit and variety stages here are seeking jobs as drivers on buses. They do not make the bus job exclusive, but will accept anything called work.

Conditions for unskilled labor not very promising hereabouts.

EATING IN SILENCE English Film Co-operates with Theatres to Appease Critics

London, Feb. 10. Partly as a result of continual swaggers from critics and patrons against the rustic and noise of chocolate boxes during plays, Cadbury's, leading confection makers this side, is putting out a box of chocolates advertised as the "Silent Theatre Box."

On sale in all theatres, eight or 10 for 6d. Cadbury's claims to put to rest the critics during plays and save the critics having to put up with ear-ache.

Chocolate eaters and late comers always have been regarded as the bane of theatres in the London theatres.

BROOKS
THE NAME YOU GO BY WHEN YOU GO TO BUY
COSTUMES
DRESS AND UNIFORMS
HATS AND GLOVES
AND A LARGE STOCK OF ALL THE LATEST FASHIONS

Buenos Aires, Feb. 10.
Weather here has been unbearable hot.

Federal Commission Investigating Radio-Med Spiels, Bans Kan. Station

Washington, Feb. 10. It is believed in radio circles that two specific decisions of the Court of Appeals of the District of Columbia handed down the past week will have far-reaching effect on the broadcasting industry.

At the Radio Commission, there are now pending several cases which are similar in nature to these two.

An attempt is being made to drive out of existence all stations that are too closely allied to certain geographical territories, causing disturbances in reception. Particular cases, federal and national, which have to do with the sale of the public are being watched carefully by federal authorities for the purpose of seeing out any semblance of quackery.

John WDBS, New York, has been ordered by the court to return to its former affiliation of 1480 frequency. This station is operated by the General Broadcasting System, Inc. The order comes after an opinion handed down by the Court of Appeals of the District of Columbia which affirms a decision of the Federal Radio Commission to effect that WDBS is too close to other stations in the same territory.

Commissioner John H. Brown, an Engineering theory that advances the claim that "an ether separation" of at least 10 kilocycles should exist between stations in the same geographical location. Experts in radio claim this is necessary to prevent interference for listeners.

Court of Appeals had a busy week handling radio cases, rendering opinions in seven appeals from decisions of the Commission. The week was sustained in three, and reversed in four outstanding cases. In the WDBS case, the court held that operation of this station on the 880 kilocycle channel, 30 kilocycles removed from WJLA and WNYC, both in New York, that experience has demonstrated that in this case this is "a sufficient separation."

Med Spieler Condemned

An ill-ventured station, KFKB, Milwaukee, operated by Dr. John Brinkley, was refused renewal of its license because of a feature called "The Medical Question Hour." As connected, Dr. Brinkley prescribed remedies for patients he had never seen, had such patients on this on the air was described by the Court as "intended to public health and safety and for the good of the public interest."

Attorneys contended for the license that the Commission exercised a power of censorship in denying this station a license renewal. The Court held that Dr. Brinkley operated the station only in his personal interest and in connection with his hospital at Bedford and the Dr. Brinkley Pharmaceutical Association, composed of druggists who dispense to the public medical preparations prepared according to formulae of Dr. Brinkley and known to the public only by numerical designations.

Mary Carr Bankrupt

Hollywood, Feb. 10.

Mary Carr, mother of Ray, who has filed a petition in bankruptcy. She owes about \$15,000, including \$5,000 debt to John Carr. Her assets are about \$200; counting a \$5 wedding ring.

Mars' 3d on Coast

Hollywood, Feb. 10.

Four Mars Bros. will make their third for Fox on this coast, instead of the first. The studio is expected to direct the comedians, including comedies of "Lulu Plutch," which is scheduled for release.

It is planning on an original for the Marxes and has assigned S. J. Rosenbaum and W. W. Smith to work something out. It's the first for these writers, who have recently brought from New York.

Nancy Carroll on Coast

Hollywood, Feb. 10.

Nancy Carroll is here with her husband, John Carr, who is a writer on the Fox staff. She leaves in a few days for New York where she will be appearing in "Two Women" for Fox, at Astoria.

L. A.'s First Apples

Los Angeles, Feb. 10.

Down town L.A. got a glimpse of its first apple seller.

Jonathan seller is former radio entertainer.

ROGERS IN CHARGE AS PATHE STUDIO CHIEF

Hollywood, Feb. 10.

Charles R. Rogers, appointed V. P. in charge of production at Pathe, succeeding H. B. Dore and Charles Sullivan, shifted over yesterday. Monday, from the Universal lot where he was making his independent production to take charge at Pathe. Rogers who had an arrangement with Radio Pictures for six hole talks, the first of which is "Mills" will complete his program for Radio-Pathe pictures.

Rogers' appointment replaces C. J. (Fitz) Scotland who goes to the executive office with Pathe. Scotland was temporarily in charge at Pathe under Hiram S. Brown's appointment.

Fred Laury in charge of shorts continues, as does Harry Joe Brown. Rogers' assistants who shifts over with him, will all other Rogers personnel.

Rogers just completed "Registered Woman" and has "Common Law" put on the "Dark Plane" and "French Love" to go.

The "Dori-Sullivan" connection with Howard Hughes is still pending.

Half U's Studio Force Off Payroll on Shutdown

Hollywood, Feb. 10.

Around 350 Universal employees, representing nearly half the number at the entire plant, will leave the payroll when the studio temporarily closes at the end of this month.

U will effect some sort of an arrangement with related employees, including department heads, either paying them off with cash or by allowing them vacation on full salary.

Bennett May Ease In

Hollywood, Feb. 10.

Coming out here principally for his health, which has fallen along a short, light engagement in "Solid South" in New York, Richard Bennett may ease into pictures.

He has been tested for the future part in "Heavenly" scheduled as Ann Harding's next at Pathe.

Bennett's only other experience was "Home-Towners" for WB in 1928. His three daughters, Joan, Constance and Barbara, are in pictures.

Par's New Air Hook-In

Hollywood, Feb. 10.

New radio (on-air) by Paramount Pictures, which is being made on the air once a week in a consultation, plus for California, full time broadcast over CBS by the California Film Growers Association, starting Feb. 11.

Marie Dressler's Vacation With the Adolph Ochs's

Los Angeles, Feb. 10.

Marie Dressler left Monday for a month's vacation in Honolulu. On the same boat with her husband, Adolph Ochs, who is a writer on the New York "Times". The Ochs are the most personal friends of Dressler's. They will probably return together.

Tibbett Hanging Fire

Hollywood, Feb. 10.

Metro's option on Laurence Tibbett leaves her with the studio for six musicals next.

OLD CONSTITUTION

Restored in Spain, King proclaims freedom of speech. Our constitution has never been changed, always the clean cut comedy king that have made famous "The Old Const." (CHIC) (ROSE)

YORK AND KING

Work Feb. 4, Orpheum, Oakland 10-30-30 Director LEE STEWART

METRO, UA JOIN NIBBLES AT MUSIC

Hollywood, Feb. 10.

Presh signs of nibbling at resumption of pictures after music. Rogers are Metro and United Artists. Hearing on another try.

H. B. Dore, Metro supervisor, is anxious to do one at an early date and is talking things over with a view to preparing material and lining up people. UA United Artists is musicalized "Life of Jenny Lind" is in mind for Evelyn Laye, who is completing a script already worked out.

Meanwhile other major producers are signaling a slow return to music, all depressing the losses from published sheet music records, from taken their own or are seeking ways at their height. Producers are taking their own or are supporting the largest music publishing houses in the country, and have already had music stuff to feed them through pictures. Belief is that with a return of music producers will evolve different handling of pictures with molding of music into story later on to be accented to music from for dance and trombone specialties.

New to Coast

Hollywood, Feb. 10.

Geoffrey Kerr and William from left, arrived from New York last week for Radio. Both arrived here for the first time. Ruth Weston, new to films, arrived here Monday (9) for "Madame Jule."

Exploiting New Name

Hollywood, Feb. 10.

On the Carmian Barnes brought from a writer to a director. He has written a letter to all the studio managers throughout the country telling them what Barnes is and how and she is to be a picture star as well as writer.

Would the manager like an original picture of Miss Barnes?

Irish Kid Sent Back

Hollywood, Feb. 10.

Tommy Clifford, kid actor, brought here, with Maureen O'Sullivan by bus, returns to Ireland Feb. 14, on the "Cronin."

Tommy had no prospects for employment in Hollywood.

ONE-PICTURE MEN

Hollywood, Feb. 10.

Chris Boaz is back with Metro under a new contract after taking a vacation to write a play which is now being staged.

He will produce one picture with options.

John Robertson has another picture contract at Metro to direct "Chet" (Bill) Gilbert.

EXPLAINS WOLHEIM'S OUT

Hughes Not Certain What Newspaper Men Might Think

Hollywood, Feb. 10.

Inside reason for replacing Louis Wolheim with Althea Mendon in the managing editor role of "Cavalier Front Page" is that Howard Hughes was worried about what the newspaper men might think of Wolheim as an m.c.

Mendon, under contract to Hughes, got the job, although Wolheim was the first choice.

AGENTS TALKED OF BY ACADEMY

Hollywood, Feb. 10.

The Academy is holding a meeting Thursday (12) to formulate a statement for agents' relations with actors, writers, and directors, recommending 5% commission and other modifications.

Agents in relation with their agents' recommendations is minimization of agents' authority for exclusive representation, so as not to limit people to one agent, putting the individual negotiations of services without being obligated for commissions.

STUDIOS WILL AID RED CROSS RELIEF

Hollywood, Feb. 10.

Started independently by Bob Daniels, who personally collected around \$400 on the Warner Bros. National lot for Red Cross efforts, Red Cross is laying plans for a drive that will take in the entire industry out here.

Working with Mrs. David Chadbourne, in charge of A. Division of Red Cross, and with approval of the Hays office, all studios are being asked to form committees which will last a week and wind up, if that can be arranged, in a large hotel at some local theatre.

Jack K. Warner, president of the Motion Picture Relief Fund, has indicated he and the fund will cooperate in every way possible.

It is hoped that the drive may get under way this week, with the Hays office toppling it off after a week.

LIBERTY SLOWS DOWN PRODUCING HEADACHES

Hollywood, Feb. 10.

Troubled at the studio, will delay M. H. Hoffman in making his planned trip East. Liberty is in the throes of making "The Mind Tamer" and the cost on this one involves the leadership.

Hoffman will not consider any more production for six weeks. The studio is waiting for the picture to get out before continuing the program.

One Fancy Guess and Mystic Set for Season

Hollywood, Feb. 10.

Here's once where a Hollywood picture has been passed right by. Myrtle told Gene Morgan, extra, that she could never hope to get into any pictures with only 10 letters to her name. She should have 11.

Gene changed the handle to Gene Feunke and the first real job came a good part in S. J. "Chances."

Miss Maureen is the daughter of Marian Marsh, a 12-letter girl.

Lowie in "Spider"

Hollywood, Feb. 10.

Looks like Edmund Lowie will do "The Spider" for Fox.

Early production is expected, with Philip Kling and Leon Gordon now working on adaptation and dialog.

Bill O'Brien on News

William O'Brien, formerly Jack Connolly's assistant, 1-Daric, when Connolly was in charge of the Fox Movietone, then joined the Pathe News staff.

DeMille's CASH CO. FOR IRATE DIRECTORS

Hollywood, Feb. 10.

Cecil B. DeMille is promoting a directorial Big Six organization for commonwealth financing of independent production. It's a protest by the directors against studio supervision, and in DeMille's opinion, a means for the directors to handle their pictures as they see fit.

DeMille has in mind other directors like King Vidor, Edwin Curran, Lewis Milestone, et al., with possibly E. B. Cline and Charles Sullivan as a business director.

Later two are also strongly mentioned in negotiations with Howard Hughes.

Songwriters Called to West Coast WB Studios

Hollywood, Feb. 10.

Hurt, Rodgers and Fields, musical comedy writers, have been ordered by Warner Brothers to leave immediately for the coast. Hurt and Fields will Saturday on the "California" with Rodgers joining them later.

Calling the team back lines up with talk that Warners may start in on a new picture. No instructions received by Larry Hart, the trio will be expected to commence work on a new picture the minute they arrive.

Warners-F.N. Won't Interchange Writers

Hollywood, Feb. 10.

There will be no flexibility of writers between Warner Bros. and First National, with scribbles to stick to work for the company, leaving them under contract.

As a result, Richard Poirer, playwright, just arrived from New York and under contract to FN, will not adapt his own play, "Hent Wave" because it is to be done by Warners as William Powell's first. The play opened yesterday (Monday) in New York.

Writing as yet assigned to Poirer, but under plans he will turn out originals, writing his own dialog.

Felix as Director

Hollywood, Feb. 10.

Seymour Felix stays at Fox as a director for six more months following expiration of his first year's contract May 1.

Renewal carries two other options of a year each.

Felix went to Hollywood as a dance singer for Fox musical films. His first directed effort for Fox is "Girls Want Excitement," just released.

FOUR-FLY BOLTON

Hollywood, Feb. 10.

Guy Bolton's contract with Fox is for four pictures a year, with picture, screen, and story, or screen. Bolton will be a fourth player, doing the original and adapting the material and directing all his stories.

His first was titled "Leviathan" but time has changed the title, that title, hence Fox will have to change it.

Tehrman Back at Fox

Hollywood, Feb. 10.

Henry Tehrman is back at Fox to direct after a two years' absence. His first is an untitled 12-reel comedy.

Mackail in 'Reckless'

Hollywood, Feb. 10.

Dorothy Mackail goes into "The Reckless" with options on "The John Farns" is Dillon will play it.

One Film and Options

Hollywood, Feb. 10.

Josephine Lovett goes to 10th Street for "Stendhal's of W."

Continued on Page 77

Hoblitzelle Stops House Operation; In Charge RKO Expansion in Texas

Dallas, Feb. 10. Karl Hoblitzelle is retiring as operator of the R-K-O-Southern theatre, formerly Interstate, in Texas, to become the R-K-O really and expansion head in this state. It is said Hoblitzelle has in mind 12 new Texas locations for R-K-O.

The succeeding R-K-O theatre operators are Lou Remey and Lem Brown, jointly. Remey has been Hoblitzelle's asst. Brown is an R-K-O theatre man, brought here from the west.

The Interstate Circuit was created by Hoblitzelle. Last summer he sold it by lease for 20 years to R-K-O, remaining as president of R-K-O-Southern, which included the operating duties of the Texas theatre.

Sounds Good

Hoblitzelle is reported to have received \$2,000,000 in cash at the time of the Interstate sale, additionally to the leases on each of the theatre of all of the properties at the end of the 20-year term, unless a renewal should be arranged.

The South has shown its ravages of general depressed period through decreased theatre earnings in all chains playing the Interstate. Hoblitzelle admitted really expert, his leanings naturally go toward expansion.

He is the best judge of reality locations and values in Texas. Some of his recently owned buildings in various parts of the state are said to have increased from 200 to 300% purchased by him. All are in business sections.

Announcement of R&R Sale to H-F; 51 Houses In S.W.—Denied Before

Dallas, Feb. 10. Announcement made here Saturday of a deal to sell the new Hughes-Franklin combo for the Robb and Rowley indie circuit in Texas and Oklahoma, involving \$2,500,000 and 51 theatres in the southwestern territory. Negotiations were completed by Max Gravel, representing H-F.

Report is in the face of a flat denial a couple of weeks ago by Ed Rowley, of any possible sale to the indie combo on account of price.

It is a string is the biggest new group left.

Headquarters for the southwestern circuit will continue to be in Dallas, with Ed Rowley and Rowley continuing as managers. It is said. This might suggest it is a deal made but a round table holding some stock interest in any new company formed.

In 10,000 Pop Towns Most of the R & R stands center in towns of the 10,000 population class, with four second runs in Dallas. A new \$500,000 R & R suburban, Oak Cliff, now under construction, may be changed into a first run.

Other indie strings in Texas are Griffiths (Texas), New York and Hodge circuit in West Texas and Frels and Hall circuit, South Texas. Operating Griffiths circuit, which runs range from 10 to 15 theatres.

Commercial Ballyhoos

Scraps, N. Y., Feb. 10. Main indie string, here are turning to theatrical ballyhoos to drum up trade.

Hazard show store (chain) set the example here when it stationed a theatrical player in full costume in front of its Salina effort establishment.

Hazard innovation follows the recent appearance in local department store of the Canary Opera standard vaude act.

More Sport Shorts with Rockne and Babe Ruth

Hollywood, Feb. 10. Following the Metro and Warners example, Universal intends sport shorts with stars from each hold Knute Rockne and Babe Ruth start with U with Leo Diegel, golf, probably next.

Rockne is said Saturday (14), after which the first subject will commence at Notre Dame.

7 NATIONAL ADS IN ONE TALKER

Hollywood, Feb. 10. Metro's "Kindest Way" will carry for seven national advertisers probably the most advertising ever recorded from the screen.

Picture contains a sequence in an advertising agency where with clients' drawings of Old Gold, Coca Cola, Phoenix, Cadillac, Mallinon Silks, Cadbury, Parker Pen and Santa Fe R. R. anything but submerged. Included is a scene showing Old Gold's blinding advertisement.

Similar angles have been worked on other big advertisers, with two models, for instance, posing for a Coca Cola ad.

Exhibitors buying "Kindest Way" have been notified by Metro to carry for the address shown on the advertising. Metro's notice to exhibitors says:

"They were purposely included in the picture so that exhibitors would have plenty of exploitation material to which to boost box office receipts."

While pictures have from time to time given a free ad to nationally known companies or products, never before has any single feature combined so many as "Kindest Way." Bill Mayberry, theatre contact at the Metro studio, worked with Hunt Bromberg, supervising "Kindest Way" on the ad angle sequence.

Several Are Named as Tiff's New Producer With Goldstone Out

Hollywood, Feb. 10. Phil Goldstone will remain at Tiffany for the next two weeks, at which time it is expected his resignation will be named. Goldstone's resignation was accepted Saturday.

Several are named to follow Goldstone in town yesterday. Max Thompson, former production head with Dick Rowland at First National, and now an executive with McCormick, Ned Martin, E. B. Derr, Charles Sullivan and Ray Rockett. Among the names mentioned to enter the indie production field to make some features, with Universal as the possible outlet. He has turned down a job with Metro. Rowland is expected out here within the next two weeks.

Grant Cook is in wire negotiations for Goldstone's successor.

Observing Reisman

Leaders of several house bands and orchestras in the New York Public houses were asked to attend rehearsals of "The Bohemian Rhapsody" at New York, orchestra last week.

While no leader thus far given attend, interference was that they were to follow his heart. It later creeps into action in other Public houses.

LOCAL WAPPELES: CLOSING BOOKS

"Attend Your Home-Owned Theatre" No Amalgamation with Producer-Associated Exhibitors Protection and Other Subjects Up Before Allied Exhibits Meeting in Chicago—Guarding Emblem

DUCKING CENSORSHIP

Chicago, Feb. 10. Accompanied by the usual bustling of his surplus to be sprung, the Allied convention opened today (10) with about 500 exhibitors in attendance, of whom 300 arrived Sunday and Monday (9).

Al Stiefel is especially interested in plugging a national advertising campaign along the lines tried out by the Minneapolis unit. Around \$15,000 was spent in the Minneapolis office. Stiefel also is hoping to enlarge the Allied slogan, "Attend Your Home-Owned Theatre," on his Tiffany white heads, and for this purpose went to newspapers. A 20% increase in box-office receipts is being sought, and the convention will be asked to apply the plan nationally.

One of the big points for presentation provides the use of the Allied emblem is restricted, so that all houses of a certain rating can display it. Argument is that shooting galleries showing the emblem will hurt and not help the organization.

Crusader's Speech One of the anticlimactic surprises is to be the address tomorrow (Wednesday) of Winfield Cawlow. He has been crusading against exhibitors' stores and operation generally, but this is the first time he has flooded his crusader's spotlight on theatre circuits.

The convention is expected to pass a resolution supporting and approving the decision of the Allied directors in Chicago last month regarding the refusal to cooperate with the Motion Picture Theatre Owners of America. Oscar Hanson, president of the latter body, who put over the merger, may speak in support of the measure. Allied is determined to remain exclusively independent, without permitting producer-affiliated houses to secure membership.

Block Booking

Detaching block booking is still the indie exhibitors' biggest problem along with Protection, Benny Berger, president of the Northwest unit, proposed a contract whereby one producer be limited to 60% of the producer's annual profit in town companies less than 200 features a year. Of the 500 Berger proposes exhibitors should have cancelled the contract by the fourth number of pictures involved upon payment of 10% of the price of the convention product.

Berger also urged the convention to take steps to force exhibitors to improve the quality, with exhibitors to have the right to refuse to handle trailers for clips which the trailer services cannot obtain.

Stealing Horowitz

"Crusading" against stealing from Will Horowitz' mess in Texas are not expected to come before the convention as discussion of the proposition is to sidestep this issue. Charles Pettibon of the Hays unit, who was in town yesterday, put Pettibon met Myers, but the boys didn't shake hands. Pettibon says Horowitz would have picked up in Chicago, and Myers hoped Pettibon would have a pleasant trip back to New York.

Allied's Statement

Allied has prepared a statement of its accomplishments in the past year. It later creeps into the elimination of arbitration, the ces-

Extensive Institutional Plan Of Advertising for Entire Industry Now Hays Campaign

Auctioning a Film

Hollywood, Feb. 10. Another indie negative gets the hammer Feb. 21 when Consolidated Film Industries auctions off a picture made by Fanchon Royer, to play a lab and supplies bill of \$2,007. Title is "Life's Like That."

"LIGHTS" CAN DO \$57,000 WEEKLY AT COHAN

With 1,300 seats and a scale of 50-1, playing nine performances daily, the Cohan, New York, with Chaplin's "City Lights" can do \$57,000 a week. It's a surprising gross for a large money picture. The silent comedy is playing well but a new reel is coming in. Opening scene in the morning, the nine-a-days are secured. Over the week-end and Monday, when the snowy weather ordinarily would have interfered with theatre trade, no interruption happened to the steady flow toward the Cohan.

House at present is scaled 10-1 for the massed orchestra, 10-1 for 50c on the upper floor. There is a chance this may be required to tie all over price up to \$ and all over after that hour. The possible re-scaling would increase the gross possibilities.

The \$11 Chaplin opening at the Cohan was not taken seriously while some sold at that price, so many courtesy and press opinions were passed on the actual money return for the premiere was not important.

Selig's Vacation

Al Selig is leaving Tiffany for a vacation to Havana this week. It is his first in seven years. During that time Selig has been handling the publicity and advertising for Tiffany Pictures, without a stop.

Way two weeks

Opinion was rife Monday in certain advertising quarters as to the potency of the general institutional plan will afford stimulus. There are some who maintain concentration on the producer's contracts and the prevention of a possible clause in the producers' contracts dealing with approval equipment, which might be construed as meaning only W.E.

Present meeting has its largest attendance from Minneapolis. Stiefel brought in 100 boys from the Minneapolis-St. Paul unit. Stiefel is expected to 15 indie exhibitors led by Ritchey.

While officials of the convention were in the theatre, it was understood that Oscar Hansen will become national business manager for Allied.

Convention plan to do most of its work in committee form, with the credit committees and the special phase of the business attending that particular committee report to the main body of the convention.

Double Features

Meets drawing the interest are double features. In the Stand of Allied on block bookings is the statement that "Why kidnap the theatre is not wrong with the business besides the general depression. People are not going to the theatre, it is obvious. It is a mighty short sighted (Continued on page 10)

To anticipate waves of publicity adversity and block them; to promote one or more sweepstakes; to promote generally, as well, the wealth of the film box office.

This is the full context of the move being made by the Hays organization to put film on a plane of institutional advertising never before attempted by the industry as a whole.

The campaign, to be confined to national districts, will have a budget subscribed by producer-members of the Hays organization acting for the first time in this respect as a body, and not as individuals.

The campaign is admitted the development of an idea submitted by A. P. Waxman, of Warners, to Will Hays. Following its receipt, a meeting was called and Hays addressed the publicity and advertising men.

From this first session a committee was named for the purpose of planning the depth and nature of some continuous advertising on a scale much in excess of a single advertisement previously by the Hays organization without success and meeting in the long run with the general disparaging of indie exhibitors.

The committee of five had its first session Tuesday. It is thought will be called and details will be threshed out before the committee's preliminary report to the Hays board of directors.

The publicity director on the special committee is Will Hays (Radio), Vio Shapiro (Fox), Paul Guilek (Universal), Howard Deist (Metro), and A. M. Botsford (P-P).

\$500,000 Yearly

Institutional advertising will cost the industry \$500,000 a year. This figure, given as minimum if the campaign is to be at all effective, was revealed Monday (9). At the same time some doubt was expressed in advertising sources that the general board of directors will okay the plan.

The money will be the first ever collected directly by the Hays organization for newspaper advertising. Where companies have carried on individual ad campaigns in the past, each would be assessed to make the campaign general at the annual charge of \$25,000 annually each for the large companies.

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M-G MAY SEND "HORN" OUT, \$1.50 ROAD SHOW

Metro is contemplating sending "Crater Horn," across the country on the roadshow basis of \$1.50 and \$2.00, about the same as the circuit is expected some time this week.

Form officials are clocking the Astor, New York, to obtain a percentage on the maxville and featuring the picture. The figures are reported to be normal. House has been given the picture. The picture is expected Feb. 2, early since the picture opened Feb. 2.

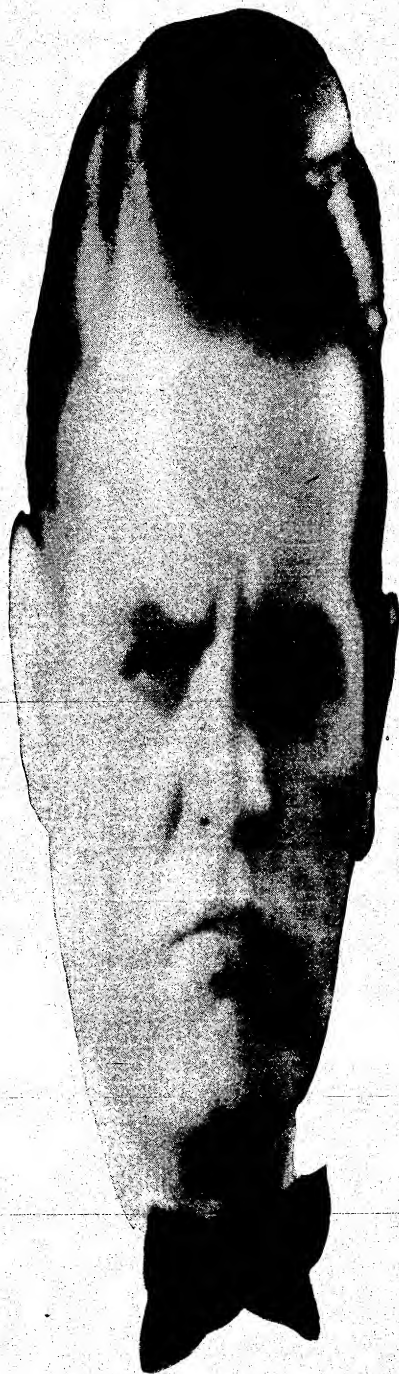
D'ARRAST GETS NEXT CHECK

Harry D'Arrast, Feb. 10. Harry D'Arrast will direct the next Chevalier picture, probably in the task.

Bad Rain, Sat. dy. "Sit" \$32,000 and "Cim" \$16,000-Pitt

Pittsburgh, Feb. 10.
(Drawing Population, 100,000)
Main stem houses got snowing day this week, but steady rain on Saturday cut in badly. May mean moderate grosses with possibly one or two exceptions, though snow holiday should hold.
Stanley got a head start by pushing the "sit" right on Thursday, day ahead of scheduled, for seven day run. Crows hit three days makes it look like \$15,000. "Devil to Pay" (R-K-O) started weak, but today picture figuring top sophisticated rank and in local favor, giving excellent notices. Doubtful of getting more than \$25,000, not so high.
"Cimarron" is being pushed heavily by Warner Bros. and is doing trade with big Sunday, midnight premieres. "Cimarron" is a curiosity. Picture looks good for three weeks. Grant Withers, in performance, "Rising Sun" and "Enlightenment" Nick Lucas is doing the same for the same. Picture price scale doubling number of customers at the Alhambra, and "Came Buster" (R-K-O) is doing this week better than usual.
Harris is falling out with vaudeville competition from Davis and may fold shortly. "The Bourgeois Gentleman" and "Only Son" opened weakly and unlikely to make more than \$5,000 over the two of them.

Estimates for This Week
Aldine (Loew) (3,000): 10-15-20-25-30-35-40-45-50-55-60-65-70-75-80-85-90-95-100-105-110-115-120-125-130-135-140-145-150-155-160-165-170-175-180-185-190-195-200-205-210-215-220-225-230-235-240-245-250-255-260-265-270-275-280-285-290-295-300-305-310-315-320-325-330-335-340-345-350-355-360-365-370-375-380-385-390-395-400-405-410-415-420-425-430-435-440-445-450-455-460-465-470-475-480-485-490-495-500-505-510-515-520-525-530-535-540-545-550-555-560-565-570-575-580-585-590-595-600-605-610-615-620-625-630-635-640-645-650-655-660-665-670-675-680-685-690-695-700-705-710-715-720-725-730-735-740-745-750-755-760-765-770-775-780-785-790-795-800-805-810-815-820-825-830-835-840-845-850-855-860-865-870-875-880-885-890-895-900-905-910-915-920-925-930-935-940-945-950-955-960-965-970-975-980-985-990-995-1000-1005-1010-1015-1020-1025-1030-1035-1040-1045-1050-1055-1060-1065-1070-1075-1080-1085-1090-1095-1100-1105-1110-1115-1120-1125-1130-1135-1140-1145-1150-1155-1160-1165-1170-1175-1180-1185-1190-1195-1200-1205-1210-1215-1220-1225-1230-1235-1240-1245-1250-1255-1260-1265-1270-1275-1280-1285-1290-1295-1300-1305-1310-1315-1320-1325-1330-1335-1340-1345-1350-1355-1360-1365-1370-1375-1380-1385-1390-1395-1400-1405-1410-1415-1420-1425-1430-1435-1440-1445-1450-1455-1460-1465-1470-1475-1480-1485-1490-1495-1500-1505-1510-1515-1520-1525-1530-1535-1540-1545-1550-1555-1560-1565-1570-1575-1580-1585-1590-1595-1600-1605-1610-1615-1620-1625-1630-1635-1640-1645-1650-1655-1660-1665-1670-1675-1680-1685-1690-1695-1700-1705-1710-1715-1720-1725-1730-1735-1740-1745-1750-1755-1760-1765-1770-1775-1780-1785-1790-1795-1800-1805-1810-1815-1820-1825-1830-1835-1840-1845-1850-1855-1860-1865-1870-1875-1880-1885-1890-1895-1900-1905-1910-1915-1920-1925-1930-1935-1940-1945-1950-1955-1960-1965-1970-1975-1980-1985-1990-1995-2000-2005-2010-2015-2020-2025-2030-2035-2040-2045-2050-2055-2060-2065-2070-2075-2080-2085-2090-2095-2100-2105-2110-2115-2120-2125-2130-2135-2140-2145-2150-2155-2160-2165-2170-2175-2180-2185-2190-2195-2200-2205-2210-2215-2220-2225-2230-2235-2240-2245-2250-2255-2260-2265-2270-2275-2280-2285-2290-2295-2300-2305-2310-2315-2320-2325-2330-2335-2340-2345-2350-2355-2360-2365-2370-2375-2380-2385-2390-2395-2400-2405-2410-2415-2420-2425-2430-2435-2440-2445-2450-2455-2460-2465-2470-2475-2480-2485-2490-2495-2500-2505-2510-2515-2520-2525-2530-2535-2540-2545-2550-2555-2560-2565-2570-2575-2580-2585-2590-2595-2600-2605-2610-2615-2620-2625-2630-2635-2640-2645-2650-2655-2660-2665-2670-2675-2680-2685-2690-2695-2700-2705-2710-2715-2720-2725-2730-2735-2740-2745-2750-2755-2760-2765-2770-2775-2780-2785-2790-2795-2800-2805-2810-2815-2820-2825-2830-2835-2840-2845-2850-2855-2860-2865-2870-2875-2880-2885-2890-2895-2900-2905-2910-2915-2920-2925-2930-2935-2940-2945-2950-2955-2960-2965-2970-2975-2980-2985-2990-2995-3000-3005-3010-3015-3020-3025-3030-3035-3040-3045-3050-3055-3060-3065-3070-3075-3080-3085-3090-3095-3100-3105-3110-3115-3120-3125-3130-3135-3140-3145-3150-3155-3160-3165-3170-3175-3180-3185-3190-3195-3200-3205-3210-3215-3220-3225-3230-3235-3240-3245-3250-3255-3260-3265-3270-3275-3280-3285-3290-3295-3300-3305-3310-3315-3320-3325-3330-3335-3340-3345-3350-3355-3360-3365-3370-3375-3380-3385-3390-3395-3400-3405-3410-3415-3420-3425-3430-3435-3440-3445-3450-3455-3460-3465-3470-3475-3480-3485-3490-3495-3500-3505-3510-3515-3520-3525-3530-3535-3540-3545-3550-3555-3560-3565-3570-3575-3580-3585-3590-3595-3600-3605-3610-3615-3620-3625-3630-3635-3640-3645-3650-3655-3660-3665-3670-3675-3680-3685-3690-3695-3700-3705-3710-3715-3720-3725-3730-3735-3740-3745-3750-3755-3760-3765-3770-3775-3780-3785-3790-3795-3800-3805-3810-3815-3820-3825-3830-3835-3840-3845-3850-3855-3860-3865-3870-3875-3880-3885-3890-3895-3900-3905-3910-3915-3920-3925-3930-3935-3940-3945-3950-3955-3960-3965-3970-3975-3980-3985-3990-3995-4000-4005-4010-4015-4020-4025-4030-4035-4040-4045-4050-4055-4060-4065-4070-4075-4080-4085-4090-4095-4100-4105-4110-4115-4120-4125-4130-4135-4140-4145-4150-4155-4160-4165-4170-4175-4180-4185-4190-4195-4200-4205-4210-4215-4220-4225-4230-4235-4240-4245-4250-4255-4260-4265-4270-4275-4280-4285-4290-4295-4300-4305-4310-4315-4320-4325-4330-4335-4340-4345-4350-4355-4360-4365-4370-4375-4380-4385-4390-4395-4400-4405-4410-4415-4420-4425-4430-4435-4440-4445-4450-4455-4460-4465-4470-4475-4480-4485-4490-4495-4500-4505-4510-4515-4520-4525-4530-4535-4540-4545-4550-4555-4560-4565-4570-4575-4580-4585-4590-4595-4600-4605-4610-4615-4620-4625-4630-4635-4640-4645-4650-4655-4660-4665-4670-4675-4680-4685-4690-4695-4700-4705-4710-4715-4720-4725-4730-4735-4740-4745-4750-4755-4760-4765-4770-4775-4780-4785-4790-4795-4800-4805-4810-4815-4820-4825-4830-4835-4840-4845-4850-4855-4860-4865-4870-4875-4880-4885-4890-4895-4900-4905-4910-4915-4920-4925-4930-4935-4940-4945-4950-4955-4960-4965-4970-4975-4980-4985-4990-4995-5000-5005-5010-5015-5020-5025-5030-5035-5040-5045-5050-5055-5060-5065-5070-5075-5080-5085-5090-5095-5100-5105-5110-5115-5120-5125-5130-5135-5140-5145-5150-5155-5160-5165-5170-5175-5180-5185-5190-5195-5200-5205-5210-5215-5220-5225-5230-5235-5240-5245-5250-5255-5260-5265-5270-5275-5280-5285-5290-5295-5300-5305-5310-5315-5320-5325-5330-5335-5340-5345-5350-5355-5360-5365-5370-5375-5380-5385-5390-5395-5400-5405-5410-5415-5420-5425-5430-5435-5440-5445-5450-5455-5460-5465-5470-5475-5480-5485-5490-5495-5500-5505-5510-5515-5520-5525-5530-5535-5540-5545-5550-5555-5560-5565-5570-5575-5580-5585-5590-5595-5600-5605-5610-5615-5620-5625-5630-5635-5640-5645-5650-5655-5660-5665-5670-5675-5680-5685-5690-5695-5700-5705-5710-5715-5720-5725-5730-5735-5740-5745-5750-5755-5760-5765-5770-5775-5780-5785-5790-5795-5800-5805-5810-5815-5820-5825-5830-5835-5840-5845-5850-5855-5860-5865-5870-5875-5880-5885-5890-5895-5900-5905-5910-5915-5920-5925-5930-5935-5940-5945-5950-5955-5960-5965-5970-5975-5980-5985-5990-5995-6000-6005-6010-6015-6020-6025-6030-6035-6040-6045-6050-6055-6060-6065-6070-6075-6080-6085-6090-6095-6100-6105-6110-6115-6120-6125-6130-6135-6140-6145-6150-6155-6160-6165-6170-6175-6180-6185-6190-6195-6200-6205-6210-6215-6220-6225-6230-6235-6240-6245-6250-6255-6260-6265-6270-6275-6280-6285-6290-6295-6300-6305-6310-6315-6320-6325-6330-6335-6340-6345-6350-6355-6360-6365-6370-6375-6380-6385-6390-6395-6400-6405-6410-6415-6420-6425-6430-6435-6440-6445-6450-6455-6460-6465-6470-6475-6480-6485-6490-6495-6500-6505-6510-6515-6520-6525-6530-6535-6540-6545-6550-6555-6560-6565-6570-6575-6580-6585-6590-6595-6600-6605-6610-6615-6620-6625-6630-6635-6640-6645-6650-6655-6660-6665-6670-6675-6680-6685-6690-6695-6700-6705-6710-6715-6720-6725-6730-6735-6740-6745-6750-6755-6760-6765-6770-6775-6780-6785-6790-6795-6800-6805-6810-6815-6820-6825-6830-6835-6840-6845-6850-6855-6860-6865-6870-6875-6880-6885-6890-6895-6900-6905-6910-6915-6920-6925-6930-6935-6940-6945-6950-6955-6960-6965-6970-6975-6980-6985-6990-6995-7000-7005-7010-7015-7020-7025-7030-7035-7040-7045-7050-7055-7060-7065-7070-7075-7080-7085-7090-7095-7100-7105-7110-7115-7120-7125-7130-7135-7140-7145-7150-7155-7160-7165-7170-7175-7180-7185-7190-7195-7200-7205-7210-7215-7220-7225-7230-7235-7240-7245-7250-7255-7260-7265-7270-7275-7280-7285-7290-7295-7300-7305-7310-7315-7320-7325-7330-7335-7340-7345-7350-7355-7360-7365-7370-7375-7380-7385-7390-7395-7400-7405-7410-7415-7420-7425-7430-7435-7440-7445-7450-7455-7460-7465-7470-7475-7480-7485-7490-7495-7500-7505-7510-7515-7520-7525-7530-7535-7540-7545-7550-7555-7560-7565-7570-7575-7580-7585-7590-7595-7600-7605-7610-7615-7620-7625-7630-7635-7640-7645-7650-7655-7660-7665-7670-7675-7680-7685-7690-7695-7700-7705-7710-7715-7720-7725-7730-7735-7740-7745-7750-7755-7760-7765-7770-7775-7780-7785-7790-7795-7800-7805-7810-7815-7820-7825-7830-7835-7840-7845-7850-7855-7860-7865-7870-7875-7880-7885-7890-7895-7900-7905-7910-7915-7920-7925-7930-7935-7940-7945-7950-7955-7960-7965-7970-7975-7980-7985-7990-7995-8000-8005-8010-8015-8020-8025-8030-8035-8040-8045-8050-8055-8060-8065-8070-8075-8080-8085-8090-8095-8100-8105-8110-8115-8120-8125-8130-8135-8140-8145-8150-8155-8160-8165-8170-8175-8180-8185-8190-8195-8200-8205-8210-8215-8220-8225-8230-8235-8240-8245-8250-8255-8260-8265-8270-8275-8280-8285-8290-8295-8300-8305-8310-8315-8320-8325-8330-8335-8340-8345-8350-8355-8360-8365-8370-8375-8380-8385-8390-8395-8400-8405-8410-8415-8420-8425-8430-8435-8440-8445-8450-8455-8460-8465-8470-8475-8480-8485-8490-8495-8500-8505-8510-8515-8520-8525-8530-8535-8540-8545-8550-8555-8560-8565-8570-8575-8580-8585-8590-8595-8600-8605-8610-8615-8620-8625-8630-8635-8640-8645-8650-8655-8660-8665-8670-8675-8680-8685-8690-8695-8700-8705-8710-8715-8720-8725-8730-8735-8740-8745-8750-8755-8760-8765-8770-8775-8780-8785-8790-8795-8800-8805-8810-8815-8820-8825-8830-8835-8840-8845-8850-8855-8860-8865-8870-8875-8880-8885-8890-8895-8900-8905-8910-8915-8920-8925-8930-8935-8940-8945-8950-8955-8960-8965-8970-8975-8980-8985-8990-8995-9000-9005-9010-9015-9020-9025-9030-9035-9040-9045-9050-9055-9060-9065-9070-9075-9080-9085-9090-9095-9100-9105-9110-9115-9120-9125-9130-9135-9140-9145-9150-9155-9160-9165-9170-9175-9180-9185-9190-9195-9200-9205-9210-9215-9220-9225-9230-9235-9240-9245-9250-9255-9260-9265-9270-9275-9280-9285-9290-9295-9300-9305-9310-9315-9320-9325-9330-9335-9340-9345-9350-9355-9360-9365-9370-9375-9380-9385-9390-9395-9400-9405-9410-9415-9420-9425-9430-9435-9440-9445-9450-9455-9460-9465-9470-9475-9480-9485-9490-9495-9500-9505-9510-9515-9520-9525-9530-9535-9540-9545-9550-9555-9560-9565-9570-9575-9580-9585-9590-9595-9600-9605-9610-9615-9620-9625-9630-9635-9640-9645-9650-9655-9660-9665-9670-9675-9680-9685-9690-9695-9700-9705-9710-9715-9720-9725-9730-9735-9740-9745-9750-9755-9760-9765-9770-9775-9780-9785-9790-9795-9800-9805-9810-9815-9820-9825-9830-9835-9840-9845-9850-9855-9860-9865-9870-9875-9880-9885-9890-9895-9900-9905-9910-9915-9920-9925-9930-9935-9940-9945-9950-9955-9960-9965-9970-9975-9980-9985-9990-9995-10000-10005-10010-10015-10020-10025-10030-10035-10040-10045-10050-10055-10060-10065-10070-10075-10080-10085-10090-10095-10100-10105-10110-10115-10120-10125-10130-10135-10140-10145-10150-10155-10160-10165-10170-10175-10180-10185-10190-10195-10200-10205-10210-10215-10220-10225-10230-10235-10240-10245-10250-10255-10260-10265-10270-10275-10280-10285-10290-10295-10300-10305-10310-10315-10320-10325-10330-10335-10340-10345-10350-10355-10360-10365-10370-10375-10380-10385-10390-10395-10400-10405-10410-10415-10420-10425-10430-10435-10440-10445-10450-10455-10460-10465-10470-10475-10480-10485-10490-10495-10500-10505-10510-10515-10520-10525-10530-10535-10540-10545-10550-10555-10560-10565-10570-10575-10580-10585-10590-10595-10600-10605-10610-10615-10620-10625-10630-10635-10640-10645-10650-10655-10660-10665-10670-10675-10680-10685-10690-10695-10700-10705-10710-10715-10720-10725-10730-10735-10740-10745-10750-10755-10760-10765-10770-10775-10780-10785-10790-10795-10800-10805-10810-10815-10820-10825-10830-10835-10840-10845-10850-10855-10860-10865-10870-10875-10880-10885-10890-10895-10900-10905-10910-10915-10920-10925-10930-10935-10940-10945-10950-10955-10960-10965-10970-10975-10980-10985-10990-10995-11000-11005-11010-11015-11020-11025-11030-11035-11040-11045-11050-11055-11060-11065-11070-11075-11080-11085-11090-11095-11100-11105-11110-11115-11120-11125-11130-11135-11140-11145-11150-11155-11160-11165-11170-11175-11180-11185-11190-11195-11200-11205-11210-11215-11220-11225-11230-11235-11240-11245-11250-11255-11260-11265-11270-11275-11280-11285-11290-11295-11300-11305-11310-11315-11320-11325-11330-11335-11340-11345-11350-11355-11360-11365-11370-11375-11380-11385-11390-11395-11400-11405-11410-11415-11420-11425-11430-11435-11440-11445-11450-11455-11460-11465-11470-11475-11480-11485-11490-11495-11500-11505-11510-11515-11520-11525-11530-11535-11540-11545-11550-11555-11560-11565-11570-11575-11580-11585-11590-11595-11600-11605-11610-11615-11620-11625-



*I got this
way from
seeing* **RED**

CONFESSIONS OF A
"SHOW ME" EXHIBITOR

Patrons used to stay away from my theatre in droves. I suffered from that awful empty feeling in my auditorium. Poor box office circulation gave me hardening of the ushers. When high bank pressure set in I thought I was hopeless—



*“they gave me up (imagine that!)
but the dependable*

WARNER BROS.
made a new man out of me!”

one shot of **ILLICIT**

was all I needed!

Take "SIT TIGHT"
seven times a week
—they urged!



All the redness left my ledger . . . when
WINNIE LIGHTNER
and **JOE E. BROWN**
came through with this double
dose of laffs. Opening for ex-
tended run at N.Y. Winter
Garden soon. It'll do wonders.

★ ★ ★
I needed a new face
so they gave me . . .



Constance BENNETT
right at the height of her career in
a great society drama "Jackdaws Strut"
(temp. Title). My bankroll began to swell.



What **BARBARA STANWYCK** has done for
others she can do for you . . . Fifth capacity week Broadway . . .
3 weeks Frisco . . . Sensation Boston . . . Beat "Little Caesar" at
the Earle, Washington . . . A sure cure for ailing box-offices.

**Thanks to WARNER
BROS. I have re-
gained the use of
my S. R. O. sign**

Now read what other big men say





George S. Showman

BEBE DANIELS

in My Past

did for me in one week what doctors couldn't do in years—Lewis Stone, Ben Lyon and Joan Blondell are a sure cure for anaemic bank books.

*I was ready to throw
up the sponge—but*

50 MILLION FRENCHMEN

saved me!

people had been paying 6.60 on Broadway for this remedy—it's twice as good on the screen with most of the Broadway cast—Olsen and Johnson, Billy Gaxton, Helen Broderick, John Halliday, Claudia Dell and a lot of sure-fire gloom chasers.



Harry R. Smart

FIRST NATIONAL

came to my rescue with

LITTLE CAESAR

I swear by

EDW. G. ROBINSON

and

DOUG. FAIRBANKS, Jr.

I tried their "Little Caesar" for one week. The results were so astonishing I kept up the treatment for a month. Now my box office feels as though it could lick the world.

Albe Gottgelt

My theatre felt as tho it had been born anew! Seats we hadn't used in years came in handy.—***Even My Wife Couldn't Guess My Secret!***



*I've
resolved:*

**No gray hairs
on my head—**

I let the dependable

**WARNER BROS. and
FIRST NATIONAL**

underwrite my prosperity!

P.S.—THESE CAN BE TAKEN IN DOUBLE DOSES (meaning twice the playing time)



**FATHER'S
SON** by that great American boy writer . . .
BOOTH TARKINGTON
will give any box office a new
lease on life—LEWIS STONE,
IRENE RICH, LEON JANNEY
and a lot of great youngsters.



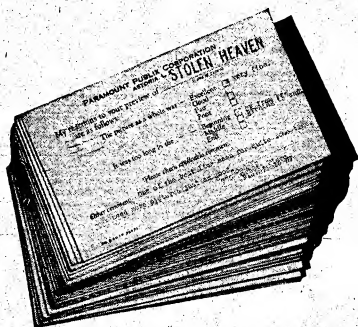
**THE HOT
HEIRESS**
made me feel like a boy again. I
started to gain in my patronage
. . . and people complimented
me on my theater's prosperous
appearance . . . thanks to
ONA MUNSON, BEN LYON



Ten times better than the "Dawn
Patrol" is what they're saying
about . . . **RICHARD
BARTHELMESS**
in
**THE FINGER
POINTS** . . . with Fay
Wray, Regis Toomey, Robt Elliott



I haven't a worry on my mind. Big
business is assured by **DOUG
FAIRBANKS, JR.**
in
CHANCES
with
**ANTHONY BUSHELL, ROSE
HOBART, MAY MADISON.**



BOX OFFICE VERDICT on "STOLEN HEAVEN" is shown on above cards received from public attending previews of this great drama.

95%

of audiences at previews of "STOLEN HEAVEN" gave the picture highest rating, "EXCELLENT".

45%

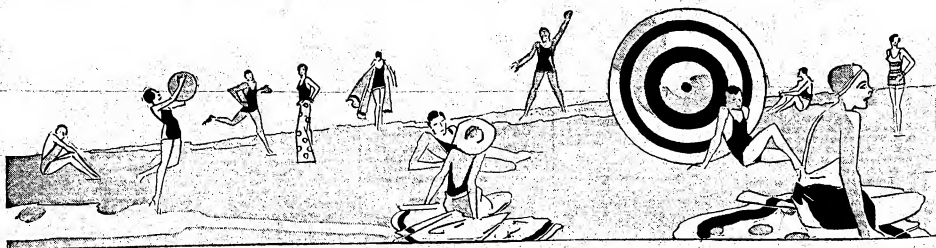
of preview crowds declared, in writing: "THE BEST PICTURE WE HAVE SEEN THIS YEAR!"

NANCY CARROLL

with

PHILLIPS HOLMES

"STOLEN HEAVEN"



PARAMOUNT

proudly announces one of the season's finest achievements — "STOLEN HEAVEN". Nancy Carroll tops her dramatic work in "The Devil's Holiday" and "Laughter". Phillips Holmes, hero of "Her Man", is splendid. See "STOLEN HEAVEN". Then you'll agree it ranks with the PARAMOUNT greats of all times. You'll give it choice bookings and big advertising campaigns. YOU'LL MAKE BIG DOUGH!

*Story by Dana Burnet, author
of "The Shopworn Angel".
Directed by George Abbott.*



Amusement Stocks

(Continued from page 11)

ment absorption than had been reached. Monday's action was a result of large blocks on the tape created by the impression that some pretty big bears were retreating. Flow for the week had been in the money, but the tide to gauge. The short side was in the money, but the tide to gauge. The short side was in the money, but the tide to gauge.

Amusements in Van... While the fireworks of Monday's session were in the money, but the tide to gauge. The short side was in the money, but the tide to gauge. The short side was in the money, but the tide to gauge.

The assumption that the block removed a barrier, traders traded along on the buying side. Monday's action was a result of large blocks on the tape created by the impression that some pretty big bears were retreating.

Paramount justified its old leadership, working more actively, but pushing along steadily to a new high of 45. The stock had been a considerable amount of outside buying in Par. on the way down to 35 and 40. The stock had been a considerable amount of outside buying in Par. on the way down to 35 and 40.

Market in response to be fairly frenked with pools working a broad front of medium priced stocks. Monday's action was a result of large blocks on the tape created by the impression that some pretty big bears were retreating.

Joins, of course, have in mind money or later passing stock at higher prices. Monday's action was a result of large blocks on the tape created by the impression that some pretty big bears were retreating.

Baltimore Grosses... Sunday midnite start; Tibbett was big card in rental at Lyric here. Monday's action was a result of large blocks on the tape created by the impression that some pretty big bears were retreating.

Wall street tried to make much of a ruling of the U. S. Circuit Court in Missouri permitting the sale of Standard Oil of N. Y. and Vacuum Oil Co. Monday's action was a result of large blocks on the tape created by the impression that some pretty big bears were retreating.

way for other trade combinations. But as an immediate incentive for a full-market the news seemed rather vague. Monday's action was a result of large blocks on the tape created by the impression that some pretty big bears were retreating.

It is, however, such a victory for the principle of trade combinations that it is not known its intention to file an appeal to the U. S. Supreme Court.

Bonds Continue Strong... Activity in the bond market was completed on the bond list Monday. That doesn't always happen, a market flurry often distracts attention from the fixed income segment or inspires switching from one to the other.

Dealings in the theatre stocks paralleled the action in the bond market. Monday's action was a result of large blocks on the tape created by the impression that some pretty big bears were retreating.

Summary for week ending STOCK EX				
1630-51				
Price	Low	High	Sales	Issue and net
210	100	100	400	American S&P
215	100	100	1,200	400
220	100	100	1,000	General Film
225	100	100	1,400	400
230	100	100	1,000	400
235	100	100	80,000	Per Class A (4)
240	100	100	80,000	Keith prof. (15)
245	100	100	\$1,000	200
250	100	100	200	200 prof. (15)
255	100	100	600	400
260	100	100	500	Madison S&P
265	100	100	400	Paramount-Varn
270	100	100	\$4,000	Paramount-Varn
275	100	100	8,000	Pat. Exchange
280	100	100	100	100
285	100	100	280,000	Radio Cor.
290	100	100	134,000	100
295	100	100	50	Orph. pers. (8)
300	100	100	50	Hubert
305	100	100	50	50
310	100	100	168,200	Warner Bros.
315	100	100	31	31
320	100	100	34	100
325	100	100	100	Columbia pers.
330	100	100	4,800	Y&C (15)
335	100	100	4,800	Y&C (15)
340	100	100	3,300	Gen. Tech. (3)
345	100	100	222	Gen. Tech. (3)
350	100	100	1,700	Technicolor

NEW ERA DAWNS FOR SHOW WORLD

Radio
PICTURES

Reg. U. S. Pat. Off.

"CIM"
OVER!
AND
HOW!

**VICTORY
YEAR
BEGINS**

**Industry in Upheaval as
Seat-selling Cyclone Blows
Prosperity Into Doors of
300 First Run Theatres!**

FLASHING COMET

**RADIO'S MIRACLE SHOW
IN STUPENDOUS BOX
OFFICE SWEEP SMASH-
ING ALL RECORDS TO
SMITHEREENS!**



RIDES HEAVENS



THE TITAN DOES IT AGAIN

A MIGHTY ATTRACTION ... OPENING LIKE THE SHOT HEARD ROUND THE WORLD ... AND STANDING UP AS NO ATTRACTION SINCE THE IMMORTAL HOURS OF "THE BIRTH OF A NATION"

A MIGHTY CAMPAIGN ... INTO WHICH HAS BEEN HURLED THE POWER OF THE AMERICAN PRESS ... THE FAR-FLUNG VOICE OF RADIO ... AND THE INSPIRED EFFORTS OF 1,000 CRACK SHOWMEN WHO CAUGHT THE SPIRIT OF THE MOMENT AND GAVE THEIR HEART'S BLOOD TO THE GREATEST MERCHANDISING DRIVE OF THIS OR ANY OTHER AGE!
Now They Reap the Golden Harvest!



EXTENDED TIME IN EVERY TERRITORY

**WIRES SIZZLE WITH EXTRA
TIME APPLICATIONS AS "CIM"
SWEEP RISES TO CRESCENDO**

**"CIM" WILL CLOSE THE WEEK TO TERRIFIC
RESULTS EVERYWHERE . . . THIS IS THE
VERDICT OF HUNDREDS OF SHOWMEN
WHO ROLLED UP THEIR SLEEVES AND
WORKED LIKE MEN POSSESSED!**

**SUBSEQUENT RUNS ON EDGE FOR THE
GREATEST PROFIT COUP SHOW BUSI-
NESS HAS KNOWN IN YEARS . . . AS
WHOLE NATION REACTS TO UNPRE-
CEDENTED PREMIERE**

Radko
PICTURES

Reg. U. S. Pat. Off.

**RICHARD DIX
IRENE DUNNE
ESTELLE TAYLOR**

AND ASSEMBLAGE OF
SUPERLATIVE ARTISTS

DIRECTION
WESLEY RUGGLES

ADAPTATION
HOWARD ESTABROOK

PHOTOGRAPHY
EDDIE CRONJAGER

**WATCH FOR RADIO'S HONOR ROLL
LISTING THE NAMES AND ACHIEVEMENTS
OF THE SHOWMEN WHO KICKED TRADI-
TION OVER THE FENCE AND COVERED
THEMSELVES WITH GLORY**

A
Wesley Ruggles
 Production

"CIMARRON"
 SCREEN VERSION

AND
 DIALOGUE

BY
HOWARD ESTABROOK

"CIMARRON"

LOUIS SARECKY

Associate Producer

"CIMARRON"

A Radio Picture



MAX RÉE

SUPERVISING-ART DIRECTOR (Sets and Costumes)

RADIO PICTURES

"CIMARRON"

Director Of Make-Up

ERN WESTMORE **"CIMARRON"**

EDDIE CRONJAGER

Cinematographer

"CIMARRON"

Radio Pictures

"CIMARRON"



RICHARD DIX

May Make 100 Pictures
But He Will Always Be

'YANCEY CRAVAT'

of

"CIMARRON"

"CIMARRON"



IRENE DUNNE

as

"SABRA CRAVAT"

Adds a New Art to the
Cinematic World through

"CIMARRON"

BWAY

Mid



with

GLAMOROUS HELEN

LILYAN TASHMAN

ROBT. AMES

JOHN HALLIDAY

JAMES HALL

JOAN BLONDELL

ANITA LOUISE

**CHARLES R. ROGERS
P R O D U C T I O N**

Directed by
JOHN F. DILLON

Associate Producer
HARRY JOE BROWN

RIOT!

**FLAPS CRASH DOORS IN
FLYING WEDGE! BIGGEST
B. O. DEMONSTRATION
SINCE LIGHTS OF RKO
MAYFAIR FIRST SWEEP
TIMES SQUARE!**

Die



TWELVETREES

**RIGHT GIRL WHO
MET WRONG MEN**

**CLARKE
NOVEL
CLICKS**

**RIGHT DOWN THE SAME ALLEY
AS "COMMON CLAY"! UN-
FAILING BOX OFFICE SMASH
RKO ALBEE, BROOKLYN . . .
SAME REACTION MID-WEST
TERRITORY . . . WHIRLWIND
SIOUX CITY ORPHEUM!**





A Savage Siren Who Shocks Society!

SHE NEVER SAW GARTERS—COULDN'T
WEAR SHOES! HALF-NAKED, SAVAGE,
THIS WILD JUNGLE BEAUTY KICKED
ASIDE HER LOVER'S TAME CIVILIZA-
TION, TRAMPLED ON ALL LAWS OF
CONDUCT AND SHOCKED THE STIFF
BABBITS OF SOCIETY. SENSATIONAL!

ALOHA

A ROGELL PRODUCTION • with Ben Lyon and Raquel Torres

Primitive siren startles social set! Wham! and another Tiffany hit smashes through. Here's sensational money-product with a vengeance. Ben Lyon and Raquel Torres rise to towering heights in the smartest, fastest, most original story of the year. Produced and directed by Al Rogell, Aloha gleams with supporting stars—Robert Edson, Alan Hale, Thelma Todd, Marian Douglas, Otis Harlan, T. Roy Barnes, Robert Ellis, Dickie Moore and many others. One of the greatest woman's pictures ever produced!



CLIMB *with* **TIFFANY**

SMASHES ALL-TIME B. O. RECORDS

Providence, Feb. 9

R-K-O Victory (1,600; 15-50)—The Last Parade (Col.) opened Thursday to S.R.O. from 9:30 to close. Standing four deep in orchestra, balcony and gallery all day—all-time records broken against strongest kind of opposition. Sure fire. Don't miss this one!



THE LAST PARADE

A Gangster's Final Fadeout!

Starring

JACK HOLT

with Tom Moore and Constance Cummings

Story by Casey Robinson—Directed by Erle C. Kenton

COLUMBIA—of Course!

NOT SO POPULAR WITH UNIONS

Chicago, Feb. 10. Unions in this town seem to have it in for one or two certain men, not connected directly with them.

One fellow who took it on the lam from this city when he heard the unions were after him has been sort of a hybrid exhibi-tion-ropo. No one ever could tell where he stood and everybody believed that. That he was trailing with the money or trying to work up a side line to get some for himself became self-evident. This fellow had been away from Chi for his health as those things are understood, but returned to find they have not forgotten. He's missing again.

The other instance isn't clear. It's about a local showman who always stood extremely well with all unions. It's said he received an anonymous threat and it disturbed him, so he thought he had better vamp up a better understanding could be reached.

There's a suspicion the anonymous threat was a phony, or that this man is being held responsible for the errors of someone else.

NEW SCALE WAGE FOR ROCHESTER MUSICIANS

Rochester, N. Y., Feb. 10. Denial that pit-musicians at Loew's are working for \$35 a week for an eight-week trial period, made by Leonard Campbell, president of the Rochester Musicians Local 66 A. F. of M. Negotiations are still on between the local union and Loew's to determine the wage for pit musicians after the eight-week trial period at a base wage weekly which ends Feb. 27. The 20-piece orchestra under Victor Wagner, conductor, is making a hit in connection with the stage shows, thus putting the musicians in a favorable position for negotiating.

The low scale now prevailing at the Rochester is subject to discussion wherever musicians gather in the city. There is plenty of criticism in view of unthought hit made by the orchestra.

There is a rumor that one reason for the low scale was a slap at Public 1 which caused the 40-piece orchestra there to drop out 18 months ago when contracts ran out. Besides Wagner, conductor, is recalling the former Eastman policy, thus confounding the rumor.

There is a drastic change of the Eastman "atmosphere."

RIALTO, L'VILLE, ON BLOCK

3 Bidders Reported—Employees Receive Notice—Denials

Louisville, Feb. 10. With 25 employees given notice and 45 more, J. H. Boswell, instructed to take an inventory, it shows as though the RIALTO here shortly will be sold.

Amongst bidders are said to be the Skouras brothers, Public and the Broadway Amusement Co., United Theaters Co. (subsidiary of R. H. Houding), pres. of United, from Cincinnati, has been here but denies a contemplated sale.

21 UNWIRED IN CHICAGO

Chicago, Feb. 10. Sound is not yet unanimous, but at the pace the silent houses are folding through the midwest, pleating the fate of the silent houses when the next season gets going. Estimated, that the midwest total at present area, 35% talker, with the remaining 4% silent, confined to the cow-crossing spots and flag stops. In Chicago, with a listing of over 300 theatres, 21 houses are still without sound. From present indications they will all go untouched by the talkers.

These houses are in the has-been class and cannot afford the cost of wiring, plus the added cost of sound and score change, besides the additional union help which talk machinery necessitates.

Only houses in the entire district given any chance for surviving the summer shut-down are the surest arsy spots. They depend almost entirely on the foreign artists, appealing to a limited group.

Legal Action Only

When Serious Now Impresses Exhibs

Chicago, Feb. 10. Although the local exchanges have kept to their early threats to drag delinquent exhibitors to court, no one suit against a bad boy on the row has yet come before the judge. As soon as the exhibitor learns that the exchange means business, some sort of settlement follows. There has been an exception to this all season, although the distributors have started dozens of suits.

Though there are more petty violations of contracts at present under the old arbitration system, the distributors are not going to court in every instance, reserving the suit method only for the more flagrant cases.

Understood that Metro, Universal and United Artists are among the exchanges which have taken steps for legal action.

ME. STATE DEPT.'S. GIVE LOCAL REELS FOR EXHIB

Augusta, Me., Feb. 10. Four state departments now have a supply of thousands of feet of picture film, offered free for exhibition by individuals and organizations.

Public Health Dept. has 40 reels which are sent out on request and accompanied by a lecturer.

Scenes of Maine farming and tanning are contained in 39 reels owned by the Agriculture Dept.

The Forestry and Game departments have from 15 to 15 reels.

The Maine Development company is preparing reels showing hunting and fishing.

Theatre Demanded

Minneapolis, Feb. 10. From the city council floor, Alderman Robert Martens demanded that the town of Newell, Wyo., be made to pay for the cost of a theatre.

The Alderman declared that he was ready to bring out of town for the town and if the condition continues they'll be going out there, he said.

The town's population of 15,000, North theatre closed because of lack of patronage.

Sparks Operating Publix Lone

Jacksonville House with His Own

Jacksonville, Feb. 10. Retrieval of the deal under which E. J. Sparks will add the Publix Florida theatre here to his other Publix-operated local houses gives Sparks the entire Publix list in this state.

Change may occur any time now. It has been out on a couple of times within the past month. Harry Weiss, Public mgr. of Florida, moves to the Public Florida, Miami.

With this deal Publix may turn over all of its houses in Florida to Sparks, on top of the five or six others he is now operating himself. Publix may retain only for its own operation theatres at Palm Beach, Tampa and Miami.

Sparks as a home town operator and the first to build up a Florida circuit, later sold in part to Public, is now operating the Publix houses as though they were his own. No instructions or authority from Public home office or division director. Operating in that manner, Sparks refuses to pay talkers on percentage. He pays 30¢ a day rental and his net rental is claimed to be \$200 for any house.

\$65,000 to Fox

Sparks' contract with Fox is cited around here again example of his buying. He pays Fox for its entire feature program \$65,000, year-end, plus weekly installments of \$1,500. Sparks receives one Fox feature weekly, but that Fox talker playing the

Sparks' contract with Fox is cited around here again example of his buying. He pays Fox for its entire feature program \$65,000, year-end, plus weekly installments of \$1,500. Sparks receives one Fox feature weekly, but that Fox talker playing the

Toledo's Vita-Temple,

Downtown, Now 2d Run, 3 Changes, to 25c Top

Toledo, Feb. 10. Vita Temple, Jack O'Connell managed, one of the oldest downtown houses, is going second run.

His all over town hit, and O'Connell says he will make money on his new project. Three pictures weekly.

Temple is first house downtown to go second run. Prices 25c all time, with the 16c for kids.

No staff changes expected.

DETROIT'S SCALE CUTS WITH SOME 5c MATS

Detroit, Feb. 10. Detroit is now in the midst of the worst price war it has ever had. Prices down in about 30 houses to 5c mats.

Started by the price-cut at the Fox deluxe house from 75c to 50c, it has gradually spread from the first to the last of the automatic runs.

One house is offering a stage presentation for a 16c matinee and 20c evening price. Rialto, one house on the east side, goes for a 10-20-30 deal.

First run sound Public houses still run at the old 75c top, may reverse.

To top it all, the Library theatre, under the management of Bill Slovic, is now running charge accounts to regular customers.

JACK WALDRON

and MISS GARRETT

Headlining Oriental, Chicago

Week of Feb. 6

UPTOWN—PARADISE—TIVOLI and FISHER, DETROIT to Follow

Personal Direction SAM BRAMSON

WILLIAM MORRIS Office



After 6 Successful Months in the Nation's Capital

NOW FOX BROOKLYN THEATRE

Thanks to:

MR. ARTHUR
MR. MARCO
MR. KURTZMAN



A Fox Theatres Unit

Best of the Stage

JEANNE DEVEREAUX

FEATURED DANCER

FANCHON & MARCO'S "LOVE LETTERS" IDEA

Bank Failures May Halt Construction Of Indiana Houses

Chicago, Feb. 10. New theatre operations in northern Indiana, which have been in the center of rapid theatre expansion in the past few years, with every major circuit invading the territory, have come to a sudden stop due to the folding of three of the leading banks of the district.

Biggest to go under was the First Trust and Savings Bank of Hammond, which had about \$2,000,000 in deposits. Understood, that show business had about \$1,000,000 in this bank at the time.

Several theatre deals set were suddenly canceled in this hole, and from present appearances it will be many months before presiding building plans will be consummated.

Within the past six months, Wabash has acquired an entire circuit in northern Indiana, in towns of Hammond, Calumet City, Michigan City, Gary, while Public has opened new houses in several of the burgs.

Northern Indiana is regarded at present by showmen generally as the best spot for development in the midwest, with many of the towns admittedly underdeveloped.

TWO UNIONS IN L. A. ARGUE AS SHOW OPENS

Los Angeles, Feb. 10. Electricians and stage hand-unions are still scrapping between themselves, using the picture show as the battleground.

The electricians are insisting on having a maintenance man backbone, as well as a L.A. O'Connell.

Orpheum, a straight picture theatre until "Cimarron" opening, not covered in RKO's contract with the unions. That contract expires in September.

Meanwhile, electricians insist on certain privileges, such as sickening in a maintenance man at \$65 per week. This weekly figure is not as important as the indication the electricians insist on handling switchboards, as well as other duties on the stage hands.

Wanted Man to Lose Job

At conclusion of "Cimarron" electricians made demands that either its man goes in or the stage hands maintenance man goes out. The dispute involves eight other open back stage, with the maintenance man in the middle of it having been at the Orpheum for five years.

Temporary truce came when the electricians agreed to wait the point, but waited under protest. It will be again, Chicago.

JEANNE DEVEREAUX

FEATURED DANCER

FANCHON & MARCO'S "LOVE LETTERS" IDEA

JEANNE DEVEREAUX

FEATURED DANCER

FANCHON & MARCO'S "LOVE LETTERS" IDEA

**Sensational opening at Carthay Circle,
Hollywood! Sold out since the start**

FRANK LLOYD PRODUCTION

ANN HARDING IN

THE "NEW"

EAST LYNNE

**CLIVE BROOK
CONRAD NAGEL**

CECILIA LOFTUS • BERYL MERCER

Suggested by the novel by MRS. HENRY WOOD

Settings by JOSEPH URBAN

They Saw, They Rave!

"Dozens of sophisticates cried their eyes out last night...the production is all anyone can ask and one of which Frank Lloyd and the Fox Company can well be proud."

—Lovella Parsons, L. A. Examiner

"The old spell-binder is a marvel of transcription...no audible film within memory shines so worthily."

—Philip Scheuer, L. A. Times

"East Lynne will make the audience cry...reduced many a first nighter to tears."

—Harrison Carroll, L. A. Evening Herald

"A genuinely heart-throbbing picture...a lavish production, gorgeously costumed and with settings that were certainly the most beautiful seen in many moons."

—Eleanor Barnes, L. A. Daily News

"Advise every woman in Los Angeles to see East Lynne and have just one grand cry...every scene like a painting."

—Jimmy Starr, L. A. Evening Express

"The East Lynne that was good enough for your father to cry buckets over has changed much but listen to the audience—see it and weep."

—Llewellyn Miller, L. A. Record

**OPENS
ROXY
FEB. 20**



Sold Individually on Separate Contract

GEORGE O'BRIEN



As the two-fisted fightin' hero of the screen, George O'Brien came honestly by those two fists. Son of a San Francisco police chief, he learned riding and wrestling from a cowboy instructor on the force. During the war he was light heavyweight champion of the Pacific Fleet.

Offers to turn professional boxer didn't interest him. He returned to Santa Clara College to finish his education, and topped his class in athletics.

Admiration of Tom Mix drew him to Hollywood, and he was soon lugging a camera on the Fox lot. Months went by, and just as he had about decided he'd never be either cameraman or actor, he got a small part. He made such an impression in it that he won the leading role in "The Iron Horse." At last he was on the right track.

His broad smile and broad shoulders carried him promptly into favor with the public, and he won critical acclaim by his performance in "Sunrise."

With the advent of talking pictures, he became the hero of outdoor romance, and reached the peak of his box office popularity in "The Lone Star Ranger." Hardened by exercise and boxing, he never needs a double. He's probably injured more often than any other star in pictures, but he likes it. He comes up smiling.

SEAS BENEATH
FAIR WARNING
LAST OF THE DUANES
ROUGH ROMANCE
SALUTE
MASKED EMOTIONS
THE LONE STAR RANGER
SUNRISE
THE IRON HORSE

ELEVENTH OF A SERIES OF FOX SCREEN PERSONALITIES



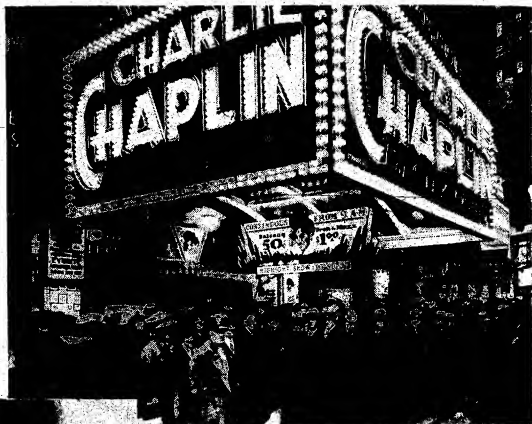


"Vive

Openings of "City ever

They gathered by the thousands. They packed Broadway. They jammed the lobby. They stood in line for hours. As fast as the theatre emptied—WHAM! and it filled up again.

That's the way things are going at the GEO. M. COHAN Theatre on Broadway.



LOS ANGELES

ILLUS. DAILY NEWS

"A Hit. Abounds with Comedy."

EXAMINER

"'City Lights' a solid smash. Not since his two reel days has Charlie given us such an orgy of laughs."

EVE. HERALD

"One of the year's significant events. Scores vivid hit. You won't miss this picture."

EVE. EXPRESS

"Put an audience of over 2000 in hysterics. A rare comedy."

RECORD

"Sure to be an immense box-office attraction. A picture the world will want to see."

Speak up! Who's first to get *this*

"Hold 'em, boys,
the theatre's jammed
full now."

Scene at opening in New York



le Chaplin!

Lights "starts wildest ticket buying stampede witnessed in all motion picture history. The great world-wide money making possibilities of Charlie's latest is reflected in tornado rush of thousands upon thousands to theatres of East and West runs, establishing unheard of and unbelievable records. Broadway has not seen such an outpouring of amusement seekers in 10 years. Los Angeles stands amazed at the mobs storming daily its new Los Angeles Theatre.

CRITICS OF LOS ANGELES AND NEW YORK TOUCH HIGH PEAK OF ENTHUSIASM

NEW YORK

NEWS "City Lights' brilliant... we laughed so much and so heartily at 'City Lights' that we feel considerably weakened... 'City Lights' is excruciatingly funny... Charlie is the one and only."

TIMES

"Chaplin Hilarious in His 'City Lights'... Film Brings Roars of Laughter... spectators rocking in their seats with mirth"

HERALD TRIBUNE

"A brilliant film, genuinely hilarious comedy... shows the Great Man of the Cinema in his happiest and most characteristic moods..."

EVE WORLD

"Brings Laughs, Tears to Audience... Chaplin has made another winner... boxing bout is one of the funniest sequences ever seen upon any screen."

AMERICAN

"... you must see it for yourself. To detail its thousand laughs would be unfair."

SUN

"Charlie Triumphs Anew in 'City Lights'... proves that he is the actor, the artist and the genius... Chaplin is great... He is killing funny... hilarious gags... See for yourself."

TELEGRAM

"Hilariously funny film... hilariously funny picture full of some of the most side-splitting antics I have ever seen... I had a grand and glorious time... if you can show me anything on the screen funnier than the prize fight sequence I should like to know where it can be seen..."

GRAPHIC

"... hilarious... There was laughter galore for his audience. One of the notable flicker events of this young 1931."

WORLD

"I was entirely too busy laughing at Mr. Chaplin to reflect much upon the absence of speech in 'City Lights.' 'City Lights' is superb... screamingly funny... represents the best pantomimic art we have in America..."

MIRROR

"Many laughs... sure fire ones... you'll want to see it. It's worth seeing... the most glamorous, captivating, entrancing figure the movies ever have created—still the incomparable, magnificent Charlie Chaplin."

JOURNAL

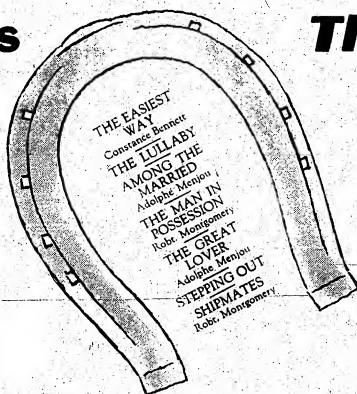
"Comedian a Hit in His Silent Film. You'll enjoy 'City Lights.'"

POST

"A dazzling pattern of comedy and pathos... He remains the supreme pantomimist. Makes you shriek with delight."

UNITED ARTISTS Big Money Picture?

It's



The

LUCKY SEVEN

we're shouting about—



WHEN YOU RIDE ALONG with pictures like "Min and Bill," "Paid," "Reducing" and all the other current M-G-M smash hits, you know there's an outfit behind them that knows its business. AND WE'VE NEVER hit a production stride like the present one. "THE LUCKY SEVEN" represents M-G-M at the top of its best form!

THE SENSATIONAL RISE OF ROBERT MONTGOMERY!



in "The Big House"

MAGAZINE editors tell us that they get more letters concerning Robert Montgomery than any other male star in pictures—but none! The paying folk have made Montgomery a paying personality. His rise has been sensational—and deserved!

In "The Lucky Seven" Robert Montgomery stars in "Shipmates" and "The Man in Possession."



with Norma Shearer in "The Divorcee"



with Joan Crawford in "Unholy Night"

SIX GREAT STAGE PLAYS and One brilliant Short Story—that's M-G-M's "The Lucky Seven"

THE MAN IN POSSESSION (Robert Montgomery)

The Current Stage Hit Now Playing to Capacity Houses at the Booth Theatre on Broadway. It came to Broadway after a big London success, which it is duplicating in America. It tells of a boy disowned by his socially greedy family because of a jail episode. Plenty of laughs develop when the tizzy family discover their wayward boy making good. By H. M. Harwood.



THE LULLABY (All Star)



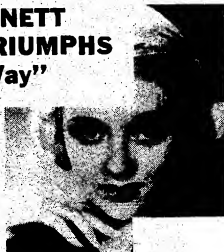
EDWARD KNOBLOCK The author of "The Lullaby"

The Stage Success That Shook Manhattan! Strong drama this! The story of a French girl who fares ill at the hands of men. When Florence Reed played it to jammed houses all New York flocked to gasp and thrill! Edward Knoblock who wrote many successes never put more heart's-blood and soul-thrill into a play than this one.

CONSTANCE BENNETT TOPS ALL HER TRIUMPHS in "The Easiest Way"

Leave it to the producers of "Paid" to handle a dramatic theme like "The Easiest Way." Metro-Goldwyn-Mayer knows how to handle stars! In great pictures! This one, based on Eugene Walter's celebrated stage play, has Adolphe Menjou, Robert Montgomery, Anita Page, Marjorie Rambeau in the cast. Jack Conway directed—and how!

"The Easiest Way" is another of M-G-M's "The Lucky Seven"



STEPPING OUT (All Star)



Plays about making motion pictures are among Broadway's current legitimate successes. Here's one! The Stage Success by Elmer Harris, the Author of "Young Sinners," "Ladies All" and other Hits.

AMONG THE MARRIED (Adolphe Menjou)

It was so good on the stage they produced it twice. Vincent Lawrence's keenest play tells of Long Island suburban, country-club life. Behind the hectic, flirtatious lives he has found a fine, true note of man-and-woman devotion.



And the U. S. Navy again cooperates with the company that produced "The Midshipman"—

SHIPMATES (Robt. Montgomery)

This industry never forgot those great box-office successes that M-G-M have in co-operation with the Navy—"The Midshipman" and "The Flying Fleet." Malcolm Stuart Boylan has written an even greater one.

SEVEN rhymes with HEAVEN!



METRO-GOLDWYN-MAYER
Where Men Are Showmen!

WHAT MENJOU MEANS TODAY IN TALKIES

—and never did a role fit a star more perfectly than "The Great Lover."

Talkies were made for Menjou—and Menjou was made for talkies! He was plenty popular as a silent star, but wait! In his first great talkie role in "The Easiest Way" he gives an indication of just what he's going to mean to you at the box-office. Now he gets a story that's tailored to his measure. His poise, his polished manner, his sophistication are tremendously enhanced by the addition of a perfect voice for the microphone.



This great stage hit is an adaptation from the French by Frederick and Fanny Hatton.

It HAPPENED IN less than ONE YEAR, too!

(No. 712 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation)

IN LESS THAN TWELVE MONTHS UNIVERSAL has so revolutionized the method of producing short subjects that it has literally yanked them from a mediocre position to the very top of the heap.

THEY ARE TODAY THE VERY CREAM OF THE market.

THE SMARTEST AND THE BIGGEST BUYERS FOR practically all of the successful circuits are now dating them in preference to any other shorts available.

CALL IT LAEMMLE LUCK OR WHAT YOU LIKE, I simply took a chance. I turned the whole short subject job over to Mr. Stanley Bergerman, who came to the motion picture business with a movie fan's viewpoint—the audience viewpoint. All I gave him was a pat on the back and—carte blanche!

WELL, YOU KNOW WHAT HAPPENED.

THE FIRST SHORT SUBJECT TO HIT THE MARKET

fairly electrified it and brought a roar of laughter from all over the world. It was Slim Summerville in "Parley Voo." This was followed by "We We Marie" and then the George Sidney—Charlie Murray two-reelers.

AT THE VERY SAME TIME THE NEW "LEATHER Pushers" broke loose; and the sensational success of our great serial "The Indians Are Coming" started the big job of bringing the kids back to the theatres.

PILING ON TOP OF THESE CAME THE SPONTANEOUS hit of the one-reelers called "Strange As It Seems" plus the amazingly fast growth in popularity of "Oswald, The Lucky Rabbit."

THE ADDITION OF BOX-OFFICE BETS LIKE LLOYD Hamilton and Daphne Pollard and Eddie Gribbon filled a full cup of quality to overflowing.

OF COURSE OUR GRAHAM McNAMEE TALKING Reporter Newsreel is now accepted as the standard of standards and our newly released serial "Finger Prints" will not only pack the kids in but draw their dads as well.

AND IT TOOK LESS THAN A YEAR TO UPSET the whole business of making shorts and making them right. If you are missing a single Universal short subject you are just that much to the bad!

10
BANK
SUMMERSVILLE
2-reel
comedies

10
George Charlie
SIDNEY-MURRAY
2-reel
comedies

26
OSWALD
CARTOONS
1-reel
comedies

15
FRANCE AN
LE GAINS
1-reel
novelties

100
MINERAL
TALKING
NEWSREEL
GRAHAM McNAMEE
TALKING REPORTER

26
BANK
SUMMERSVILLE
2-reel
comedies

10
LEO BIRD
2-reel
comedies

10
SERIAL
ALL-STAR
SERIES

Kenneth Harlan in
FINGER PRINTS
THE INDIANS
ARE COMING
THE BURL
OF THE CIRCUS
HEROES OF
THE FLAMES

Film Daily's poll makes it unanimous!
The best picture of the year is "All Quiet on the Western Front."

NOTHING BUT BOX OFFICE IN UNIVERSAL SHORT SUBJECTS

Ann Suter Claims Justification for Using Censored Song; in Her Favor

call on him any time after that, although he admitted that Coots played for eight weeks the leading houses around York after Miss Waldman had dropped. Hoyt later was traced to Detroit.

15c for *VARIETY*

Commencing March 4th Next

SUBSCRIPTION For 1 Year, \$6.00
For 2 Years, \$10.00

Foreign: 1 Year, \$1 Extra; 2 Years, \$2 Extra

Newsstand Sales Price from 25c to 15c in the U. S. starting March 4th, next, will, with the same issue and thereafter, be at a *reduced price* by 10c in all *foreign countries*, in equivalent of native money.

The reduced price for 'Variety' also *applies to foreign subscriptions*, \$7 for 1 year, or \$12 for 2 years, outside of the U. S.

**Subscriptions at the new rates for one or two years
may start immediately**

All current subscriptions will be prorated under the new yearly subscription scale with proper allowable extension of time of present subscription, from March 4th, next.

Subscription: 1 year, \$6; 2 years, \$10

(Foreign: 1 year, \$1, and 2 years, \$2 extra)

"Variety,"
New York City

Enclosed find \$....., subscription to "Variety" for years, to commence immediately.

Name

Town

City

State or Country

RKO Transfers Chicago Books To I. Y. Feb. 21

RKO will transfer its present Chicago booking office, handling middle western theatres to New York after Feb. 21. Charlie Freeman, booking office head, goes to Chicago next week to arrange for the move.

In New York the Chi time will be booked under a uniform policy of three act bills. Willie Berger comes east as booker and Dick Hoffman remains in Chicago White in from that point. Otherwise there will be no changes in the Chicago situation for the present.

There are now on the Chi RKO vaude books about 12 and a half weeks of time scattered through mid-west. Remaining in Chicago for local bookings, probably, will be the one and two try stands in and around the city. These are mostly weekend dates.

ROOT GIBSON ON 30% IN BUTTERFIELD HOUSES

Detroit, Feb. 10. Root Gibson has closed with Butterfield to make personal appearances in four of the houses in as many cities. A percentage basis and 40% understood to be terms mid-west. Remaining in Chicago for local bookings, probably, will be the one and two try stands in and around the city. These are mostly weekend dates.

Gibson played two days at the Public Reform theatre on a guarantee and percentage, with the split 50% over \$550 gross for the two days.

Two New Teams

Dave Schooner and June Carr both from the picture house field, are framing a vaude act.

Schooner was Lew's long running partner in the Capitol. Now, Miss Carr was a single in presentations. Schooner and Carr are getting together as a new vaude company. They opened Feb. 11 in Elizabeth, N. J.

Allis split with Kate Pughan about a year ago. Miss White, headliner of the White House, has been a single in shows and film shorts since her sister, Marjorie, went taller for Fox.

Drop Name Idea

There will be no attempt by Funcheon & Marco to play up minor acts in their Park Plaza theatre.

When Fox recently inserted vandulism at this house it was thought names might mean something. After several weeks of trouble and there was no specific b.o. reaction, the idea was dropped. House will let the vaude side do as booked.

Good Acting Gets Work

Russcoe Atia, Italian player, has been given an additional 10 weeks for R-K-O starting at Omaha Feb. 15 at \$1000 weekly for himself and Dorothy Doyling.

Booking is on the strength of his performance in "Innocent".

Ray's Return

Charles Ray, former film actor, is set for his vaude try. He and company have been booked for a single week at the Royal (booked) in B. Let.

Bookers will look the act over at the uptown house and decide.

Div. Mgrs. Switch

An R-K-O division managers' change will shortly affect the New York, white and St. Louis divisions. Arthur Hittner, now in New York, and Lew Goldberg, St. Louis, will swap places. New York assignment is a return for Goldberg.

BEN BERNIE AT \$5,000

Going into B. & K. Chicago Theatre for One Week—Now at College Inn.

Ben Bernie and his band, at the College Inn, go into the Chicago theatre week March 1. He is getting \$5,000 net for the week.

About two years, when not so well known, and without really standing by now, he is Bernie went into the Chicago theatre. At that time he didn't take it seriously.

Music Corporation made the booking.

Loew's May Take RKO

Colonial in Replacement Of Loew Old Lincoln Sq.

Old Colonial at 63rd and Broadway, New York, may follow the condemned old Lincoln Square house's midtown vaude stand. Loew's is talking with RKO for the Colonial, former Keith big time, has been out of vaude for about four years. It went into legit for a while.

Loew's Lincoln Square was put out of commission through the recent big blaze in the building housing it at 63rd street, on Broadway.

HELPING ACTS WITH NEW BILLING AND PUBLICITY

R-K-O acts have been called in by the publicity department to talk with the billings to give them better bills. vaude acts under contract will be looked over for possible help with exploitation.

That was the first decision made after a conference between B. M. Orowitz and Charles Freeman. Orowitz is now in charge of publicity for intact shows and acts.

SEEK DOWNIE CHARTER

Chas. Sparks Files Incorporation—Capital \$50,000—Maybe \$50,000.

Macdon, Ga., Feb. 10. Downie Brothers Circus, winter here, has filed papers of incorporation naming Charles Sparks and Mrs. Ada Sparks as incorporators and placing the capital stock at \$50,000 with authority to increase it to not more than \$50,000.

Charles Sparks is the former owner of the Clifton Circus, which was bought just yesterday by the Downie Bros. for the last several years. Macdon is winter home in Kentucky to outside to outside. One Ringling shows Sparks brought his motorized circus here.

The petition for incorporation which will require 30 days legal notice before it is granted, names Macdon as the principal office, which means that future headquarters will remain here.

Actor Claims Title

Jack Stine, loud actor and agent, has started suit for \$200,000 damages and title injunction against Radio City in New York Supreme Court.

Stine alleges the title, "Assorted Names," is living on a motion picture by Radio infringes on his vaude act name infirmities.

Choos Producing Again

George Choos is back in vaude again, with a new "The Dixie" film with a flash act called "The Dixie" Cast is composed of eight members, including Billy Gibson and Marjorie Barrett.

Numbers staged by Danny Davis.

LUKES AGENTING

George Lukes, former Keith western booker, is back on the R-K-O flow in New York on an agent with the Jack Public office.

Lukes was transferred to the eastern Keith booking staff two years ago and left out about a year later.

Film Girl in Act

Virginia Vaughn, who has appeared in Fox films, has been engaged for Jackie Bookman's vaude act.

BOB HOPE

Assisted by Louie Trexler, also an "Artist of 1931" with Murdock and Towne, Dorothy Sands and Eddie McCarthy.

Special Material by P. L. Bonding This Week (Feb. 7), Palace, Chicago

Direction LEE STEWART

NAMES AND ADDRESSES OF SARANAC RESIDENTS

Saranac Lake, N. Y., Feb. 10. Show people and addresses in Saranac:

Dr. R. H. V. A. Saranac, N. Y., Feb. 10. Show people and addresses in Saranac:

Fred Rith, Jack Lewis, Lawrence McCarthy, Edward DeCaro, George Neill, Chris Hagedorn, William Kelly, Miss Maryanne Harry Clark, A. Pierce, Harry Namba, Fred C. J. Quinn, George Harmon, Vernon Lawrence, Bobby Hatt, Val Kincaid, Dick Kunt, Eddie Yoss, Ben Schaefer, Fred Anderson, Moore, English, Tommie Abbott, Monroe Coleman, Fred Bachman, Ned Maynard, Harry Benway, Ida Howard, Chas. Libecap, Doris Giltrap, Alice Carman, Dorothy Harward, Julia Kubus, Lally Louisa, Annamae Powers, Nellie Quenly, Ethel Glodys, Gladys Palmer, Ruth Moore, Fred, Harry Benway, Armistage, Tom Temple, Alice Harry, Angela Pupalis, Kitty Voss, Ned Edwards, Helen O'Neil, Constance Reeves, Miss Jasper.

JOHN STEELE, CLANCY GOTTAGE

John Steele, Clancy Gottage, Jack Neill, Clancy Gottage, Mandy Kay, Clancy Gottage, Margaret, Clancy Gottage, Eddie Diamond, 29 Claver St., Charley Bradley, Berkeley, Jeff Baran, 43 Military Road, Baker St., Dave O. D. Hail, 6 Baker St., Charles Barrett, 302 Baker St., Jeff Baran, 43 Military Road, Broadway, Russ Kelly, 19 Broadway, Andrew Molloy, 19 Broadway, 29 Claver St., 4 Military Road, Joe Kelly, 45 Franklin St., Chester Rice, Stanton Apt.

Grant Simpson, Ruby Franklin, Newcomers in January

Miss Jasper, Mandy Kay, Margaret Grove, Jean Steele.

LOW FOX MAY COMBINE ON 58 Week Route for Units; Can Happen Pretty Quick

With Loew and Fox trying to reach an arrangement whereby stage units from the latter circuit can play some southern Loew theatres, it is presumed that this may be the first step in an effort by the two chains to establish an interlocking booking agreement which would reach across the country.

At the present time, the possibility of this is the situation in Memphis. New Orleans and Houston, Fox which towns Loew and Fox have been trying to force the feasibility of transacting the Fox units from Atlanta to Memphis through Louisville, then into the other two towns after which they would start their return to the coast by way of Oklahoma City.

The deal for Memphis, New Orleans and Houston means the dropping of Loew vaude from those cities, which would also hold true for Loew if the two circuits should net together on an interchangeable unit booking understanding.

Loew now has but 7 1/2 weeks of vaudeville left after starting the present season on 23 vaude weeks for acts.

Loew's management is well satisfied with its changed style of units, recently inaugurated, and the effect it has had on stage bands. It is this type of troupe which is the "X" of the troupe.

Trade understanding is that the Loew units run about 1,000 more in the south than the Fox units. Fox film house shows but the booking arrangement could be that the houses would alternate by their stage fare—one week from Loew and the next from Fox. Also, if P. M. Orowitz, Fox's vaude head, style, the theatres would be playing two types of units which would produce the best results of getting and keep away from a set pattern.

The approximate number of weeks the Loew units would play in houses of handling this stage fare is believed to be about 38. This would mean that two circuits to get an act on the combined route would play time with RKO. The latter would have to stretch its vaude route to about 60 weeks, but it is usually run around 50 weeks.

Loew's management is not believed to be very much interested in the matter of the two circuits buying and selling their units separately. It would be a matter of the two circuits buying and selling their units separately, in a combined route to which they would then assign units to constitute a full country enveloping circuit.

Joe Newman, the Square's manager, has been asked to replace H. Schenck.

The Fox presentation units playing the Vaudeville circuit would be subject to cast change when necessary by the Loew booking office.

Loew bookers will watch the Fox units in New York, which they play once to make sure.

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CARROLL'S \$12,000 FOR PALACE TURNED DOWN

All or part of Earl Carroll's "Sketch Book" road company may play the New York Palace for a week following its current Indefinite Chicago stay. Carroll is reported to have mentioned \$12,000 as the price of his troupe for the vaude stand.

R-K-O would like a piece of the material to be the last part of a Palace bill. Will Manages, Bill Demarest, Three Sailors, a line of girls and a few bits and scenery are the parts required by the booking office.

Complete show proposition was turned down on grounds it would be too radical a policy change for the straight vaude Palace.

Mgr. Doubles as M. C.

Cleveland, Feb. 10. Manager Harry Shaw of Loew's State is regularly acting as m.c. the first time a local theater manager ever doubled in that capacity.

House has been a Waterloo for Shaw, but he says he has never loved the customers. He started the show, the Trio Frigate show, then was forced to continue after Eddie Stanley left. Shaw tells the scales at 250 and the theater is spinning Shaw's m.c. in, but he didn't quite have the nerve to stick himself in it.

F & M's Local Talent

Fox Theatres, through Funcheon & Marco, proposes to establish local talent schools in theatres to develop local talent for the broader commercial field and vaude, as offered through F. & M. by playing for local amateur unit shows.

In various houses, first already begun at the Fox Crotona in the Bronx, with other notable scenic, the same way gradually.

Local "Polities" will be appointed to the regular show, note where and when showing. William Galt, formerly doing similar work with R-K-O, is in charge.

Downie Has \$5,500

Macdon Downie has asked R-K-O \$5,000 weekly to appear in the R-K-O neighborhood vaude houses around New York. He played the Palace last week and is said to have received an offer of \$5,000 weekly from R-K-O to continue.

Downie is confined to New York through his Radio appearances and will travel only when he is touring over this week at the Palace.

Holdup Press Gag

Chicago, Feb. 10. The Paul Ash holdup here is now a "Holdup" gag. A "Holdup" press stunt. The fake robbery act, which is being played in the dailies, they are actually facing a frame.

There is very little chance of a police investigation as much anything can be squandered easily and Ash has been victimized on police landings in the past.

Ike Rose Ill

Chicago, Feb. 10. "Ike Rose is ill in the Omaha Theatre."

He left New York some weeks ago to tour in the Midwest.

The act is playing around for three weeks. Manager Bill will rest up.

Nellie's Frisco Spot

Los Angeles, Feb. 10. "Nellie's Frisco Spot" has been signed.

Pauline & Mary have signed Nellie's Frisco Spot. Nellie's Frisco Spot is a new production directed by the Fox, San Francisco in cooperation with Will Demarest.

Latter is in charge of music at the house.

See Palmer's Act

See Palmer, out of Amie for three years, will attempt to make a comeback in the next few weeks by leaving Vaude and Charlie Morrison.

The original show, "The Girl in the Hat" for some time.

Here Williams' Short

Parade act booked Herb Williams for a few weeks.

Williams is a short and will be equipped with special material for the other instead of doing his own.

Evie Asking \$5,000

Evie Gallienne has been offered to RKO for a couple of vaude weeks. In May at \$5,000 per week. She is a short and will be equipped with special material for the other instead of doing his own.

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Those Two Boys and a Kid

By Joe Laurie, Jr.

"Frankie, you have to get around to the movie yourself today," said I, not to go with Aggie to see the kid.

"I never knew you and Aggie go to a kid."

"Sure, he's about 12, and we go to see him from his Grandma's last night that he was pretty sick. Gotta have his tonsils taken out."

"Don't tell me about tonsils. I had 'em taken out once and they ain't taken out yet... I mean they grew back on me. But with a kid it's different. Where's the kid at?"

"He's up near Bridgeport, with his Granmother... that's Aggie's mother. You see when we went to the baby we were laid out for quite a while and we got an opinion on the San time, so we left the kid with her mother. She's a nice old lady."

"Ain't the kid ever with you?"

"Oh, sure. We have him with us on Christmas and Easter or else go up to Grandma's house to be with him. You know that's what makes Aggie so cranky, she wants to be with the kid."

"Now that you two ain't working together, why don't she stay with him?"

"That's what I've been telling her to do. Just she says she has to be here to watch me, ain't that ter-

rible, your own ain't don't tell me."

"That ain't nothing I know either, why's that didn't tell me?"

"Why don't you bring the kid down here so I'll be company for Aggie?"

"Granma, won't let him, so you'd imagine it's her kid. She faked him out for about a year."

"So good herself so we took the kid on the road with us. The old lady got well and unbeknownst to us hepped on a train and came to see us out in Jolietville. She saw us take the kid out for a bow..."

"You know that ain't your kiddy, and the kid was kinda stage struck anyway. Then for a little encore I asked him 'Do you like your mama?' and he'd say yes. Then I'd say 'Do you like your dad?' and he'd give me a big raspberry. It was a howl. Do you see anything wrong in that?"

"No, I think it's cute, just kid stuff."

"That's what I say. Just you should've heard the old lady when she came back. She bawled me and Aggie out and said the stage was no decent place for a young kid, and that we didn't know anything about raising a kid, keeping him up all hours of the night, sitting up."

(Continued on page 49)

8 ROADS DROP TO 2C. A MILE

Dallas, Feb. 10.

Eight southwest and middle west roads have dropped in line with the new 2c general fare cutting trend throughout country. Lines are Missouri Pacific, K. C. Southern, M. & T., Santa Fe, Frisco, Cotton Belt, Rock Island and Illinois Central. Affected practically all travel between Chicago and Gulf coast.

Out from standard 3.5c per mile. Saving considerable to professionals, especially to Public and RKO, in southwest, where hope for long.

Air People as Song Singers by Request In Columbia Lobby

Columbus, Feb. 10.

Wayne J. Ark, state director of WCAI, announced of radio station WCAI, and Anne Lytle Owen, staff pianist and program director of the same station, are appearing in the lobby of the Palace (RKO) nightly this week between 7:15 and 9:45, singing and playing any songs suggested by patrons. They have a repertoire of more than 1,000 popular numbers.

Stunt working especially well due to crush of customers trying to see "Minnamoggie," despite RKO TV evening shows.

F&M OFFERING UNITS MINUS USUAL BY-LINE

Fanchon & Marco is offering electric low budgeted stage units to fit split week or full time routes and willing to forego the by-line credits.

If it succeeds Warners and Public may line up the F. & M. way. Negotiations are on both ways. Public for its southern houses and WB for eastern spots.

Between the two, F. & M. may muster around 11 added weeks to give the group a round 62 weeks of routing, which is the ultimate aim of F. & M. The present weekly footfalls to around 32 weeks.

LOEW'S TRIBORO FEB. 21

Opening of Loew's new Triboro theatre, Astoria, L. I., has been officially set for Feb. 21. Scale will be at the top.

Vaudville is the policy.

Postpone Vaude Revival

Albany, N. Y., Feb. 10. Proctor, slated to revive vaude Feb. 14, has had the vaudeville policy set back a week.

Due to picture bookings.

4 NEW SUBDIVISIONS IN MIDWEST FOR RKO

Chicago, Feb. 10.

RKO is creating four new subdivisions in the middle west. Unhatched newly appointed city mgr. of Milwaukee, is slated for one spot and Dave Levin and Lou Wolff for two others.

Appointment for the fourth subdivision is unknown at present. Understood that the new line-up goes into action March 1.

RKO Moves Openings To Saturday in Try To Reduce Layoffs

Chicago, Feb. 10.

Starting Feb. 21 all houses on the RKO program, time will go to Saturday openings. Exceptions are the local Englewood and the Liberty Theatre, Haute.

Houses making the switch from the usual Sunday start are the Regent, Grand Babylon, Palace, South Bend, Orpheum, Madison, and Palace, Rockford.

Memphis and Nashville are Friday openings on western vaude books, while Lincoln, Neb., being a six-day town, opens Mondays.

FOX AND RKO ARE IN UPTOWN BATTLE

About the nearest approach to an opposition vaude fight in New York at present is going on between the Fox Audubon, 45th street and Broadway, against RKO's Coliseum, 151st street and Broadway.

Struggle flared up in earnest when Fox brought in Belle Baker at the Audubon for a half-week and RKO booked Harry Hadden in for the simultaneous period at the Coliseum. Among other names Fox has needed in for its house are Ted Lewis and Bill Robinson. The latter has always played RKO houses in New York.

Last half of last week saw Helen Morgan at the Coliseum against Lester Allen at the Audubon.

F & M Will Continue With Vaude-Unit Plans

Los Angeles, Feb. 10.

Reports around the country being encouraging, Fanchon & Marco will continue its vaude unit stage units for the Fox and other houses on the F-M route.

New one, probably to be called "Talent" idea opens Thursday (12) at Pasadena with Six Jarmelli (girls brought on from New York). George P. Wilson, Jean Carr and Family and an opening act.

Talbot is House Mgr.

Chicago, Feb. 10.

Audrey Talbot, released last year as head of RKO's local club department, and before that a Keith hooker in Chicago, is back with the circuit.

R-K-O has appointed Talbot manager of the Ritz, Birmingham.

UNIT BICYCLING MAY EXPAND ON COAST

Los Angeles, Feb. 10.

So successful as a big bidder is Fox-West Coast's experiment with stage show doubling between two houses out here, that, executives are seriously considering a similar policy in other theatres on the coast and elsewhere.

"Trial of stage show between the Egyptian and Boulevard theatres here, with Jules Buffalo, a band, and specialty acts, commencing between both stands nightly in buses, has convinced P.W.C. after only two weeks, that fish is drawing at the box office."

Egyptian's business increased 25%, and the Boulevard's 50%.

The Wiltshire, one of Fox's best neighborhood houses and of good capacity, is mentioned as a possibility for the doubling units. Not yet figured out what other houses should get the acts along with the Wiltshire, but it may be the Ritz.

Nothing as yet has been heard from the acts for whom this policy means from four to eight shows a day between two houses.

Allentown's 8-Act Bills

Allentown, Pa., Feb. 10.

Lytle has decided to stick only to vaudeville for the remainder of the season. Pictures are out.

Eight acts will be given Thursdays, Fridays and Saturdays. Legit shows will usurp the rest of the week if there are enough around.

Irving Yates PRODUCTIONS

160 West 46th Street
NEW YORK CITY

? FERDIA ?

HYPONOTIST and MYSTIFIER

FANCHON & MARCO'S "MOROCCAN" IDEA

????????????????????

? EDITH BOW ?

? R-K-O ?

? "Party Girl" ?

????????????????????

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

TRIXIE FRIGANZA

R-K-O THEATRES, N. Y.
CHAS. H. ALLEN, Personal Mgr.

LEATICE JOY

IN A

"SERIES OF MOODS"

At the Piano, EDWARD J. KAY

PLAYING R-K-O CIRCUIT

THIS WEEK
FEBRUARY 7

R-K-O PALACE

NEW YORK

NEXT WEEK (FEBRUARY 14)
THIS WEEK (FEBRUARY 7)

Atlanta, Ga.	Ever Black	Lang & Miller	Raymond	Harris & Vay	Arthur, Faison	Southon, Iowa	Lucile, 1926
		Switzer, Lou Holt	Reynolds & White	Quinn & Carlson	William, Crawley	Hart & Sherman	Japh, La Vay '66

NEW YORK CITY.	Borns & Allen	Sum-
Palmer (14)	onlyland Peach-	Ham-
Giersdorf (14)	Billpenlons (14)	Reb-
Enatrice (14)	lmaier Bros	Hub-
Dr. Rockwell	Barnoul & Khirap	100
Merediths	Winsten & Lyons	
(Three to fill)	Pepito	
(7)	Edille Leonard	
& Kemmya	Isyle Hanger	
Mate. Bros	Ben Hunslo	
J.C. Billpen	(17)	
Leatrice Joy	Die Starr	
	Els-Is-Bell	

**FOR
TELEVISION**
LEDDY & SMITH
SUGGEST
JACK POWELL

[illegible]

At The
ROXY—NYC
This Week
ANNIE & EDDIE
PLACED
LEDDY & SMITH

[illegible][illegible]

Bills

FEBRUARY 14

FEBRUARY 17

W indicate opening day of
S indicate split week

ATLANTA 12:00 ATLANTA (14) 1:00 ATLANTA (14) 2:00 ATLANTA (14) 3:00 ATLANTA (14) 4:00 ATLANTA (14) 5:00 ATLANTA (14) 6:00 ATLANTA (14) 7:00 ATLANTA (14) 8:00 ATLANTA (14) 9:00 ATLANTA (14) 10:00 ATLANTA (14) 11:00 ATLANTA (14) 12:00 ATLANTA (14)	BOSTON 12:00 BOSTON (14) 1:00 BOSTON (14) 2:00 BOSTON (14) 3:00 BOSTON (14) 4:00 BOSTON (14) 5:00 BOSTON (14) 6:00 BOSTON (14) 7:00 BOSTON (14) 8:00 BOSTON (14) 9:00 BOSTON (14) 10:00 BOSTON (14) 11:00 BOSTON (14) 12:00 BOSTON (14)	CHICAGO 12:00 CHICAGO (14) 1:00 CHICAGO (14) 2:00 CHICAGO (14) 3:00 CHICAGO (14) 4:00 CHICAGO (14) 5:00 CHICAGO (14) 6:00 CHICAGO (14) 7:00 CHICAGO (14) 8:00 CHICAGO (14) 9:00 CHICAGO (14) 10:00 CHICAGO (14) 11:00 CHICAGO (14) 12:00 CHICAGO (14)	CINCINNATI 12:00 CINCINNATI (14) 1:00 CINCINNATI (14) 2:00 CINCINNATI (14) 3:00 CINCINNATI (14) 4:00 CINCINNATI (14) 5:00 CINCINNATI (14) 6:00 CINCINNATI (14) 7:00 CINCINNATI (14) 8:00 CINCINNATI (14) 9:00 CINCINNATI (14) 10:00 CINCINNATI (14) 11:00 CINCINNATI (14) 12:00 CINCINNATI (14)	CLEVELAND 12:00 CLEVELAND (14) 1:00 CLEVELAND (14) 2:00 CLEVELAND (14) 3:00 CLEVELAND (14) 4:00 CLEVELAND (14) 5:00 CLEVELAND (14) 6:00 CLEVELAND (14) 7:00 CLEVELAND (14) 8:00 CLEVELAND (14) 9:00 CLEVELAND (14) 10:00 CLEVELAND (14) 11:00 CLEVELAND (14) 12:00 CLEVELAND (14)	DALLAS 12:00 DALLAS (14) 1:00 DALLAS (14) 2:00 DALLAS (14) 3:00 DALLAS (14) 4:00 DALLAS (14) 5:00 DALLAS (14) 6:00 DALLAS (14) 7:00 DALLAS (14) 8:00 DALLAS (14) 9:00 DALLAS (14) 10:00 DALLAS (14) 11:00 DALLAS (14) 12:00 DALLAS (14)	DENVER 12:00 DENVER (14) 1:00 DENVER (14) 2:00 DENVER (14) 3:00 DENVER (14) 4:00 DENVER (14) 5:00 DENVER (14) 6:00 DENVER (14) 7:00 DENVER (14) 8:00 DENVER (14) 9:00 DENVER (14) 10:00 DENVER (14) 11:00 DENVER (14) 12:00 DENVER (14)	DETROIT 12:00 DETROIT (14) 1:00 DETROIT (14) 2:00 DETROIT (14) 3:00 DETROIT (14) 4:00 DETROIT (14) 5:00 DETROIT (14) 6:00 DETROIT (14) 7:00 DETROIT (14) 8:00 DETROIT (14) 9:00 DETROIT (14) 10:00 DETROIT (14) 11:00 DETROIT (14) 12:00 DETROIT (14)	HOUSTON 12:00 HOUSTON (14) 1:00 HOUSTON (14) 2:00 HOUSTON (14) 3:00 HOUSTON (14) 4:00 HOUSTON (14) 5:00 HOUSTON (14) 6:00 HOUSTON (14) 7:00 HOUSTON (14) 8:00 HOUSTON (14) 9:00 HOUSTON (14) 10:00 HOUSTON (14) 11:00 HOUSTON (14) 12:00 HOUSTON (14)	KANSAS CITY 12:00 KANSAS CITY (14) 1:00 KANSAS CITY (14) 2:00 KANSAS CITY (14) 3:00 KANSAS CITY (14) 4:00 KANSAS CITY (14) 5:00 KANSAS CITY (14) 6:00 KANSAS CITY (14) 7:00 KANSAS CITY (14) 8:00 KANSAS CITY (14) 9:00 KANSAS CITY (14) 10:00 KANSAS CITY (14) 11:00 KANSAS CITY (14) 12:00 KANSAS CITY (14)	LAKE CHARLES 12:00 LAKE CHARLES (14) 1:00 LAKE CHARLES (14) 2:00 LAKE CHARLES (14) 3:00 LAKE CHARLES (14) 4:00 LAKE CHARLES (14) 5:00 LAKE CHARLES (14) 6:00 LAKE CHARLES (14) 7:00 LAKE CHARLES (14) 8:00 LAKE CHARLES (14) 9:00 LAKE CHARLES (14) 10:00 LAKE CHARLES (14) 11:00 LAKE CHARLES (14) 12:00 LAKE CHARLES (14)	LOS ANGELES 12:00 LOS ANGELES (14) 1:00 LOS ANGELES (14) 2:00 LOS ANGELES (14) 3:00 LOS ANGELES (14) 4:00 LOS ANGELES (14) 5:00 LOS ANGELES (14) 6:00 LOS ANGELES (14) 7:00 LOS ANGELES (14) 8:00 LOS ANGELES (14) 9:00 LOS ANGELES (14) 10:00 LOS ANGELES (14) 11:00 LOS ANGELES (14) 12:00 LOS ANGELES (14)	MEMPHIS 12:00 MEMPHIS (14) 1:00 MEMPHIS (14) 2:00 MEMPHIS (14) 3:00 MEMPHIS (14) 4:00 MEMPHIS (14) 5:00 MEMPHIS (14) 6:00 MEMPHIS (14) 7:00 MEMPHIS (14) 8:00 MEMPHIS (14) 9:00 MEMPHIS (14) 10:00 MEMPHIS (14) 11:00 MEMPHIS (14) 12:00 MEMPHIS (14)	MILWAUKEE 12:00 M
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1st half (11-17)
Chappelle & Carlton
Flourette, Jeffrie
Ray & Harrison

[illegible]

NEW YORK CITY Edward T. Ryan
(Attorney at Law) Allen & Condit

[illegible]NEW YORK CITY NEW HAVEN, CT
Academy of Music Police #131

NEW YORK CITY Academy of Music 12-13-14 "Savannah Bells" Hartz & Hosenau 15-16-17 "The Changeling" DeWolf Hopper Joe Jones 18-19-20 "Audition Theatre" 21-22-23 "The Sign of the Cross" Hackett & Hermann 24-25-26 "The Sign of the Cross" Hackett & Hermann 27-28-29 "The Sign of the Cross" Hackett & Hermann 30-31-32 "The Sign of the Cross" Hackett & Hermann 33-34-35 "The Sign of the Cross" Hackett & Hermann 36-37-38 "The Sign of the Cross" Hackett & Hermann 39-40-41 "The Sign of the Cross" Hackett & Hermann 42-43-44 "The Sign of the Cross" Hackett & Hermann 45-46-47 "The Sign of the Cross" Hackett & Hermann 48-49-50 "The Sign of the Cross" Hackett & Hermann 51-52-53 "The Sign of the Cross" Hackett & Hermann 54-55-56 "The Sign of the Cross" Hackett & Hermann 57-58-59 "The Sign of the Cross" Hackett & Hermann 60-61-62 "The Sign of the Cross" Hackett & Hermann 63-64-65 "The Sign of the Cross" Hackett & Hermann 66-67-68 "The Sign of the Cross" Hackett & Hermann 69-70-71 "The Sign of the Cross" 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EDDIE STANLEY, TOO
Dir. LEBBY & SMITH

[illegible]

BEN ROCKE

[illegible]

Low

[illegible]

London

Gold diggers gone to silver.

Bill (Major) King plays chess.

Seen here, it any day, is a very

Francis Dymally does his chores.

Alexis Kewsky's wife is still in Hun-

gary.

Reinhold Fopwell hobnobbing around

the pit Cat.

British International flirting with

Carl Brisson.

Joe Grey-in every way blunder

and blunder.

George Ayre in a bubble over and

publicly still.

Alfred Bawin announces he talks

his language.

Albert de Courville is directing

three languages.

When C. R. Goode plays golf

squads are trumps.

Dorothy Barham, talker player,

has authored a book.

Three's talk of the Merck doing

things in your town.

Boasting pictures taken over

Twoready lunch table.

Three magnates in every day eat

lunch in one bank place.

Quite a number of British leading

ladies have died recently.

One of the British ladies is

have ducked on the payroll.

Sidney Bernstein determined to

become legit with the Phoenix.

Some current leading stars are

one concerning Ralph J. Fugh.

Dean Hardy doubling between a

Dean, Street, Miller, and Elmore.

Sam Harvey, London circuit ex-

hibit, made so much he is retiring.

Talk about Milton Rosmer, quit-

ting the "Dreyfus" direction through

lines.

Some shows have no unsuccessful

the thinking of swapping press

agents.

Blackecting has opened with

protection graft on street enter-

tainments.

Half the population of London

seems to be down with gastric in-

fluenza.

His Foster race herself as hav-

ing more s.a. than any other p.a.

in London.

This office is officially being

down on watercress. It never got

up anyway.

St. John Martin Harvey is mak-

ing his talker debut and says he's

enjoying himself.

Despite newspaper smash, some

press agents are trying to get their

names on columns.

Syd Chaplin took the bankruptcy

route for 140,000 on application of

"Baba International."

St. John Maxwell had bought

Vincent, but John, having

looked ahead, is color blind.

Jeffrey Bernard goes to Berlin

to tell to Copenhagen. Sincerity

may be common.

St. John's latest kick at George Per-

nara show was turned into a flop

for the British International.

One of the theatrical social circles

couldn't think of a better supper

spot than a burnt cork affair.

Leading London ladies are de-

voting more and more space to re-

ports of British social activities.

Christopher Mann found an inter-

national press for his new show, or

the boys to meet a multi-lingual cast.

Gordon Brooks, the new Express

editor, has started by writing in

English pictures. A big idea, but

not new.

Mrs. Mander, once boasted he

understood women, but they may

Paris

government, is the first to with his

party, had a violent cigar smoking

contest.

Through missing S. Jay per-

formance at the Ritz, said to be

due to a car crashing on trip from

Lisbon. Gene Sheehan was dis-

abled one-third of his salary. Al-

fred said he was getting a

week, even so.

Manen back.

Marjory Miller's here.

Sadie Jackson off to Budapest.

Ritz Bar emper than 10 years.

Harry Miller likes the food at

Niffery.

Town swarming with American

buyers.

Twice Twain yearning for the

city.

Clifford Harman back from the

Riviera.

Emily Davis Vanderbilt back in

three weeks.

Whitette Korshaw with another

new play.

Mar Anthony has had a number

of new plays.

Deontale's going away with girls

until spring.

Levi Cole off to America in

three weeks.

United Press men going Mon-

terday heavy.

Joyce and Maye expected over for

a cash job.

Marjory Miller telling about Car-

ter, California.

The Randolph Bartlett off for a

holiday in Spain.

Peter Turk introducing a new

bang to Montparnasse.

"Love for Sale" most popular

musical in night club.

Colt Porter wears a two-colored

coat.

Hunt for foreign versions of the

Earl Carroll type now on.

Art Hadley changing part of his

act to suit the times.

Lois Jaekes off to Italy, after a

week in London.

Male artists more prevalent this

winter and fewer long hairs.

Walker Varney is sailing out over

the week ends at his new Mill.

Frank Wales, old the rounds the

city, is returned from Geneva.

Adèle Astaire looking over the

new style collections at Jenny's.

Walter Varney is sailing out over

the week ends at his new Mill.

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Frank Wales, old the rounds the

city, is returned from Geneva.

Adèle Astaire looking over the

new style collections at Jenny's.

Walter Varney is sailing out over

up on the left bank as a publisher

of deluxe editions.

George Smith dances with a pistol,

and finds her purse and diamond

ring stolen.

Cur Smith deserting the Ritz

after three years for the

Dom and the Dingo.

Arthur Lesner back in Paris for a

new film company.

Robert Englemann, German actor,

off to Alstera to make talker for a

new film company.

Talkers have boomed yet another

trade—that of the translators.

Theatrical agents now besieged by

linguists offering to translate over-

thing into anything.

Professional

misogynists chiefly by Russians.

Old Hamilton can make up his

mind which of the Ritz night clubs

he wants to play at.

Paul Feller reports that Holly-

wood as yet as good.

Paul Feller reports that Holly-

wood as yet as good.

Paul Feller reports that Holly-

wood as yet as good.

Paul Feller reports that Holly-

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Smith, and Carrie Madeo who are

smarting under a number of smart

theaters.

Ray Goetz gave out long inter-

views about the Postal Telegraph

and the high price of theatre tickets

in New York, not telling, of course

that he himself is to be

personally with tickets for "The

New Yorkers."

One of the stars says he'd rather

dance in a revue than a musical

comedy, because any kind of a

CONCERT

By Sallie

American Grand Opera

Tousis Taylor's grand opera in English, "Peter Ibbetson," was sung Saturday afternoon at the Met. Mr. Taylor and Walter Davenport were the only two American composers whose operas have been given at the Met. Whether the grand opera can live seems uncertain.

"Peter Ibbetson" is in three acts and eight scenes; written in English, chiefly, with incidental French folk song adapted by the composer.

Contralto, Collier's, setting version was dramatized from the novel by George du Maurier, so this piece is a dream-drama set to music.

It is music of value but seems lacking in melody, as well as the rhythmic flow in foreign operas have made them famous.

"Period" is 1440-1857. Men, very dressed in the director's costume, demonstrated a waistcoat and trousers fitting snugly at the waist, the most striking, as far as the second, when Peter, sung by Edward Johnson, relates the events of his childhood.

In the climax, the Duke of York and Mary, Duchess of Towers, sung by Madame Bori, united in dream, held audience.

The spectacle in entirety is an eye-feast with a very fine Madame Bori, who also sings and sings with intelligence, was picturesque in the second and third acts. In the garden she sang a tango, tango, with a full bouquet of roses and wears a picture hat, turned to the front. In the dream, she was a vision in a white sprigged, four-pane gown.

Madame Bori sang a beautiful aria, seated on a divan, she wore a resplendent, ruffled, embroidered in American beauty raised her dark hair, parted in the center and ended in a small knot at the back.

Mr. Johnson in a dramatic version would be immense. He was as idealistic as a young poet, and Davenport is supposed to be the able Director's coat, with delicate blue vest and trousers, as well as his black wig and a dark bow tie, which, in a great display, turned to the front.

Mr. Taylor responded to tremendous applause. House was over-capacity, with 2,000 turned away.

German Filmed M.C.

A musical comedy, "Großes und Kleines," filmed in the Bavarian Alps is in its second week at the 8th Street Playhouse. This appears to be the photographic, synchronous, among the best of the foreign pictures this season.

"Großes und Kleines" is a dual role. She is most attractive, blonde, with luscious smiling lips and a pleasing smile with dimples. Her dress is simple, one-piece peasant skirt.

This picture seems to have been patterned after Shakespeare's "Taming of the Shrew." "Tame's" husband, played by Fritz Fritzsche (Pepi), goes the limit of taming a cat following the wedding.

Stewed on Milk

A special performance for the benefit of the Milk Producers' Association, "Bocaceto," in three acts (in German) at the Met. The music of this delicious, beautiful opera is by Franz von Suppe and the 12 principals in the cast are outstanding.

Heritz was in flesh skins, with a short cut of hair dyed green-yellow, and a black and white striped shirt. She dressed her hair in a garret of dumplings and wore a small, coquettish hat.

Mark Windheim as a drunk did a waltz, of course, but instead of being drunk, he became so sober.

This opera could be repeated frequently.

A Hayes Sell Out

A sold-out subscription for the "Topsy" Hayley exhibition. The fund was increased by 1000 tickets raised on the stage. Foremost of the three, Richard Hayes, who had been out of town in town this season, sang American Negro spirituals.

One of the greatest and most beautiful classes of gladiatorial period and language.

Lewis Emery in N. Y.

Lewis Emery sang his first New York concert this evening at the Metropolitan.

and groups of French, German, and American songs he proved himself of rare musicality, fine technique and excellent diction.

Mr. Emery's personality is much in his favor. His singing of "Allez, allez, allez" and "Allez, allez, allez" and the French group was done with rare brilliancy.

He sang "Allez, allez, allez" and "Allez, allez, allez" and the French group was done with rare brilliancy.

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Shows in Rehearsal

"Making Mary" (Pope & Gordon), New Yorker.

"My Maryland" (Shuberts), Ambassador.

"Hilda Cresswell" (Brady & Woods), Ambassador.

"Torch Song" (Chicago company), Laura Wicks, Geneva Hall.

"Wonder Bar" (Shuberts), Ambassador.

"Privilege Can" (Abramson & Fields), 44th Street.

"American Tragedy" (Stock and company), 44th Street.

"Success" (Charles Hopkins), Hopkinton.

"Paying Dances" (Stapen & Alkay), Liberty.

"Lonely Way" (Guld), Guild.

"Master Beautiful" (Crabtree), Apollo.

"As Husband's Go" (John Golden), Golden.

"Venerable Glass Nephew" (Walter Greenough), Princess.

"His Father's Footsteps" (Sam Weller), Hudson.

"The Breadwinner" (New York), New York.

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FUTURE PLAYS

TWO CASTS WAIVE BOND ON REHEARSING SHOWS

Ons of two-rehearsing shows, one a musical, have waived bond. Actor, "So Like Me," by Van Antor, brother-in-law of Emily Post, is rehearsing for Richard, Herndon, and in Manhattan. Greenough is rehearsing for Walter Greenough, who is rehearsing for the usual reason.

"Nephew" although a musical, has no money, no line-up bond being necessary.

Shirley M. Biddell, book publisher, turning "legit" producer, posted a bond covering cast of "The Night Queen," which will tour the New York subway circuit before going on the road. Biddell was twice dupe with A. H. Woods when she showed playing the fitting this season, but is spending the road company out on his lonesome.

Salaries for the road company of "Stepping Stones" cut rate champion which recently closed on Broadway, are being guaranteed by Shuberts who have taken the show over on out-of-town theatres. Alien Bannister, who co-produced the show in New York, with George Shubert, still being killed as the producer.

Cash bond of \$1,750, covering "The Grey Squirrel" by Roger W. Nelson, was posted Monday (8) by Edward Sargent Brown, indie producer. Piece rehearsing.

Academy Opens Meetings To Spouses of Members

Hollywood, Feb. 10. Whatever they say about Hollywood, the married are not going and seeing films without the spouse.

Art and Technic committee of the Academy, realizing the situation, has decided to let wives and husbands of members in on sessions.

Art-and-Tech will call a come-back meeting this month, to give academicians a chance to answer Jesse Lasky, Clara Mergerson, and William K. Howard, who told what they would do if they had someone else's job.

After all these years, Chicago returns to the city as a legit producing town when the independent Blackstone company presents "Torch Song."

Drake intends to make this town a regular producing center for the city's midtown.

"Torch Song" is slated to follow the Mrs. Fiske company, now at the city's midtown.

Two Shows Going Out

Two shows are on Broadway today, both having closed suddenly last Saturday.

"The Little Duke," presented by George & Genet at the Royale, was closed.

"Rock Me, Julie" is slated to follow the Mrs. Fiske company, now at the city's midtown.

After posting his closing notice and announcing in dailies he would withdraw from local field at the end of this week, George Sharp decided to stay in the city.

Sharp was in New York last week, conferring with the Shuberts, and it's believed he had come to some agreement, probably cheaper rental. Sharp's lease at Pitt doesn't expire until May 31.

Believed Shuberts felt anything they could get out of Pitt from Sharp would be price-murder, as they haven't enough road shows to keep one local site, the Alvin, going.

"Families" opened Monday (8) to a crowd. Continuation to be produced, a producer's belief the notices can be given down.

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The Breadwinner

"The Breadwinner" will not touch production this season. It is the most recent work of the New York Kendall is interested.

New Queenie Smith musical has been scheduled to rehearse the first week in March. New York, Feb. 10.

"The Mikado," under Frank Shick's management with DeWolf Hopper is being rehearsed in the city. It is Charles Gallagher, Forrest Huff, Ethel Carter, Vivian Hart, and the usual reason.

"Gods of the Lightning" by Maxwell Anderson and Harold Hickerson will be rehearsed at the Provincetown Playhouse, New York, Feb. 10.

Best includes Joseph Shaw, Nicholas Baranoff, Paul Carson, Bob Lewis, John Arnold, Sanford Sylvester, Rachel Freeman, Robert Allen, Ellen Hall, Dwight Surtis, and Jessie Glinberg.

White Cargo will be revived by A. H. Woods, actor, who will attempt to reassemble the original cast. Some have already been engaged.

White Cargo will be revived by A. H. Woods, actor, who will attempt to reassemble the

Inside Stuff—Legit

Shoestring Limit

Walter Numan, playwright, is attempting to get Emory's permission to cast a show he has written for the musical comedy, showing the play to producers on the chance someone might buy it.

The actors will receive no payment for a week's rehearsal and a week's shooting in New York which the playwright will hire.

Only producers who show him will be admitted on invitation.

OLD MELIERS SET FOR OLD LYRIC IN PHILA.

Philadelphia, Feb. 10.—Old Lyric theatre, Broad and Cherry streets, dark since October, when the Shuberts gave up their lease on it and the Adolph, which has been leased as out of the theatre, is now being re-opened, has been agreed by the Pennsylvania Co. trustees of the estate of Thomas L. Melier to Jacob Ginsburg, Jr., associated with a Jewish paper here, for an unnamed purpose.

Ginsburg announces old-time melodramas, the first "Ten Nights in a Barbershop" on Feb. 12.

Cast will include William Price, Ford Porter, John Real, Dudley Vaughn, Paul Heckman, Ole K. Loughlin, Ted Rows, Ned Potter, Warner Hall and Carl Reinhardt.

Topeka House Closes, The Stagehands Blamed

Topeka, Kansas, Feb. 10.—Fox theatre, which was closed as far as legitimate theatre is concerned, until local stagehands make certain concessions, Walker W. Hart, who is the novelty week ago was the cause.

Yellow card called for 15 men to appear in front of the theatre to be taken up. Whiteface took one look at theater, went by left and closed the door.

Interior set. This had to be cut down so he put his own road crew of four men on the only calling on local crew to unload the truck.

Local business managers reply to protest with a letter. The writer wanted an adjuster called from the New York office.

Four City Cold, Kid Theatre Folding Near

Minneapolis, Feb. 10.—After having sunk more than \$5,000 this year on his production, the Four City Repertory company, presenting plays for children, Dr. T. B. Hart, local dentist, declares he is ready to give up. It'll be the last season for the venture, according to Dr. Hartzell.

Dr. Hartzell complains bitterly about the lack of support and cooperation on the public part. Society leaders, etc. permitted the use of their names as sponsors, but they didn't get behind the enterprise.

"Families" Co-Op

"In the Best of Families" at the Bijou last week was slated to close Saturday. On that evening, however, the cast agreed to continue on a co-operative basis.

Shuberts, who control house, are to get their money back on expenses. Charles Richmond, one of the leads, rejected the sharing idea, but was used until Walter Sauer could be found. Walter Scott goes into the pot Thursday night.

Lawyer Kaye Leaves

Further economy in the Shubert office has resulted in the departure of Sydney M. Kaye, attached as resident legal adviser.

Shuberts was concerned mainly with arbitration cases. It is now associated with the firm of Rosenberg, Goldmark and Colla.

"ZERO HOUR" HALTS

"Zero Hour," with Alice Brady, George Westall, and Ned Sauer, here and a fourth, "Makin' Mary," by G. Feb. 25.

"Makin' Mary" is being produced by Gordon & Lennox.

Plays on Broadway

Common Judgment and Sued All Out on Appeal

N. Y. Appellate Division has decided Joe Lebling and Sam Samuels need not pay a verdict for \$18,732 given by a jury to Julius C. Brinberg. It upheld an order of Justice Ford setting aside the verdict and dismissing the complaint.

Brinberg had sued the Leblings and Samuels as vice-president of the American Bank Note Company, for having sold or exchanged their majority holding in the bank and agreed to pay him a commission of \$250 on their total of \$487 shares if he brought this about.

Brinberg sued on the ground that the Municipal Bank on Brooklyn was interested by him in the complaint but refused to carry out a deal to acquire the stock of the defendants because of alleged misrepresentation by Lebling and Samuels as to the American Bank Bank status for 1925 and 1926.

Brinberg said that they had no proof that the Municipal Bank would have bought the stock anyway if the contract had been for the payment of the commission in the event of the purchase or exchange of the stock.

RKO's Coast Prologs

Los Angeles, Feb. 10.—Orpheum (RKO) theatres here and in San Francisco are showing the first of a series of prologs starting with "Cimarron" in both cities.

Mr. Singer is here from Chicago as stager and will furnish personnel and some of the bank. Early affairs on the Coast in addition to prolog producing.

Cast Changes

With Dulcie Welford and Hal Thompson stepping out, "The Gang All Here," the Ted Healy comedy, opened at the Orpheum Monday (9) and is due in the Imperial, New York, Feb. 16; Tom Howard, "The Gato" at the Strand, replaced, Gino Mito in the Ruby Keeler assignment.

Joe Phillips, new juve, Jerry Goff replaces Walter Petrie in "You Said It" this week. Goff will play the heavy in the musical and double in Oakland's Terrace, New York, as m. c.

"Sweet and Low," featured in "Sweet and Low," has married Roger Wolfe Kahn, orchestra leader, and son of the banker, Evelyn Williams, Elizabeth's sister, who played with her in Vaudeville as a cast off the banker.

Mary Lawlor and Eugene Bernier are leaving the cast of "You Said It," due to a adjustment of the cast.

AHEAD AND BACK

Mineral Ralson now Pa. for Crosby (Halse), his first assignment being "Houdini" (Halsey) in rehearsal. Beaumont Fox ahead of Jane Cowell.

Joe Phillips, Pa. for Jules Leventhal's cast at Waldorf, New York, Feb. 16. Phillips, Pa. for "That's Gratitude" (John Golden), March 1, 1931.

Mineral Ralson, Pa. for "House Beautiful" (Crosby Gable).

Sharpe's Own Musical

Stanley Sharpe, formerly Ziegfeld's general manager, is planning his own musical for spring production.

A deal concerning the show is on between Sharpe and Schwab & Hausman, the former manager, having his own financial backing.

SUBURBS FOR REVUE

Shuberts are to produce musical operettas in addition to "Student Prince," current. Next will be "Madame Troubadour" taken from the French. It was first presented on Broadway at the Loric in 1910.

Shuberts will have a musical revival, to be shown at pop prices.

4th Pitts' Try Out

Pittsburgh, Feb. 10.—Sixteen "setting" to be a regular trial for the new show, "The Student Prince," at the Loric, Feb. 16.

Three of them, "Gone Hollywood," "With the 'Rat' and 'America' (Swellish) and 'New York' here and a fourth, "Makin' Mary," by G. Feb. 25.

"Makin' Mary" is being produced by Gordon & Lennox.

DOCTOR X

"Mystery drama" this time, "The Doctor X," presented at the Loric, written by Howard Warner, with music by Robert T. Harlan, New York, N. Y.

Alta Walker, Robert T. Harlan, George Westall, Ned Sauer, and a fourth, "Makin' Mary," by G. Feb. 25.

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Jules Murry, booked for the Shuberts, is said to have made overtures to produce a play, "Cimarron," in which the town where RKO is not located.

Unless Hinko should wish to play its tailor's a road show at advanced price, in those Shuberts, the suggestion probably carried little weight as regular releases, "Cimarron" could not possibly miss any town in other picture houses.

"Cimarron" withdrawal from the Globe on Broadway shortly, to permit it to go on release generally around New York, as per contract, is unlikely RKO will read show elsewhere as "Cimarron" is all over on the way.

Murry didn't use to go out of office looking for bookings. He had a pair of always "dough business" sitting at his desk.

A certain New York playwright, whose sales are said to be rare, has devised a method for cutting himself more than five or six actors, by letting each actor handle no more than five or six actors, who has led each one up on long term contracts. These call for him to re-write and work on the play, for which he receives 50% of everything the author gets after the sale of the script.

Last season the broker sold a play which developed into a hit. His earnings on this alone include half the New York run royalties and half earnings on this alone include half in addition to 50% of the author's share of the picture sale. On the last named the agent alone received \$13,260. All because "the side in making the play readable and saleable."

The few scene studies now open and working are holding murder at the 32-hour week being passed by the Local Scene Artists Union. While the scene studies were deliberately aimed at in the ruling.

While on the subject of "Lifeline," the scene study is particularly effective. It is pointed out that each studio has used the same men for years mainly because they are the best in their line. Putting on a new man adds to the cost of the picture and the studio is not a dominant factor, other picture companies as well getting the same shows for films.

Scene union recently underwent a change in administration. Since Gilbert Miller has been managing director of the Charles Frohman office, 80% of the picture business has been set for the picture. It is surprising because Miller chose plays without regard to the screen agent. The fact that Paramount owns the Frohman office is not a dominant factor, other picture companies as well getting the same shows for films.

At present the current "Tomorrow and Tomorrow" has six picture contracts bidding for \$100,000. \$75,000 has been set for the picture. The Frohman production unit is independent regardless of Paramount ownership and has been more than self sustaining since bought by Paramount.

Sam H. Harris received \$10,000 from Sid Grauman for the Pacific Coast rights to "Cimarron," a picture which is a stable chain of dough. In lieu of the usual \$500 weekly royalty, which is high for a hit production. Harris collected additionally with the authors on the usual royalty basis.

It cost Grauman, making his initial legit production, over \$250,000 to open "Lifeline" at the Mayan, Los Angeles. Besides the 10 grand to Sid Grauman, he paid \$10,000 on the production, regarded as one of the most costly ever attempted in the west. This was the usual Graumanesque first-night bathhouse of California, etc.

Theatre owners, despite lack of attractions, seem to have adopted an obstinate attitude toward managers propositioning them on rental deals. This week many managers have been refused several dark night spots, says he has been given a perfect run-around by indie owners as well as one of the larger legit circuits. One deal called for a straight five-year lease, with the house, but making no answer and willing to let out the house on a week to week basis only, which would murder the deal in question.

No immediate production activities are planned by the Ray-Minn Corp., the newly organized legit producing firm backed by Paramount. From which has been told to deny any picture-making activities, is producing, as the aim is a series of spring tryouts.

Worthington Minor, director, and a member of the new producing unit for Paramount, is currently directing the Channing Police play, "House Beautiful" for Crosby Gable.

Although no dissolution papers have been yet filed to dissolve their partnership, Bobby Connelly and Arthur Swanson have closed their legit producing office, C. & S. split a few weeks ago, following the flop of "Pineapple Charities." Connelly is now with Schwab & Mandel on "America's Sweetheart," Swanson is said to be writing a play, and Thomas Dodkin, general manager of the outfit when producing, is in Florida.

Townsend Walsh, advance agent over a period of years for Mrs. Fiske, Otto Siskner, Fred Stone and other noted stars, and in one or two recent summers ahead of the Ringling circus, is now on his way to tour of the world, but he is said to have been away from his travel abroad, for pleasure, as much as any advance agent in show business. He keeps off the beaten track, visiting places seldom found in the itinerary of ordinary tourists.

That "Father and Son" team of Cantor and Jessel will continue producing Generalized when Generalized wins the Pulitzer prize, Feb. 15, to handle dialog on Eddie Cantor's new T. A. picture to be made for Samuel Goldwyn.

It will be with Jerry Ryland and Guy Bolton on the story. It's to be an original with Jessel aiming lastly for a director's post sometime in the future on the Coast.

A letter sent producers by the Knickerbocker Broadcasting Co. operator WMCA, collected \$50 to have their plays mentioned by Rude Dunbar, who is chronicling the "Lifeline" when the movie throws comments onto this radio talk from 8:30 to 9:45 p. m. The letter stated:

"At present his talks are confined to Shubert attractions. We plan to have the source of the story so that the attractions of all producers may be included in this broadcast."

Joe Cook's smallest son, Leo, sat in a box at Branger's, not only watching "The Andromeda," but carrying on a cross-fire conversation with his pop. That lasted for 15 minutes with the audience getting extra value. During the play, Leo said to his father, "I'm a baseball player. Joe remarked he knew who played the monk and would be accommodated by getting a coconut, shell and all.

The Shubert production of "Napoleon Intermezzo" (Greifen) has been postponed indefinitely because of delayed adaptation. Minor Harris, who started the work but abandoned it, is continuing to work on his street. The "Napoleon" piece is supposed to be emceed in a wax work with various notables coming to life.

"The Inside Story," a polka-vie drama is off for the present, script having been returned to the authors, George Bryant and Francis M. Herman. Bryant had it on option for which he paid \$300. Option lapsed last week.

Broadway will scarcely take to this one. The Branda, William and Harry, may be suspected of taking a loan from their own experience by planting the piece on the Main Stem for an exploitation run to help their subway ticket showings. On that basis place may get along a lot. The intention of the authors seems to all be to prove all scientists are neurotic if not altogether nuts. A misdeed at the theory of relativity gives an idea of the humor.

WITH 5 SHOWS IN 3 PHINIX, GOOD TAKINGS

Philadelphia, Feb. 10. Business on "main floor" of the adding weight to the contention that Philly can get along a great deal better with 5 shows in 3 than it could with 10. The very bad weather conditions of the night might otherwise have been even brighter success a business.

Four non-musicals all, including "Street Scene" (12th week), "Twelfth Night" (11th week), "The Sign of the Cross" (10th week), and "The Sign of the Cross" (10th week).

Only the musical in town, "The Sign of the Cross," did not click as strongly as it should have done with no opposition, but it was up all week.

The week had two newcomers, "Street Scene" (12th week), and "Subway Express" (11th week), which were both up all week.

The Shubert started dark until Feb. 21, when the revival of "The Sign of the Cross" (12th week) started at \$2.00, listed. Only other looking in "The Sign of the Cross" (12th week), which was up all week.

"Subway Express" (11th week), which was up all week, and "The Sign of the Cross" (12th week), which was up all week.

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3 Musicals Have Own Way in Chi's Divvy, "Cherries" Is Liked

Chicago, Feb. 10. Earl Carroll's "Sketch Book," in its week's week, continued to lead the box office around \$22,000 without the aid of out-lets, and the "Cherries" (11th week) followed it.

"Blackbirds" went materialized at the Apollo with that house now regular, and "The Sign of the Cross" (12th week) followed it.

"The Sign of the Cross" (12th week), which was up all week, and "Subway Express" (11th week), which was up all week.

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"The Sign of the Cross" (12th week), which was up all week, and "Subway Express" (11th week), which was up all week.

'CHILD,' \$15,000, AND OUT Boston Withdrawal & Puzzle 'Tops' at \$10,000

Boston, Feb. 10. Business in the legit theatre this week was generally good, and the puzzle is why "It's a Wise Child" (11th week) moved out of the show when the last three days played to capacity and the gross reached \$15,000.

"Estimates for Last Week" (11th week), which was up all week, and "The Sign of the Cross" (12th week), which was up all week.

"The Sign of the Cross" (12th week), which was up all week, and "Subway Express" (11th week), which was up all week.

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60% of B'way Shows Making Profit: Weak Sisters Out, List Shortened

At least 60 per cent of Broadway's three dozen attractions are rated money-makers or operating at a profit, according to the theatre list is in the clear with a reasonable chance for others to work out of the red, most of the week. The week's week, several shows are operating on a parity with the others, but some are considerably under normal, that working out to the advantage of those listed.

Those that do not show that, poor shows have an better chance that usual. The critics have been so kind to give any season in memory few shows have survived a general bashing, and one case of dividend opinions appeared to have been fatal to one expected hits-chance show. The week's week, several shows are operating on a parity with the others, but some are considerably under normal, that working out to the advantage of those listed.

"The Sign of the Cross" (12th week), which was up all week, and "Subway Express" (11th week), which was up all week.

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MINNEAPOLIS B. O.

Minneapolis, Feb. 10. The independent players did their best business, since their production, "The Sign of the Cross" (12th week), which was up all week.

PORTLAND'S GUESTS CLICK

Portland, Ore., Feb. 10. "The Sign of the Cross" (12th week), which was up all week, and "Subway Express" (11th week), which was up all week.

SEATTLE SHOWS HOLD UP

Seattle, Feb. 10. The second and closing week of Virginia Valli, as guest star with "The Sign of the Cross" (12th week), which was up all week.

STAGHORN RULING

Staghorn, N. J., Feb. 10. "The Sign of the Cross" (12th week), which was up all week, and "Subway Express" (11th week), which was up all week.

ATTRACTIONS

At attractions, Feb. 10. "The Sign of the Cross" (12th week), which was up all week, and "Subway Express" (11th week), which was up all week.

No Room in N. Y. C. for Another Radio Station Under Upheld Decision

No more radio stations will be permitted in New York City: This is the interpretation of radio experts to the decision of the Federal Radio Commission in the case of WMCA vs. WGBS, which forces the latter station to return to its former frequency of 1,170 kilocycles from that of 680, because it was less than 50 kilocycles from WMCA.

With the Commission possessing a ruling that no broadcast stations are to be less than 50 kilocycles apart in New York City, and with the Supreme Court in Washington upholding this ruling, it means New York City has already its full quota of radio stations.

There is no spot where a new station could squeeze in which would keep it 50 kilocycles apart from the nearest stations in New York City. The radio station is permitted to broadcast on a frequency above that of 680 kilocycles, and WMCA, known as the "quietest" station, uses 710 kilocycles.

WMCA's fight against WGBS was stretched over 15 months. WGBS first applied for full time on 1,400 kilocycles from the time it was using on 1,170 kilocycles. Pending the hearing WGBS was permitted to use semi-commercially, and experimentally, a wavelength of 600 kilocycles.

WGBS, according to the charges made by WMCA, tried to withdraw its application for 1,400 kilocycles. WMCA and WNYC, splitting time on the same frequency, protested that WGBS was only 30 kilocycles away and interfered with their reception. The Commission decided WGBS should return to 1,170 kilocycles. WGBS retained the Commission by securing an injunction. The Court in Washington upheld the Commission's decision.

WGBS returns to its old frequency this week.

Infant's Air Funeral

Cincinnati, Feb. 10. Sixteen WILD, 100-matter at Mt. Carmel, near here, went on the air, with a funeral service for an infant.

Bills were pronounced by Rev. Lewis G. Laidlaw, pastor of the religious hours on the station. Program etherized at the parents' request.

RADIO NEWS SERVICE SEEKS COAST HOOKUPS

Los Angeles, Feb. 10. Radio News Service is now rebroadcasting three news bulletins daily from KATC in Beverly Hills. It will attempt to line up other Coast stations on the broadcasting newspaper idea. Ivan Johnson, editor of the service, is in town of the Northwest next week.

All stations coming in on the service will be linked up with each other by special wire, giving each major wire service on events of major importance in each locality.

Service from KATC has been sticking to news of local interest. Each broadcast period, which is fifteen minutes, three times daily, is now being sold to advertisers. Prior to this the news had been taken care of by the Bank of America, which is forfeiting the idea.

Biggest trouble experienced by the news is finding reporters who can handle the news briefly and clearly. Unlike a newspaper, the listener is unable to reread any of the news coming through the loud speaker, and unless the broadcast is concise it is nullified.

Editorial staff has been consistently changed since the idea was put into practice.

Sunday feature broadcast started last Sunday is confined to motion picture news. Ken Taylor, formerly assistant dramatic editor of "Excesses" has been added to the staff and will handle this.

ENGAGEMENTS

Joan Tompkins, formerly of opera in Italy for the "Radio Roundup" hour, CBS.

Lillian Tare and Nelson Eddy as featured vocalists on new Dutch Masters program starting this week on CBS. Coast hook-up for 52 weeks.

Margit Hagedorn, Hungarian violinist, Ted White, Carl O'Connor and Irl Humphreys, Bob Bradford and John Varen, baritone. Pearl Hunter and Hilda. In courtship, Clare Van Nostrand, Hal Warner and Katherine Rue, contraltos, as entertainers at the new Mineral Cocktail hour from KJIL, Los Angeles, and the CBS network for 15 weeks.

Classified

Hollywood, Feb. 8. In Hollywood, where every profession carries a certain amount of dignity, shoeblacks have labelled the males "shoe-podiatrists."

BARRYMORE AUDITION

NBC "May Place Actress on Commercial Hour at \$2,000 per Week."

Chicago, Feb. 10. Ethel Barrymore is offered either a spot or 12-week either feature by NBC Artists' Bureau. Legitimate star given an audition at the chain's local studios, with satisfactory results.

At a preliminary test putting her under a term contract, NBC is trying to spot her with an account of two songs to the Armour-Hoover or Household Finances Celebrities broadcast, or any program of national hook-up that engages her.

Miss Barrymore's radio salary figured at \$2,500 per single appearance and \$2,000 each for 15 broadcasts.

In addition to her NBC tie-up, Ethel Barrymore will soon be heard over the air by electrical transcription for the Munsingwear Corporation.

Current week in things radio has been a busy one for the legit star, appearing here at the Selwyn in "Scarlet Sister Mary." Planning to take an audition at the NBC studios, Miss Barrymore spent a couple of days at the Paramount recording studios in the Furniture Mart for 15-minute programs.

Miss Barrymore's share in the program consists of two-minute extracts from her hit roles and a couple on the art of acting. Remainder of program classical symphonic number.

Contract with Munsingwear stipulates that records are not to be released to independent radio stations for broadcast until after NBC obligations have been fulfilled.

HERE AND THERE

Ozzie Nelson's orchestra, recently at Elks Towers, opens for Loew in Yonkers, Feb. 25.

Johnny Hamp opens at the Westchester Billmore for the summer, May 16.

Roy Ingraham opens at Castle Farms, Cincinnati, Feb. 18.

Sig Bosley, Los Angeles pop for Robbins, returned to the coast yesterday (Tuesday) after a week's visit east.

Joe E. Stool, De Sylva's Chicago, in New York for one week.

WENR Buy—WLS Time Exchange For Wattage—NBC Maneuvers

Radio Press Wedding

Chicago, Feb. 10. Following his recent promotion to studio manager of WGN, the Chicago "Tribune" station, Quinn Ryan, one of Chicago's best known announcers, yesterday (9), married Bertha Nangle. They are on a honeymoon in New York.

Bride is a feature writer on the "Trib." doing society editing and occasionally place-hunting for Mae Tins in film reviews.

CHANGES AT WSPD

Toledo, Feb. 10. Changes at WSPD, Bluebird trio from Detroit, replace Abram Ruvinsky's orchestra at the Commodore Perry (hotel), and also on air. Gibson Barlow, formerly of CBS, is writing sketches for this station. An organ will be purchased and installed.

Toledo "Blade," daily paper, is now of the air.

NEW ACTS

Kingbury and Cook. Wealsy and Dunbar. Beach Street Stompers (10-band). George Mack, Jr. band. Demarest and Nelson. Gordon, Reed, and King. Elton Rich and Girls. Bernie and Walker. McGrath and Deeds. Ross and Rene Revue. George McLennan.

Harmon and Sands, reunited. Jean Waters and Bobby Dale. Tedino Co. (1).

Billy Farrell and Dad with material by Joe Laurie, Jr. Allen and Kent with Dodge Twains. Betty Veronica and Murray Bernie, with Sid Weber.

The Rixford. Ruth Morgan Co. Hollywood Beaches revue (6). Jansen and Elroy. Payton and Holce.

Heisen Danlon Co. Christy and Burnett. Curly Burns Co. George Huntley in Harry Rodgers Revue.

Bert Mathews Co. (4). "Revue Crest" (4). Francis Trio. Emmett Lynn Co. (4).

Lester and Carver. Royal Sammons (11). Hulst and Elton (5). "Dan-can-can" (5).

Chicago, Feb. 10. Sale of station WENR to NBC comes up for approval before the Federal Radio Commission this week. Acquisition of the former Samuel Insull transmitter will give the National chain a station with unrestricted and unaffiliated broadcast outlet in this area. It is regarded as a move of prime importance in NBC's western expansion.

Newly purchased station will be devoted to playing of NBC network programs, with WENR's popular acts, the Smith Family vocal and WENR Minstrels retained. The latter have a large air following in this territory. There is a likelihood of the Smiths being extended to one of National's cross-country hook-ups.

To obtain full Chicago broadcasting time NBC is trying to prevail upon "The Prairie Farmer" to hook in its broadcast WLS with that of WENR on an outright sale or merger of transmitters. NBC has offered to give WLS the use of WENR's 60,000-watt transmission facilities for the etherizing of the farm journal's daytime programs in return for the use of WLS's allotted evening time after 7. Payment of the latter proposition WLS will lose some valuable night hours but, because of a new hook-up with wattage, will gain a greater range of audience.

Olsen Week-to-Week

Miami, Feb. 10. George Olsen band, at the Deauville Chaine, Miami Beach, will conclude its engagement last week, but upon the request of the management is sticking on a week-to-week basis.

Olsen band is reported getting \$750 a week at the club.

TOLEDO CLUB DARK

Toledo, Feb. 10. Silver Slipper closed down after the shooting fire in which two persons were shot and a cop had his gun slashed away from him. Place is a dive.

Police Chief Hiss says that the local show will be closed and does not take down. Several complaints have been lodged about various clubs.

LEADING ORCHESTRAS DIRECTORY

IRVING ARONSON
and HIS COMMANDERS
WEEK FEB. 7
PALACE THEATRE, CLEVELAND

DUKE ELLINGTON
and His Cotton Club Orchestra
Week Feb. 14, Oriental
Circuit, Chicago
Management
IRVING MILLS

PHIL FABELLO
and His
R-K-O Entertainers
Creators of the Fabello Policy
R-K-O COLISEUM, New York
Indefinite

ABE LYMAN
and HIS ORCHESTRA
Musical Entertainment Plus
Second Year
CARTHY GIRL
Los Angeles
Brunswick Records

GEORGE OLSEN
and HIS MUSIC
VICTOR RECORDS
CLUB DEAUVILLE
MIAMI, FLA.

TED LEWIS
This Week, Paramount, Brooklyn
Personal Representative
H. HAROLD COTTS
3510 Broadway, New York
Excellence Columbia Recording Artist
WM. MORRIS ASSET

JESSE STAFFORD
and His ORCHESTRA
Now in Third Year at
PALACE HOTEL
FRANCHISE
(BRUNSWICK RECORDS)

ANSON WEEKS
and His
ORCHESTRA
Fourth Year
MARK MORRIS HOTEL
SAN FRANCISCO
Management M. C. A.

PAUL WHITEMAN
INDEFINITE
Granada Club, Chicago
Personal Rep. JAS. F. GILLESPIE

BACK TO CONSOLE
Bob Raso, organ and slide man
for Davis, Cook & Engle, has
severed with that firm.

He goes back to his former calling, Feb. 14, as feature organist at Loew's Paradise, New York.

20% "Wine" Wide Open

(Continued from page 1)

with A. J. Day in charge, a huge distributing agency is being organized with approximately 100 distributors, grocers and delicatessen appointed as agents. A corps of salesmen is being trained through the city. Orders are being coming in thick and fast. The agency grape juice will be delivered on order in five or 10-gallon kegs. Two months later a musty, round and bottles the product. It is then supposed to be kept in "cellar" and not to be grape juice. Steamers are bringing the new beverage to Baltimore where it will be bottled and trucks haul it over to the city where the Volstead Act was passed. The first trialings of Muscatel, the alcoholic content runs as high as 25%.

As to varieties, the following eight—the first four described as sweet and the second four as dry—are listed: Bull-bodies, dark and Spanish-type Port; sweet; golden, old-style Virginia Port; light and light amber Tokay; very soft light amber French-type Sauterne; excellent Rhine-type Relling; light redable Claret; rich, dark red Burgundy.

Legality

There is a questionnaire sent to everybody interested, pointing out just what must be done with this last question and answer:
Q. Is all this legal?

A. Absolutely legal. Section 25, National Prohibition Act specifically permits you to have (name of the beverage) in your home, provided simply that you do not transport or sell it.

The official arrival of the kegs, a rather ornate pamphlet was distributed throughout Washington, with Mrs. Malvina Walker, White Brand's card attached. It told in detail the story of the new corporation, stating that "the Federal government has staked millions of dollars on the success of this new plan." . . . and the growers have pledged their property as security for the payment of Federal Farm Board loans.

The Washington Daily News, in a sensational editorial, denounces "keep to home" wine business, calling it "proof of the hypocrisy of prohibition." It also asserts that the company fostering this beverage has borrowed large sums from the Federal Farm Board, adding "any lingering doubt that the government has given tacit blessing to the production of the prohibition amendment should vanish."

MR. JESSE CRAWFORD

ORGANIST
PARAMOUNT THEATRE, NEW YORK
WABC New York, 10 to 12:30 P. M. "Organ" Hour
Every Tuesday, Wednesday, Friday, Saturday
VICTOR RECORDS

TAVERN
A CHOP HOUSE
OF EXCEPTIONAL MERIT
185-5 WEST 48TH STREET
East of Broadway

WELCOME HOME!
"No Hot Lips"
HENRY HUSSE AND HIS
ORCHESTRA
The most recent
addition at the
Husse and his
Orchestra these
three times
weekly
"Hiss Again"
"Overnight"
"No Out of a Humored
Kiss" He Loved

ROBBINS
ROBBINS CORPORATION
185 WEST 48TH STREET
NEW YORK

**ANATOLE
FRIEDLAND
PRODUCTIONS**

**AL ANN
STONE AND LEE**

**BOOKED SOLID
R-K-O VAUDEVILLE**

**THE
CHARLES
MORRISON
AGENCY**

1560 BROADWAY, NEW YORK

**ASSOCIATES
JESS FREEMAN LARRY PUCK**

JOE YOUNG

**BOOKED SOLID
R-K-O VAUDEVILLE**

The R-K-O Dictionary Defines
A real prima donna
A beautiful voice
A lovely personality

as

EVA CLARK

"THE SUNKIST LARK"

Now Completing 40 Successful Weeks in
R-K-O VAUDEVILLE

ARTIST

 PRICE
25¢

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RADIO ADVERTISING IN '30

Radio Decreases By Advertisers in 1930

	1930.	1929.
Automatic Washer	\$23,314	\$38,443
Babson's Statistical	24,446	51,909
Baldwin Piano	12,400	128,587
Beech-Nut Packing	800	40,000
Brunswick-Balke	18,442	49,783
California Fruit Growers	11,000	26,837
Ceco	61,250	127,196
Champion Spark Plug	28,287	60,232
Circuit Club	154,077	276,559
Diagraph	6,825	45,082
Edison, Inc.	16,916	145,432
Firestone Tire	143,265	108,203
General Motors	303,267	377,125
Graton and Knight	2,200	44,028
Richard Hudnut	20,425	53,594
Individual Drinking Cup	71,979	116,041
Kaiser Radio	9,591	134,972
Kraft-Pharm	5,121	26,905
Lehn and Fink	11,781	132,135
P. Lorillard	168,610	335,509
McFadden Publications	422,044	607,916
National Carbon	214,425	337,850
Schroeders Sons, Inc.	8,700	128,116
Selberling Rubber	71,884	208,509
Skelly Oil	4,572	51,283
Sonotone Tubes	23,273	160,343
Standard Oil of Ind.	20,220	82,358
Standard Oil of N. Y.	57,566	72,153
Sylvania Products	72,292	114,047
Whitall Associates	40,600	69,279
William Wrigley, Jr.	75,794	108,578

INCREASES AND DECREASES

"Year of Depression" Saw
28 Commercial Increase
Radio Advertisements—Full
Appropriation—148 New
Networks Clients—Inde-
pendent Stations and Ad-
vertisers Not Included

MILLIONS IN AIR ADS

Chicago, Feb. 17.—During 1930, which goes on the record as the year of the great depression, radio advertising over the two competing networks had 31 accounts cut their radio appropriations, 28 increase air budgets and added 148 clients, never before on the air.

These figures are representative only of advertisers of more or less prominence and take no notice of the independent non-network station or the small advertiser.

Arithmetic does not reflect total expenditure for radio, merely station charges for time and wires. The lists are all the big advertisers on the air. It again tends to emphasize how new is radio and how recent most of the growth.

Radio as an industry is now entering its 11th year, but less than half this period actually saw any real stabilization! Only within the

Radio Increases By Advertisers in 1930

	1930.	1929.
American Radiator	\$407,051	\$19,546
American Tobacco	842,200	472,872
Armour and Co.	273,068	105,483
Armstrong Cork	22,242	150,810
Cities Service	387,779	279,533
Continental Baking	282,543	159,894
Cream of Wheat	175,480	42,628
Forhan Company	167,228	68,800
Enna Jettie Shoes, Inc.	254,853	171,451
H. J. Heinz Co.	157,273	7,338
General Cigar	160,725	85,250
Maxwell House	255,226	197,040
Paysonette	1,219,462	226,388
Atlantic & Pacific	346,313	227,274
Grigsby Grunow Radio	501,080	409,238
H. J. Heinz Co.	157,273	7,338
Northwestern Yeast Co.	120,541	91,415
Paramount-Publix	539,076	123,518
Paysonette	1,219,462	226,388
Prior & Gamble	255,168	56,157
Quaker Oats	861,772	29,056
Radio-Keith-Orpheum	495,027	407,699
R-C-A-Victor	474,223	330,192
Shell Oil	340,712	60,080
Chase & Sanborn	254,805	165,993
Flashmann	528,936	55,210
Vacuum Oil	211,889	130,770
Westinghouse Electric	265,619	40,587

POPE DISTURBS ROME SHOWMEN

Rome, Feb. 17.—Amusement circles are much disturbed at the references made by Pope Pius XI in address to Italian preachers, in which His Holiness rebuffed the entertainment offered by Italian cinema.

The Pope took exception not so much at the quality of the screen shows as at the vulgar and low performance.

(Continued on page 41)

OFFICIAL LISTENER-IN FILES 'OBSCENE' CHARGE

Boxbury, Mass., Feb. 17.—Charged with using "profane and obscene language over the radio," Elliott A. Ellis, 25, has been summoned to appear before the Federal Radio Commission on March 10. Ellis operates station WBSZ, amateur sounding plant.

According to Charles C. Kolster, federal radio supervisor in New England, the government's monitor picked up "indecent and obscene language" from WBSZ on several occasions.

Ellis' officials, said the station's sent out by Ellis were of such a nature that they deemed it advisable to report him to the Commission. Usually may be revocation of license.

SPECIAL P.A. FOR MAJOR LEAGUE BASEBALL CLUB

St. Louis, Feb. 17.—The St. Louis National League baseball club, is pioneering in a new direction by employing a publicity director for its chain system of teams. Eugene P. Karst, formerly a member of the St. Louis "Globe-Democrat" staff, has been appointed to the post.

Karst is believed the first full time press agent hired by a major league club.

(Continued on page 16)

Not in Macy's Window!

Manhattan, Feb. 17.—Marathon dance contest promoted by Chatterbox ballroom ended Monday (9) after running continuously since December 18.

Ellis and Mac won first prize of \$100 and immediately were booked to step in the show window of a local furniture store.

As a substitute the police said the merchants should "tell" their losses from the "theft" now as the thieves appeared to be doing business, NOWHERE IN THE

New Radio Accounts, 1930

Edna Wallace Hopper	5,125.25
Anheuser-Busch	55,782
Jewelry Retailers	74,582
Bon Ami	51,343
Bookhouse (Children)	73,103
Brown-Williamson	131,129
California Packing	129,860
Canadian Pacific	129,860
Coca Cola	256,187
Rev. Chas. Coughlin	28,731
Cuddy Packing	28,731
Devoe Tree Experts	91,731
Devoe Reynolds	38,940
Elgin Watch	210,731
Florsheim Shoes	174,596
Gandy State	48,831
General Mills	285,282
Goodrich Rubber	318,350
Brown Shoes	19,975
Knox Hats	55,695
Levin Bros.	66,052
Luby Owens Glass	33,575
Maytag Washing Machine	191,441
National Canners	127,611
O'Carroll	125,817
Penick & Ford	100,286
R. J. Reynolds	119,527
S. W. Straus	156,453
	148,209

Merchants Told

Portland, Ore., Feb. 17.—A local radio station told the town's merchants to stop harping on depression or lost business.

As a substitute the police said the merchants should "tell" their losses from the "theft" now as the thieves appeared to be doing business, NOWHERE IN THE

LAMBS' GAMBOL AS AIR SPECIAL

NBC is reported arranging for an all-star Lambs' Gambol for the air on an undetermined Sunday evening as a big feature. Its saleable possibilities may net the Lambs Club a considerable amount for the single night's show.

Best known legit star names are said to have expressed a willingness (Continued on page 41)

STAGE IDEALS PASSE FOR FRENCH SCREEN

Paris, Feb. 6.—Stage idols are falling in France due mostly to the screen. Actresses previously of the stage could wait until they were along in years to meet sur-fine success. Audiences were hypnotized long before they knew their youth. The screen has latched it, for the camera catches everything.

The beauty-minded picture audience comment mercilessly on the superficial appearance of the old stage favorites. The everlasting search for young and beautiful female talent is imperative. Formerly revered names are now nearly a drawback for a screen production.

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Best known legit star names are said to have expressed a willingness (Continued on page 41)

Diet Ruined Meals

Minneapolis, Feb. 17.—An indignant husband called up the County theater and accused Manager Harold Kaplan for distributing 13-day diet cards to advertise the picture "Hedwig."

He claimed that since his wife had one of the cards he hasn't had a square meal at home.

The fellow actually was serious. He threatened suit.

BROOKS
THE NAME YOU GO BY
WANT YOU GO TO BOSTON
COSTUMES
GOWNS AND UNIFORMS
1537 B'WAY, N.Y. TEL. 5-2800 PENN.
1537 B'WAY, N.Y. TEL. 5-2800 PENN.

Older Writers and Names Keeping Incubator Brand Down and Out

Hard times are leading embryonic motion writers on the incubator indefinitely. Old timers who type wrote themselves into their pile and they lost it in various businesses of the stock market are responsible. Some have had their original fortune depleted until now they're practically starving at scratch and thus, for a little more money, will take the brilliant corner, will turn out an infinitely better job, lured by that lone established pen who has been

While no mention is made of their personal side, comment in writing circles is observing, as becoming newly conspicuously apologetic, such authors as Robert W. Chambers, Rex Beach and August Hughes. These, heading a score or more of others.

Real competition is not to be met by the younger writers unless commandingly brilliant and of unique talent. The average writer, for one thing, is lamenting that easy money of a year or two ago—\$100,000 of national status, and others of higher price reaching into eleven figures.

Magnifies are laying the trouble to a surplus of material. With one of the biggest to editors as many as 12 stories, on ice for the past two years, are now being dusted off.

Erskine's Observation. John Erskine's remarks to the Advertising Club in New York last week are claimed to have been devoted chiefly to the established writer. His criticism of censorship on the screen, may not have been too late in the aspiring generations of writers, according to a more recent lament.

Sports Scribe Tells Studio of Remarriage And Receives \$3,000

Hollywood, Feb. 17. (Pict.) Cunningham, Boston "Post" sports writer here on his honeymoon, visited Miss Constance Bennett, associate producer. When asked about his bride, Cunningham replied that he had remarried the wife whom he had divorced several years ago. He then told "Constance" of several marital problems leading up to the divorce, and of the subsequent reunion.

Connelly got excited over Cunningham's story. He brought in Joe Schnittzer and William Le Baron and had Cunningham tell the tale. Both Schnittzer and Le Baron decided it would make good picture material, and handed Cunningham \$3,000 for the idea.

Humphrey's person has been assigned to put it in scenario form, and "The Consolation Marriage" has been tacked on as title. Cunningham thinks that pictures are a pinch, but he's taking the bride and that \$3,000 took to Boston and his desk at the "Post."

Hope It Passes

Phil Ruff, Ark. Feb. 17. A bill was introduced in the general assembly in session to appropriate \$2,500 for a silver service for 100 diners, who will be invited to valuable service in raising money for the Red Cross Relief.

Metro Interested in Bowers and McGuire

Hollywood, Feb. 17. John Bowers and Kathryn McGuire, both former silent names, are being given the once-over by Metro. Bowers had been out of pictures for several years, and Miss McGuire hasn't done anything in one year.

Every Man Who Does The Best He Can Is A True Hero

MR. AND MRS. JACK NORWORTH
120 West 44th Street
New York

Lincoln Did It

Sign on the Bank of Hollywood door last week: "This bank will be closed on Feb. 12, Lincoln's birthday—according to Variety's Hollywood Bulletin."

GARBO TITTLE KNOWN IN L. A.

Hollywood, Feb. 17. Almost a reclusa in her private life out here, Greta Garbo, Swedish star, with Metro, for long while, is more than personally known than any picture person on record.

Even the heads of Metro are barely acquainted with her. She speaks to them or any of the elite but seldom. All of her business affairs are transacted by her secretary, Gertrude. Apparently she wants no new social or business contacts.

Garbo, the absolute royalty of L. A. of the break or odd ones this extensive screen colony has been surrounded by the year has been in adverse to interviews and interviews. In the bank of Metro's publicity, she has been a very elusive person, for her, for stories or new photos—and generally has enveloped herself in a mysterious atmosphere away from the studio stage.

Not a Pose. Believed for some time that attitude by Garbo was a smartly suggested pose, for the promotion of more and stronger interest, to cause the better publicity, that opinion has been reversed by the Metro and picture people. They just don't understand Garbo.

Meanwhile the actress from Sweden seems to have been the most fortunate of all stars in the selection of stories to fit her peculiar style and acting. The Garbo pictures contribute a heavy draw over here. The latter is of most concern to Metro. It passes up the rest about Garbo as just one of those things.

Some of those reels of mystery may drop from Garbo as the star is beginning to look more favorably on Metro. Garbo is probably due for another publicity buildup along different lines shortly. The studio publicity men are anxious to have made the opening wedge when she is interviewed.

Metro reports that her last interview was over two years ago.

SAILINGS

March 4 (London to New York) Metro King and Edward G. Robinson. Feb. 26 (London to New York) Mrs. David Goldenberg, Carroll Lombard.

Feb. 25 (Paris to New York) Charlie Abner (Rochambeau).

Feb. 15 (Paris to New York) Jack South, Jack and Edward, Fred Perfect (de France).

Feb. 17 (New York to Genoa) Mr. and Mrs. Charles Farrell (Angus).

Feb. 14 (London to Sydney) Mr. and Mrs. Eric Strelitz (Orlando).

Feb. 14 (Sydney to New York) Fred, Selma (Ventura).

Feb. 13 (London to Capetown) Miss MacWilliams and 16 Lawrence Tait (Lamond).

Feb. 13 (Cape town to London) Billie Hetherford, Elsie Brown, Slim Heston, Susan Houston (Arnold Castle).

McLaglen-McDonald

Hollywood, Feb. 17. Fox will turn Victor McLaglen with "The Last Days of Pompeii" into "The Last Days of Pompeii" new title for the "Clare" Hammer stage piece. Victor McLaglen doesn't start until March. Victor McLaglen, "The Women of All Nations."

WILL MAHONEY

In Phil Carroll's "Speech Book." "The Cleveland News" said, "If you want to see tap dancing as it can be performed, here's Will Mahoney. If you want genuine thrills, listen to him. If you want down-right good, old-fashioned and rare burlesque, give this Master Mahoney a chance to entertain you."

Direction
RALPH G. FARNUM
1550 Broadway

Hollywood's Pure Getting Naughty For Fat Checks

Hollywood, Feb. 17. Playing a heel in a picture is no longer an anathema for careers. It is no longer any more the worst thing things, male or female, would chance a part which was the least desirable.

Fan disapproval was the sword hanging by a thread. Prevailing psychology was that the fans disapproved any characterization as the player's own. With fat money in the pay check, the screen's supreme refused to take a chance. Leading men had to be good seats, kind to old women, children and dogs. Similarly this heroine had to be pure angel, star's coffee.

All this is off now. Male stars are favoring heel parts and the girls are a bit away from trying cash and tarry characters. It's another of those revolutions that are a bit away from trying cash and tarry characters.

From the midlines the screen bunch may fat checks going to the four corners of the world. The boys and the Edward G. Robinsons who played gangsters. Same on the female side, led by Ruth Chatterton.

Now there's no questioning the moral virtues of the characters they're asked to play. Currently it's a case of the fewer the virtues, the better the part.

Von Luckner's Life Story

Miami, Feb. 17. Metro has the picture rights to Count von Luckner's life story. "Count von Luckner's Life Story," an old sailing ship, with which he ran the Allied blockade during the World War.

The Count will leave here within the next week for New York to complete details.

Hughes Borrows D'Arrast

Hollywood, Feb. 17. Henry D'Arrast, French actor, heads out here for a picture for Howard Hughes after he finishes shooting "The Sign of the Cross." D'Arrast returns to Long Island for one more for Par after his picture is made.

He gets \$50,000 per picture, deducting 12 weeks' maximum, plus \$2,500 weekly rate for overruns.

Dane-Arthur with Par

Hollywood, Feb. 17. Karl Dane and George K. Arthur go with Paramount for shorts. Dane finally has learned enough English to warrant being signed.

Ruth Chatterton's Aim Realized; Now in Line for Perfect Picture

Author Test

Hollywood, Feb. 17. Loon! Loon! suggests the cry of a writer to determine whether Shakespeare or Ruon were the author of "The Sign of the Cross" which is the subject of the picture. Clear view the graves of both, resting Hamlet's soul.

AMOS-ANDY NOT FOR 2D TALKER

Amos and Andy may never make another picture, at least for studio pictures. Lately has reached his decision, which views the broadcast as breaks on the screen, good for one thing only.

Conclusion is reached after many Radio checks on "Clink and Double Check" the radio series. It is now admitted inside, the picture did his job. He is not, but he has not yet gotten into the serious test of appeal through a hold-over 'pop' popped in most instances.

Bromfield Failed to Recognize His Laye Story for Silents

Hotel Tschuergen, Aarau, Switzerland, Jan. 26. Editor, "Variety."

Sitting on top of a mountain in Switzerland I read the criticism on the Evelyn Laye picture, "One Heavenly Night."

As some of the criticisms were directed to me as the author and for reasons which I find not responsible, I'm taking this chance to reply.

I never saw the script of the picture. I have never seen a picture film, but I gather from your review that there were whole scenes and dialogue of which I was not the creator and still remain in somewhat shuddering remembrance.

As to the business of the picture, I heartily agree with notion. To me, it is as interesting as any such disaster. And it was especially not the role of the original story. In which Miss Laye was to play the Countess of Huddersfield, far from pure and far more entertaining than any virgin flower girl.

The original story, as I have said and set out last, Mr. Goldwyn and Mr. Philman (who gave up with the industry) felt that Miss Laye's presentation as a star must be pure. The picture, however, produced the Cinderella story, not a day was saved and Lillian Tushman gained the picture.

As I say, what happened to the story after that point I do not know. I am not among many other things. I never visited Miss Laye and Mr. Hines during a day in a luncheonette.

When that job was finished I asked for a release from my contract. I am not interested in the picture. But, such things, I suppose, happen once in a while. At least they do me only once.

Louis Bromfield.

WEATHER

London, Feb. 17. Cold weather and snow over the week-end helped theatre attendance.

Paris, Feb. 17. Weather and business at the theatre generally are all well. Public indifference to entertainment has even affected boxing exhibitions.

Bolt Film Staging

Hollywood, Feb. 17. Adolph Bolt, former silent master for the Chicago Opera, sets with Metro to stage the dance "The Gentian."

He will also handle for Barrymore in the film.

While film actresses are probably fundamentally as interested in money matters as are actors, they always refrain from the business of expressing themselves on this score. An actor will fully state that money offered him is his property and, at least, some consideration is made of the fact that an actress is in a position to hold up the picture and her career as of other interest.

Ruth Chatterton freely gives the picture. Her story, however, as Warner Brothers will allow her a free hand in the making of her picture, her future work for that company is eagerly awaited by her.

"My one interest and main idea," Miss Chatterton said, "is to have my pictures grow up. They must develop and I must experiment with them. I want the opportunity to have the free scope to do this."

This does not mean that Miss Chatterton will be a star. She is identified with Paramount. "Paramount always has been lovely to me," she said. "They are very kind to me and there are fine brains behind the camera who have considered a considerable and considered any of my suggestions."

But Miss Chatterton Brothers offer approximates the opportunity that Miss Chatterton has wanted to further her artistic career. Miss Chatterton always helps to write, chance or adapt her picture, she knows what she wants.

Universal Person

In spite of her picture success, Miss Chatterton doesn't wish to be considered a picture star, nor does she want to be called a star. She is called a "universal person," she said. "I would rather, she said, be called a 'universal person,' because they are very kind to me and I am interested in it." She would like to return to the stage. Miss Chatterton said she was very kind to me and my friends are there—Cliff Cornell, Lynn Parnell and Noel Coward.

Miss Chatterton said she was very kind to me and my friends are there—Cliff Cornell, Lynn Parnell and Noel Coward.

"Common Law" Pathe's For Constance Bennett

"The Commons Law," moved by Robert W. Chambers, has been bought by Pathe for Constance Bennett. The company's first has since the RKO purchase.

Pathe has started checking and classifying every picture and manuscript offered or bought since the formation of Pathe Exchange for the purpose of this property considered one of the Pathe assets.

Walter Woolf-Metro

Walter Woolf and Metro are negotiating on a deal which will take the actor back to film cost it consummated. He was cut from the picture, but he is a man for Warner.

Woolf returned to New York to his old job in light stage comedy. "The Ladies," having been previously identified with pictures, is a contract to do a picture stage for Lew Carter at the conclusion of which he will be free to leave Metro agreement be closed.

Venturing, Span, Megger, Gets Change at Domestic

Hollywood, Feb. 17. Another change of picture will get a try at domestic.

Latest in Dan Venturing, who will play a contract to do a picture stage for Lew Carter at the conclusion of which he will be free to leave Metro agreement be closed.

Philo Folds

Los Angeles, Feb. 17. Philo Folds, who has been out of the picture, is expected to be back in the picture, but he is expected to be back in the picture, but he is expected to be back in the picture.

INSTITUTIONAL ADVERTISING IDEA CRILLY

Opposition against institutional advertising of the industry as a whole through the medium of the NVA organization, is being manifested in such strong quarters there is now some doubt of the NVA board of directors approving the plans of the publicity and advertising directors' committee.

Five times, during the past six years, it now becomes known for the first time, similar attempts have been made to institutionalize the industry through one source. Each time, it is said, the idea has been tabled by a majority vote of the directors.

Regardless of the merits of such collective advertising, it is pointed out one argument has lacked the passage of the proposition each time. This, and especially, currently, is:

Friendliness
Newspapers and publications throughout the country at present are inclined to be friendly with the film industry. To advertise as a body would mean placing ad copy in the hands of one institution, and would offend the appropriation which would be required.

With the same friendship which can nothing be claimed, why should the industry band itself together and put itself in the position of being forced to make selections?

Consensus and legislative fights, innovations and the general good of the industry, will take place through existing channels. Individual companies will continue to advertise when they feel their choices will not reflect those of the industry as a whole.

U Buys 'Back Streets'

Hollywood, Feb. 17.—Universal, has Pannia Hirst's new novel, "Back Streets" for a picture. It will join a dozen other years it has in preparation for resumption of studio activities early in April.

Now thought unlikely that Con Lennell, Jr., will be sent to the studio as planned, since he will handle all the stories himself.

"Back Streets" is rushing its final week of production in order to be able to be completely shut down Feb. 23rd.

Cantor's 'Palmy Days'

Hollywood, Feb. 17.—RKO-Cantor slipped into Hollywood unexpectedly Sunday night from Florida. He is in the city for "Palmy Days," his next at Capitol Artists, which starts up April 1.

"Palmy" is RKO's new idea and has G. B. Brown working on it. Morris Livingston and George Jones are coming out later to join on the script.

Lawrence, McCormack Stick

Hollywood, Feb. 17.—Portrait McCormack and Vincent Lawrence, Paramount writer have new contracts. They'll remain at the studio another year.

McCormack is adapting "Kick In" for Clara Bow. Lawrence is with out an assignment.

Break for Carol

Hollywood, Feb. 17.—Paramount has been looking for Carol Lombard.

After first six months, up and down, she has a renewal on a long-term basis.

Mary Brian Loaned For Lead

Hollywood, Feb. 17.—Darius and Jocelyn Mary Brian have been loaned to "Waiting for Mr. Macintosh."

Burnt

Hollywood, Feb. 17.—As a result of being caught brought against him for plagiarism by Mrs. H. C. Wither, Harold Lloyd has been put in the hands of the courts.

"The Harold Lloyd Corp. is interested in any material from sources outside of its scenario department."

2,000,000 Feet of Film Given by Eastman and Dupont for NVA Short

Eastman and Dupont have donated 2,000,000 feet of raw film each, for the NVA short now in the making at Hollywood. It's for general distribution during NVA Week.

Around 4,000 ft. in all will be required, states Pat Casey, who announced the gifts from the film makers. The short was prepared through Chesterfield cigarettes, which will pay about \$200,000 for it as a part of the NVA fund. It is expected to be shown in 2,500 theatres throughout the country.

Where the other 2,000,000 feet are coming from, free Casey says he doesn't know. But he has an idea.

BRUTAL PA. CENSORING BURNS PRESS AND FANS

Pittsburgh, Feb. 17.—Pennsylvania censors are certain, by getting rough these days. They outcried "The Blue Angel" to body Paramount refused to release it around here and Greta Garbo's "Institutional" now hangs in the Penn, was censored to 60 minutes.

The latest to get the axe is Nancy Carroll's "Stolen Sixty-two" released in Fulton and Sheridan Square this week. Board refused to okay it in present form and it may have to be shelved entirely in this state, like "Blue Angel."

Plenty of kicks all around today on the mutilations by Keystone State censors, press and public alike getting fed up on brutal decisions.

Manoulain Refuses Par's Regular Meg Contract

Hollywood, Feb. 17.—Douglas Manoulain refuses to tie himself up to Par under the usual director contract because of consequent inability to do Broadway plays when convenient.

"Though not on Par's last official contract, Meg Manoulain refused to sign with the studio to make a second picture to follow 'City Streets' now shooting. He made a very clever move, making the other picture for Par later."

Sailor's Holiday

Hollywood, Feb. 17.—Joe Van Ronk, assistant director, will take a flier at producing during the studio lay-off.

Van Ronk will make a two-reel airer at Glendale airport written around commercial aviation. He's busy his own money.

BARRY'S BIG MOMENT

Hollywood, Feb. 17.—Time off to write a play has been given Barry to write a two-reel writer line back at the studio on June 1.

Barry returns his present salary will be doubled. His latest work was the script of "Fast Forward."

Keiper Joins U.A.

Hollywood, Feb. 17.—Harry Keiper, purchasing agent for Warner Bros. has been loaned to United Artists while in the same capacity.

Keiper, who had been with RKO, was loaned to UA for the new job last week.

ASHOTTER FARE THAN 'WESTERNS'

Possibility of Formula Gang Quickies Replacing Horse Operas in Shooting Galleries—New Diet for Gunpowder Fans

CYCLE'S QUICK REVIVAL

Hollywood, Feb. 17.—Gangster films are now in the spot where the westerns were in the early days of pictures. Probability that they will be made in great numbers is so high that they are being called "western heyday," is not so far remote, according to producers. They see in the modern type of badman stories a new diet for audiences that demand lots of action in their flicker entertainment.

Three months ago, after every major had taken its crack at one or more gangland films, the racketeer story was cold. Then came "Down Way to Hell" and "Little Caesar," both Warners', and the rush was on again. Now every producer in the business is in the market for this type of story.

While the scene in the case of a local writer who pushed a gang story around the various scenario departments at the time the producers thought the cycle was over, only to get his script back from each office with the usual polite rejection slip. Less than a week after "Little Caesar" opened in New York, the scenario got four offers from studios which had turned it down.

Gang pictures are now going into second successive cycle, which is unusual in Hollywood, where the cycles for the same types of films are generally a couple of years apart at least.

One producer's viewpoint as to the probable substitution of racketeer films for the Westerns, especially in the second and third places, is that the so-called tough and rough stuff on which the horse operas were based is no so long when stacked against the current bandits that it makes the Western frontier days seem Sunday schoolish.

"Cimarron" Pegs Ruggles

Hollywood, Feb. 17.—Radio has taken Wesley Ruggles off "Too Many Kids," Bert Wheeler's film, as sole star. Studio thinks that with the success of "Cimarron" Ruggles should stick to type rather than go comedy.

A comedy director, he is being sought for the Wheeler picture.

Dowling Starts 'Lane'

Hollywood, Feb. 17.—George West, head of Sono Art, is due here next week with Eddie Dowling. Latter will star in "Honey Lane," to be produced by West.

"Lane" will be released by Paramount, which contracted for it last fall.

Robinson's Next

Warners is working on an original gambling yarn as Edward G. Robinson's next.

At Green is slated to direct.

Shifting Lyon

Hollywood, Feb. 17.—Originally set out for "The Lady Eve," "Bend Sinister" through switch in RKO's plans to put "Night of the Hunter" in Feb. 25, Lyon Lyon has been shifted again.

Now he is to play the lead opposite a young lady in "The Night of the Hunter," this putting the actor back further on the schedule.

Raskob and DuPont Due to Become Warners' Board Members Within 2 Weeks, with Meehan Associated

Red Letter Low

Hollywood, Feb. 17.—Mark Goldman, salesman for Tiffany in this territory, says he visited a town where business is so hot the merchants are co-operating by bicycling a bottle of red ink.

\$2.25 FOR BREAKFAST

A. C. Club Suing Wm. Baudeine—No Mention of Tips.

Hollywood, Feb. 17.—Los Angeles Breakfast Club is suing William Baudeine, film director, for \$2.25.

Club claims Baudeine ate that much worth of breakfast, but didn't pay.

No suits for waiters' tips brought at 25¢.

500 FEATURES FOR '31 NOT ENOUGH?

Current conditions in the film industry have induced production a channel, it is claimed. While the rates have increased, feature production has declined.

Film production sources indicate 1931 will not see over 500 film features produced by current companies. National banking, once available for 15,000 houses has been stretched in the four years of talkies to around 17,000.

The 500 features are only what's promised. In the usual experience a dimension it might be cut to around 400. It's 200 features less than two years ago and 300 less than four or five years ago, when the annual output of American silent ran to around 300 features.

It's admitted that the major circuits as well as producers may be impelled to foster indie production for sheer sustenance.

Buddy Rogers' Name No Longer Over Film Title?

Hollywood, Feb. 17.—Charles Buddy Rogers is apparently no longer a Paramount star. "He's secured a featured player deal" he will be listed as such in "The Lover's Secret."

Rogers may cast for it prior to doing a picture with Richard Arlen. Youth may have one of those contracts whereby he stars in a designated number of pictures, and is featured in others.

Daphne's Extra Six

Calver City, Feb. 17.—Daphne Pollard remains with RKO-Pathe for six more shorts. Connelley's option was taken up at the conclusion of her first six. Meanwhile she is juggling in on short production, planning to turn out all at the rate of two a week.

Lowe Gets 'Spider'

Hollywood, Feb. 17.—Edward Lowe is set for the lead in "The Spider" for six more shorts. "All Nations." Fox originally signed on Warner Raskob.

Lowe had been loaned to "The Spider" by Fox. He is reported to direct.

Two of the biggest names in the financial world will be added to the Warner Bros. directors, before March 1. A third, with the reputation of being a giant pool operator on the street, will stand by in readiness to push the prestige line for the first time.

The top new directors will be John J. Rashob and F. DuPont. The operator is Mike Meehan.

Information coming from neutral film sources and hearing Warner's confirmation of an equally high salary, indicates the three names.

One of the first moves to be made with the Rashob-DuPont addition is to continue expansion, stopped last fall when financing made necessary the because of a \$150,000 stock holding to meet commitments.

One thing, it is understood, expansion will be conducted in every WB department, until what is considered a financial strength has been achieved.

Theatre Benefiting

Theatre, especially, will benefit under the new expansion. That expansion program was cut off in early 1930 when the studios and exhibitors are represented only in the eastern and a part of the mid-western area of the country. It is known that Warners has always aspired for national coverage.

Rashob's entrance into Warner activity has been long rumored. During the past three weeks, it is said, he has been in the city, working on the stock, holdings up to a peak never before reached. Just 700,000 shares, he is estimated to own.

With such a vast block, exceeding the holdings of the three Warners, Harry, Albert and Jack, which were recently estimated around 200,000 shares, Rashob will be in a commanding position in the Warner ownership.

DuPont, it is said, has lately been buying heavier into Warner stock. He is said to own about 100,000 shares, approximately currently, cannot be ascertained.

MAYER SEES PRESIDENT OFTEN IN WASHINGTON

Washington, Feb. 17.—Louis B. Mayer of Hollywood was in Washington almost all of last week. While here he frequently saw President Hoover, and one night got roomed in the White House.

During the week Mayer was the guest at a luncheon given to him by Secretary of Labor James W. Davis. Several Senators and congressmen attended with Mayer, making a speech.

Louis Mayer returned to New York last night with his baggage. He will probably leave the coast the end of this week.

House Hill, Losses Part

Hollywood, Feb. 17.—Due to illness, Billy House, Paramount writer, has been taken out of "Prize Fighting." W.B.P. with Robert Emmet Doolittle, who has been in the street coming out recently House coming in "Glad to Meet You," directed.

FELIX EAST

Hollywood, Feb. 17.—Schmuck Felix is looking for Thursday (19) for two weeks, to stand in for his next Fox picture.

He will be his last for Fox under the present contract.

Stone with Landi

Hollywood, Feb. 17.—Stone is looking over for Fox. He is being loaned to "Always" by Fox.

THEATRE MARKET

FOX'S OLD AND NEW NAMES FOR '31-'32

From present indications the Fox organization will have a lot of old names as well as new starring in its '31-'32 line-up. This, it is said, will be one of the most varied line-ups yet. It will include 52 features. That there is much talent of the old silent days, passed up in the newness of dialog is an important part of the Fox policy toward star material of the next season.

First of a series of moves in this direction is the placing of Thomas Meighan under a term contract. Meighan left for Hollywood Monday. His first picture under the term is "Daddy Long Legs." Immediately following that Meighan will go into production on "Young Sinners." He will play the trainer in the latter.

WM. FOX'S HOLDOVER EXECS ARE SET TO GO

Hollywood, Feb. 17. Fox Theatres may shake out the William Fox holdover execs who are not performing any operating duties although drawing pay, while Oscar Olden visits in the east. The Fox West Coast theatre chief is expected to stay in New York around three weeks and, according to inside settlement of this problem was one of several things which occasioned his trip.

There are about six former William Fox execs now receiving salaries from Fox Theatres although occupying no official posts. Included in the group is one high official of the film and it is said to go when things are eventually cleared. It is said.

It is no secret the Fox execs have been trying to evolve some plan whereby those contract executives be let out without undue fluster and as little ceremony as possible. Olden's trip east is said to indicate that such a plan has been devised and safely.

"DIRIGIBLE" AT \$2 FOR GLOBE, AND MAYBEROAD

Columbia's "Dirigible" will have a \$3 run at the Globe, New York, following the \$2 Radio's "Cimarron" there. It is said.

"Dirigible" may go out as a road show.

Hollywood, Feb. 17. Co's most expensive production, is being held back until April. First scheduled for release Feb. 25. It was then set back to March 10 and now a month ahead.

Meanwhile, following some release, studio is making new advance as an addition to the picture.

Mix's Slander Suit

Keene, N. H., Feb. 17. The \$25,000 slander suit of Carl Freydenberg against Mix has been set for trial March 2 in the Superior Court, according to an agreement reached by counsel.

Mix's suit and summons were served on Mix when he came to Keene in July, 1929, with the Sells-Topik circuit. Mix is alleged to have damaged the character and good name of Freydenberg after Mix had lost a suitcase, containing a large amount of money and jewelry, while in Portsmouth.

Spliced Clip Publicity

Writers will shortly launch a campaign for its starved and fostered plays by the news-reels in its own theatre. Move is also to include those studio-construct people selected for publicity bids.

Idea is to have WB cameramen sharpshoot on WB-FN personalities arriving, departing, christening something or doing anything which has some resemblance to news.

These clips will then be spliced into the regular news-reels for Warner theatres.

First of the items may be sent out before the end of the month.

12 MUSICALS A YEAR BY BIG COS.

Twelve musicals a year is all that fiction can stand, studio and the stage angles considered. These are statistics offered by a major circuit. It means one new musical monthly is all that the theatres should be asked to consume for a year.

From inside, it is likely that each of the major companies will make two musicals each. This will leave two to be produced by independent.

ACADEMY SEEKING CODE AND LOWER AGENT FEES

Hollywood, Feb. 17. In line with Jesse Lasker's proposal for a new code of ethics for all studios, which he set forth at a producers' meeting here last week, a special agents' committee convened at the academy of M. P. Arts and Sciences and set out to create an agency code of ethics. This is intended to be a basic standard with a uniform contract governing relations of agent with his client.

Adjustment of the 10% commission thing has been a long standing problem and the same committee, headed by Jean Herschell, is still trying to arrive at a compromise whereby the fee will be chopped to 5% on certain contracts.

After the committee draws up a tentative form producers and agents will be called in to contribute suggestions and modifications.

The chieftain agent, the studio "angle" by certain agent-favorites, are among the corrective objectives intended.

"Cim" H. O. in 47 Houses

Radio Keith Orpheum is holding "Cimarron" for a second week in 47 of its houses.

Several other theatres have all week policy which will be ignored for the special booking.

Wanderers Back

Hollywood, Feb. 17. Several of Fox's wanderers returned to the studio over the past week-end. With Rogers came back on Sunday (17) after his tour on behalf of drought relief.

Dave Todd, assistant casting director, returned from his directing tour the east with a trunkful of tests. Guthrie McEntire also pulled in after a tour along with directing "The Barrets of Wimpole Street" for Katharine Cornell (Mrs. McEntire).

Back to "June Moon"

Hollywood, Feb. 17. "June Moon" stands as Paul Quinn's last title close on the picture.

Far Excess came in to complete the original studio handle was best. A large amount of money and jewelry, while in Portsmouth.

TOLBY MAKES RESOLUTIONS

Protection, Music Tax, Checking, Advertising, Trailers, Etc., Mulled Over at Two-Day Chicago Convention

HANSON EASES IN

Chicago, Feb. 17. Independent exhibitors assembled here under the Allied States Association banner last week and passed a host of resolutions. They hopefully grope toward a change in the present systems of block booking, music tax, score charges, talking picture equipment costs and service charges, protection and zoning, guarantees and percentage, checking, national advertising for AUs and the advertising methods of competing organizations, price and quality of trailers, and the quality, length and availability of feature pictures.

It needed two days for the convention, which claimed 42 delegates from all parts of the country, to finish its business. The first annual banquet, Greatest person present came from Illinois, Michigan and Minnesota, was hosted by Aaron Saperstein, H. M. Richey and Al Steffen.

Logic of the week was divided into committees. They framed and submitted the resolutions to the convention. Under the Allied States Association president and general counsel, opened the meet with a rapid survey of the situation, and a series of his time in a condemnation of the music tax, claiming it a duplication on both pictures and exhibitors.

Double Taxation. Resolution claimed that the music tax is a relic of the days when music was manual, but that with the present film and disc recording that the rental pays for the right to reproduce this music without extra charges. It was resolved to protest the music tax, and to demand that the rental pay for the right to reproduce this music without extra charges. It was resolved to protest the music tax, and to demand that the rental pay for the right to reproduce this music without extra charges.

Recommendations for changes in the checking percentage system were made by committee. Sidney Samuelson of New Jersey. Points were if exhibitor plays picture on percentage, then it should be a matter of honor for the exhibitor to report the actual business done in the industry with variable prices for product, centralized checking has dangerous possibilities and should be eliminated. No amount of safeguards can make centralized checking safe or can positively protect exhibitors from possible injury that centralized checking appears to be an effort to secure illegal information legally for the exchange regarding exhibitor's business; that if distributors insist on checking, each exhibitor should have its own checking bureau. Carried unanimously by the convention.

First committee arrived with the session of block booking, the entire convention working as the committee of the whole, and the powerful A. J. Steffen in the chair.

Sub-committee presented a long resolution regarding the batch system in the exhibitors favor. Convention eliminated two of the ideas, one of which proposed the immediate formation of a national co-operative buying group. This was tossed out. The second of the ideas, regarding the present estate buying group, and second, for fear of putting the exhibitors in the hands of the circuits on the other side of the fence.

Second proposal, which was passed, was to have a national co-operative buying group. This was tossed out. The second of the ideas, regarding the present estate buying group, and second, for fear of putting the exhibitors in the hands of the circuits on the other side of the fence.

90 Theatres So Far Lined Up by Hughes-Franklin for Operation

Just Another Day

Hollywood, Feb. 17. Today (17) is the 18th anniversary of the first showing of talking pictures, at the Colonial theatre, New York, where Thomas Edison exhibited a "sitting front Julius Caesar."

It's just Tuesday in Hollywood.

WARNERS 100% SOUND-ON-FILM AT STUDIOS

Hollywood, Feb. 17. With Warners temporarily, and probably permanently, abandoning disc recording in favor of W. E. sound-on-film, the studios are now virtually 100% sound on film so far as recording is concerned.

Switch was made by Warners at the beginning of production of this year's program and was brought about, according to the story through the discovery by W. E. engineers of the newer method of silent recording.

In the case of all other studios which record on film, Warners will continue to make records for the houses not fitted for film transfer reproduction. Discs for these houses will be made by transfer from the original film recordings.

Simultaneously with the recording change, the Victor plant, which operated at the Warner Sunset Boulevard studio and supplied the wax for the de Luxe, has suspended operation. A personnel of 75 was formerly employed here. Equipment is still intact and will remain so until Warners decide not to return to the disc recording system.

BIP's Foreign Versions At Princess, New York

Its English talkers having failed to click as American go-getters, British International Pictures has started bringing over its foreign versions for American distribution.

Anna May Wong in "Hui Tang," Germaine Turner in "The Flame of Love," also at the Cohan, is the company's first to show in America, coming in at the Princess and the street, left theatre, taken over for foreign talkers.

Success of other foreign versions with more than half a dozen such current in New York is thought as a sign that BIP move. Foreign version titles will be used on all, with the failure of the English titles and pictures perhaps instrumental.

Those on the BIP version list, taken for distribution, are German and French talkers of "Atlantis," "Mordred," "Two Worlds" and "Murders."

"Atlantis" and "Hui Tang" are being handled by Capitol Exchanges, with Columbia releasing others, according to BIP.

Marcus Spending Most Time in New York City

Los Angeles, Feb. 17. RKO-Pathe president, returned from Hollywood Sunday.

He will spend most of his time here, stated Marcus, right in New York, though he did not make that in a final form.

No changes are contemplated immediately in the New York City office. He will stay in the city, Marcus will headquarters.

Harold B. Franklin reached New York Saturday (14). He stated no special arrangements brought him this far east from Hollywood, but that he has several stops to make on his way back.

Franklin repeated he intends co-operating all of the houses owned by Hughes-Franklin from his Hollywood office.

Franklin answered a question as to whether a total buy had been made on a 50% interest bought in the Robb & Rowley circuit in Texas and Oklahoma, that H-F had made a 100% buy, leaving Robb & Rowley as the operators of their former house.

Los Angeles, Feb. 17. Hughes & Franklin now have around 50 theatres, either in operation or under contract, in the Robb & Rowley circuit in Texas and Oklahoma, that H-F had made a 100% buy, leaving Robb & Rowley as the operators of their former house.

An incomplete list of the present H-F holdings is:

- Kansas City, 8 houses.
- Wichita, new.
- Topeka, new.
- Los Angeles, 5 neighborhoods.
- Orange, Cal., one.
- Elizabethtown, new.
- Pomona, Cal., new.
- Billings, Mont., 2.
- Redlands, Cal., new.
- Bellingham, Wash., new.
- Hollywood (Vine St.), 2.
- Texas and Oklahoma, Robb & Rowley circuit, 50.

The Vine Street theatre, Vine Street theatre, formerly left of the depression, January 1931, on business section, taken over on lease by H-F, will open in three weeks. The new, with three runs, with third runs, "Cimarron" will be the opener.

H-F is going into direct competition with Fox West Coast in Pomona, Cal., with a new 500-seater, Delvedere.

N. O. GROSSES HELD UP TO AVERAGE IN JAN.

New Orleans, Feb. 17. Picture houses here show no effect of the depression, January 1931, in the five downtown first run theatres showed a total gross of around \$25,000.

Theatres played to about the same figure in January, 1930, and in 1929.

During the summer the total receipts of the five houses hang around \$100,000, with little variation during the past three summers.

RKO Giving 40% of Gross To Chaplin for "Lights"

Some RKO theatres are said to have contracted for the new Chaplin picture within the past week. Theatres are figuring on an operation 40% of the straight gross in the RKO houses.

There is a general over the circuit from accounts, but in the RKO local theatres without a regular New Year's. Among them are the Orpheum, Kansas City, recently reopened; 7th Street, Minneapolis; Tombs, Detroit; and Grand St. Louis.

Reichenbach in Hospital

Harry Reichenbach is in the Doctors' Hospital on East 87th Street, New York. He is recovering from an operation on the throat, performed Friday (15).

Reichenbach "hasn't been so well of late. After some x-rays the doctors advised the operation." He says he is hopeful probably the end of this week.

'Easiest Way' Holding Mastbaum At \$50,000 Clip—'Leader' Only \$25,000

Philadelphia, Feb. 17

The Masthead is on its way to a big week with "Easiest Way," which, despite bad weather, indicates, between \$51,000 and \$52,000, the highest gross yet for the picture. Kelly and Teddy Joyce, m, as headliners.

"Cimarron" dropped sharply after a disappointing at the Stanton, its second week's gross looks like more than \$20,000, if that. However, the picture is still showing a fair amount holding over the Radio feature a third week, something that indicates a good engagement with the "Tilted," for which some tricky exploitation is being planned.

"Criminal Code," held for a third week at the Stanton, hardly showing any improvement in its box office. Hardly seemed so warranted continuation of the engagement.

"The Sign" is very busy about the city. Ed Wynns' "Follow the Leader" is showing well at the Stanton, and has big light following here and there. picture got good notices. On the other hand, "The Sign" is showing a few Keith's a nice week, judging by

the start. Between \$18,000 and \$19,000 indicated. "Charlie's Aunt," at the Earle, got a corking set of notices. "The Great Dictator," for the house. Good stage, show should help here this week, too.

Film situation will get more complicated here this week with switch of Erlanger and Chestnut, left houses, to picture policy. Erlanger gets Chaplin's "City Lights," starting Monday. Chestnut, on the other hand, gets the racket. Chestnut gets "Trader Horn," roadshow, at \$18,000, starting Monday. Keith's left bringing in "Range" as (Far) opposition to Metro's African yarn.

Estimates for This Week

Mantbaum (4,800—25,500-75)
"Easiest Way" (M-G). Fine week indicated for Constance Bennett picture with good accompanying

[illegible]

"WAY'S" FAST GATE

Looks Like \$16,000 in New Haven This Week—"Heaven About \$5,000

New Haven, Feb. 17 (AP)—

(Drawing Population 300,000) Improved weather enabled houses to get away to a good start this week. Business is being pretty evenly distributed.

[illegible]

Master). Going fine: \$1,200; week, "Liebe auf Befehl" (U), at \$300.
 Low's State (2,800; 25-35 "Scandal Sheet" (Par), and va Not so hot at \$17,500.
 Mosque (WB) (3,731; 25-40-50 "One Heavenly Night" (TIA), be around \$10,000; last week "net" (FS); \$12,000.
 Proctor's (RKO) (2,550; 25-40-50) "Mille" (Radio), and va At least \$21,000 this week; last "Heau Ideal" (Radio), with Cook, nearly \$22,000.

of Davis competition; will reverse straight pictures this week end "Captain Thunder" (WB) and acts this week will wind up at \$ or slightly under.

Penn. (Loew's-UA) (3,300; 25 60-75)—"Inspiration" (M-G); G pictures generally go between 000 and \$40,000 here, but bad b in weather opening day, comb with some difference in opinion picture, probably will reduce week's total to around \$30,000 which is fine.

Sheridan Square (RKO) (1

M-G Halts Versions, May Switch To Europe; Par Features Original Multis; Other Companies Plans

Hollywood, Feb. 17.—Intimations from abroad, which have been percolating back here that Metro will follow Paramount's example and produce a brand are further substantiated by Arthur Loew's telephone address to Al Lewis, M-G-M supervisor, to drop production on foreign versions for 12 weeks. It was, he being 10 weeks. In view, are being cleared up to complete the year's program, but everything else for the next 12 weeks is in the air.

Whether it awaits another foreign trip by Arthur Loew, head of the foreign dept., or a report from Louis Lawrence, Metro's special foreign rep., is indeterminate. But most likely Lawrence, who made a special hop from Paris to look over Hollywood recently, and Loew, who also here two days recently, will compare notes on Metro's foreign policy.

The basic thought that the Hollywood alliance and the sustained popularity abroad of certain silent screen stars, especially the females, is believed to be behind Metro's change of policy, after being so thoroughly commiserated in Hollywood production for the foreign market.

Hollywood Stars Favored
So then it has been found that like the classic statement about "the prophet being not without" (Continued on page 2)

GERMAN EXHIBITS PLEDGE NEWSREEL SUPPORT

Berlin, Feb. 8.—The D. L. S. (German Exhibitors' Pledging Syndicate) held its 13th annual meeting this week. Here Paul Schilling, the president, and the other members of the syndicate were re-elected.

The D. L. S. originally an exhibitor association and then a trading concern, is now to become a shareholders' company, with the exhibitor-members as compulsory shareholders.

For the new D. L. S. production schedule 13 features are scheduled. A news reel will be issued and the members are asked to give the screening of any other news reel at the earliest possible date.

The D. L. S. will continue to distribute the "Long and Short" pictures and the "Jarry" film production.

British Censor to Scan Scripts Before Filming

London, Feb. 8.—Film group of the Federation of British Industries has sent a deputation to the British Board of Film Censors on the subject of a recent circular letter and to urge the censor on the subject of brutality in pictures.

The censor's representative agreed to read scenarios submitted to them before production without punishing themselves to accept a film merely because they sanctioned its script.

Czech Wallace Versus

Prague, Feb. 4.—"Carol Lanna, redoubt of the A. B. film studio, Prague, is planning a film called Wallace's work, "The Hammer," with Charlotte Surra and George Alexander, in the role of Carol. "He and His Sister," with Amy Anderson and B. Hurns. Lanna has received a letter from "Life" to appear in "Don Quixote," based on Cervantes' famous novel.

Bohr's Bi-Linguals

Hollywood, Feb. 17.—Jose Bohr, 35-year-old, will produce 12 pictures in Spanish and Swedish for the first time, under George Cline, his supervisor and director.

NO ACROBAT RISKS

Paris, Feb. 8.—Acrobats suffering from professional injury, are now developing their benefit society "La Piste" (The Ring). Local insurance companies refuse to write risks.

NEW MOTION INVENTOR?

Town of Metz Honors Native Son, Le Prince, as Pioneer

Paris, Feb. 8.—The town of Metz, just toward the claim that the late Augustin Le Prince, who was born there, is the real inventor of motion pictures and that Louis Lumiere was a maker of photographic supplies, only devised his own camera after having been acquainted with Le Prince's work.

Memorial celebration took place in Metz in honor of Le Prince.

BIP CUTTING IN STUDIO COSTS

London, Feb. 7.—British International, as a result of rigid rationalization, has succeeded in cutting its production budgets very considerably.

Average cost per picture for the following season will be around £10,000. This is a very considerable saving, as the average cost of a picture in the British studio is usually set at \$200,000 on schedule.

"Press Gang," newspaper mentioned in the article, has been around the \$250,000, with "Flying Fox," aerial thriller, doubling that figure.

INFERENCES FOR U

European Rep. Suggests Co. Will Produce on Continent

Budapest, Feb. 17.—Joe Pasternak, Universal representative in Europe, is here on business. He lets it be inferred that his company has in mind local production of Hungarian versions, to be made at the Hunnia studios.

Report is, local studios would include the production of versions in German, Czech, Polish and Rumanian, as well as in Hungarian.

He goes on from here to Budapest, making a survey of the sales possibilities of such versions.

Dorothy Janis Warny Greeted In Java—1st U. S. Star in Country

Wettedraad, Jan. 12.—The Fred Garson expedition left Java last month after 10 weeks in the interior of Celebes and Borneo, where it had been getting pictures for Universal's picture "Carnage." It has been since re-exposed in Java, and the expedition, which had been in Java for 10 weeks, the audience gave his ovations.

Janis was greeted with thousands of natives who wanted to get a glimpse at the first American actress to visit the White Capital.

Talkers Close Small Town Houses
Owing to inactivity of the native and Chinese population, the small towns and villages are so quiet that the talkers have been reduced to a minimum.

Talkers Puzzle Censor
Since the talkers have been reduced to a minimum, the censors have been puzzled.

Some of the more progressive have which, although the cost is high, is in comparison to the crosses. These theatres are still principally in native and Chinese hands, and are especially for Burmese audiences.

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COPS BREAK UP PICTURE BY PINCHING

The Night Before
London, Feb. 7.—"One Heavenly Night" is to be followed by "The Devil to Pay" at the Rivoli.

EUROPEAN DISTRIBUTION

Wb and Metro Moving for Reforms in Central Europe

Paris, Feb. 17.—American picture concerns are a new situation requiring reform of the distribution system in Central Europe.

Metro is moving F. N. Brink to Paris as a centre of operations. He formerly maintained headquarters in Vienna.

Warner Bros. has called a conference in Berlin with H. Bandy, presiding for the purpose of making an all-European policy. More follow-up product is planned for the "Beggars' Opera."

Police came over to the studio to break up the party by pinching the characters. Lange's pick is that they might at the time waited until he finished shooting.

IMPORTS NOW EXPORTS AS VERSIONS CEASE

Hollywood, Feb. 17.—Cutting off the German version of "Little Caesar" and halting all further multi-lingual for this year. Warner is closing out its import business.

John Daumesnil, French director, of the new French version of "Little Caesar" and halting all further multi-lingual for this year. Warner is closing out its import business.

William McCann, who has been directed by the studio, is being retained for domestic product. He is awaiting assignment. Only import being retained is a Wilhelms Dieterle, who will direct home language films.

Metro imports going home within the next two weeks are Huguet-Eudoxie, Andre Berli, Andre Loeuget and Rex Norman. Playwrights (Van No. writer, and his wife, Lucette Corillo, play.

Playwrights Out

Hollywood, Feb. 17.—First of Metro's imports to be given notice that their contracts will be taken up by the studio. The first to be taken up is "The Night Before," by Van No. writer, and his wife, Lucette Corillo, play.

All three are Spanish playwrights. The San Juan and Escalador, adding cinema, are both playing "The Red One" (Cated Artists) and both doing top business, probably due to the local following of Dolores del Rio. Cutting of the disc in line with the Italian censorship, due to the skill in tilling.

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French amusement concerns are seeking executives trained by American corporations. Formerly with the Paramount-Pathe circuit, he is now manager for the Gaumont-Anbros-France circuit.

German talkers are doing very well at present, as the Burmese picture, "The Night Before," is being shown in German.

Preference for German dialog is largely felt in the big cities. UFA in Netherlands India.

K. Gamisch, well known film importer here, bought 15 of the "The Night Before" (German) films for his territories. Among this number are no synchronized or talking pictures, as these are not popular here.

30 Canadian-Made Pictures Only in 18 Years, Comes Out in Hearing

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GERMAN FIRM'S PRIZE SCENARIO

Geneva, Feb. 17.—The League of Nations prize play scenario, to be called "Careers," has been purchased by Nero Puma, German producing company. It will produce a grandiose film.

Announcement here of the sale also made it known that the director will be Paul.

Story is by a writer named Otten.

Donna Bianca, by Somerset Maugham, is easily the best Italian dialog subject so far received—here it is excellent in subject, photographing and generalization.

For some reason not apparent it has been playing to poor results in life. O'Brien, said to be the feature for the present in Paris's market.

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Many clashes have featured the further seasons of the investigation of Famous Players, Canada, and film exchanges under the Ontario Act, as ordered by the Canadian Government with Peter W. King, K. C., as the commissioner in charge. The hearing of independent exhibitors is being continued.

Many times by Arthur Cohen, managing director of Famous Players, will be attended by the film commissioner.

Admission was made by Cohen that Famous Players controlled Regal Films, Toronto, an exchange which had been regarded as "independent," while Commissioner White read letters or contracts in which Famous Players, denigrated their Famous Players, did not desire where the corporation owned or controlled a theatre.

Harry Alexander, owner of the Park and Doris Theatres, Toronto, declared that not once had he heard of an arbitration case in which Famous Players was involved.

Amos-Andy Not Wanted?
Arthur Cohen, managing director of Famous Players, declaring his company had to go to an exchange to bargain for pictures the show case, but was interpreted as Commissioner White, who declared that Famous Players did not bargain with the exchanges.

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THE WORLD OF CINEMA

FINAL TEST OF FOREIGN TRADE ARGENTINE

All production eyes in the film industry are on the Argentine. What happens in theatres there during the winter season, commencing in March, will determine whether the American industry will continue on a large and permanent scale or completely abandon Spanish dialog versions of American pictures.

In all, 30 linguistic features in the American industry arrived in Spanish, will be loaded on the Argentine simultaneously in what is early spring in the U.S.

Because the Argentine represents the majority of the foreign revenue the American industry derived in the days of silent, the South American clientele is regarded as the most important, next to English-speaking countries.

Failure of the mass release, in which almost every picture in production is represented, will mean silent pictures, with musical scores and occasional sound, for all Latin countries.

Early releases too early—So far, not more than a handful of pictures with dialog have been entered in the Argentine.

Those have met with little success on several occasions, the dialog part of the program even being hissed by numerous audiences.

American producers are not discouraged. They do not figure early releases as established policy. "Variety," in this respect they declare that such releases, as compared to the "batch" being held in readiness, were necessarily experimental and, as such, naturally amateurish.

The Argentine picture next month is generally regarded as the test in solving the biggest part of the world problem which sound brought about.

English Sunday Agitation To Get Public Reaction

London, Feb. 17.—According to a tip from inner political circles the extensive discussion in English newspapers purporting to reflect the Government's attitude on Sunday picture performances is an impressive maneuver by the Government itself, designed to test public reaction and to ascertain just how strong is the Lord's Day observance.

Report is that the Labor Government will make its decision after hearing the public reaction which will be introduced by a bill calling for a liberal Sunday or to let the battle run on, hoping out of the controversy to find a method of bringing about a method of dealing with the whole problem in a way to adjust the two opposing views.

Sunday Charity Shows Barred Out in London

London, Feb. 17.—The Lord Chamberlain has issued ban on Sunday Charity shows as the latest development in the open Sunday row.

The film trade Benevolent Fund has been using the cinema for Sunday charity performances.

Lewin Off Multis

Hollywood, Feb. 17.—Al Lewin, in charge of Metro-Fox, will close his London studio on multis and return to Hollywood, production as a producer. He left the production job to the foreign department when it was started.

Outside of that the executive personnel at Metro remains the same, with Harry Edington taking over the reins.

"Express" Editorial

Are Talkies Amateurish? Following to the lead editorial in the London "Daily Express" of Feb. 4, "Paper has a circulation of 1,500,000."

Our film critic, Mr. Gordon Beckles, recently quoted in his column the 100% denunciation of a British article from the columns of the American magazine "Variety."

"Rankly amateurish from start to finish." That is hard hitting—but is it unfair? Are there not a number of British talkies which fulfill what that description to the last letter?

The cinema audience is far more sophisticated than the theatre audience. It is more impatient, more "technique conscious" and more critical.

Yet the British film industry constantly sends out productions which are out of date, numerous, unsound, deplorable alike in direction and writing.

There are splendid exceptions—why should a good British picture have to enter the world market, with the same prejudice as those shown in its path?

The British film industry must shake off the grip of the old-fashioned theatre and create a new style—sequel to the theatre and director for the different art of the spoken film.

Then it must dare, it must dare greatly, and risk the verdict of being too good really to be taken from start to finish."

GERMAN STAR IS ON EXHIBS SIDE

Amsterdam, Feb. 17.—Paul Wegener, German star of stage and screen, returned to the town of Groningen during a tour of Holland, lending his aid to the film exhibitors of the city who are closing their theatres as a strike protest against local taxes.

Although Wegener's present tour is a private one, he declared that his affiliations were with the picture industry and he is aligned on the side of the men in that business.

The German star made a local appearance in "Mary Magdalen" at the Hopper theatre, where, by Friedrich Heibel, was a failure.

PAR'S ENGLISH START MAY TAKE IN GOULDING

London, Feb. 17.—Paramount is due to start production at British Dominion studios here in April. Edmund Goulding may come over to produce.

Goulding is a British subject and the films he produces will rank as British production. This line up with Paramount's previous attempts to get the quota law amended to open the way for pictures by foreign directors and producers.

Inference is that, having failed in the States in approaching the problem in another way.

SEPARATE OPERATION

Par. and Metro May Establish Own Exchanges in Germany

London, Feb. 17.—The happening out of the so-called Paramount picture-Metro film in particular and Metro in German territory is expected to result in both companies operating their own agencies there.

Joe Soldman is now in Berlin prepared to handle his company's end of the change.

"ARREST" PRICE ADVISOR'S OFFICE

Gordon Beckles' reaction in this matter, as it appeared in the issue of the "Daily Express" of Feb. 2, was:

"In case the fact that \$100,000.00 is going to be spent this year on British film production may blind our eyes to the real entertainment value of the home product, here is the professional report printed by 'Variety'—the great American show paper—on a new British film recently shown in London."

"A bad piece of studio craft from every view and all angles." "British International can't be doing itself any favors by putting it on display one hour."

"More has a double in every third frame, extra—in Hollywood."

"Rankly amateurish from start to finish."

"I should add that American-made films get the same kind of hard-hitting treatment from 'Variety' as the English products now showing on Broadway. And how many Hollywood films deserve it."

London, Feb. 8.—"Variety" has stirred up the natives through a little matter of a film review. The paper took a slam at "Almost a Honeymoon" (B I P) and made talkies in New York and the yelp with which this paper pounded it has filtered into the English papers.

Gordon Beckles, the "Express" critic, quoted the "Variety" review, and the "Express" then took up the matter on its editorial page saying many British films were amateurish, as the "Variety" review stated said of "Almost a Honeymoon."

Six months ago the idea that a big London daily should admit this about British talkies was unthinkable.

The persistent kick British critics received from "Variety" both in reviews and over the phone and notices written in New York, have always been the cause of film curmudgeons in London. British producers, accustomed to getting reviews served on velvet, could not make out the "Variety" attitude.

Those who thought they knew everything, a habit of many British producers, alleged that the review stated said of "Almost a Honeymoon" was deserved.

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That one or two British talkies got good notices in "Variety" from London and New York merely showed there was an occasional British film with some general entertainment value.

Box Office Angle—British producers have gradually come to see the "Variety" angle of looking at a picture from the candid standpoint of the boxoffice, rather than the rose-colored of national patriotism. The whole point about English production is the fact that it has inflated its own value through the ravings of a patriotic press.

There has never yet been a film made in England which could not have been produced nearly as well in the States, with the exception of perhaps three artistic pictures, only of poor entertainment value.

Art critics have treated British pictures as occasions for flag waving, and have been in the habit of saying "good, bad, or indifferent."

Britain, noticing the difference between the "Variety" review and the English notices, said "America won't have British films and is out to get them." They don't want the picture people over here.

The answer to this is the German picture, which is in particular and most in the States and so predicted by "Variety."

There is every opening in the U.S. for a British picture if it means money. British producers have urged this. They send out product which does not compare with Hollywood romances and criminals when they don't get a dollar.

Quite against the run of press-baiting here, Gordon Beckles, in the "Express," said that the film "Almost a Honeymoon" was a "bad piece of studio craft from every view and all angles."

As for the British sentiment, these days, they had a chance on the radio, the American impression of the British picture producer might have been greatly improved.

"Almost a Honeymoon" (B I P) is a picture which was shown in London from a theatre after playing but two days. Previous week's feature, another B. I. film, was returned to the house to replace.

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MEX. STUDENTS DECLARE FOR ALL-SPANISH

Mexico City, Feb. 17.—Students' Union, colleges numbering several thousand here, have undertaken an intensive campaign against foreign language pictures in Mexico. They seek to force action upon the Government by stirring up public sentiment.

Movements, aims at a law making it mandatory for Spanish dialog to be spoken in correct Spanish, that all pictures in any other language be accompanied by adequate titles in Spanish.

Students propose to maintain a boycott themselves against all theatres failing to observe these rules. Student group has broadcast appeals to similar bodies in other parts of Mexico.

WB Overriding Censor By English Film Trade Of Its "Outward Bound"

London, Feb. 17.—After numerous conferences with the censors, the English film trade, known as "Outward Bound," Warner Bros. made known its intention of releasing the subject over the ban.

This is the censorship organized by the film trade itself and has no support from the Government censor.

London, Feb. 17.—"Min and Bill" (MGM) at the Empire is playing "Outward Bound," Warner Bros. made known its intention of releasing the subject over the ban.

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\$60,000 WK. AT EMPIRE

With "Min and Bill" — While "Laughter" Lingers to \$3,500 at Plaza

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Stick-Up in Denmark New Stuff Over There

Copenhagen, Feb. 17.—After the last night's performance two gunmen held up one of the leading local cinema proprietors in his office.

They robbed him of two of his receipts and escaped.

The Empire management claims \$75,000, which is pretty strong, the actual figures being \$60,000, tremendous for the city.

"Laughter," at the Plaza, grossed \$3,500 below the level set for a hold-over. Accordingly replaced with "The Devil."

EXCHANGES IN S. A.

Buenos Aires, Feb. 17.—With the arrival here of a Mr. P. J. Long, representative of the First National, the story is told that those concerns intended to exchange their interests in the Argentine.

It is to be organized their own distribution machine, carrying on the function previously handled by the American.

M. J. Goldstein, here on behalf of Columbia pictures, also declared his search may establish its own exchange.

TALKING SHORTS

"GLUECKLICHE KINDHEIT"
LAUREL and HARDY
15 Min.; Comedy.
8th St. Playhouse, N. Y.

Metro
Away from the U. S. in foreign countries, Laurel and Hardy appear to be the ace film attraction. Though in shorts, they are heavily billed, with the foreign theatres where one of their shorts is playing seemingly certain of a profitable period.

Hardy are a panic the moment they commence to speak. This is regardless of any action. They speak with a comical accent to the natives and their Spanish must sound like MIKE Gross' dialect does to Americans.

natives like the comedy situations but they start to laugh when the billing goes up for Laurel and Hardy, as they know their disloyalty will be sure to pay off.

Probably the same in Germany or with any other foreign tongue the couple employ. Whoever does the talking for them must have been a dilettante in his home country of much stage value.

It is the first time in its original English version so far as action is concerned. Comedy team speak German.

Laurel and Hardy's German occasionally possesses a decided American twang.

However, for export.

"AROUND THE SAMOVAR"
Commercial
Music. Novalty
9 Min.
Rialto, New York
Paramount

distributed single file makes it almost unworkable to outside the area, the shot offers only a picture spot on straight film only (that may have no other material).

Sponsored by Columbia Broadcasting system, an affiliate of P.P. and preschooler, a sketch of the personal character of the same CBS feature.

It was an advice thought to be useful to the audience. Both the former because it gets a picture together and recording that will be the same. Both the latter because it gets a picture together and recording that will be the same. Both the latter because it gets a picture together and recording that will be the same.

In spots, evidently from a doshnik, robust joy with sentimental tenderness at one and the same time.

Scene supposedly: a Russian cafe and musicians and singers are customers. The cafe looks too official and the customers worse, either sing or play the balalaika, a stringed instrument on the order of the guitar. The samovar shows towards the close, when one of the fat Russian girls picks a lemon rind with her spoon for dill effectiveness and pops it into

"BREAKFAST IN BED"
DAPHNE POLLARD
20 Mins.; Comedy
Tivoli, New York

We comedy for the neighbors in
split week spots. It has Dennis
Pollard, English comedian, and
Dennis Miller, an immensely
capable player. Plenty of
glissolact action with the dialogue
no, no, no, no, no, no, no, no,
Miss Pollard is illudis, kladis
merchandise for newweeds. She
the teemans, milkman, etc., etc.
I tried by her illudis because
bigly take up too much of her
time. I tried to get her to
husband to prepare breakfast
his wife who fingers under
sheets.
All sorts of modern kliffs
underts are employed for these
results. Finish has Miss Pollard
for her money. Gussie
delighted in the branches

to follow, in an explosion it
kitchen caused by the husband's
to try to cook waffles.
Pushover comedy for the
trade.

"THE ANIMAL FAIR"
Carmichael
10 Mins.
Mayfair
Pathe
Exceptionally noisy cartoon
any class of audience.
Among the pen novelties
crazy quilt activities at a
Drum major's hats are shown
to be rubber balls are clonk
into animals. An outstanding
lesque on the out of doors
medicine man.

TALKING SHORTS

"GLUECKLICHE KINDHEIT"
LAUREL and HARDY
15 Min.; Comedy
8th St. Playhouse, N. Y.

Metro
Away from the U. S. in foreign countries, Laurel and Hardy appear to be the ace film attraction. Though in shorts, they are heavily billed, with the foreign theatres where one of their shorts is playing seemingly certain of a profitable period.

Hardy are a panic the moment they commence to speak. This is regardless of any action. They speak with a comical accent to the natives and their Spanish must sound like MIKE Gross' dialect does to Americans.

... natives like the comedy situations but they start to laugh when the billing goes up for Laurel and Hardy, as they know their dialogue alone will be sufficient.

This is "The Brats" in its original English version so far as action concerned. Comedy team speak German.

"AROUND THE SAMOVAR"
Commercial
Munin. Nonsalty

Paramount
Consideration of the booking possibilities on this sponsored subject isn't so important since Paramount guarantees the circulation in its own selected houses. On the technical side and despite this limit-

Sponsored by Columbia Broadcasting system, an affiliate of Paramount Pictures, and presumably a takeoff with original characters of the same CBS series, the short offers only a pleasant spot on straight film program that may have no other musical interludes.

It was an unwise thought to have attempted to dramatize this purely instrumental concoction. Both photography and recording thus suffer. The former because it gets rolling to posed closeups and the recording because the shifting camera fluctuates unevenly. Singing was well

Scene supposedly a Russian cafe and musicians and singers are customers. The cafe looks too artificial and the customers worse. either sing or play the balalaika, a stringed instrument on the order of

the cult. The samovar anoints
towards the close, when c
of the fat Russian girls pick
lemon rind with her spoon for d
effectiveness and pops it into
tea glass. Two Punch and
comes do a Trilby song and d
this's good. Shan

"BREAKFAST IN BED"
DAPHNE POLLARD
20 Mins.: Comedy
Tivoli, New York
Pathe

Wow comedy for the neighbors! Split week spots. It has Daphne Pollard, English comedienne, also regular features, and uniformly capable players. Plenty of

Miss Pollard is illid, kired, mechanic for newlyweds. She the ice-man, milkman, etc., un her spell.

Fired by her mistress because buys take up too much of her she leaves the anxious henpeck husband to prepare breakfast

All sorts of modern kitchen aids are employed for convenient results. Polish has Miss Pollock for her money and those present deposited in the branches of the bank, following an explosion in the kitchen caused by the husband's attempt to cook waffles.

"THE ANIMAL FAIR"
 Cartoon
 10 Mins.
 Mayfair
 Pathe
 Exceptionally funny cartoon
 any class of audience.

Among the pen noveller crazy quilt activities at a Drum majors hats are shown cuts and rubber bulls are elong into animals. An outstanding lesque on the cut of doors medicine man.

ing to each other clinches
as a mirth provoker.

the kultur. The samovar stood towards the close, when, of the fat Russian girls plucked lemon rind with her spoon for effectiveness and pops it into a glass. Two Punch and Ju-

"BREAKFAST IN BED"
DAPHNE POLLARD
20 Mins.: Comedy
Tivoli, New York
Pathe
Wow comedy for the neighbors

split-week spots. It has made
Pollard, English comedienne, also
regular features, and uniform
capable players. Plenty of
sloppiest action with the dialog
no great consequence.
Miss Pollard is Linda, kirk
mechanic for newlyweds. Sh
the ice-man, milkman, etc. un
hor spell.

Fired by her mistress because she leaves the anxious henpecked husband to prepare breakfast for his wife who lingers under sheets.

All sorts of modern kitchen utensils are employed for comical results. Polish has Miss Poland back for her money and those p...

"THE ANIMAL FAIR"
Cartoon
10 Mins.

Mayfair **Pathe**
Exceptionally funny cartoon
any class of audience.
Among the pen novelties
crazy quilt activities at a
Drum majors' hats are shown
cuts and rubber balls are clon
to animals. An outstanding
league on the out of doors

1. medicine man.

CIM RACING AS SRO SIGNS FLASH

Radio
PICTURES

Reg. U. S. Pat. Off.

"CIM"

SMASH

2 N D

WEEK

VICTORY
YEAR
BEGINS

**GROSSES LEAP IN WAKE OF
TITAN CAMPAIGN . . . MER-
CHANDISING LANDMARK IN
EVOLUTION OF SHOW WORLD**

BLAZING THE WAY TO

THEIR SPIRIT STORMED THE NATION

Radio Pictures herewith extends its gratitude to many of the showmen who swept the mighty "Cimarron" to record grosses. The list is necessarily incomplete in view of late returns from remote sections of the country!

SKIP WESHNER	Warners	A. Z. FREEDMAN	Public	WALTER BRANDT	Warners
A. M. BOTSFORD	Public	B. V. STURDIVANT	Warners	ARTHUR SWANKE	Public
JACK HESS	RKO	BUNNY BRYAN	Public	FRANK SELTZER	Warners
GEORGE BROWN	RKO	BEN KATZ	Warners	J. P. HARRISON	Public
BENIE SERKOWICH	RKO	R. L. JONASSON	Public	JOE FELDMAN	Warners
MARK LUESCHER	RKO	A. W. SOBLER	Warners	RAY BEEL	Public
EMO OROWITZ	RKO	E. M. HART	Public	DAN FINN	Warners
GEORGE D. TYSON	Warners	WALTER LINDLAR	Warners	J. E. CARR	Public
CLIFF WORK	RKO	H. P. HOFF	Public	FRANK LA SALLE	Warners
DON EDDY	RKO	Mr. SHAMCUPP	Warners	ALEX HUGHES	Public
HARRY MCCLURE	Fox	DIXON WILLIAMS	Public	J. WHITE	Warners
LEM STEWART	Public	H. MAYER	Warners	W. R. TULLY	Public
LEW MAREN	RKO	ROY H. ROWE	Public	WILLIAM BOYD	Warners
JIMMIE CARRIER	Universal	BEN STERN	Warners	B. MULLEN	Warners
JOE WEIL	Universal	PAT MCGEE	Public	B. WILD	Warners
TED GAMBLE	RKO	J. MULHALL	Warners	D. BROWN	Warners
H. E. JAMESON	Fox	F. J. PATTERSON	Public	E. LYNCH	Warners
E. E. MEREDITH	Warners	R. ENGLAND	Warners	J. HARVEY	Warners
ELMER FRANKIE	RKO	W. BITTNER	Warners	CHAS. B. TAYLOR	Sho's Circuit
JULIUS CURLEY	Warners	L. GRAVER	Warners	B. DANZIGER	RKO
THORNTON SARGENT	Warners	HENRI SCHWARTZBERG	Public		

CONGRATULATIONS ALSO TO THE GREAT CIRCUIT OPERATORS INCLUDING JOE PLUNKETT, SAM KATZ, SPYROS SKOURAS, THE BOOKERS AND HOUSE MANAGERS WHOSE DYNAMIC COOPERATION MADE POSSIBLE THE TRIUMPHANT DAY AND DATE PREMIERE.

SHOW SUPREMACY!

**THEIR LIFE THE SHOW WORLD
THEIR GOD THE BOX-OFFICE!**

**RADIO TITAN PAYS HOMAGE
TO THE SHOWMEN WHO MADE
"CIMARRON" THE GREATEST
TRIUMPH OF THE AGES!**

They Carried the Torch to Victory!
One for All and All for One!
America's Crack Young Showmen
Smash Away Barriers of Dead Tradition
and Hurl Their Genius Into the
World's Mightiest Merchandising
Enterprise! Embracing in the Sweep
of Its Operations 1,000 Inspired Men
and 300 First Run Theatres

**RADIO THANKS THEM ALL
AND POINTS THE WAY TO A
NEW ERA IN GRAND-SCALE
TICKET-SELLING!**



Mows 'em Down!

Don't miss smash co-
op ad campaign ...
loaded with seat-
selling power ... fast
... punchy ... clean
as a whistle! No alibis
if you miss with this
red-haired gal now
stealing the heart
of a nation!



MILLIE

HELEN
TWELVETREES

JILYAN TASHMAN ROBT. AMES JOHN HALLIDAY
JAMES HALL JOAN BLONDELL ANITA LOUIS

CHARLES R. ROGERS PRODUCTION

Directed by JOHN F. DILLON

Assoc. Prod. HARRY JOE BROWN

**Ties B. O. Traffic in Knots as
Gross Records Crash! ... East
... West ... North ... South
... Holdover Everywhere.
On Broadway ... Terrific!**



*It's just what the
Nation Needs NOW!*

**An Irresistible Sweep
of Wise-Cracking Wit
-Tingling Travesty of
Tantalizing Whoopee
-you'll be surprised!!**

**FOUR REAL STAR NAMES
in the Greatest Dialogue
Comedy Yet Produced**

A GOLD MINE OF HILARITY

**Another Big Hit from
"The House of Hits"**

**A Surging Sea of
Roaring Laughter
A Quadruple Dash
of the Spice of Life**



**A Whirlwind of Wild Oats
in a Glorious Gale of Gaiety**

**A Swirling Merry-Go-Round
of Vivacious, Audacious Mirth**

LONELY WIVES

**Snappier than Ginger - Faster than Jazz
Out-Laughing All Laugh-Getters to Date**

Directed by
RUSSELL MACK
Produced by
E. B. DERR

From the
A. H. WOODS'
Stage Success

PATHE



The House of Hits



JESSE L. LASKY says: "RANGO is not only the greatest new idea **PARAMOUNT** has ever sponsored; in twenty years of show experience, it is the **GREATEST I HAVE EVER SEEN!**"

To a public fed
up on musicals, "epics,"
sophistication, sex . . . the
usual in all its familiar
forms . . . comes this fresh
and amazing novelty . . .

RANGO

PARAMOUNT'S
Strange and Savage Saga!

IT PACKS A BOX OFFICE WALLOP!



THE LAST PARADE



the most terrific indictment of
racketeering ever presented

with **JACK HOLT**

Tom Moore—Constance Cummings
Story by Casey Robinson—Directed by Erle C. Kenton

OPENS FEB. 27
at the Big RKO Broadway House

MAYFAIR

Greatest of all Gangster
Pictures! Of Course it's

COLUMBIA!

RKO Mayfair Cutting Off Front Rows, for Sight and More Standoes

Two front rows at the RKO Mayfair on Broadway will be taken out to "further" increase the standing room at the rear of the theater, but also to bring the strongly constructed sight rafter down front in the remodeled theater.

With new room in the Mayfair's rear, it having been a long time since the place had standing around 50 people waiting for seats, it may hold 600.

Meanwhile the RKO theater department is confronted by the sight range, because for screen watching, with disaffected patrons in those rows it did not pay, as a rule, their seats. But, unfortunately, request refunds. Around the sides of the forward front row seats about 100 to 150 seats outside of it a clear vision to the screen.

No Stage

Taking out the stage may remedy this side seat defect, it is thought with a few changes on the stage, the stage in the Mayfair may be a name. When the theater was rebuilt by Walter Reed, its owner, for RKO, nothing was left of the former burlesque stage of regular dimensions, which had served for the former Columbia. Mayfair for 20 years, under the back wall and the screen.

Reed had planned RKO would increase the seating capacity of the once Columbia in the \$300,000 remodeling job, from 1,000 to 1,500 to over 2,000 seats. This he did but RKO will lose around half of the added capacity in the alterations.

TOP SOCIAL RACIAL FOR VERSION TALENT

Hollywood, Feb. 17.—Facing to a social problem, Hollywood film exhibitors could never attain local foreign language films because the cream of foreign social circles.

Top language Spanish and Mexican elements have failed harder for the film fascination than the others, and few foreign exhibitors have an extra, has plenty of use for his own and his. If not working he can still enter into the picture of the picture.

The industry of pictures has all eyes on the foreign element, but the industry of pictures has all eyes on the foreign element, but the industry of pictures has all eyes on the foreign element.

A "consular affair" is complete without a gathering of the version tribe.

Indie Booking Pool In Circuit Rivalry

London, Feb. 17.—H. G. Crove, who will be president of exhibitors' national body (G. E. A.) for 1931, working on an anti-trust of exhibitors, has blue, films to get indie exhibitors to lay off all indie booked to exhibitors which would eliminate British and Associated British and United States booking offices from the circuit for every exhibitor who will agree to limit of exhibitors.

Distributors Association has agreed to play, having, indie agreement, themselves not to deal with any kind of indie exhibitor, and Crove unlikely to be able to pull any one distributor away from agreement.

Dance Rep Ends in Huff

Fulfilling, reported, conclusion, over distribution of prints now by the Dance Repertory, Agents John J. Connelley, who has been down, has said, group is now disbanded until next year.

Terrell, who has been backed by Sidney Hoxby, real estate man, and announced, real producer, is given a \$10,000 of that amount as profit. Miss de Mille's shares was 10 percent, against a 50 per cent by de Mille in the troupe.

The alleged "internal distribution" caused Miss de Mille to walk.

LOTT M. O'S SWITCH

Willy Back in St. Louis—Powell at Stanley—MacDonald at Enright

Pittsburgh, Feb. 17.—Willy Back, m. c. at the Stanley for 25 weeks, closed Thursday (19) at the Enright and previously, three returns to the Ambassador Theatre, St. Louis, March 5. Efforts failed to keep Lorry here but he is under new contract to the Shouras brothers, being loaned to the Stanley during the musical strike in St. Louis last fall.

With Lorry leaving, Dick Powell, m. c. at the Enright and previously, three returns to the Ambassador Theatre, St. Louis, March 5. Efforts failed to keep Lorry here but he is under new contract to the Shouras brothers, being loaned to the Stanley during the musical strike in St. Louis last fall.

M-G Halls Versions

(Continued from page 12)

Longer stay in his own country, the foreigner don't embrace as much about their native, but in the case of Hollywood's "La" the Latin abroad still have a heavy hand in the picture. The success of the screen and this is a strong element in the Metro move.

Without a word, before being back to the direct-shots in anything like the former proportions, although at second hand version, the production of these pictures special shows are being made, which are already being shown in the several languages. This is especially true of the second hand version, and William Haines product.

Before planning a third Spanish version, Columbia is waiting from New York as to what foreign buyers want, if any, and which already already turned out should be put into foreign language. Studio has just finished "Ten Cents a Dance," a second hand version.

Fox at Standstill.—Fox is virtually at a standstill, although at this time it is said that John Stone, in charge of the department will return here within a month with a score of more pictures to go into versions of the three chief languages.

Metro with around 50 players, directors and writers under contract, all average salary of \$400, with little less foreign talent as soon as their contracts expire, and in some cases will make settlements on time yet to run.

This studio has maintained an average force with little or no cut from the domestic department and with top salaries. Just now they are in a position to produce the industry is prohibitive, and whatever future steps are taken will be in the hands of the exhibitors.

Arthur Loew's Views

Arthur Loew in New York yesterday stated there is no possibility of making foreign picture demand.

"We are cutting" everything out of the picture, everything we have more than a year's profit on hand in every language. For four months we have been making pictures and we are not making pictures in Hollywood, and we are not making pictures in Hollywood.

"Personally, I am set against making pictures under any conditions."

VOCAL LIBRARY

Pittsburgh, Feb. 17.—The A. R. Film Co., in Pittsburgh, will establish a national sound-film library to contain a collection of silent pictures, including art and science, and the pictures are to be loaned to other libraries.

The first program to be recorded will be "The Silent Library."

Practical Neckker

Extra girl got one job in picture for value received, didn't get on the credit roll. She has since issued her ultimatum to the executives, "No billing, no coming."—From Variety's Hollywood Bulletin.

Complete Film Course For New Fox Scribes

Hollywood, Feb. 17.—All new writers brought here by Fox are getting a complete course in picture making on their first assignment.

When the writers start work on their first picture they follow a set course of adaptation and book stages. Then sit in with the director when he breaks the story down for shooting.

During shooting of the picture the writer sits on the set with the director and watches his brain and his pen. Following this he has the pleasure of watching the cutter putting the pieces together.

It is a rational affair that the studio expects him to get back on the writing job and to look at the picture with a definite idea of the demands and limitations of pictures. The writer is also expected to be a smattering of the mechanics of picture making which will prevent him from being a "book" writer.

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TOO MANY FOREIGNERS FOR 1 WK. IN HAGUE

The Hague, Feb. 17.—Foreign artists keep dropping into Holland by the scores, but without foreigners on the bill. This week Paul Wegener, German director, and Mary Maeder, Dutch actress, are the latest.

New London Trio, consisting of Louis, Mary Maeder, and John Packer, giving a concert. Spanish Rios Quartet, (Brosa, Rubens, Viana and de Maza), Ludwig Wupper, is giving recitals in German.

There is too much for one week. Nobody understands how the impression who organize these events can make them pay.

U. S. Leads with Czechs

Prague, Feb. 17.—Film statistics published by the Czechoslovak government show that American films sold 100,000 copies in the country; their number being 100,000 in the year 1929.

Twenty-eight American films were censored in 1929 in Czechoslovakia.

SCIENCE SUBJECT

Paris, Feb. 16.—An educationist who is being made by Georges Claude, French physicist, who sank a huge tube on the Chateau de la Roche, near Paris, and water and surface water.

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Spanish "Body" Lineup

Hollywood, Feb. 17.—This will be the first Spanish "Body" and "Sound" unit west here.

George C. Marshall will play the George Marshall part, with the famous lead yet to be decided. Three Hollywood men.

Wyer on Westerners

Hollywood, Feb. 17.—Robert Wyer is with Columbia to write Westerns.

Pictures intended for Buck Jones.

Star Changes to Now

CAPING L. A. TOURISTS BOOM TABLE MANNERS

Hollywood, Feb. 17.—The question in Hollywood and Los Angeles is not pictures, but "Where to eat."

With exception of Toronto, Los Angeles is the worst restaurant town in the world. There are about four cafes where it's a bet that the food is good, but with the tourists others it's a short and gambler.

The exterior specializing in "well known" food, but the tourists are akin to that of a great joint at a county fair.

Hollywood has four cafes entering to the picture and tourists. The two go hand in hand here; one is the other. The tourists are the stars and the stars are the public.

How the stars sit down to eat, it's the feeling time at a cafe. The public waits every minute. The stars' boys are sure people learned to use finger bowls.

"Few local restaurants seem to have the patrons waiting. Transients are easy prey."

Cafeterias, some dominating California, are fast moving. One help yourself spot remains.

EXPLOITATION

(Continued from page 19)

Interview in last Sunday's (15) issue, Yarnsman about the "Exploitation" was the page which was obviously used a similar type story in the "Exploitation" section.

Plenty of Exploitation.—Mr. Coleman, m. c. at the Stanley for 25 weeks, closed Thursday (19) at the Enright and previously, three returns to the Ambassador Theatre, St. Louis, March 5. Efforts failed to keep Lorry here but he is under new contract to the Shouras brothers, being loaned to the Stanley during the musical strike in St. Louis last fall.

Main Beauts

Hollywood, Feb. 17.—Hollywood's "Exploitation" section, which has been a success since it was first started, is now being run by a group of people who are not in the picture business.

Kids Go for Indians.—Albany, N. Y., Feb. 17.—The opening of the "Indian" section, which has been a success since it was first started, is now being run by a group of people who are not in the picture business.

Local Publicity.—St. Paul, Minn., Feb. 17.—The opening of the "Indian" section, which has been a success since it was first started, is now being run by a group of people who are not in the picture business.

Feyder's Paris Plan.—Hollywood, Feb. 17.—The opening of the "Indian" section, which has been a success since it was first started, is now being run by a group of people who are not in the picture business.

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Soaring Tiffany Lifts Veil From Royalty Racket In Fun Drama!

A Prince who was only a ham actor. A Princess who was crazy about ham. A King who wore carpet slippers on state occasions and used his sceptre as a nutcracker on all occasions! Here's comedy drama fit for Kings—by skyhigh-flying New Tiffany. James Cruze's wise-cracking, ultra-modern, money-making exposé of the royalty racket!

"THE COMMAND



PERFORMANCE"

A JAMES CRUZE PRODUCTION featuring NEIL HAMILTON and UNA MERKEL • directed by WALTER LANG • with Helen Ware • Albert Gran • Lawrence Grant
RICH IN COMEDY • STRONG IN DRAMA • WITH A DELIGHTFUL LOVE STORY • STUDED WITH STAR PERFORMANCES!

CLIMB *with* TIFFANY



ERNEST B. SCHOEDSACK...
*intrepid showman-adventurer who
snatched RANGO from the world's last
untouched wilderness after 18 months
of terrific danger and hair-raising
experiences.*

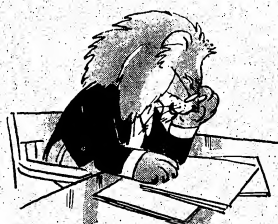
Human, humor-
ous, daring, dynamic...
blazing new trails of en-
tertainment...and reaping
the rich money rewards
of the successful pioneer...

RANGO

PARAMOUNT'S

**Mighty Hit Opening at the Long Run
Rivoli Theatre, N. Y., Wednesday Night!**

PARDON MY LAUGHTER!



I pick up the
trade papers....

I learn from
the ads how
great every
company seems
to be—



AND THEN—

I turn to the section where box-office reports are printed

—and it's the
same sweet story....

**M-G-M LEADS IN 7
CITIES OUT OF 11—**



M-G-M

2 Years Of
In February, 1929, M-G-M was the first to introduce the "talkie" to the public. Since that time, it has been the leader in the industry, and its records are a record.

\$20,000 Big
For Seattle
On "Reducing"

\$9,500 Gives
"Reducing" 1st
Place at C.

"Reducing" Is
Pacemaker in
Washington

Adults Only
Gets Garbo a
\$51,050 Week

Vocal Robot
Alters Actors'
Speech Faults

HITS! HITS!
ISN'T IT GREAT
THE WAY M-G-M
KEEPS DELIVERING!
And More on the Way—



**MARION
DAVIES**

"IT'S A WISE CHILD" ran a year on Broadway. Keen competition for film rights, but M-G-M knew it was perfect for Marion, so here it is—and how!



**JOAN
CRAWFORD**

"DANCE FOOLS DANCE" is better than "PAID." That's a large statement to make but your box office will back it up!



**NORMA
SHEARER**

"STRANGERS MAY KISS" brings Norma to a waiting public, authorized by Ursula Parrott and with Bob Montgomery, both important factors in the success of "DIVORCE."



**LAWRENCE
TIBBETT**

"THE SOUTHERNER" gives Tibbett an utterly "different" role. Every trade reviewer who has seen it, predicts it will be the season's surprise.



**CONSTANCE
BENNETT**

"THE EASIEST WAY" is typical of M-G-M's handling of an important box-office star. This great stage drama is a fascinating screen entertainment.



**WALLACE
BEERY**

"THE SECRET SIX" is a real follow-up to "THE BIG HOUSE." The same director, George Hill, has made another gripping box-office drama.

METRO-GOLDWYN-MAYER

It's a pleasure!



We're SORRY-

But the thousand and one exhibitors who
have asked for immediate playing time for

50 MILLION FRENCHMEN

will have to wait just a few weeks longer

We know it's the greatest comedy concoction this business has ever seen — (although exhibs seem to think they alone discovered this fact)

We know you want to play it before your competitor gets wise to it — (but your competitor has already made the same request as you)

We know its exactly the thing your box-office needs — (and that's why we're rushing prints as fast as humanly possible)

In the meantime you can break records in regular week-after-week fashion with

"ILLICIT", Barbara Stanwyck's great triumph; **DOORWAY TO HELL**, which lifted Chicago to the biggest business in the last three seasons; **MY PAST**, the tell tale autobiography of Dora Macey's life which introduces a new and greater Bebe Daniels; **SIT TIGHT**, with not just one, but **TWO BIG STARS**—Winnie Lightner and Joe E. Brown and a host of hits that only the dependable **WARNER BROS.** are in a position to deliver right now!

and **FIFTY MILLION FRENCHMEN**
will be available soon!



ELISSA LANDI

Elissa Landi went on the stage in search of something to write about — and promptly became something to write about herself. She published two novels while acquiring the acting art — which proves she was right both ways. Born in Venice, educated in England, speaking four languages, Miss Landi meets all tests of a cosmopolite.

Her early stage experience was in English repertoire. She played a leading role in "The Constant Nymph" and other successes. Then she made pictures in England, France and Sweden.

At her Broadway debut in "A Farewell to Arms," her striking beauty and rich emotional powers stamped her as a potential talking picture star. Five companies made her offers; she accepted a Fox contract.

Added to her natural talents, Miss Landi is singer, pianist and dancer. Romantic and emotional roles are her favorites. Her appearance opposite Charles Farrell in "Body and Soul" is destined to establish a new luminary in the Fox constellation.



Watch for her with
Charles Farrell in
BODY AND SOUL

TWELFTH OF A SERIES OF FOX SCREEN PERSONALITIES



In the Days of You Know When

(IN VAUDEVILLE)
By Bill Delany

(Bill Delany for many years was a bookie of the Keith Circuit, reigning about a year ago. He lives at 189-03 131st Ave. St. Albans, L. I. "Eight" and "Sixty" referred to in Mr. Delany's verse are the two present RKO booking floors in the Palace theatre building, New York. "Joe" is John J. Murdoch, former general manager and general operator of the Keith Circuit.)

Back in the days of—you know when
We had hot little wags, then,
Kissends were many, times you
You thought you knew when you stood
Money came—and money went
(Only made to be well spent)
Don't you recall how things were then
Back in the days of—you know when?

We never stopped to count the cost,
We had grand times and none was lost,
We'd travel near, we'd travel far,
To get an act, perhaps a star,
Troubles? Of course, they were few
And good friends always pulled you through,
But it's different now—ain't it men?
Not like it was—do you know when?

We had no talking pictures then
In the olden days—do you know when?
You could book an act for 50 weeks
After the bookers had their pecks.
But the act made good, it went for years
While you sat back and gave three cheers
And a contract was a contract, then,
Back in the days of—you know when?

Things no, as though I was different then
The name was the same now and then,
You'd take an actor, change his name,
Build him up, send him to fame,
But—along the talking pictures came,
Knocked spots out of the vaudeville game.
You, it's tougher now than it was then,
Back in the days of—you know when?

Things no, the pictures, nor the men
New since days of—you know when?
For good or bad, we do not know,
They sure did change the good old show.
I'm relating naught but what I saw,
Where are those shows of many acts?
Things are different now, but then—
Times have changed since—do you know when?

If you ever booked an act in Lynn,
That day your troubles would begin,
Murdoch then would send for you,
Bawl you out, say you were through,
But you didn't know that was a lie,
Because he'd chased you "off the floor"
There were lots of other places then,
Back in the days of—you know when?

There were Moss & Jett, Fox and Loew
And those places were good to go,
Society had some good "times" then,
In those happy days of—you know when?
And—independents, too, they were,
You booked acts, white "off the floor";
You were busy as a setting hen,
Back in those days of—you know when?

Panties had many a week
You'd be hearing of the Greek,
His oleuk went from East to West
He'd change a name, if you'd request,
You booked plenty acts with Gus Stone,
Not so much dough, but not for fun,
Say, wouldn't you like to live again—
In the good old days of—you know when?

Stiff, in your heart you felt quite sore
You tried to get back "on the floor,"
And, never a soldier in a trench
Sweetened more than you "on the bench,"
You waited day, you waited night,
With feelings not far from fright;
You cooked up many a story then,
Back in the days of—you know when?

And, then when J. J. let you in,
You were ready to confess your sin,
You knew the act had played in Lynn
"They booked themselves" (very thin),
As J. J. looked through the "backstage"
Dead in your heart, you felt quite blue,
You thought nothing could mixe you then,
Back in the days of—you know when?

This J. J. was not so fairly told,
But his voice wasn't quite so cold,
His back was far worse than his life,
But wanted you to know he's right,
He knew you knew he knew you,
And a lesson he had to teach to you,
And so, you took your licking then,
Back in the days of—you know when?

With your knee men as at you had fear,
All right—back in the days of—you know when?
Cheered up, you grinned from ear to ear
And spoke out loud for all to hear,
"This little act sure is a hot one,"
It always said that from the start,
Like hot you did, but men were men,
Back in the days of—you know when?

When he let you back upon the floor,
He told you he'd feared for you before,
But you must not book with Fox or Loew
Nor to Pantages should you go,
But book your acts on with J. J. first,
Save your dough and practice third,
Back in the days of—you know when?

Wear and Tear

Chicago, Feb. 17.—An blunder of what it costs to provide the vaudeville public with its hokum and slapstick provided in a list of the also prize used each week by the "Frank" and "Milt" Britton duo.

The boys destroy:
Night 31 bottles daily,
15 bottles daily,
20 peps each week,
20 shirts tipped weekly,
About 300 cigarettes weekly,
40 chair seats,
Other items include liniment and scenery repairs.

Louis Weil Beaten Up by Three Men in Theatre Alley

Chicago, Feb. 17.—Louis Weil, manager of the State-Lake theatre, was mysteriously beaten up in the theatre alley Monday night. Several witnesses testified he was in his head at the Michael Rees hospital.

This is the second unexplained attack on a manager of this theatre. Will Singer suffered similarly three months ago. In neither case were the assaults clearly motivated by any motive. Detectives working on the Singer case never discovered even a clue.

Three men did the Weil job.

Selleslagh-Nolan Marriage

Syracuse, Feb. 17.—A back stage romance, which began here a year ago when the Paramount and Marco "Watermelon Blues" idea appeared at the Fox Theatre, culminated yesterday in the marriage of Selleslagh-Nolan and Mitchell Selleslagh.

The bride, native of Hollywood, is a member of the dance ensemble with the unit current at the Fox Avon, (ground of Los Angeles) an acrobat-consort with the "Country Club" (also well known recently in New York).

Justice William Hampton officiated.

Larry Rich Settles

Cincinnati, Feb. 17.—During his engagement at the Albee last week, Larry Rich, who sued in Common Pleas Court by Harry H. Lewis of Indianapolis, who acted in behalf of the late Benj. P. 21, claiming that Rich signed the boy to a three-year contract in June, 1923, for specialties and specialty dancing, and alleging that \$180 salary was due the juvenile. Court issued an attachment of the properties of Rich, who entered into private settlement before continuing in Chicago.

PASQUALINI BANKRUPT

Harris and Eccles, Pasqualini husband acrobatic vaude team, died a bankruptcy petition in New York last week, listing joint liabilities at \$113,000. They claim no assets.

The Pasqualinis opened a 50-week RKO route in Rochester this week.

Same thing he said to lots of men.
Back in the days of—you know when?
But did you stop to ask Joe or Loew
Or to independents cause to go?
Of course you did, but you know well
That's appearance you did like hell,
That coin was sweet, you wanted more,
And still been looking "on the floor,"
You took many a long haul then,
In those old days of—you know when?

You'd give a lot to fear away.
The time that's passed said that fine day
When you sat there upon the bench
You'd just be in the front of the
Pickings then were well worth while,
And everybody was a mile
Dollars more was there to be
In the golden days of—you know when?

Perhaps a chance will come again
When chance'll be like they were then
A great big show with stars and wit
Making Vaudeville like the Ritz and Grand,
The shows will all be glorified,
With new a week said to be made
And "Good Times" will be here again,
Like they were, you just know when.

I think my story's almost over,
Don't care any days of "gold old times,"
One day more then the business goes,
You're friends we were a fine time,
One day more days of eighty were,
And all because the picture was
Meanwhile, let me know how you men,
Back to the days of—you know when?

Joe Cook's Contract with Loew's Optional for Playing to June, '32

LOUISE CARR ELOPES

Fails to Make Date and Loew Starts Action—Miss Rugel Walks

Louise Carr, of the brother and sister team, Andrew and Louise Carr, played Friday night (10:15) Phil-Phon—340-14 (Grave Digging) brother.

Miss Carr returned to Loew's Vaudeville theatre, Jamaica, that evening after the house had closed and removed for scheduled for the house. The Carrs were booked for Jersey City the following day, but when Miss Carr failed to show up the engagement was discovered.

As a result, Loew's has started action against the Carrs for the Jersey City cancellation. The Carrs have refused to appear at the Loew's, and Loew's under the play or pay contract.

Miss Carr walked, Loew's charges after a disagreement over stage lights.

2,500 THEATRES WITH INDIES FOR N.V.A. WK.

About 2,500 independents, mostly straight picture theatres, will participate in this week's NVA drive, headed by the five major circuit houses, including the Paramount, RKO, Warner, Fox and Loew circuits, approximately 5,000 theatres throughout the country will take part in the audience collection drive.

This is the largest number of theatres ever involved in an NVA drive, and is the largest number of indie participants.

The advertising, short, through which NVA will derive \$250,000 from the circuit advertiser, will be produced shortly on the coast by the National studios, with each contributing two or three of its picture names. This short has interested many of the indie picture loaned operators from a box office viewpoint.

In maintaining the antitedium number of indie names and available to the drive theatres for the NVA week, the short may prove a draw.

OIL FOR ELEVATOR BOY

Dallas, Feb. 17.—Ernest Johnson, colored elevator boy at the RKO Majestic here, gets one of those breaks you read about. He inherited a few acres of land from his grand-pa and suddenly—

He has had over 100 offers, but is holding out while still running the elevator at \$15 a week.

Joe Cook, star of the musical hit, "Blue and Danny" at the Albee, New York, also has a fine and dandy starring contract with Loew's.

It gives the comedian a 14-week route in the Loew's houses, one week weekly, with full transportation outside New York, and Cook can earn as much as \$1,000 a week. The contract to the circuit until time up to June, 1932.

The contract, probably the only one of its kind ever issued by a circuit to a star, was arranged through Lou Sidney of Loew's and Johnny O'Connor, represent the Cook.

When the route is started it will be at the Central New York, the single New York Loew house mentioned in the agreement. Cook has already refused to appear at the RKO Palace, also Loew's State, New York. His return to the Loew's, however, will mark his first variety appearance in five years.

The agreement contemplates due time for the closing of the musical "Blue and Danny" at the Albee, to the extent that should "Blue and Danny" go on the road next season, following the New York tour, Cook will still have time to serve notice, he will start the Loew's engagement by June 1 next year.

Ann Suter, Reinstated, Wants Commish Withheld

Ann Suter responds for RKO's \$25 in Yonkers as a result of settlement of the "Chinaman" charge in her favor. Meanwhile, disposition of the charges against Henry Sommers, manager of the RKO Albee, Clincy, where the incident occurred, are awaiting Los Angeles, sent from the Albee.

An aftermath of the affair was Miss Suter's advice to her agent, Frank Donnelly, yesterday afternoon, that she would take action to restrain him from collecting commissions from her RKO bookings, which she has six weeks on the circuit following Yonkers.

Miss Suter's reported contention is that outside of advice received by the booking office, she was ignorant of the allegations in the alleged song in her act. As Donnelly did not inform her of the objection, as her agent, Donnelly should have, Miss Suter said. Donnelly declares he did advise Miss Suter about the song when the booking office objected, and three others were present at the time.

Change against Sommers is that he advised Miss Suter to use the colored song at the night show preceding her cancellation. Against Sommers, claims Miss Suter, switched joints when singing it in his last show before the show, the charge against him is that he continued the original home officer by advising use of it under any conditions.

Another RKO reinstatement of a single star of Frances White, who reopened March 14 in St. Louis. Miss White was taken off the show in Los Angeles a week ago when arriving a day late from the previous tour in California. She had stated it was considering cancelling the balance of her term.

Murray Conn Recovering

Murray Conn, seriously injured two weeks ago in a car accident, traveling with his wife, Doris, Mother, from Union to Portland, Me. is reported out of danger at Alhambra with in a few days.

Conn is in the Parkland Hospital at Jamaica Plain, Mass. Miss Madrox was discharged from the hospital a few days afterward and has come on to St. Louis to pick up the rest of the made she is playing with Pat Clark.

For RKO Goffers

RKO's people will have their first golf ball being tournament early next year. It's all being planned. Date is June 11-12 at Westchester, Baltimore.

B'klyn's Bull Fighter On 30-Day Lecture Tour

Chicago, Feb. 17.—Sidney Franklin, Brooklyn bull-fighter, has been taken for a month's tour by the 10ml Lecture Bureau. The 30 day booking is to test his drawing power. Aided by colored slides, Brooklyn's own will show how he throw and sew the leards. Bill Naylor is handling Franklin. Lecture dates start in March.

Kramer-Boyle Reunite
Dave Kramer and Jack Boyle are reuniting. They split six months ago after a 10-year partnership.

RAY HODGDON'S NEW POST

Assistant to Freeman—Jack Hodgdon Into Contract Dept.

Ray Hodgdon, former agent and booker, has been appointed assistant to Charlie Freeman in the RKO booking office. The appointment places Hodgdon as direct contact between Freeman and the booking staff and in authority during the booking, Hodgdon's absence. In another change, the other Hodgdon brother, Jack, goes off the books and into the contract department with Jimmy Aton.

Both men are sons of the late Sam Hodgdon, for years head of Koth's Family Dept.

5 Come-Backs

Five standards are returning to vaude this month with new acts via RKO stages.

Gertrude Hoffman and Miss open with a new dance turn. Joseph Alts is another. Anita Stewart, formerly pictures, goes back vaude. Rosita Duncan (Duncan Sisters) tries out a new angle for herself. Charley Ray, formerly pictures, opens his new turn.

SEGAL-STAMPER ACT

Vivienne Segal and Dave Stamper are breaking in an act by Stamper for RKO.

Doubling

Los Angeles, Feb. 17.—When Pat Shanley, of the Continental hotel, heard that the RKO theatre was looking for a man to sit in a cage in the lobby for a week as a joke for the act "Kent Hensinger," he called the theatre and told them he would send over an actor who had been sitting in it for fifty-four months. Theatre used the boy-off and turned the check over to Shanley as part payment on a room bill.

JULIAN ROSE SUED

Charged by Andy Rice With Dodging Royalty.

Andy Rice, through attorney Julius Krulder, has started an action in the London courts to collect royalties on material he supplied Julian Rose, monologist. Rose has been appearing abroad for the past seven years.

In 1924, according to Miller, he wrote "Levin'sy-a-Lemon-she" for Rose, for which he was to receive \$100 a week. After paying royalties for three years, Rose informed Rice that he had discontinued using the monologue abroad.

Actors who recently appeared on the same bill with Rose in England, informed Rice the "Lemon-she" bit is still in the act, the complaint states.

RKO Men on Trip

Joe Frankfort, with his son, Nite Blumberg, and son, Mr. E. M. Glucksmann, theatre director, and Ben Serkovich, exploiter, all of the RKO theatre division, left New York Sunday for a trip west.

All excepting Blumberg will be gone about three weeks, taking in the circuit's houses on the way. Blumberg will return to New York from Chicago this week after the CHI convention of RKO field men.

Next week Charley Freeman, of RKO booking dept., will leave for a trip through Texas.

Another "Birthday"

Troy, N. Y., Feb. 17.—"The Birthday of Simon Legree," comedy authored and directed by Billy Nassau, local vaudevilian, is being given at church benefits and the like, in this section. Presented by the Georgia Honey-bears.

Lambert's Big Moment

Hollywood, Feb. 17.—Folbie Lambert was celebrated with "erry Askin" in the Alhambra musical, "Paris in Spring," for about two hours, and in the Hollywood Playhouse lobby only.

First announcement framed for show opening Feb. 26 had both names equal weight. Later the billing was changed, with Askin topped everything, but Lambert's name others but smaller than Askin.

Chic Sale's Protection

A reported deposit with one of the leading insurance companies of \$250,000 has been made by Chic Sale. It insures the comedian of an income for life, to be paid him monthly or as he likes.

The same way and the same amount started Al Johnson's fortune some years ago. The first \$250,000 Johnson could be placed for a life annuity.

John J. Kemp, the insurance broker, insured the Sale arrangement.

ROTEL BAGGAGE CLAIM

Wesley and Lyons have entered claim against the Forrest hotel for \$400 loss of baggage.

Through their attorney, E. F. Goddard, the team avers that when they returned from Europe in December they checked their baggage at the hotel. When they checked out, they state, it could not be located. Damages is alleged to have included stage wardrobe and personal paraphernalia.

Vallee Back to B'klyn

Closing his Public tour in Rochester, April 2, Rudy Vallee is to reopen at the Brooklyn Paramount April 3.

Maryland Will Play Name Acts On Percentage

Baltimore, Feb. 17.—The strictest, vaudeville regulation as a regular policy for any theatre in the last two years will start Feb. 21 at Fred Schenberger's Maryland theatre here. House seats about 1,700.

Schenberger, formerly the major vaude operator in Baltimore, has used three straight vaudeville bills at the Maryland, a legit house, this season for a week each during one week between legit bookings. Fair success with the bills, including some "names" and sealed at \$1.00, prompted him to again try it as a standing policy for his theatre. Town has been without a regular vaude policy, straight or vaudeville, all season.

The Maryland theatre, Baltimore, will be on Bill Howard's book in the RKO office, New York, with Charlie Bickauer supervising the booking for Schenberger.

Average cost of the bills, comprising eight acts, will range around \$7,500, with one or two acts on each show playing under a percentage arrangement of 15% of the gross. The percentage acts will be names whose guaranteed salaries are too high for the house but who are willing to gamble on their own draw.

The Maryland will do three shows daily at the \$1.00 on a six day week. Acts will open Saturday and lay-off Sunday.

BROADCASTING "CLUB"

Vaude and Legits Grouped for Commercial Time.

A levy of stand and seat owners and players have formed what will be styled the American Club which will start a series of special broadcasts for the Littman shops the latter part of this month.

Included are Danny Maunly, Herbert Ashley, Dave Thurney, Mark Sullivan, Tony Martin and Frank Lynch.

All material will be especially written by Darby Aaronson. Arthur Ashley of the Morris office did the fixing.

Rasch Stage Revue-Legit

A revue personally financed and produced by her is in contemplation by Althea Rasch, the ballet stager. It's to go in a 19-day legit house.

If and when, but not before spring likely, the revue's music will be composed by Alex Rasch's husband, Dinwiddie Tomlin.

BORERO ABROAD

Emile Boreo leaves America May 1 for six weeks of European appearances. This includes two weeks at the Empire, Paris, and two more at the Palladium, London.

Boreo then returns here for R-K-O.

Irving Gates

PRODUCTIONS

160 West 46th Street
NEW YORK CITY

????????????????????
? EDITH BOW ?
? R-K-O ?
? "Party Girl" ?
????????????????????



Thanks to European Managers and Agents for their kind offers for extended stay. But 23 WEEKS IS LONG ENOUGH.

However, I have signed to return early NEXT YEAR, when I start on my WORLD TOUR.

How many American acts have played 23 CONSECUTIVE WEEKS IN ENGLAND?

HOW MANY AMERICAN ACTS HAVE PLAYED 20 CONSECUTIVE WEEKS IN LONDON?

Direction: WILLIAM MORRIS OFFICE

No Agent-Producer's Name for RKO; No Featuring Save Circuit, And Act's Self Splurge Is Out

In an understanding between Charlie Freeman of the RKO booking office and E. M. Orowitz, its official exploiter for acts and programs, no name on acts' billing hereafter will appear, of agents or producers attached to RKO, excepting RKO.

Accordingly the billing matter for programs in RKO houses will read "RKO Presents," rather than the former style of "Jesse Jacobs Presents" or "Max Gordon Presents." These two as the examples, only, are RKO agents, who sometimes produce acts.

The ruling changes a billing style of years back. For publicity purposes in the past almost any agent associated with a vaude circuit, sometimes also as an act-producer, has prefixed his own name on the billing of the turn. The new way will stamp the RKO vaude bills as more composed of RKO acts, only, it is believed.

Nothing has been mentioned so far as to how or if the billing of producers outside the RKO office, but booking acts through it, will be affected on their own billing, such as "Jesse Jacobs Presents." Yates is a prolific vaude act producer, turning out turns in demand at a reasonable salary.

Vaude actors have usually employed bombastic phrases in their billing matter, at their own dis-

cretion. This matter hereafter will receive attention from E. M. Orowitz, newly appointed head of the RKO publicity bureau. Intention is to fine comb all billing.

It has invariably been the custom for actors to form their own phrases describing their acts. Orowitz and his staff will substitute less flowery catch phrases which can be commercialized. He is also going over names of acts which have become standardized by long usage in vaude, but who have gotten away from their established monikers.

An instance is that of Aunt of 'Aunt Jennina,' the name made famous by a flour concern, and adopted by Tess Gardella. Of late Miss Gardella is leaning more to her own name and away from the Aunt Jennina billing, which Orowitz maintains is an error.

Orowitz states that he wants to utilize all angles between the actor, the house manager and the home office to promote publicity for vaude across the country.

NO FRANCHISES FOR RKO CHI AGENTS

No New York agency franchises will be issued to the Chicago RKO agents affected by the transfer of the Chicago booked time to New York. The western agents are privileged to connect with any of the present New York franchise holders as associates but can't be office heads.

To crash the New York booking floor portals under franchises held by others, it may be necessary for the Chicagoans to ease out some of the present eastern agency associates due to the standing RKO booking office rule against more than a set number of representatives from each office selling acts on the floor.

Willie Berger, transferred to New York with the books, commenced eastern booking of the former western time last Monday. It amounts to about nine and a half weeks. Towns are Memphis, Nashville, Indianapolis, Lincoln and London, Ont., all four acts; Ft. Wayne, So. Bend, Madison, Rockford, Sioux City, Des Moines, Cedar Rapids, Davenport and Milwaukee, all three acts.

The Chi RKO agency franchise holders are Max Richards-Morse, Lew Goldberg-John Bilsbury, Bill Jacobs, Sam Roberts, Guy Perkins, Milton Mercer, Tommy Burchill and Mort Infeld. Under these eight franchises there were about 20 agents including the office heads.

Obnoxious Business

To one act coming under the "show doctor" inspection of RKO, it was suggested a bathroom scene would be more suitable to their turn.

The couple objected to the suggestion on the grounds they are Christian Scientists and a bathroom scene would be obnoxious to them.

2 Acts Combine to

Make a 4-Act Unit

Harry Kahane and George Morton have combined in the production of another four-act unit which is now breaking in around New York. When set the boys plan to play in theatre on percentage. They have already engaged an advance man to scout for houses. Ideas has been attempted before by vaude actors, some successful.

OUT OF RKO PUB. DEPT.

Several End Long Terms With Changes Ordered

As a result of the recent changes in the RKO publicity and advertising staffs the following wind up their services this week: John H. Rahter, Pete Herman, Dave O'Hara, John Riordan, Paddy Grosso and Don Prince.

Prince, handling the New York publicity for the Palace, has been replaced by Bob Sylvester. Those dropped have been with RKO for years.

Ed Janis Staging

Ed Janis, former vaude dancer and producer, who left the stage to become associated with the NVA Transfer Co., has found time to produce three acts in the past month for outside producers.

Janis staged two for Al Grossman and another for Dave Mallon.

RKO ADDING 10 DAYS OF VAUDE IN MIDWEST

Some changes on RKO vaude books this month will add about a week and a half to the time.

Actualities thus dropping off the initial route to go straight pictures, three present straight picture turns will return to vaude. These spots are Ft. Wayne, Feb. 21, and Columbus and Dayton, both March 1. Ft. Wayne will be booked by Willie Boyer with the other mid-western houses, while Columbus and Dayton go on the unit route booked by Bill Howard.

Tulsa's place on the initial trip probably will be filled by Jolin, Mo., which transfers from the Chicago books to replace. This change will occur March 8.

GILDA AT ORIENTAL

Chicago, Feb. 17. Gilda Gray plays the Oriental (U. S. & A. here, for a week beginning March 13.

CHARLES MILLER

Formerly in charge of arranging departments for Harms—Remick—Whitely & Henderson—Famous—Chappell-Harms, etc., has established studios where arrangements of every description may be had promptly at reasonable prices.

SATISFIED PATRONS

MANAGERS—Ziegfeld, Hammerstein, Shuberts, Dillingham, George White, Schwab & Mandel, Aarons & Freedley, Wayburn, Goetz, Theatre Guild, Selwyn, Brady & Wiman, etc.

COMPOSERS—Kreiser, Kern, Romberg, Gansler, Gershwin, Youmans, Train, Hubbell, Rodgers & Hart, Henderson, Kalmar & Ruby, Berlin, Schwartz, etc.

ARRANGEMENTS MADE OR SUPERVISED BY MR. MILLER

SHOWS—"Rose-Marie," "The Student Prince," "No No Nanette," "Little Show," "Scandals," "Show Boat," "Sweet Adeline," "New Moon," etc.

SONGS—"Sunshine of Your Smile," "Poor Butterfly," "Love Nest," "Tea For Two," "Valencia," "Three Little Words," "Body and Soul" and hundreds of others.

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R-K-O THEATRES, N. Y.

CHAS. H. ALLEN, Personal Mgr.

LEATRICE JOY

While at RKO PALACE, New York (Week Feb. 7)

THE CRITICS SAY

"Miss Joy has some clever diverting impersonations."—N. Y. "HERALD TRIBUNE."

"Miss Joy is now a vibrant vaude-villain. . . having been seen and heard at the Palace about a year ago. She remains one of the more talented of the screen entertainers. . . possessing a voice with rather pleasing quality and some clever songs."—N. Y. "AMERICAN."

"Leatrice Joy reappears in some ravishing costumes to display her personality, her figure and an act full of acting."—N. Y. "DAILY NEWS."

"The feminine star of the bill was Leatrice Joy, the film actress. The fans gave her a nice reception, admired her attractiveness and personality."—N. Y. "GRAPHIC."

"Miss Joy's efforts . . . reveal that this film star is an actress."—N. Y. "TELEGRAM."

"The motion picture industry is well represented by Leatrice Joy, who makes her reappearance stunningly dressed. . . Miss Joy is seen . . . playing the part of the gangster's sweetheart being given the third degree. The skill is cleverly done and well executed and brings out Miss Joy's dramatic ability."—N. Y. "MORNING TELEGRAPH."

ALI HASSAN

And His Sensational
FLYING BLUE STREAKS

Just Completed a
Successful Engagement
at

GRAUMAN'S
CHINESE
THEATRE
Hollywood, Calif.
and

Turned Down an
Australia Tour
To Open With
Fanchon & Marco's
"MOROCCAN
IDEA"

Jan. 29th
Many Thanks to
MR. MARCO, PUBLIX
AND RKO THEATRES
For My Many
Pleasant Engagements
in the Past

FOX SPREADING STAGE UNITS

Fox Theatres is increasing its vaude stands through the east and middle west.

Latest is Ponderosa, Wis., with Fanchon & Marco.

Oshkosh is considered for the same shows.

F. & M. units have been returned to the Fox houses at Niagara Falls and Utica, N. Y.

First Fox unit to play the Loew houses in Memphis, New Orleans and Houston is "Gena and Jany," due at the State, Memphis, Feb. 27.

Loew's will bill the units as "Loew's Vaudeville Revues." Fox not insisting on a credit line. Indie theatres using the Fox stage shows usually bill them as their own, as do the Warner theatres in Oklahoma City and Salem, Ore.

The units following "Gena and Jany" will be:

Harris Back to All-Film

Pittsburgh, Feb. 17. Harris, after several months of vaudeville, will be returned by Warners this week to straight pictures. House has been deservingly and jumping back to vaudeville constantly for last couple of years.

Move is a natural result of the reopening recently of the Davis as a vaudeville site. The competition hasn't been helping either lately and excess figure the Davis needs it more than the Harris.

KERR'S ACT

Tishman and O'Neil have produced an act featuring Donald Kerr, supported by a group of boys called the RKO Fishers Harmonica Band, also Alan Beland.

Jany Weston, Kerr's wife and former partner, is going to California to work in Universal pictures.

Jany into the southern Loew spots are "Wild and Woolly," "Made in Hollywood," "Cobs of Joy" and "Southern Licks."

That 2c Fare

Chicago, Feb. 17. The 2-cent railroad fare cuts in the southwest and middle west apply to branch lines only. Additionally, the two-cent rate does not permit riding in sleeping and parlor cars. These fares are acceptable in coaches only.

There are no coach fares between Dallas, San Antonio, Houston and New Orleans.

Below are listed the fares between points included in the two-cent rate territory:

	Regular fare.	Coach fare.
St. Louis to Joplin.....	\$1.10	80c
St. Louis to Oklahoma City.....	1.05	75c
Kansas City to Joplin.....	55c	35c
Kansas City to Oklahoma City.....	1.24	85c
Joplin to Oklahoma City.....	12.60	6.75
St. Louis to Tulsa.....	15.29	8.49
St. Louis to Springfield.....	8.12	4.69
Tulsa to Oklahoma City.....	4.54	2.67
Tulsa to Fort Worth.....	11.61	6.32
Tulsa to Dallas.....	10.57	5.86
Joplin to Memphis.....	19.74	11.33
St. Louis to Dallas.....	26.93	13.53
St. Louis to Fort Worth.....	21.47	11.33
St. Louis to Dallas.....	21.47	11.33
Oklahoma City to Tulsa.....	5.00	2.75

Reformers Sadden Miami Beach; Resort Half Shot and Half Empty

Miami Beach, Feb. 17. — With the season more than half over, there are no signs of any improvement in the night clubs. This is due in a large measure to policy of the present administration in closing the Beach. It seems to be the consensus of opinion that it will be a long time before the place will again see high-class entertainment.

The Beach has been considered a hot spot in February and March. Class clubs have brought expensive bands and shows here to attract the money classes, figuring the big less taken on the show could be made up in the game rooms. This year without any warning the lid was clamped on, the largely to the efforts of the Committee of One Hundred, local organization composed largely of wealthy men who winter here, very few of whom are voters in Florida.

Their contention was that if they could close the town the gangsters and racketeers would be driven out. They have succeeded only in closing the better places. The sneak joints, gamblers and racketeers have not been driven out. They have succeeded only in closing the better places. The sneak joints, gamblers and racketeers have not been driven out. They have succeeded only in closing the better places.

Florida Supper Club and Carter's on South Beach, both tried hard to get away, but were forced to close. The Florida Supper Club, which has been a success since it was opened last year by booking name attractions and advertising heavily in the dailies, was forced to close in the red and not a chance to get out with the game rooms closed. As a result of the situation here the Embassy Club in Miami is doing a quantity of business in the winter. The Hollywood Country Club, 18 miles north of Miami, is also getting a fair amount of business.

With many people leaving for Havana and the apartment houses are empty, the season is a real tough season for the natives.

TRICK JOBS

Plenty of 'Em in and Around Hollywood

Hollywood, Feb. 17. — This town is full of trick jobs. For instance, the two men who all with was dummies dressed as ush females in the lobby of the Mayan theatre, where "On a Rainy Day" is playing. There's a job.

The dummies are dressed as Greta and Luv, who are two popular girls in animated conversations with a head in the lobby of the Mayan theatre where "On a Rainy Day" is playing. There's a job.

At the Egyptian a guy dressed as Arab walking on the roof of the theatre with a rifle in his hand. One knows what he does up there, but it's supposed to be a real Hausman forgot when he left the house.

At the Biltmore hotel they have a Chinese female "piker-up". When the fan's busy with the dust-pan, she'll oblige lobby livers by lighting their cigarettes.

On a large studio, until recently, was an official who was a girl who acquired the traffic tags of the officials. It got along until grabbed with a load of love in his car. When the cops searched him he had a picture of himself with ex-President Coolidge in his pocket.

Studio Stages

Every studio has its stage with a mysterious corner. A lot of wholes him to eat, dress and ride well. At screenings the stages are full of people who are not in the picture, but when it's over they can be seen going to car doors and doing other trick duties.

In one of Hollywood's largest apartment houses, a Chinese female operator who is active on Dutch and Japanese dailies. Over the phone he handles for the Chinese in the house; and gets so much pay for the extra service.

A Broccoli Eater

Miami, Feb. 17. — A couple of young men from the show business in New York started about in their car with a driver. They reached here on a train with this explanation: "When the chef turned up one of the tourists remarked: 'Hey, this guy eats broccoli at the, a portion, and we're three weeks to go with him.' 'Oke with me,' answered the driver, 'but the chef, overboard by sending him back with the car.'"

40% Cut in Joins to Taxi Drivers for Any Fun-Loving Parties

Business in the low-down class is not as hot as it was a few years ago. This has led to a 40% cut in the number of taxi drivers who are offering taxi drivers up to 40% of the check held by the party they bring to the place. The percentage is believed the highest to date, with the driver's cut never over 25-30%, formerly standard and top.

These drivers can take how badly of the party waiting. A job is not a job. The percentage is believed the highest to date, with the driver's cut never over 25-30%, formerly standard and top.

The driver "40%" means 40% of whatever his party spends, including the cover charge. The card carries the name of the place and the address. Presentation of the card allows the driver to wait in the chauffeurs' room to check on the check and receive his split. The "runner" may be the cab driver during traffic stops.

Taxi men like to tell of one of their number who stored a party into one of these spots with the 40% tip subsequently meaning a bill for \$1.00, of which the driver got \$0.40. But drivers and cabs go broke, waiting for moments like that.

To the drivers the come-on gag is simply a matter of spending a few hours waiting for a job. Instead of on the street for a fare. A party of four on a 40% charge means \$1.00 for the party right away, against the chance of cruising the street for hours minus a fare and meanwhile burning gas.

The drivers acknowledge they never tip a fare in the night clubs because these places don't give anything in return. They like the clubs, but the pleasure seeking individuals take their own chances on the entertainment and refreshments.

USHER PLEADS GUILTY

Syracuse Boy Tried to Make His Dreams Come Out

Syracuse, N. Y., Feb. 17. — Edward J. Bredsky, 23-year-old theatre usher and dreamer, pleaded guilty to "Conduct Unbecoming" yesterday to an indictment charging fornication in the first degree.

The young man, who is the son of a film dream of riches in which the erstwhile employee of "Warner's" was to be a star, was charged with the help of a woman of wealth in New York.

The forged check purported to be signed by the New York Trust Company, "for J. C. T." and worth \$10,000. Bredsky is now in court Monday. He is now in court Monday.

SAFETY OF STOCK

Minaks' Mess at Republic Contains Everything That Ruined Burlesque Business in U. S. — Cheapest Dirt, Dirtiest Coochers and No Talent

JUST ROTTEN

In the new stock burlesque show propelled by the Minaks, at the Republic on 42nd street, a former legit, opening on the day Lincoln was shot to free the slaves, and the new slaves to stock burlesque. Stock burlesque is the killer of all burlesque in the U. S. The new stock burlesque is the chorus girls. They think they are the new slaves to stock burlesque. Stock burlesque is the killer of all burlesque in the U. S. The new stock burlesque is the chorus girls. They think they are the new slaves to stock burlesque.

While in the Minaks mess at the Republic, too, the dumb and too dirty to be even called a troupe, is everything that has been pushed forward in past years to ruin the name of burlesque to the extent that no burlesque show, stock or wheel, can now live for any length of time.

On the same 42nd street block is a dirty mess, also a flea circus. Either calls for more skill than the protection of this thing called stock burlesque. Either at the 42nd street block is a dirty mess, also a flea circus. Either calls for more skill than the protection of this thing called stock burlesque.

Beaut Winner's Mamma Claims Earl Carroll Is Beauty's Best Bet

Cops as Ballyhoo

Detroit, Feb. 17. — Police are now picking little spots to get a warrant. The mayor announced on taking office that warrants would be needed to raid speakeasies.

This virtually protects them as a boy is necessary to get a warrant. So the police commissioner stationed patrol men in front of all the speakeasies. Only effect so far has been to make the spots easier to find.

Oldtimers Sneer at Technique of Radio Bred Cow Musicians

Culver City, Feb. 17. — The Texas Longhorns, KELBY prairie mooners and hip-down musicians, are appealing to the rural appetites of Los Angeles by singing a new dance here every Sunday night.

Affair is drawing a crowd of locals who love to scrape their feet before entering a dance hall. The general horse opera atmosphere of Los Angeles and Hollywood is helping the act.

Most attending the dances are mostly from the southwest and act critical about the dance called if he misses a "grass your partner".

As a novelty it attracts some people who want to get an eyeful of the garden variety human in his natural element.

Joe Miller, returns on the Longhorns' broadcast, encouraged the boys to take a lull in the flesh entertainment. Having in a measure of the guy who whoops and thumps the music, he says the music is popular. Many old timers look on the Sunday nights and beat about the lack of technique among the new stars and dance calls. One road of 80 years from Woolf City, Tex., claimed it was all a fake and that the appearance in his home town they'd be classed as punks.

The police may take objection to an Earl Carroll show occasionally, but not to a show of Carroll's beauty. He's in strong with the mamas. They appreciate every little thing Earl does for their girls. Maybe it's not for Mr. Carroll a beauty contest at Galveston would not play, but as long as a Carroll is at the end of the rainbow everything looks hunky.

The mother of the latest "Miss Universe" tells about what "Carroll can do for one's daughter."

Said Mamma: "There is a lot of propaganda going around now on beauty contests not paying, but it's not true. The winning of a contest is the gateway to a girl's future."

"Just as soon as the winner is picked Earl Carroll writes to Galveston and says they must meet in secret. That certainly means something, because he has the most beautiful girls in his shows."

"There are all sorts of opportunities for the girls. I think Earl Carroll must know there is an opening or he wouldn't offer them the chance. Why has he had all the beauty? He thinks they possess abilities are unlimited. Mr. Carroll gives them the best chance in the world."

Here Mamma drew a breath and resumed:

Things for Something

"Yes, he gives every girl a showing and makes something of them. Every girl who ever won the title of 'Miss Universe' met him. In his show has become something. They marry well or get ahead soon. As a result of the situation here the Embassy Club in Miami is doing a quantity of business in the winter. The Hollywood Country Club, 18 miles north of Miami, is also getting a fair amount of business."

With many people leaving for Havana and the apartment houses are empty, the season is a real tough season for the natives.

Way to Hollywood

"If New York accepts you, Hollywood will, too. Of course you can go out to California and stay there forever without getting anywhere, but if you get into Carroll show, it means something."

"Miss Universe" had been to California on the Pancho & Marco stage unit recently.

"Of course," Mamma ended, "some girls are lousy with parents who will not let them do anything. She didn't name any."

MASS. GIRL LIKED ACTOR — SWALLOWED POISON

Quincy, Feb. 27 of Fall River, Mass., at the home of Mrs. J. J. Lough, 155 West 47th street, New York, attempted suicide twice. She was taken to the hospital where she was treated for several days. She was released on Feb. 27.

The girl, who is 21 years old, was taken to the hospital where she was treated for several days. She was released on Feb. 27.

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N. O. Mardi Gras

New Orleans, Feb. 17. — Weather conditions for the annual Mardi Gras have this week up to tomorrow (18) are perfect. Largest crowd yet for the celebration.

Edward Solo is king and Gladys Giehl, the queen.

GAS KILLS SCENARIST

Anna Werner, 42, Succumbs to Escaping Fumes

Anna Werner, 42, said to be a scenario writer, was found dead in the living room of her five-room apartment at 425 West 42nd street, New York. Humming was heard from a heater in the room. The gas was partially turned on. The girl was found by a neighbor who called the police. The police found the girl dead in the living room. The gas was partially turned on. The girl was found by a neighbor who called the police. The police found the girl dead in the living room.

Brooklyn

By JOE RANSON

Gracie Moore has been added to the talent for the White House Christmas party.

Jimmy Hughes, 111 N. Michigan for 6 weeks, released last week.

Monte Dell came down from New York to witness the wedding of "Duke" and the National.

Boxy and His Gang, here for two benefit performances for the Walter Reed Hospital, visited the institution \$3,000.

John W. Brown, assistant editor of the "Daily News," said his husband left with Clarence Chamberlain. It happens every year at this time.

Edwina Warren Wilson and John Wilson, of the "Daily News," were in Miami, Fla., at Balboa, go with the National theatre stock next summer.

One of the outstanding acts at Saturday night's banquet of the National Theatre stockholders was the singing of the "American-British

Bronx

the theatre, writing little things for the stage, and acting in them. He was a classic Schmelling performer, too. Turner's wrestling carnival at the Auditorium. Not permitted to hog the show, he was put on the bill but pulled a crowd of \$3,000.

"Commercial air travel between New York and Washington was nonexistent and profitable a third, because, to about, to enter the field, each city needs 18 airports," says Mike Bowman, Washington, and editor of *Palestine Magazine*, a Washington publication. "The editor of the Washington *Times*, Miss Marie was formerly in White House."

The new owners of the Washington Film Board of Trade are independent. Fred "Chet" Brown, vice president, and Robert Smitman (Warner), president, are still in Washington, though, leading a force of salesmen who will travel down upon the New York theatrical market Monday to see "The New York Times."

Kathleen McCormick, daughter of Ruth Hanna McCormick, was

Mexico City

~~DOUG GRAHAME~~

Newman and his fellow travelers, who claim that Washington is the only place in the eastern seaboard that does not applaud the showing of films of Jews in the streets of Germany—the home capital of the world. Bullfrogs, the needle-in-the-ear, seek for it plenty.

Alfred A. Wachsenburg, chief of the Bureau of Current Information of the State Department—in whose records the New York address of Newman is listed—has a letter of credit by a North Carolina newspaper for the New York address of Newman, which is in the files of the United States and the other American Embassies. An advance copy of the article in the *Washington Post* makes against premature libelation. It was signed by Melvin Belli, who is a resident of New York, and the Secretary of State.

Providence

—MARCLO.

With local news of Thurman, an 1890 Atlantic fair tickets, pavilion, "The World's Fair," and a competing official (Lepart) can benefit three-day expenditure.

Westport

[illegible]

evidence

11-00512

Samuel Boms, local neighborhood home owner, is offering the first theatre in the adjoining town of East Providence, Verity next month.

When the illuminated, prophetic house chooses within next few weeks, there will be three distinct houses in town. Others are Mead and Carlton.

Providence Concert Band, second in city, organized to relieve unemployment among Providence musicians, played its first concert in the Modern, 3d top.

Hollywood

Laurence Stallings due back in

The Bernie Schreiber, not caring to go back to Broadway, have just left for New York.

Leo Schreiber is a partner in Facsimile Prints, new corp., dealing in all art-photo process.

Barney added a new-het clerk for some Florida grape-fruit, discovering when home he was given leave by birth, is now a naturalized American citizen.

Clarence Brown dug down to the extent of \$15,000 for a new St. Louis airplane, guaranteed to make 175 miles an hour.

Joe Sless went to San Francisco over the week-end and left his yacht, saying he wanted to go before they closed the Golden Gate.

In anticipation of the first European vacation, Norma Shearer, Canadian by birth, is now a naturalized American citizen.

Moss Hart sneaked into "Once In A Lifetime" at the stat. met. with his recovery from flu not announced until Mon. (16) of this week.

Joe Herman, the dummy newsboy in front of Henry's, has a personal calling card, on its back is the first-mute dumb alphabet.

Mrs. Rosa Brown is well at the Lebanon Cedars hospital, with her broken leg, which, two inches shorter at first, is now back to normal.

When the pigs at the Hollywood stadium start waiting while the fight ruffs, the gallery will hear a chorus of "Merry Widow" for accompaniment.

Plans to detain Jack Vance's remembrance when he found a bike in New York, the man who was on his first ride, punctured his tire with a diamond pin that looked for \$75.

Among Ewytines here are Harry Archer to complete a Broadway musical with Hattie McDaniel, Samuel Schwartzberg, Broadway barriester, and Bernie Prager, general mgr. for Robbins.

The three Maxies of "June Moon" are now here. Harry Rosenthal, who created the role, is appearing.

Murry Smith, "Maxie" in the Coast production, is now the mascot of the Montmartre and Pasha's orchestra, while Harry Akst, songwriter, is doing the music.

Paramount picture of "June Moon" is a diamond pin that looked for \$75.

Wimpey

BY MAURICE CORBETT

Herman Code ill at flu.

Walton Code finally looked for P. H. H.

Charley Weiner is district looper for P. H. H.

Stock field now left to Dominion, home-brew organization, with picture.

Every Tuesday Little Theatre rep gives talk on amateur play production over CKY.

Miko Goodman lost 15 pounds helping patrons up to his gallery on the subway to Hill.

Jack Hall, former stock impresario, at HKO Capitol last week.

Beacon Industries musical comedy to add picture line under Irving.

Port Garry Hotel using Irving's Band and group local dancing girls for Saturday night dances.

Syracuse

By CHESTER BAHN

Morton Shekman confined to his apartment with a nervous condition, threatened.

June Carr of vaudeville in town to put it with Hubbs Gillette, who at Lee's Hotel, with the Hinko listening for wedding bells.

One curious anecdote is the "freak town" "freak" entertainment.

In Central New York is the surprising number of amateur dramatic societies, being by church, society and organizations.

Police dealt severely blow to troupe of amateur players in Syracuse last night, arresting three actors, acting upon a complaint.

How can be told: Leo Rosen, managing director of Warner's Strand here, once operated a roadhouse, played in vaudeville, pre-

sided at a theatre organ, conducted his own band.

Federal funds on the Jefferson Hotel, Arden and Hotel, which houses and secure of wet goods running well into thousands.

Arden Hotel, which houses and secure of wet goods running well into thousands.

A student with the grade "A" marks as the result of his class on the Jefferson Hotel, which houses and secure of wet goods running well into thousands.

Syracuse and Port Daniel Katz of Princeton received, J. S. But wait until some Orange eleven finally gets together.

Charles Condon up from Hollywood to do some special publicity on "Tall" roadhouse picture.

Carlinar shows are getting ready here for the spring season. Craft will show on Feb. 15 at Calce.

Alex Marka, epeler for a Market street show, tried a little bit of street python in the show. He was severely bitten in the hand.

White Joe Francis theatre (Fox) going good at 20c, Harry Engle, manager, will move to California this week.

Edith's orchestra remains at Gillette Hotel, which houses and secure of wet goods running well into thousands.

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Cincinnati

By JOE KOLLING

Bradley Kincaid cherishing for Croyley.

Sirishon preffixing name with St. Nicholas.

Irish O'Connor entering middle-age spread.

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San Francisco

By WALT RIVERS

Bob Gilmore exploitation for Fox, transferred to Warfield.

Charles Condon up from Hollywood to do some special publicity on "Tall" roadhouse picture.

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New Orleans

By OSSIE SAMUEL

Spring is here.

Dolly Kay at Club Forest.

Lila Owen teaching dancing.

Mrs. Maurine Barr over her head.

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Rochester

By DON RECORD

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Saranac

By HAPPY BENWAY

Not so cold here now; colder.

Write to your friends in Saranac.

William Hilly put up a gritty fight. Now sitting up.

All Piero looked a setback. Now sitting up.

Eddie Voss back to normal. Fought a serious setback and beat it.

Hart to get downtown, all moved in. Too bad talkers not yet in the San.

All women patients will soon be allowed to take up typing and shorthand in their spare time. These on scroles.

Kitty Flynn, new arrival at the fresh-air cure, isn't in much trouble. Her mouth should do the trick.

George Neville, Dick Kuni and Andrew Riving given more exercise. All recovered from scroles.

George Jiggs' Milan, one of our real old-timers, now at the Shewanood Hospital, Roanoke, Va. A cheerful letter would help him, too.

Andrew Molony, who left the San to work on a new line and now managing his own advertising company, also broadcasting over WMBZ.

From Tin-Pan-Alley came a flock of "Little Savers," also clouds of "Net" and "Gladys Palmer" (Mrs. Harris).

George Harmon (Joy Bros. and Gloom) had to give up hooding, so he has taken up the pen. He is turning out some very clever material.

Comiques in need of snappy gags and blackouts should drop George to the NYA Sanatorium.

Slater of Gladys Palmer (Mrs. Harris) came here from Chicago. Spending the weekend at the San and looking over the place, she wants Gladys to go back and let her write the story for her to have the loss to get in this place.

Kansas City

By WILL HUGHES

The Pan has added a men's chorus of 20 to its stock bureau.

One of the "good old times" to see the long lines in front of the Mainstreet for "Cimarron."

Clarence, sports editor of "Journal-Free," is author of Saturday night feature on K.M.C. He talks sports.

Although the Players' stock at the Orpheum folded Saturday after a 16-week struggle, amusement writers admit that there is room for a "good" stock here.

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Sure, I'd know him anywhere.
I beg your pardon, gentlemen,
that's Freeman Bernstein.

Elliott's Top Heavy Producing Pyramid Crashes: 4 Shows Quit

Excessive ambition is indicated as reason why Daniel Elliott, production activities but a year. He proposed to present four shows in rapid succession. In fact, all were headed off by the first show. Three have closed and the fourth was stopped in rehearsal.

"Hobo," which came from Atlantic City, touted a good thing, stopped Saturday night. "The Broadway Show," after playing four days, Little business after negative notices. In Newark "Zero Hour," was taken off on the same night. That had been reported a bad boy. Elliott had bowed back to the "Hobo" show, which "Sho-Means Business," which lasted one week recently at the Ritz. "Strong Stuff" was in rehearsal, but when Elliott failed to post the salary bond Elliott stepped in last Friday and called the people out.

Payments Delayed

Elliott had filed a \$10,000 surety bond with Equity covering the first three shows. Players in "Hobo," even including the extra people engaged at \$150 a week, received checks Saturday night on the Bank of Sicily Trust Co., 481 Broadway. They were unable to cash them Monday morning. An official of the bank stated that the money had been sent to Elliott's credit by a bonding company, but it was drawn on a Chicago bank which would take a week or 10 days for the funds to be available.

Alce Bradly, who was starred in "Zero Hour" received \$1,000 of the \$1,600, which rubbered. The pay-off for that show Saturday was \$1,600. Elliott said that the money had been sent to Elliott's credit by a bonding company, but it was drawn on a Chicago bank which would take a week or 10 days for the funds to be available.

Elliott was first identified on Broadway as principal backer of "The Kentucky," which was produced by the Kentucky Building Co. After quitting stock selling and his "Business Builders" office, he produced "The Kentucky," which was supposed to have been produced by a run in Chicago and was supposed to have been produced by a run in Chicago and was supposed to have been produced by a run in Chicago.

Elliott has been using the "Seven as his office for the past 10 weeks. He planned taking office in the "Seven" theatre building last Monday.

Aristophanes' "Lizzy"

For Quick Coast Try

Hollywood, Feb. 17. Hollywood is going to take the role of "Lizzy" in the new company of which plays the Los Angeles Baltimore in April.

The version of "Lizzy" after Aristophanes, not Gilbert Seldes, goes into the Playhouse (Vine street theatre). For a short run of performances. Ora. Carow takes the name. Gertrude Astor, Florence and Leo Phillips are the parts.

Elliott Darcy, who will direct, is planning the company with Al Ray. Basic material is one-act version which they are expanding to three.

Ratoff Squaring Up

Claims brought by cast of western company of "Klitter," produced on the coast by Gregory Ratoff, have been settled with checks being mailed by Equity Saturday (16). Ratoff produced the company for a short run last summer, with money due the troupe for the last week's salary.

Ratoff is still to settle transportation and charges on "Candidates" toured by the new network.

He is planning to produce in Chicago, where he will open "On With The Dance" April 5, in a downtown house.

Stock Out of Whisking

Fairmount, W. Va., Feb. 17. Virginia theatre at Fairmount has closed for dramatic stock.

Mustaches by Freight

Chicago, Feb. 17. Scenery and properties for "The Mustache," by Mr. J. H. "Stoney" Sharp, current at the Blackstone were shipped from New York.

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ZIEGLY BOOK MUSICAL BLOCKS OTHER VENTURE

Ziegler's next will be a book musical by Murray, Trivette and Clark, now writing lyrics. He closed for the script Monday with Arthur Klein, who has had it for about six months with plans to produce it himself.

Refused Ziegler-Klein, understanding is that the latter will have no hand in producing the show. "This note asked Ziegler's other stage plans, among them the "Follies" and a six weeks' revival of "Show Boat," with the original cast of the musical, New York. Lack of response from the players to the producer's wires about the show in the position of a drop to have caused Ziegler to drop the idea.

The Ziegler book show probably will be spotted at the producer's namesake theatre.

New Amsterdam is assured of occupation in the summer, according to George Tyler's revival "The March of the Frenzied Children." This piece will have to quit of move by June 1, the date set for opening of the forthcoming Gordon-Briarling musical.

Stock from Maine House
In Dallas Jinx House

Dallas, Feb. 17. "Big surprise in James Hayden and the Showhouse. Hayden, fresh from Dallas, Me. has just moved to take a job on the left stand, a jinx house for last eight years. Looked the toughest, most professional "Agnon Stripes," drew \$3,000, just a hundred of the net.

The Showhouse (formerly Civic) never made money. Couple weeks ago imported Glenn Hunter to the show. He included John Etheridge, Sam Flint, Sara Haden, Florence Ready. House runs, for the top with three weekly theatricals.

Civic Rep Reported in

Deal for the Hampden

Eva Le Gallienne, who closes her Civic Repertory on 14th street next May, is reported in a deal to move over the Hampden 63rd Street on Broadway when she reopens her repertory. The deal is reported to include the renaming of the house, owned by RKO, to the Eva Le Gallienne Theatre.

Mias Le Gallienne's announcement of the 14th Street closing carried a hint about her surprise move to the Hampden for her company is considered as being the surprise mentioned.

PORTLAND STOCK MOVING?

Portland, Me., Feb. 17. Indications are that Jefferson Stock will fold within two weeks. The company, which has been in operation since 1910, has been in operation since 1910. Patronage has fallen off sharply, despite good shows and good cost.

If action goes through, it will mark the second time in five months, stock has closed at the Jefferson.

Kettering Play March 5

Chicago, Feb. 17. Guy Bates Post in new Ralph Kettering production "A Lady in Town," punched in for tryout date at the Powers, Grand Rapids, Mich., opening March 5 and staying three days.

Due to open subsequently at the Adelphi here.

Paramount Stars in B-way Plays Are Expected for Spring Tryouts

CHI OPERA DEFICIT

Largest in History, \$700,000—Assessments

Chicago, Feb. 17. Chicago Civic Opera Co. will shortly announce the 1930-31 deficit as running around \$700,000. Sum exceeds by \$20,000, any previous deficit in the company's record.

Every guarantor will be called upon for the full amount of his pledge, the first time in the history of Chi's opera these guarantors have been requested to sign in for the full amount.

BOTH WARRING STOCKS AT ST. LOUIS PROSPER

St. Louis, Feb. 17.

There's a real fight on here between the two stock companies. The Empress thrived for years, until the Showhouse bought the building and closed it. Then last year Mary Hart leased the Orpheum. She has fine sailing all season and had things all to herself last fall until Christmas.

At Christmas (the Showhouse) bought the building and closed it. Then last year Mary Hart leased the Orpheum. She has fine sailing all season and had things all to herself last fall until Christmas.

So far, both houses have fared very well. They have a tip top and competition is getting keen and the fans are benefiting. Both houses are doing things in important ways, and are showing New York hit right on the bat. One after another, they are showing New York hit right on the bat. One after another, they are showing New York hit right on the bat.

Last week the Orpheum had "Blanche Ring" in "Ladies of the Jury." The Grand Central had "The Girl Who Came to Supper" in "The Girl Who Came to Supper."

"Broadway." Both shows, checked and the fight still rages. The Empress has been in the lead. Miss Hart has hired Lillian Bronson to play the lead in "Many a Slip," opening at the Orpheum Feb. 20.

Salvaged Show Clicks

When the road business was at the worst of the dumps recently, Irving Miller, Negro show producer, brought his "Showman Model" back to Harlem and disbanded the company.

Irving Miller had sent a floor show to a Cleveland hotel, where it had hard luck and salaries were unpaid. Miller had to be rescued by some people and took it out as a road show, playing the central T. O. Orpheum.

The show then opened in Columbus, O. went to Indianapolis and then to new play Chit. Detroit and other towns.

Coast Team's Musical

Hollywood, Feb. 17. Edwin Albertson, son of Lillian Albertson, who has been in the Coast team, has written a new musical show with Leonard Levinsky, which he is planning to take to New York soon.

Young Albertson had the tunes to "Lullaby," both collections on the book.

Stock Beats Road Fall

Pittsburgh, Feb. 17. "Up Boys the Devil," which Alvin Karp has been playing at the "Pitt" show, has been released for stock instead, as George Sharp has been in the present hit show at the Pitt. The Broadway play had been put into the Alvin for a new attraction.

Trunkly that the road cast will get here now. It's Sharp shows it first.

Picture stars for Broadway stage plays, it is now thought, are a certainty. At the outset those stars are being lured from the Paramount lot in plays produced by the Ray Minor Corp.

For instance, Ray's move of organizing a play producing company, as well as the thought of starring in them, has been followed by "followed" by other major picture producers.

Business done by Rod La. Roque and Village Square, touring for Art Selwyn in "Cherries Are Ripe" is offered as proof of stars as a legit stimulus. That players are being lured in pale roles or not well enough known. Miss Rubens has since died.

Par's known plans now include production of several spring tryouts. The idea may be to try out in tests to establish their value, both as scripts for Paramount stars and as films for picture stars.

Other plays may be bought or the Paramount interests in the Charles Frohmant legit office.

Rich Colonial Makes

Salt Lake Stock Pay

Salt Lake City, Feb. 17. The Hale-Munroe Players, a local stock, now in their seventh week at the Playhouse, seem to be about to reach their end.

Company is owned by young Randolph Hale, of the Utah National Store, Broadcasting station KPO, etc. Ferdinand Munroe, old leg, has been in the company. Hale, general director of Party Players on the coast, is Hale's partner. Munroe, only being in pale roles or not well enough known. Miss Rubens has since died.

Last week David K. Edwards was added to the company. Edwards for years was with old L. Marcus Enterprises.

Theatre Guild Shifts

To Illinois in March

Chicago, Feb. 17. Theatre Guild takes possession of the Illinois for a nine-week stay in March. Will first do "The Lonely Way," following this up with "Elizabeth," in Queen and "Green Grow The Lilacs," each for a three-week stretch.

On previous appearances of the Guild in the Blackstone, when Tracy Drake, owner of the house, relieved the Dringer office, the Guild had no financial obligation for one year and assumed the Blackstone's operation for the first time. Will first do "The Lonely Way," following this up with "Elizabeth," in Queen and "Green Grow The Lilacs," each for a three-week stretch.

Green Room "At Home"

The Green Room Club has a new home, now being quartered in the new building at 1111 N. Dearborn. The move with a dinner reception to Maurice Chevalier March 1.

When the Green Roomers lost their clubhouse on 4th street, they had to move to several rooms and carried on. By going into the NVA, certain overheads were saved. However, each of the 20 surviving Green Roomers pays the NVA \$25 a year, besides the club's own dues.

There's a Title!

Harry Moore, legit backer and producer, with Mabel and her mother, "The Green Hotel," has acquired "Potter's Field," by Paul Green. Moore will produce the play. "Potter's Field" was written after an option held by Sidney Hill and had been produced by Paul Green. The Guild also had a option on the piece.

German Gov't-Formed Parema Vaudeville Agency Goes Floppo; Managers Prefer to Book Direct

Berlin, Feb. 7.—This year's season of meetings and sessions of the German Vaudeville Association was opened by the general meeting of the Internationale Varieteten-Theaterverein, the German Association of International Variety Theatre Managers. Everywhere and everywhere connected with the amusement industry is incorporated in this association, in which now the Internationale Varieteten-Theaterverein has 100 owners have been included.

Nearly have the Vaudeville circles been represented as employees at this meeting in Berlin. The German circus was represented by the Soviet Russian Dancers, and the State circuses, headed by R. Dankmann, the State circuses are the German undertakings in the entertainment field in Russia. Their requirements for performers runs up to thousands, and many of them are obtained through the German "Parema" (German State Entertainment Department for Artists).

The president of the Association of International Variety Theatre Managers, Jules Marx of the Berlin Scala concern, presided.

Don't Want It

The most difficult problem, the German employment agency Parema, was not discussed in public. The only mention in the program was that it is certain, that during the nine months, the Parema has not justified the expectations of the German theatre, the employers or the employees of the number of variety theatre artists who will not avail themselves of the Parema, but who prefer to engage their artists themselves, is increasing constantly. Recently several prominent managers, such as Schulz in Spidinn, joined the Parema, but this indicates nothing, because they are not the only ones who are not willing to continue their activities. It is the true cause of the commission which is not the problem of decrease in salary is apparent. Famous attractions are not so much interested in the agency, but it is the small artist who is affected by the decrease in salary. Sensational acts are indispensable for every large vaudeville and can enforce salary demands.

Also the question of the agency permit which up to now no variety permit could obtain due to the economic law, will be discussed. This decision was arrived at the meeting of the association, the ability that these regulations will be modified in order to help the entertainment, but in the meantime, the agency will continue to exist.

With the financial difficulties unending, the Parema is struggling at present, there is little hope that amusement taxes will be decreased.

The secretary of the association, Josef Altes, reported that in Germany there exist about 1,000 permanent positions.

Director Lablons from the Theatre de la Renaissance, made a speech on "white slavery" and its suppression. Every police station, every club, had been visited, and when girls under age apply for a passport with the object of obtaining a work at some theatre, the girls must first be obtained from the headquarters of the association. The Lablons stated that the two young dancers from Berlin had gotten into trouble in Belgrade and now all persons for girls under 18 are returned for the Balkan states.

Duplicate Fans Picture stars receiving requests for fan photos from mails on duplicate notes find that most of the letters are the same.

Hollywood, Feb. 17.—Picture stars receiving requests for fan photos from mails on duplicate notes find that most of the letters are the same.

English fan notes are printing the letters in English, while the fans in the United States are and must be to carry the same. Letter reads:

Having received your several letters, the Stuyvesant, have pleased me. So much satisfied is I with your much pleasure in to admire you constantly.

One star received 25 letters so worked in one mail and decided it was a gag until she received a fan with another player who had received several of the same type.

French Circuits and Exhibs Are Up Against Many Operation Problems

ENGLISH ADV. HIT

Sales of Luxurious Cuts into Newspaper Display Revenue

London, Feb. 7.—Trade depression in England is getting steadily more serious, especially in the luxury lines and department store sales.

Three leading London stores, Selfridges, Swan & Edgar's and Gieves, have between them lost about 1,200 jobs in the last fortnight.

Meanwhile advertising revenues on the big dailies, which might be regarded as thermometers in judging the nation's spare cash, have taken another dip.

French daily luxury advertising, such as auto announcements, tobacco, soap and big store advertisements, have dropped almost completely.

Yankee in Tokyo 1st to Sing in Japanese And English on Disc

Tokio, Feb. 4.—For the first time in Japanese music, a foreigner has sung popular songs in Japanese for records. The songs are "Drunk Little Night" and "The Way to My Home," and the recorder, Burton Crane, correspondent for "Variety."

Crane is doing a song half in English, half in Japanese and booked for April release. Columbia records his songs for the first time.

Back in 1918 Crane got a job undertaking a foghorn on the Maine coast. The theatre on the ships were wrecked on Greenland and the rockbound coasts of Kamchatka, trying to keep away from the coast.

Some years later, when he made a speech in the 2d Regiment Armory of the New York National Guard, political friends bought him a Maxim revolver. It did little good. Rumor has it he made his first records three blocks away from the microphone.

Columbia's idea (it says) seems to be something like this: Crane's translation into Japanese is supposed to be funny. The Japanese believe it is funny, and it has meaning to be, his accent is not too bad. On the whole, therefore, he is a success and these words can stand his songs are successful to enjoy them.

Record won't be released there.

ALL U. S. ACTORS IN NEW SMALL PARIS THEATRE

Paris, Feb. 6.—Paris will soon be the theatre of an American intimate theatre, whose prototype may be called the "Theatre de la rue de la Harpe" in New York.

Edward Tilton, American publisher of the New York Times, and exhibiting, all men immediately concerned with the exhibition end of the theatre, are now in the city of view takers have thrown the industry into a chaotic condition.

It is that existing man's "first back."

SHOESTRINGERS IN PARIS KILLING LEGIT

Paris, Feb. 6.—The season's musical comedy has mostly been traced to the fact that most producers are doing anything in Paris and most interesting picture of the Versailles peace conference. It would certainly interest the French public.

The play was well staged by William Chmetzky, Hanselmann Butler, as Chmetzky, seems the French state, himself.

Soph in French English Stage Co. Draws Legit Starvation Grosses

Paris, Feb. 17.—Sophie Tucker opened her first Friday (20). She is rehearsing a special routine for Paris.

The English Stage Company is willing to ask using a French orchestra and has a colored orchestra in addition.

She will be one member in French.

POLAND By Edward J. Kurylo

Warsaw, Feb. 17.—After Silinski was dismissed for the municipality, he was not in the general manager of the municipal theatre in Warsaw.

London in Poland

In another municipal theatre were given a French play called "L'ontine" without much of a success. There was a "Sex appeal" and next Kurylo's comedy, "Don't Leave Me, Madame," which last night was a success.

Trist, Noy, the last of the municipal theatre, was a success. It was produced by the Polish colony in London. The same day, the correspondent played the principal part here by Mr. Scamander.

The Polish colony in London, in London, was played in the Polish colony in London. The Polish colony in London, in London, was played in the Polish colony in London.

Herbert Clayton Dies

London, Feb. 17.—Herbert Clayton, 32, late of the firm of Clayton & Walter died last Monday of bronchial pneumonia. He had been suffering for less than a week.

Griff, 70, Retires

London, Feb. 7.—Griff 70 years old, retired last appearance Jan. 30, at the Palace and is now retiring.

He is probably the oldest comedian in the world.

Thirty years ago he headed the bill at the Hippodrome in London. He was a well-known in the States.

Show Must Go On

Paris, Feb. 17.—One of the faithful brothers (known as "the dog") of the famous actress, arranged in provincial Lyons last Paris a few hours before the death of her husband. The father of his daughter who had died in Chemnitz a few days before.

The girl, Lucie Albertine, 21, was herself a well-known actress. She was married in Lyons. She was the wife of Ernest Croft, son of a king master.

Verne as French Operetta

Paris, Feb. 17.—The forthcoming colonial exhibition here is including provisions to try the drama of colonial stuff. The Isola brothers will put on at the Sarah Bernhardt a specially written colonial operetta titled "Les Tribulations d'un Chinois en Chine."

It is after a novel by the late Jules Verne, which was adapted by Verne, one of his nephews, adaptation by Claude Farrere and Charles Mera.

Anne Croft's Divorce

London, Feb. 17.—Anne Croft has filed suit against Reginald Sharland for a divorce.

Dutch Bankruptcy

The Hague, Feb. 6.—A petition has been filed for creditors for a series of bankruptcies of the Amsterdam "Tooneel" managed by Verhulst and Van Dalen.

The demand for Arts of Amsterdam has after ample discussion sanctioned the fusion of the two full companies, so that the end of the Amsterdam Tooneel reverts to the Koninklijk Nederlandse Tooneel, but the managers and the stage-director do not have been left out.

The Amsterdam Tooneel is now vied out by the technical staff, stage hands, electricians, etc. It is in a very active position, and the decision to the alteration in question against losing their jobs.

Main result to the publicity agents and the Cigarette Bureau for uncollected royalties on plays.

Gold and Rags in Revue

London, Feb. 7.—Gold and Rags in Revue, last appearance Jan. 30, at the Palace and is now retiring.

He is probably the oldest comedian in the world.

Thirty years ago he headed the bill at the Hippodrome in London. He was a well-known in the States.

Angels Learn for Long Chance Certain Cinch Leaves 'Em Cold

Concert

By Sallie

Theatrical agents are the greatest sports in the world. They want to see that they are taking a pretty sporting chance, and any one seeking their backing must appeal to their gambler's instinct. They can't be sold at all by being told that their money is going to be lost. They like to be told that it is an out-and-out speculation and it is only upon this principle that most of them can be appealed to.

A producer who goes about getting the backing in the easiest way says, "I've got my money to throw away; this is purely a speculative proposition; chances are, you'll never see your money again, but possibly you may see it for once."

Want the Gamble

Such a formula works better than any other. It is felt then that the person making the proposition is not attempting to get money on false promises. It is an honest, downright proposition, depending purely to a backer's sportsmanship and depending entirely on luck, like the game of a card.

No matter what happens to their money, no matter how big a flop it is, the angels, and they are angels, go on. They wouldn't have gone into the thing if they had not been gamblers, and nothing but gamblers' feazes them. If the show is a great success, they are far more overjoyed than if they had lost it. It is a case by some clever business deal, because merely chance and their gambler's instinct have won the day.

In any event most of the men who angel shows get more thrill for the money they make than they get when they entered into any other career. Most of them are men who have won this money in other ways. They like to be involved in the colorful life of the theatre. They want to know the inside of the theatre, to know the casts and feel that they are instrumental in giving jobs to the people who are really separated from their own lives and interests. There is a vitallizing excitement about the whole game as it is.

Angel's Big Moment

"First nights are thrilling, and you're backing a show that night is the backer's first night, too, and in a big way. Many of them have never had an urge to do something in the theatre or had an intellectual interest in it which has never been given expression, and when in financial position to do as they please, the theatre lures them. Angels are not so hard to find, as there are sports and gamblers in all walks of life, and this does not exclude in any way wealthy men who have been intelligent enough to amass fortunes. These can be found in all businesses. Many men who have profitable businesses put certain profits or extra money into theatrical schemes each year. These might be inventions, wild-cat business schemes or the theatre. They are in the end the only rock for the money chandler.

A good many chiselers around the theatre don't understand the value of psychology. They will go to their seeking money with solid pieces of this or that, and assurances that their money is to be invested to make a fortune. They are unrecruiting and when they touch them, show producers, by trying to avoid or cover up the things that they will spoil their chances, are doing exactly the opposite.

CLASSIC THEATRE BLOOEY

Another Schubert Laid Idea Blows After Stalling

Proposed-Classic Theatre, to have been produced for the Schuberts by the actor-manager, has fallen through.

Idea came from Lee Schubert, who is in Helen's shoes. Lee Schubert, manager to handle it. Miss Arthur is a former-Schubert employee. Drawn along from the start, in December, with yeses, until last month. Announcement of the "Theatre" was made by Miss Arthur on Lee's authority.

Scheme was to present classics, under the Contract with B. Harrison of "Green Pastures," on a subscription basis.

Shows in Rehearsal

"Admirable Crichton" (Revival) (Lyric & Crichton)

"New Amsterdam" (New York)

"Grey Shadow" (Edward S. Brown)

"The Wonder Bar" (Stu-bert's)

"The House Beautiful" (Brooklyn College)

"American Tragedy" (Julia Lovington)

"Nepi" (L. L. Weber)

"Making Mary" (Pope & Gordon)

"Torch Song" (Chicago company)

"The Wier They Are (Ged Hivory)

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Rubinstein Club had its third musicale at the Plaza. Rosa Tenenbaum, dramatic soprano and soloist of the Alvin-Kent academy in New York City, sang the aria from "Africa" (Pigalle del Negro) and "The Voice of the Night" (L. L. Weber) and sings with much feeling, but this time in a rather flat voice. Her singing of "Face" (L. L. Weber) from the "Forma del Destino" was in a lighter vein and better suited to her youthful voice.

Rich Moele did three harp solos, looked very pretty, in a frock of ruby silk.

Frank Ideallard, lyric baritone, has an even, well-balanced voice and his "O Canto Fero," "Le Roy de Laboro" revealed splendid phrasing. The program ended with Gounod's "Ave Maria" ensemble with soprano, "cello and harp."

Ermine Wraps Showing Wear James Elliott presented "Morbo," a play in 11 scenes, at the Morbo. The play is a comedy of the type, believing whether in church or jail he is master of his life.

Valeria Bergero was co-singer in the show. The show is a comedy of the type, believing whether in church or jail he is master of his life.

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Producers Cut Subway Dates as Protest Against Haulage Charges

Two Shows Going Out

Two shows are off the Broadway list, but Saturday morning brings additional cuts to the scheduled week.

"Hobo," presented independently at Charles W. Elliott, at the Morbo was taken off last Saturday after playing six performances (four days). Show was tested good.

HOB0

Opened Feb. 11, "Patty" nearly no good at all. "Gabriel" (American), "Epicure," both often entertaining. "Bride" (Past), "Hob0" and "Hobo" are amusing and amusing. "Bride" (Graphic).

"Hobo" (American) and arrives no place, "Mentia" (New).

thing out of town. It drew unfavorable notices and little trade after the premiere.

"Anatol" presented independently (Hob0), is advertised in its last week at the Booth where it moved from the Lyceum. Anatol is a comedy of the type, believing whether in church or jail he is master of his life.

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Protesting the allegedly prohibitive cost of trucking to New York, Schwab & Mandel declared they would not play the subway dates. The result of the cost of trucking "America's Sweetheart" from Newark to New York last week. The bill was \$1,236.

Equal to Pittsburgh Trip The manager pointed out that the cost of transporting by railroads the entire company of more than 100 people, including scenery and baggage from New York to Pittsburgh had been \$1,000. The cost of hauling the production from the train to the theatre and the cost of the production was \$387.50, or about 25 per cent of the haul to the Broadhurst from New York to Pittsburgh had been \$1,000. With all there is a limit to everything.

Representative of the transfer men called on Schwab. The truckman said the present rates were \$1,000. The cost of hauling the production from the train to the theatre and the cost of the production was \$387.50, or about 25 per cent of the haul to the Broadhurst from New York to Pittsburgh had been \$1,000. With all there is a limit to everything.

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"Variety" (Hob0): "Preparation prospect."

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FRANCES PAINES' JOB

2-Fort 11. Killa Party Sale in Chicago

Chicago, Feb. 17, Cut rates in the left theatre have been handled the party bureau from the various theatre groups.

Latest to close is Frances Paine, who handled this end for the Frangier interests here. Miss Paine is

15c for *VARIETY*

Commencing March 4th Next

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Newsstand Sales Price from 25c to 15c starting March 4 will include all foreign countries, in the equivalent of native money.

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"Variety,"
New York City.

Enclosed find \$..... subscription to "Variety" for years, to commence immediately.

Name

Town

City

State or Country

RKO HOUR
Beatrice Lillie, Lita Grey, Chaplin, and Edna Gray's Goshawk and the Gruesome Lady, RKOians, William Hanley Commercial

Though down to half an hour, the RKO hour is still a very popular one. The first half hour of the hour is still a very popular one. The first half hour of the hour is still a very popular one.

When RKO's programs are less than satisfactory the reaction given by the audience is not so good. The reaction given by the audience is not so good. The reaction given by the audience is not so good.

This broadcast suffered no such lack of ingredients were available enough for other use, with Beatrice Lillie and Lita Grey. Chaplin in his usual capacity, and the third speaker, Lita Grey, was a good deal of doubling in vaudeville.

But one spin induced Miss Lillie and the program. She might know better the next time. The country's best singing talent is available for it. That's the first reason why the English comedienne should not have come on against that. The second is that Miss Lillie is the comedienne that is all right.

Miss Lillie's first number, "Killed Me," was a very good one. The second number, "Killed Me," was a very good one. The second number, "Killed Me," was a very good one.

"Popular Radio" comedienne just can be counted on to do Miss's number. There is therefore a wide margin on the RKO side. Miss Lillie should be sure to grasp it. But not to believe in the comedienne that is all right.

Chaplin's two songs were "Got It" and "Got It." The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

Announcers started the program with a current vaudeville engineer. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

Instrumental hits in the western folk song style. They probably are more than one could completely sell a radio audience on their stuff.

ANSON WEEKS
KJL, Los Angeles
Anson Weeks, last summer's shifting star from San Francisco to the Hotel Roosevelt, New York, is not unknown on both radio and stage.

"CUB AND SCOOP"
Sketch
Sustaining
W. New York
A weekly serial about reform and newspaper men, "Cub and Scoop" is the latest of the radio's new series.

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DETROIT SYMPHONY ORCH.
With Edgar A. Guest
WGBM, Chicago
This is a substantial disservice to the Detroit Symphony Orchestra, which is a very good one. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

SANDMAN SOLDIERS
Juvenile Serial
WFAA, Dallas
This regular radio turn in Texas, Darn and Dick Jimmy, and gives half hour usually around six, using some familiar characters.

MORTON DOWNEY
Vocal and Orchestra
WABC, New York
Among the new voices on the radio, Morton Downey is one of the most popular. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

MARY CHARLES
Sustaining
W. New York
Mary Charles' soprano lends her voice to the radio. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

WGN THEATRE PARTY
With Andrew Tomber
WGN, Chicago
This is a very good one. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

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HOWARD MARSH and Donald BRIAN
Commercial
WBBM, Chicago
Both of the night music stars, Howard Marsh and Donald Brian, are a very good one. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

MAURIE SHERMAN ORCHESTRA
Dance Music
WMAQ, Chicago
Although the Beaudine was a very good one, the first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

HOWARD NEUMILLER
Pianist
WENR, Chicago
Howard Neumiller is one of the most popular. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

EDDIE and FANNY CAVANAUGH
Songs
WBBM, Chicago
Eddie and Fanny Cavanaugh are a very good one. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

RED TOP CAB CO.
KJL, Seattle
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WILLIAM DEMAREST
Talk
Cross Program
WBBM, Chicago
William Demarest is a very good one. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

MARTIN J. INSULL
Address
KJL, Chicago
Martin Insull is a brother of Samuel, radio magnate and head of the Chicago Civic Opera company.

EDDIE and FANNY CAVANAUGH
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WBBM, Chicago
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CASEY AT THE MIKE
Columnist
Commercial
KOA, Denver
Casey at the Mike is a very good one. The first number, "Got It," was a very good one. The second number, "Got It," was a very good one.

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NBC Makes Program and Booking Dept. Distinct From Each Other

John F. Royal and George Engels are respectively at the head of the program and booking departments at the National Broadcasting Company. Previously those two important parts of NBC were one.

George Engels, formerly of the "Chicago" division, took over the program department for the NBC sustaining program. It includes the "NBC Artists' Bureau," presided over by Edward Sheeling.

Under the separation process, Royal is in full charge of the program arrangements. Whether only for the NBC's own, or both, the commercial and non-commercial hours is not reported.

Engels and Sheeling have been with NBC for a long while. Royal came into the New York headquarters from Cleveland, his home, where he had had charge of one of the most important and high voltage independent radio stations of the country.

Prior to aligning with Radio, Royal was a showman. For many years connected with Keith Circuit, he was an executive under J. J. Murdoch with the Keith-Albee circuit. Royal and Engels, however, Murdoch left the organization upon the sale of the Keith Circuit to RKO.

Radio Schools Tutor Ambitious and Divvy With Small Students

Chicago, Feb. 17.—Although the Federal Radio Commission passed a strict edict more than three months ago prohibiting the appearance of students on the radio, several racket dramatic and vocal schools are taking chumps by the thousands, charging for appearances as part of their course leading to a diploma.

There are, at least, five such schools in the Midwest which are operating with several small independent radio stations. These schools are getting from \$25 to as much as \$250 per "student" for courses that range from five to 36 sessions, with the school guaranteeing regular radio bookings upon completion of the course. Radio stations are asked to take students on schools ranging from outright 10 to a percentage split as high as 50.

TIME SELLING JOBBERS IN FOR SWEET PROFIT

Radio time purchasers fortunate or smart enough to contract for time on indie broadcasting stations when the rates were much lower than now, are earning anywhere from comfortable to big money. Incomes without much effort today. These are the jobbers of the broadcasting business.

Numerous early air time buyers are taking the profit with advertising agencies, many of whom they contract out for radio space. Their second and equally profitable avenue of income is through talent.

An air jobber with enough hours under contract can place a band and an entertainment show on the air on a weekly salary arrangement, taking anything over the salaries paid for talent by the advertiser.

One jobber contracted for seven hours a week on a New York indie station two years ago when the broadcaster's ad rates were 30% of its present cost. In selling the time commercially, the jobber lands a 200% profit on time alone.

Profit on Band

Some jobber has a talent-pool band in permanent contract for \$100 a week per man. The band is sold to each of the jobber's advertising accounts, playing under different names on each program. Weekly the band grosses between \$200 and \$1500 for the jobber at a cost to him of \$400, in addition to the 20% on the time selling.

The jobber also gets a 20% release from the two and three-year-old time contracts made in the days when the rates were nothing, but most of the heavy radio jobbers are holding on to their share of radio's sweet market.

WLW AFTER TALENT

Cincy Station Staff in N. Y. Holding Hotel Auditions

John Clarke, Ralph Hahnton and Joe Chambers, all associated with WLW, Cincinnati, are in New York engaging talent for that station. Clarke is studio manager; Hahnton, program director; and Chambers, technical supervisor.

The trio arrived last week and has been holding auditions in a hotel on Broadway. WLW, known as a class station, is in need of talent for both its sustaining and commercial programs. Attaches plan to return to Cincinnati at the end of the week.

STATION "HOGS" RILE PROGRAM DIRECTORS

Attempts to "hog the air" by sustaining stations in New York City are burning up program directors. There are instances where entertainers who went too far in "hogging the air" were forbidden to broadcast from that station again. Others were reprimanded and warned.

The incident made more acute, song pluggers who ask for some time on a radio station and whose request is granted, when warned that their time is about up which can only permit a cry of chorus, the program director.

"KVM" is the "World-Examiner" station; WLW is "American" outlet; "WBWB," the "Tribune"; "WBBW," the "News"; and "WMAO," the "Post." This leaves the "Post" as the only unaffiliated sheet.

Simultaneous broadcast of the station's Pope Pius XI funeral Mass Thursday (13) by NBC and CBS has broadened the breach between both systems. It is reported that were it not for the fact that it was a religious broadcast of such importance, the station would have been in the open.

A. T. & T. Started Something. The battle, it is said, would not only involve NBC and CBS but also the American Telephone and Telegraph Company, which owns the program and from the whippersnappers around NBC. A. T. & T. had not the patent right to the program.

Radio Wholesalers in Move to Establish Own Nat'l Credit Bureau

Indianapolis, Feb. 17.—Stabilization of the chaotic radio business is being attempted by the National Association of Radio Trade Associations and Radio Wholesalers Association, here for a two day session.

First day brought out all kinds of ideas for the bettering of business. The cutting out of the "without tubes" gap. All sorts in the future to be advertised and sold with all the insides in place, is the recommendation.

Wholesalers were also asked to make out accurate monthly reports on volume and trend of sales for manufacturers. This argument is cut out of the program set, stop throat-cutting now so prevalent.

Another idea is for the establishment of a national credit bureau, as in the picture business, to cut down on losses from minor dealers with insufficient cash. Recommendation is that dealers be given credit until the tenth of the second month following delivery, failure to pay by that time means no more credit. The program set, stop throat-cutting now so prevalent.

At the close of the first day the board of directors of the two associations met and agreed to a resolution—a wire-laying-down ultimatum to appear for immediate action. The board of directors agreed they were on the way.

Radio Writing Course

Syracuse, N. Y., Feb. 17.—Special courses for radio dramatists are being given at the first time in a major college by the department of speech, Syracuse University.

It is the idea of Prof. S. J. Kennedy, department head. After noting the scarcity of original material for broadcast purposes, he decided it was a futile and almost impossible task to make original material in speech work.

Anti-Transcription Policy

May Compel NBC to Cancel \$350,000 WENR, Chi, Contracts

P. A.'s Worst Spot

Chicago, Feb. 17.—Chicago has become the hot spot for the radio press agents, due to the fact that every newspaper is tied up with its own radio station. It's the one burg known to have such a situation.

Programs get columns of space in the daily associated with particular station, but are ignored almost completely by the rest of the press. The press of KVM and WBSO is there any division of publicity, because both are owned by Hearst.

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AT&T's Grant to CBS

On Pope's Radio Talk Burns National Company

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It is understood under an involved course of patent licensing agreement, AT&T has no right to work with any broadcasting station in any foreign country outside of the United States. The broadcast with the latter country is said to have been arranged and granted by AT&T, which holds the rights for all foreign broadcasts.

NBC claims that for months it had been covering the Pope with May, cont. who built the Vatican's broadcasting station. Two weeks before the broadcast, declares NBC, Marconi asked NBC to take the speech of His Holiness.

CBS, of the other hand, claims that for two years it had been trying to arrange for an international broadcast from the Vatican.

WMCA-WGBS AIR SCRAP FAR FROM SETTLEMENT

WMCA is preparing another battle against WGBS which was ordered by the Federal Radio Commission to return to its former wave length of 680 kilocycles.

Donald Bigham, president, WMCA, claims Daniel Fiskman, owner of WGBS, is a radio pirate who holds an interest in that station. He is both in Washington seeking to have the station's license revoked and in New York City, where he is attempting to influence other Congressmen in WGBS's new wave length battle.

WGBS is now operating on a wave length of 680 kilocycles, which is 10% below the Federal Radio Commission's 700 kilocycles. WGBS is now operating on a wave length of 680 kilocycles, which is 10% below the Federal Radio Commission's 700 kilocycles.

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Because of its rivalry against the ethering of electrical transcription, or phonograph records, over any direct broadcast outlet, the National Broadcasting Co. faces the dilemma of sacrificing from \$250,000 to \$350,000 in a contracted commercial time when it takes over the operation of its recently purchased station, WENR, on March 1.

Still another dilemma confronting NBC is that for at least a month after its acquisition, WENR operation, disc recordings will continue from the former Samuel Insull transmitter and the name of NBC accordingly connected with each broadcast. Nothing can be done without the consent of the station's contract stipulates in the event the broadcaster wishes to cancel the agreement 30 days' notice must be given.

NBC Head Raps Disc Radio. "Exercising of the cancellation clause in any instance as quickly as possible to make effective and even final resort to cash moves to cancel the agreement 30 days' notice must be given."

Such action becomes inevitable, it is pointed out, in view of the fact that the station's contract stipulates in the event the broadcaster wishes to cancel the agreement 30 days' notice must be given.

"If radio is to become a self-sufficient medium, it must be better to discard radio entirely and go back to buying phonographs and records," says a source familiar with the matter. "Such action becomes inevitable, it is pointed out, in view of the fact that the station's contract stipulates in the event the broadcaster wishes to cancel the agreement 30 days' notice must be given."

Included among the electrical services obligations of station WENR are:

National Radio Advertising, Inc., a subsidiary of the station's parent, National Radio Advertising, Inc., a subsidiary of the station's parent, National Radio Advertising, Inc., a subsidiary of the station's parent.

Princess Tat, contract calling for 30 weeks to go.

National Macaroni, scheduled to go on March 1 for seven broadcasts.

Retention of any of the current NBC officials when NBC takes over the reins next month is not expected. The station's new policies this week received disapproval, effective Feb. 28.

Lea B. Tyson has taken Creighton's place.

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GANIST
THEATRE, NEW YORK
At 10:30 P. M., "Royal" Hour
on Paramount-Public Hour
R RECORDS

Inside Stuff—Music

Looking to Outside Composers

Indication that songwriters who wrote the hits of yesterday are not producing, while still doing piece-work contracts which have several months to run, is the fact that not one of the better known writers is currently listed as having a tune among the six best sellers.

Desjays, Brown and Henderson is looking to foreign writers and currently working on "Just a Gigolo" and "Donna Clara" tunes from abroad. Remick is also looking to outside writers for new ditties.

Ten songwriters still under contract to Warners affiliated music publishing companies are drawing a total of more than \$3,000 a week and laughing off the talk about the woes of the music business. The boys refer to themselves as "guest composers for Warners."

In New York they go as they please, dropping in occasionally to leave a song in the office. Since films aren't using many songs and the weekly drawing account is charged against future royalties the songwriters, most of whom were hit writers a few years ago, are admittedly looking back when they deem their best tunes while waiting for their contracts to run out, when many of them intend to go into business for themselves.

Up to 2,000,000 Copies

One orchestra leader currently being cut in on about 25 songs by publishers, figures to draw one cent royalty on the sale of 2,000,000 copies of sheet music this year. That's \$20,000 in side money.

An additional item is that the maestro is listed as the writer of several of the songs, which brings him another slice of royalty and a share of the mechanical rights. One music publishing house alone, last year paid an orchestra leader \$12,000 in cut-in money to plug its tunes over the air.

Famous Needs

Despite Famous Music's connection with CBS, through being a subsid of Paramount, the music firm has to work for a plug through CBS orchestras like any other publishing outfit.

And because CBS gives Famous no special privileges as regards the use of Famous songs on CBS sustaining programs, it bumps Famous up. Especially as NBC puts in so many plugs for tunes published by its sister, Radio Music.

No Professional Mgr. But—

One music firm which has had several songs in the best selling class last year, has no professional manager contacting orchestra leaders. Instead that salary is passed out among 20 orchestra boys a week to plug the firm's songs over the air.

Five band leaders held out, so they are now getting \$25 a week. Arrangement gives the publisher 25 of the outstanding radio outlets for his songs.

Printing Best Sellers

With the M. P. A.'s request that jobbers discontinue giving to trade papers the weekly list of short music best sellers, "Variety" is the only trade paper now carrying such a list weekly.

This has caused a number of the trade papers, in which the best sellers list was a weekly department, to complain to the M. P. A. The M. P. A. is asked "Variety" for information concerning the source of its list. Informed it is "Variety's" own compilation.

That the printed standing here is authentic is admitted by jobbers and publishers.

No Fox Connection

Because WSGH, Brooklyn low wave station, last week changed its call letters to WFOG, a few of the radio scribes immediately decided that this meant that Fox Films had bought the station. They pointed as much in their columns.

As a matter of fact, WFOG is an independently operated station which recently came under a new management and changed the call letters of its own volition. Most probable reason is that the station is located in the Fox Brooklyn theatre building. Its only connection with Fox is that early Friday night, for about 30 minutes, it places on the air the acts working in the P. & M. unit current at the theatre hour. Theatre pays the station nothing for the last hour.

Standard Publishers in Fair Shape

Business with publishers of standard music is practically as good as ever. They are not feeling the same lethargy as the popular song firms since the deplorable sheet music. The standard publishers are making their money on the other phases of the business.

They are finding a growing market among schools, from grammar to university, for piecemeal arrangements of various sorts, also orchestral arrangements to the same sources. And the sales of secular music to churches, has grown by leaps and bounds. Their sheet music sales mostly go to music teachers and schools.

Neat Gag Burned 'Em

One of the publishers thought up a neat gag to set himself in with a radio artist and which wouldn't cost the firm a cent.

He sent out letters to all the publishers informing them that a dinner would be held for the radio singer on this day and place. In each letter three or four tickets were enclosed, valued at \$3 each. Publishers who got the letters thought it was a great racket and burned plenty. Many returned the tickets.

Regulating Plugging

Making the rounds of the radio stations for plugs isn't honky for the song pluggers. There are certain spots where song pluggers are not permitted in the radio stations unless they have a special pass—and most have. NBC and CBS, which carry the large orchestra names, will permit song pluggers in the building, but not in the studios. The pluggers line up outside and wait for an orchestra leader to answer. When called the pluggers jump on him with requests to play their songs, and the leader has a tough time getting away.

Preddy Hich, CBS sustaining leader, believes he has figured out a way to keep him free from song pluggers and yet take care of them. He sent out letters to all publishers informing them that about two hours each Wednesday would be set aside by him for the publishers. They are to submit their songs to him between those hours, and then not to talk to him for the rest of the week.

Song pluggers think it isn't a bad idea. Some of the publishers think otherwise.

"What he wants," stated one referring to Hich, "is to have his entire time him during those two hours."

No Robbins Affiliation

Jack Robbins of the Robbins Music Co., denies that he has affiliated with the Freed-Powers music company recently lambasted on the coast. Robbins claims his contract with Metro has 10 years to run and the permission of Metro to picture songs by another publisher would be a violation of his agreement.

Metro execs in New York also deny knowledge of Freed's activities outside of his duties as a staff composer.

Comparative Sales

An example of the manner in which sheet music has slumped off during the past two years can be seen in comparing the weekly sales of "When Your Hair Has Turned to Silver," the current best seller, with

"Carolina Moon," the best seller of two years ago during the same period. Both songs are published by Aloriss. During the week of Feb. 8, 1929, Lyons & Healy purchased 2,500 copies of "Moon." For the same week just passed the same jobbers bought 1,100 copies of "Silver." That same ratio in sales holds good in general.

\$75 Song Pluggers, Not \$750,000 Pros.

A music man, growing classic over the music situation, said referring to one company that looks to be breaking up after 40 years:

"Maybe it would have done much better with a few \$75 a week song pluggers than one \$75,000 a year president."

Matter of Song—Not Price

Publishers who clamored for a low price in sheet music under the belief that this would help sales have begun to waver. Within recent weeks two high priced songs have become best sellers. One was "Three Little Words," at 25¢ wholesale, and currently Desjays's "Just a Gigolo," for 25¢ wholesale.

Publishers confess the boys who claimed that "the song's the thing" are right; that as many copies of a song can be sold at 25¢ as at 50¢. If it's there.

ENGAGEMENTS

Baruch Minchewich and Dorothy Jones for "Clara's Radio Round-Up" program March 3.

Amoroso, Henderson, for "Clara's Radio Round-Up" program Feb. 19.

Low, Davis and Artie Dunn, WOPB, start a 25-week contract of bi-weekly head sets for the American Radio Association. First broadcast Feb. 11.

Leahy Parsons, Hearst, 5th ed., under a 15-week contract to broadcast over CBS from the coast for California Citrus Growers' Association. First broadcast Feb. 11.

Billy Arlet conducts the orchestra on American Circle Hour, starting on WABC Tuesday 11:15.

Bob King as guest artist with Happy Wanderers, Feb. 24, over NBC.

③ CUBAN RUMBA HITS TOWERING ABOVE THEM ALL! All good things come in Threes ③

EDWARD B. MARKS MUSIC Co. 225 W. 46 ST. NEW YORK L. WOLFE GILBERT GEN. PROF. MGR.

A. J. CLARKE

Has the Honor to Present

New York's Newest Smash Sensation

NOBLE SISSLE

AND HIS DISTINCTIVE

AMBASSADEURS (PARIS) ORCHESTRA

NOW APPEARING AT

R-K-O **PALACE** NEW YORK

AND THE SMART

RESTAURANT

PRINCESSE

290 PARK AVENUE

NEW YORK

ASSISTED AT THE R-K-O PALACE, NEW YORK,
BY THE INCOMPARABLE DANCING STARS, THE
BERRY BROTHERS

COMMENTS OF THE PRESS

NEW YORK "AMERICAN" (Feb. 16, 1931)

"However, it remains for Noble Sissle and his orchestra from the Restaurant Princesse to provide the high spot of the entertainment. Combining the rhythm of Ellington and the symphony of Whiteman, Mr. Sissle's group is the best of the negro bands heard to date."

NEW YORK "TELEGRAM" (Feb. 16, 1931)

"There is magnetism in this Mr. Sissle."

"EVENING GRAPHIC" (Feb. 16, 1931)

"If you go to the Palace Theatre this week, be sure to stay for the last act, for in this instance the last is the best. Noble Sissle, with the assistance of the Princesse Orchestra and the Berry Bros., completely steals the show. To this writer, Sissle was never so good as in this new offering he presents at the Palace. He stopped the show with his singing."

"HERALD TRIBUNE" (Feb. 16, 1931)

"Sissle and his aggregation have lost none of their native rhythm as the result of four years in Europe, and it is seldom that such pleasing music has been heard at the 47th street playhouse. Sissle's personality greatly aided him in his song rendition."

"DAILY NEWS" (Feb. 16, 1931)

"Welcome, too, is the return of Noble Sissle of 'Shuffle Along' fame, who has brought an excellent band home after years and years abroad. Sissle is a master of the art of making a song."

WHAT A SPACE OF 14 DAYS HAS DONE

Signed by Columbia Broadcasting System WABS Network

Signed by Brunswick Recording Company

Mr. Clarke's Representative for All Theatrical Engagements—HARRY A. ROMM, Room 303, Palace Theatre Bldg., New York



DR. ROCKWELL
Quack! Quack! Quack!

NO GUESS WORK

I WOULD not dare make these statements in print without being able to back them up, otherwise the American Association for Truthful Advertising would be right on my tail. As it is, the medical societies are after me for doing any advertising at all. I'm hurting their business. Over six thousand doctors closed up their offices last year and started selling brushes; hundreds have committed suicide; the sale of apples has fallen off, and drug stores are cutting hair and selling bakery products to keep open.

PAINLESS METHODS

I CAN absolutely and permanently drive out of your system all the morbid thoughts, gloomy ideas and pessimistic angles that are making life miserable for you. And, remember, that my treatments are easy and pleasant to take. They consist of concentrated doses of side-splitting laughter administered in the theatre and over the radio, or noble, exalted nonsense published in magazines and newspapers for HOME TREATMENT. The principle upon which I work is one of the natural laws of nature that Isaac Newton and the Pullman Company fought over for years. And that is: "Two things can't occupy the same space at the same time." You can't both laugh and worry at once. If I can succeed in making you laugh you'll stop worrying. When you stop worrying you're going to be well, happy and feel like a million dollars in Chinese money.

WHY SUFFER?

Whether you have an inferiority complex and blush to the roots of your teeth every time a window cleaner sees you in a bath tub, or whether your arches have fallen under the weight of heavy underwear I can give you relief.

STARTLING DISCOVERY!

I HAVE found out and demonstrated at thousands of public clinics held from Orange, N. J., to Grape Fruit, California, that the mind is what makes people sick. The minute you start staring at a spot on a dress shirt it becomes blacker and blacker; but let your mind think of something else and you don't notice the spot. It's the same with a pain in your big toe. The more you think about it, inspect it, examine and consider it, the more serious it becomes. It's only a question of how much time a person devotes to some little ailment before he works up a case of cancer, heart trouble or hardening of the pie crust.

WHERE YOU CAN GET THE TREATMENTS

AT the very minute you are reading this thousands of ailing pilgrims are flocking to the Palace Theatre, New York City, where for **SECOND BIG HEALTH-GIVING WEEK** I am dealing out new life to a bedridden public that is suffering from blackouts.

I have been retained by the RKO theatre of the air to operate on the fifty million patients of theirs who will go under the influence of radio ether the coming Friday night and be forced to swallow a lecture entitled "George Washington, the Father of Our Country Sauages."

College Humor is arranging to carry a series of monthly treatments, while over half a hundred Sunday newspapers print a Rockwell weekly feature released through the McNaught Syndicate. Children cry for Dr. Rockwell; old maids cry for Dr. Rockwell; you'll cry for Dr. Rockwell, too, and never miss one of my treatments after you've tried a sample. REMEMBER, THE RESULTS ARE GUARANTEED, and this offer is as free from strings as a mailorder guitar.

Dr. Geo. Rockwell.
Maker of Fine Cigar Ashes since 1889

H. HAROLD GUMM
Attorney and Personal Representative
1540 Broadway, N. Y. C.

RKO Representative
HARRY FTZGERALD

THE RKO

PRICE
25¢

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VOL. 101. No. 11

NEW YORK, WEDNESDAY, FEBRUARY 25, 1931

72 PAGES

WAVE RKO CAMPAIGN

**Talking Books' for Films or Discs,
Sounds Simple?—Headaches for RCA**

Talking books are the latest angle on new film development. Whether they will be marketed in the form of discs or films is as yet undecided, with probability both will be used. RCA Phonophones is now working out the details. RCA patent attorneys are trying to wrangle out the patent and copyright angles. Although hesitant to talk about it, RCA execs admitted the plans are almost completed and the new gadget may be put on the market within a few weeks.

If put on sale as a film it is not thought likely the talking book will have any commercial value outside the home. Attempt will be made to get it a heavy home sale through same channels, which Phonophone uses to sell talking picture equipment and reels. A handicap is that heavy original equipment cost makes this highly limited.

As a disc, feeling is that a heavier sale will be obtainable, but problem is to get discs big enough to carry an entire book. A series of records is thought to be too complicated and hard to sell.

If RCA and Phonophone inventors (Continued on page 71)

**DANCE, SEE BROADCAST,
PLUG FOR BALLROOM**

Los Angeles, Feb. 24. In an attempt to build business, the Rainbow Gardens, largest ballroom here, combined with a miniature golf course, will go on the air. Aside from plugging trade through broadcasts, Rainbow's angle is to attract to the ballroom by sitting on the radio programs in view of the patrons.

**Pay 10 Idle Musicians
To Let One Act Appear**

Kansas City, Feb. 24. Five minutes before Lillian Hall, the Newsum this week, was to start her act at the opening performance, two pianists were notified by the local musicians' union they could not play and had to leave the stage.

Union notified the house manager that he would have to put on an orchestra of 10 men and then an orchestra of 20 men each week. The musicians leaped their claim on what they said was an agreement, but when the house went straight picture some two years ago.

For a minute it looked like the audience would have to be disappointed, but Miss Roth appeared and with a dramatic sketch which she had done three years ago.

An attempt was made for a settlement with the musicians, but nothing was done until late in the evening. Miss Roth had done the (Continued on Page 33)

2-Way Thrift

Dallas, Feb. 24. Mexican officials lowering the 10 centavos (5¢) postage rate along the border. They hope the thirty ones will stop crossing the border to mail letters back to Mex. with U. S. 2c. stamps.

WALL ST. SALESMEN WITH PLENTY OF THAT

Of those seeking employment at film home offices in New York, 75% are estimated to be persons who know nothing about the show business.

Wall Street let-outs, from offices by the hundreds, are among the out-of-the-industry crashers. Of all the cruddy ones the ex-bond salesmen are given the wreath. Not only do they refuse to be enlightened as to their ignorance of the show business but often become insulting, pointing to the industry as alive because of Wall Street. The let-out mob from downtown represent a cocky lot and have that technique which glossed film salesmen in the old days.

Fewest in the lines of applicants highly hovering about after finding the president cannot be reached are folk with a picture background entitling them to consideration.

25,000 DAYTONIANS ASK RETURN OF VAUDE

Dayton, Feb. 24. With front page newspaper publicity and full page advertisements over the signatures of city officials and leading merchants, Dayton is making a bid for the return of RKO vaudeville at the circuit's local stand.

A petition for the return of flesh to Dayton's stages bears 25,000 signatures has been forwarded to the RKO management.

Townpeople promise to support acts if they are returned here. With Louisville rejoicing the circuit on Feb. 26, it appears this city may soon return to the list of those playing flesh.

Housewives' Fair

Denver, Feb. 27. At the first annual Housewives' Fair of the Denver Post over 15,000 attended the two-day session. On display were 1,600 quilts from 18 states, 600 rugs, 400 cakes and large amounts of cookies, gingerbread and candies. The Post gave \$150 in prizes.

**RKO MUST START IT
THROUGH V.M.A.**

**Main Desire to Forestall
Meddling Outside Censor
ing RKO Palace, N. Y.
Now Included with Other
Houses in Strict Rulings
Against Off-Color Stage
Materials—Acts Wanted**

CAN BE TOO CLEAN?

An alarm to the effect that if vaudeville does not clean up its own stages, the meddling, unknowing and harmful professional and amateur local centers will, is being broadcast by RKO. Judging itself the representative variety circuit of the present time, RKO sees danger in the growth of (Continued on page 71)

**AIR GETAWAY BY
CON FLIERS-NEW**

Buenos Aires, Feb. 24. Two German fliers with their plane went into the Provincias, Entre Rios, and at the town of Concordia, started the works.

They advertised for weeks a hair-raising stunt, "A Leap to Death" by flying over the port and then plunging into the water.

Collecting at they could, the fliers went up in their airplane with the seat on Sunday, the day the stunt was kept right in the air. The gaudy masses below are still awestruck.

It's an all-new aerial con game for South America.

Liquor Lower

With an estimate of over 100,000 cases of surplus liquor in and around New York, rum-runners and handlers are reamoney. Through the increased demand and abnormal supply, liquor quotations in the bootleg market have again dropped.

Best grades of top whiskey, 40 and 45 (21 bottles), in lots, this may be secured more cheaply.

South, guaranteed world known brands, 193 a case, with what is also guaranteed by the handlers as "good" Scotch at \$50.

Champagne at \$70 a case. Probably less if a large order.

Money Making Trick

Hollywood, Feb. 24. Elmer, Plymouth rock hen singer, \$11.50 at a poultry store for Christie-Educational's new dubbed barnyard comedies, sold \$15 worth of eggs during production.

She plays the male lead in these cluckies.

2-HOUR PLAY EQUAL TO 450-PAGE NOVEL

Chicago, Feb. 24. Tracy Drake, producing "Becky Sharp," with Mrs. Fluke at the Blackstone here for one week, made arrangements with all high schools in the city for second year pupils to see the show.

Board of Education liked the idea so well it agreed to give all students attending the same credits as though they had read "Vanity Fair." Play runs two and one-half hours, while the novel of 450 pages and more would take much longer to read. Pupils were quick to see the advantage of the play, with the result all matinees were sell-outs.

First time in Chicago high school pupils have been granted credits for tramping down to the Loop to see a legit show.

CRASHING FINISHED AS AN ART, SAYS ONE-EYE

Hollywood, Feb. 24. Gate crashing isn't what it used to be, according to "One Eye" Connelly, who is becoming a Hollywood fixture.

"I'm only a publicity stunt now," Connelly says. "They either let me in as a celeb, or throw me out because I'm a lout. It takes all the pleasure out of crashing—when they spot you inside and fan you out."

"Rights are small now. I can't be anonymous."

Connelly has felt the depression here, and claims, somewhat heatedly, he could make money to go into debt for \$25. He has tried studio work—writing, but from acting—Howard Leland. He can't make ends meet, and is trying to save enough for a railroad ticket to Singapore.

He tried to make a living as a manager, and began touring around Arrie McClann, 120 pounds. McClann's last film brought him \$20 and Connelly didn't have the heart to take his \$20 million.

Gate-crashing is no longer an art. One-Eye.

Los Angeles, Feb. 24. Los Angeles business colleges, but for new angles, are advertising development of a. According to their printed ballyhoo, a striking personality plus business training is necessary for success.

Modern colleges guarantee to develop the personality along with the whorlhand. They don't mind telling the pupils that if the shorthand fails by the wayside they can still travel far if they are easy on the eye.

No how ever, feels at ease dictating to a wet blanket, says the business executive. She may not make many mistakes, but if she's had to look at it's tough on efficiency.

Grand Entrances
The schools will remedy that. Graduates, when they start their first job, should take dictation in the manner of an incoming stage celeb being photographed on shipboard.

The curriculum of secretarial science includes how to use the eyes, the value of perfume and the hurt look when the boss gets nasty.

Figure Conscious
Eliz Business has an eye for beauty. Business colleges no longer are content to see their graduates go into the world of commerce with a good idea of the double entry system and Gregg's hieroglyphics. Commerce needs well groomed wind blown bobs. Adding machines take care of the rest.

Advertisements of the schools make no attempt to hide the sex angle. They make their printed appeals to "dainty misses" who charming personalities whose appeal is an open sesame to the sanctum of the business executive.

Big Business might beat a path to the schoolroom if it could advertise. This of this school were awarded first, second and third places at Atlantic City. Have a Miss America in your office.

RADIO COLUMNIST IN B'KLYN INKPOT—\$100

Says that everyone of the columnists can find a vaude spot somewhere. Cuts to be written by Jerry Ward ("Graphic") radio columnist, who has looked himself into the Avalon, Brooklyn Inkpot, for week March 18.

Ward will be the only act on the bill, appearing on every evening. Ward is satisfied, he says, with the \$100 the week will bring him.

BROOKS
THE NAME YOU GO BY
WHEN YOU GO TO BUY
COSTUMES
DOWN AND UP
1232 W. 42ND ST. COSTUMES TO RENT FROM

FILMS WILL SETTLE IT?

Universal's Product Budget for New Season Goes to \$19,500,000

Hollywood, Feb. 24. Complete shutdown for Universal production is not going into effect until next week. Early bad weather is holding back final shots of "Seed" and "Various Husbands." It will have finished 18 features for this year when the studio closes. "Outcasts of Poker Flat" will be the first when the studio reopens. It will have William Wyler directing.

Bigger Budget
Universal's program for next season carries an increase in the budget over last year of \$3,000,000. Company also doubled its budget for shorts in 1931.
So far lined up for next season "Striptease," "Dishevelment," "Boat Back" (sequel to "All Quiet on the Western Front"), "Black Streets," "Fannie Hurst serial," "Lords of the Marches," by Edward Somers-Roe; "Wartime Bridge," Robert Sherwood play; "Innocent Virgin," "Pined Husbands," "Lilies," "Broadway," "Wine Captives," "Behavior of Mrs. Crane," and three originals now being written.
Budget for 1931, including budget cuts for \$19,500,000.

SHORTS GET NO MORE STUDIO PROGRAMS

Hollywood, Feb. 24. Coming season will see an increase in the two-reel cinema field where names are featured.
Pathe will increase its output, as will Bosch, while dropping series will add two new ones.
Tentative line-up includes 25 Christy Walsh shorts, 10 Slim Sumnerclips, 10 Stuart and Signes, and an as yet undetermined number featuring Duane Pollard and Floyd Hamilton. Also there are the one-reel "Dangerous Days," "Strange as It May Seem," and Oswald the Tubular series.

Roach Drops Version Short Profit Too Indefinite

Calver City, Feb. 24. "Hot Breath" is the latest studio to give versions the go-by.
Foreign remakes of two pictures remaining on the schedule have been dropped and others are being reconsidering any versions on next season's product.
Versions were taken on the production list at the request of Metro, which distributes the Roach shorts.
Roach was informed that Metro could not guarantee a profit on the versions and thought it better to "let them out into the foreign market" as he phrased it. Metro recently decided on a "long buyout" for the foreign films.
Roach will make "Charlie Chase's" present comedy into Spanish. Chase's next one and one for Laurel and Hardy are also dropped.

Rogell's Own Product

Hollywood, Feb. 24. Randolph P. Rogell, president of Rogell Productions, left here Saturday (23) for New York to negotiate with RKO for a future picture.
Rogell will make a new picture, but no original supervision which he has made since at Tiffany.

Portable Present

Hollywood, Feb. 24. Joan Crawford surprised her husband, Doug Fairbanks, Jr., by making him a present of a portable dressing room for use at Burbank.
The mobile bungalow includes full dressing room equipment besides which there is a bed, refrigerator, etc.

DIVISIONAL FILM BUYING FOR FOX

Fox Theatre's management is completing a plan whereby all future film buying for Fox Theatres and Fox West Coast will be done at division points, with the division managers sitting in with Jack Sullivan, Fox's buying head.
The plan is the outcome of a comb between Sullivan, Harry Arthur and Oscar Oulshin.
This plan will be put into operation by the close of the week when Sullivan and Sullivan begin their trek to the coast. On the way they will inspect all division points and lay the foundation for the new system.

U Shelves "U-Boat," Might Offend Germans

Hollywood, Feb. 24. "U-Boat," submarine war story depicted from the German side, has been shelved by Universal for three months at least. The studio, remembering antagonism aroused by "All Quiet on the Western Front" in Germany, doesn't want to take chances with "U-Boat."
William Wyler, who was to make this, will instead direct "The Outcasts of Poker Flat." Lew Ayres is in mind for this.

Shorts in A. S. S.'s Awards

Hollywood, Feb. 24. Awards Committee of the Academy of Arts and Sciences is recommending that the Academy recognize short subjects in next year's awards.
Committee is headed by Louis B. Mayer.

Par Execs Meet

Hollywood, Feb. 24. Jesse Lasky and E. P. Schuchberg left today (Tuesday) for Kansas City where they will meet Adolph Zukor, Sidney Kent and Sam Katz. Lasky will then join the rest of the trio back east, only Schuchberg returning to the coast. Conference was to discuss the new "Cine-Cine" type of pictures now demanded. Mike Tietze returned Monday from New York in time to take charge during the absence of Schuchberg and Lasky.

Schenck Won't Film

Hollywood, Feb. 24. Joseph M. Schenck will not film "The Skyliner," staged by Harry Green at the Hollywood Pictograph under the title "The Ambulance Chase."
Although Schenck's own agent, Harry Green, is making a deal elsewhere.

Reported Intention of Entire Picture Industry to Move Onto Legit as Source and Outlet—Inter-Working Arrangement for Stars

WITHIN A YEAR

Filmind is doing its first official and collective sizing up of Broadway. Its spokesmen admit the industry's intention to take over the legit field, that the moves being made are the initial steps in that direction.
Broadway—not for just one or two film companies but the entire industry—is being headed for a new job. In at least another year, it is predicted by those on the inside of the continued effort, the white way will simply be Hollywood's workshop.

Contrary to beliefs and a lot of dimness that are cropping up now, the way over legit will be a boon to legit. It will keep the best and biggest legit stars on Broadway for many months out of each year.
Filmind's spokesmen declare the metamorphosis will end Broadway's fears of further raids on its talent, fast waning under the present conditions where the Hollywood mandate offering 52 weeks and a home are admitted even around the stage for West Coast to collect the best management in Manhattan.

Lay Off Times

The picture men's anger already getting into official discussion, is to send back east legit folk under the Hollywood contract during slack times, or in between schedule periods, on the west coast.
In this way, it is pointed out, more good play material than ever before is expected to be realized for theatre audiences and the screen.
At the same time, Hollywood's greatest problem, keeping its artists fresh and diverted—and working—will be realized.
Equity is doing figured in the matter and believes it will benefit by the Hollywood treatment. It is said, but if it doesn't (due from official sources) pictures will be in a position to take care of their own. Already almost every important company in the business is contributing to filmind's grab of the legit.

Metro, Paramount, Universal, Warner, and the numerous other studios' declaring itself—all these are guiding the hand which filmind seems predict will shortly be Hollywood on Broadway.

U WANTS KIDDING HOLLYWOOD FILM

Hollywood, Feb. 24. Universal would like to make a picture kidding Hollywood in competition with Howard Hughes' proposed "Queen Bee."
The studio is to buy "Once in a Lifetime," offering \$40,000, but couldn't get it from the authors and producers for less than \$100,000.
It then assigned William K. Wells to write an original around the program, with plans being to have John Murray Anderson direct. Wells story didn't jell.

Fox's Three-Timer

Hollywood, Feb. 24. "Reinstate of the Underworld," made independently in 1918, and again as a silent by Pat Healy, is to be done a third time by the latter.
Healy, Tivoli and Philip Klein have been assigned to do the latter series and story.

Foreign Films Over Here Making Money—7 Now Showing in N. Y.

Salesman's Report

Cincinnati, Feb. 24. "Cliff Angus, local manager for United Artists, asked me for his selection to report on general business in a certain city. I do not like to say 'yes' things are looking up, every body is on his back."

DEPINET JOINS PATHE AS V-P

Ned Depinet has resigned from Warner-British National to align with the new Pathe organization under Lee Marcus. Depinet makes his new affiliation as vice-president and general sales manager.
The resignation occurred last week with consummation of the more expected sale week already to have taken place. There was some previous talk of Depinet affiliating with Tiffany.
Formerly vice-president and general sales manager for First National, Depinet was general sales manager, with particular jurisdiction over the west and south, for Warner-First National at the time of his withdrawal.
Grand Secret, western sales manager for WB-N, will succeed to Depinet's post for that company.

MARCUS' FANCY PLANS FOR PATHE'S ROOSTER

Hollywood, Feb. 24. RKO's contract of Pathe is to bring about a new trademark, it is said, with the rooster given a new routine. Instead of posing for a picture, the bird will face the audience full-face, possibly flying out of the background and then crowing.
The RKO juniors will be without byplans to bring about RKO-Pathe as an official trademark, according to the Lee Marcus line.
"Lost Love," with Constantine Benoit, started by the old regime but first finished last week, will be the first released under the RKO-Pathe signature.

RKO's "Plunkett Month"

Chicago, Feb. 24. RKO division managers assembled last week with a convention, decided to again commission Joe Plunkett of RKO theatres for naming March as "Plunkett Month." It's for a national drive in the houses.

To relieve the RKO gen. mgr. of all detail, the RKO field men set their quotas of gross and profit for March.

Metro's Three Kills

Hollywood, Feb. 24. Three pictures on the current program of Metro for release up to July 24 will be filmed.
They are "The Crisis," Winthrop Churchill story of the Civil War; "April," which is a comedy; and "The Dark Horse," latter a racing story. All have been prepared.

Lee on Tiff Pub

With Al Smith's departure from the New York job, Lee has been named as his successor. Lee has been named as his successor. Lee has been named as his successor.

Pathe has arrived on Broadway, what began October 1929, has been accomplished. Seven days in the Broadway sector are taking shape. The daily film is being shown in 15 minutes a day by subway, as three more. All are keeping out of the red.
The picture, which has been been able to support foreign language plays, except for short runs, is today listening to pictures in Italian, French and German. For Spanish it is necessary to go as far as 10th St. but it's there and paying.

Foreigns now showing foreign pictures and versions are: Little Carnegie, (French and German); Paris Contract (Italian); President (French); 56th St. Playhouse (Swedish); 5th Ave. Playhouse (Swedish); German and French; 8th St. (Swedish); Central (German); Princess (German and French); Belmont (Italian and French); 10th St. (Spanish).

Belonging in the foreign language class is the Carnot, 4th St., now showing the second German picture in succession and running foreign pictures every week. It is running regularly. Here, however, the pictures are almost always silent and Spanish.

Although practically all these houses are keeping silent of the fact, only three really big box winners have been turned out by them. They were German, "Zwei Herzen in % Takt" and "Das Model von der Reeperbahn," and the other was French, "Souffle de la Vieillesse."

"Zwei Herzen" on Run

"Zwei Herzen" is the strongest hit, now in its 19th week at the 56th St. and 5th Ave. Success of this picture is what is largely responsible for the success of the others, and everyone is interested in seeing what these foreign films can have to make them that good.
A colorful musical time being heavy outside plugging and the novelty of the picture are keeping it on the run.
The two of the biggest shows in the foreign film field ends are Leo Brecher and Leo Fleischer. Brecher, controlling the Little Carnegie and the Park Court, and Fleischer, having a hand in the 5th St., 5th Ave. and 56th St. Playhouses, also control a large number of films.

Pictures in foreign languages can be picked up in Europe for very little money, since it is taken for granted over there the market for them on this side is slightly limited.

Bought Cheaply

"Souffle de la Vieillesse" is said to have cost Brecher less than \$200. He ran it in his Little Carnegie for six weeks to good business and it is now touring through the picture houses in Philadelphia, Detroit and Chicago. Same is true of "Zwei Herzen," which was bought in Europe for a pretzel.

International Exchange

Hollywood, Feb. 24. Paramount will interchange its foreign pictures with the other studios. Most to go from the coast will be Metro, RKO, leaving after completion of one new Spanish picture.

Laemmle Biog Deferred Until Studio Reopening

Hollywood, Feb. 24. The biographical picture of Carl Laemmle, Sr., has been deferred until next April, when the studio reopens. It was to have come out the 24th of this month, the actual release date. Laemmle Sr. was a picture producer, but with the studio shutting down last week he was unable to get the picture ready to postpone the biog's release.
Laemmle Sr. died in 1929. He was 72 years old. He was a picture producer, but with the studio shutting down last week he was unable to get the picture ready to postpone the biog's release.

Chaplin at \$27,000 Pace This Week In 2 Seattle Houses; 'Dance,' 'Millie' Big

Tudor (.800; 50)—"The South-
erner" (M-G). Should get \$8,000
10 days; last week "Going Wild"
(FN)—\$2,100 in six days.

60) — stolen Heaven. 1495

marron" (Radio). Into third week and dwindling fast; should bring about \$1,200 if sticking for 1 week; last week near \$2,500, very good.

last week accounted for nice \$4.80 Penn (Loew-UA) (3,300; 25-3 60-75)--"Reaching for the Moon"

nicely and for third week should sail along to profitable \$10,000; last week, second, around \$14,500 and may possibly round out a month here.

Tudor (800; 50)—"The South
erner" (M-G). Should get \$8,000
10 days; last week "Going With
(FN) \$2,100 in six days.

2 and 3-for-1, Gifts, Competition Up at General Syracuse Meeting

Syracuse, N. Y., Feb. 24.—With the elimination of two-for-one and three-for-one tickets and other presents and prizes as the old-time managers and operators of Syracuse first-run and subsequent-run theatres will meet for a conference Wednesday (25).

Representatives from the major exchanges will be at the meeting, which results from an informal gathering of exhibitors and exhibitors held this week, at which charges of "unfair competition" were preferred against two of the principals.

Through the wide distribution of special tickets which were redeemable for box office and through the presentation of gifts the actual price policies at these theatres have been kept as low as possible, the exhibitors were informed.

Corrective measure to end the abuses which have had a serious effect upon business in some sections of the city are believed assured at next Wednesday's meeting.

Two other subjects are possible additions to the agenda—double feature and price schedule. Both admittedly are ticklish propositions here.

WORLD COVERAGE FOR PAR'S NEWS CLIPS

Paramount is setting itself to have its newsworthy feature the same world coverage as Fox's. When Emanuel Cohen returns from England March 15 it is expected in the Fox home office that the extent of this direction will have materialized.

The British-Lakes are scheduled as the first to have a foreign edition of the Par reel and also a source which will cover the American side on the big data breaking around London.

Success of the British-Atlantic will determine the speed with which Par will go after other foreign countries. It is admitted.

Charges Plagiarism

Los Angeles, Feb. 24.—Mrs. James O. Field, of Minneapolis, wants \$35,000 damages from Tiffany Productions and an injunction against further distribution of "Reveries."

She claims that the Tiffany-Stahl picture contains the essential elements of her copyrighted book, "Reveries."

DUNNING SAILS SOON

Hollywood, Feb. 24.—After an extensive tour of Europe C. A. Dunning, head of Dunning Bros. company, is expected to arrive in New York on the "Europa," the inventor, is expected to return to New York on the "Europa," the inventor, is expected to return to New York on the "Europa."

After about a week's stopover in the east he will leave for the coast.

Zobel on Pathe Details

Hollywood, Feb. 24.—Heran Zobel, RKO comptroller, arrived here today from the east. Although this is a partial vacation to him, he will wind up some RKO-Pathe details with the company.

Other members of the RKO family expected here Friday (27) are Philip Minetti, M. Gluckman and Ben Berkovich.

Brewer and Gibson

Hollywood, Feb. 24.—Otto Brewer, director, who holds a fulfilled Paramount option, came to Allied to direct "Hobbs' Girl."

"The Virgin of the Ranges," Peter B. Kyne original, will be the first directed by Brewer. In work late this week.

WB'S PLAY BUY

Hollywood, Feb. 24.—"As Good As Dead," Broadway play by Thompson Buchanan, has been bought by Warner-P.N. Clarence Badger will direct.

5 Specialists on Film

Five writer specialists have been assigned by Par to handle new Marx Bros. picture. List includes Sam Perelman, William Johnston, couple of cartoonists and a gag writer.

The latest signed is Arthur Sheekman, former newspaper columnist and author of several legit hits from Broadway hits. Sheekman is on his way to the Coast to complete the quintet.

Paramount inside is that this will permit the company to give each of the Marx boys individual attention in the preparation of material.

8-1 Ratio of Calls Over Jobs for Talent At Coast Call Bureau

Hollywood, Feb. 24.—The Call Bureau, established by the coast producers' association as a control contact between studios on the one hand and freelance players and their agents on the other, starts its third year this month.

Its second year ended Feb. 11, with 10,357 calls handled during the 12 months. This corresponds to 1,342 parts for which freelancers were sought, the ratio of calls to parts being 8 to 1.

First year of the Call Bureau it handled 10,000 calls even about 1,250 parts. Increased activity last year, therefore, did not amount to one additional part a week.

Producers have considered extending the scope of the Call Bureau to handle writers and directors. If they decide upon a general bureau office in line with the renewed discussion on agency control, the Call Bureau will probably be the nucleus of the organization.

Obscene Film and Show Raided by Conn. Police

New Britain, Conn., Feb. 24.—While men and police, police believe they have struck a hard blow at an obscene picture racket by which such films were transported from place to place and shown before small audiences.

Men arrested are Charles Kowalek, Teofil Gajda and Lasko Karzewski of all West Britain; Robert Kozak of West Haven, and John Kearns of New Britain.

Kearns is charged with being the projectionist. One of the men arrested brought the films to New Britain.

Police raided a clubhouse at midnight last night and found a group of men watching what they said was an obscene film, which they confiscated.

Mob Improvement

Hollywood, Feb. 24.—First picture of the year 1931 wound up last week with only 19 unfinished pictures continuing over the weekend. Only in the first few weeks of the year 45 features have been started and completed.

Although in number of features active (27) the week was low. For the extras it was the best period since the 1928 placement of the year 5,248, topping the 1930 average. On Monday 1,763 extras were working, higher than any single day last year.

Sweet's Year

Hollywood, Feb. 24.—Harry Sweet, director, has been given a new one-year contract by Warner.

Sweet was first signed for versions, but will not be assigned to domestics.

100% B. O. O. P. FOR PROTECTION

New York State Probably First—State Organization of Circuit and Independent Exhibitor to Stand Solidly Together

COMMON CAUSE

A new type of theatre organization, representative for the first time of 100% box office strength, each state, is being launched. It represents the assurance of party and policy lines and aims at giving exhibitors for general protective purposes under one roof. The classes include producers, circuit, artist and independent.

Experience has taught the exhibitor his best protection is in a common, workable, understanding body such as no association making a semblance or gesture at cooperation with the exhibitor has so far been able to achieve.

Disorganized for the past six years since it had a rift with the Motion Picture Theatre Owners of America at the World's Fair, with more film box offices than any other state in the Union, is making the best defense move in the history of the organization. Seasons have been held among New York's exhibitors in the past, but they have been for the necessity for a get-together. From individual coming up with the idea of a common body, during which 35 exhibitors were represented, it looks as though the new organization, the first for completeness of its kind on record of the industry, before the end of March.

New Views

That all box offices have a common cause and that legislation or adverse public reaction is as injurious to the smallest indie as the biggest, deluxe is the new trend of thinking. Bigotry and misandry, interwoven with constant suspicion and the common belief of the exhibitor that the circuit house is his enemy are being washed up in the latest campaign. It is the last year, which has kept responsible for years of friction in the past; friction quite often, it is now admitted in the opening-year indie circles, that resulted in private affairs getting on the public record in such a way as to result to the detriment of the entire industry by legislative bodies and civic organizations.

Better understanding with producers as the result of the more to be done, then indie fraternities is also being predicted. Close contact of this nature, which have brought the industry under a new necessary order of things.

Police raided a clubhouse at midnight last night and found a group of men watching what they said was an obscene film, which they confiscated.

With the two national organizations, Allied and the M.P.T.O.A., still claiming activity, far seeing leaders say late state organization has suffered hundreds of defeats at the hands of the public, and the cumbersome national bodies were either powerless to remedy or else too busy in publicizing past errors.

In New York, as an outstanding illustration in this respect, the more to be done, then indie fraternities is also being predicted. Close contact of this nature, which have brought the industry under a new necessary order of things.

Allyed Refutes Authority of So. Calif. Zoning Comm. As Indies Only Rep Winks Out

Kid Mats Called Off

Tupelo, Feb. 24.—Jawhawk is considering establishment of grind policy. Preparatory to new show schedule is disappointing non-kid matinees, feature of Tupelo's deluxe house for two years. Midnight shows Saturdays are to be moved over to the Grand.

TEXAS INDIES IN FOR 'SUNDAYS'

Dallas, Feb. 24.—Texas indies seem to have won their 10-year fight for Sunday shows with the approval of a bill, west, by the Legislature's House Committee permitting Sunday openings after one o'clock, with municipalities reserving the right to adopt their own ordinances.

This same measure passed almost last year, but was vetoed by Governor Moody. This year the governor is out and it looks like a clinch for the exhibitors who have made almost annual fruitless runs against the legislature for the past decade.

Angie figured to prompt a decision in favor of the independents this time is knowledge that houses in larger keys have run wide open on Sundays, with the smaller exhibitors unable to buck their local opposition.

"City Lights" Bookings

Chicago, Feb. 24.—Chaplin's "City Lights" is reported to be booked by the Motion Picture Theatre Owners of America with B. & P. and RKO.

RKO is said to have so far taken it, for a few houses, like the 7th Street, Minneapolis; President, St. Paul; Orpheum, Kansas City; Temple, Detroit, and Grand, St. Louis. None plays wide.

Loew's is reported closing for "City Lights" for its house in New York City, following the Cohen estate run of the picture.

Relations of all three zones into a working state organization, a move was made which would have been unnecessary had New York been strongly organized last year. This was an amendment to a bill providing that projectionists should be licensed, and that the privilege is conceded. The amendment was proffered at a time when the exhibitors were charged with the point of working only five days weekly.

That the state education move is not a gesture, the time that exhibitors are jostling from their experiences in the industry's past, is being made very rapidly borne out. Immediately after the decision to battle the operators, the exhibitors were mailed to the state, over the entire state, within three days after the first mailing 99 exhibitors had filled out and returned the ballot.

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Los Angeles, Feb. 24.—Arraying its moral strength squarely against a local zoning plan that's called unfair to the indie and a system of previews under which those initial showings to the public are not designated as first runs, the Motion Picture Theatre Owners of Southern California is now looking for financial strength to carry through its objectives.

The zoning and preview problems are mainly the problems on which the Southern Calif organization sent delegates to the Chicago Allied convention.

Following passage at Chicago of resolutions condemning both the L. A. delegates, R. D. Whitson, member of the Allied State board and Alvin Karpis, reported back to the M. P. T. O. at a meeting here. The call for funds was then raised. According to reports, \$10,000 this time, under \$7,500 has already been subscribed by the local Allied units members.

Between 60 and 70 exhibitors of the MPTO are expected to attend the local meeting, including Harry and M. Chotiner, local exhibitor who first started the ball rolling against previews by filing suit against United Artists for previewing "Reaching for the Moon" in a P.W.C. (opposition) house, claiming this nullified the Chotiner contract to play P.W.C. first run away from the big chain.

While the Chotiners are not resigning from the MPTO, they are coming in to lend both moral and financial support.

One of the first steps taken by the MPTO of Southern California in its campaign against the L. A. zoning plan is withdrawal of L. L. Bard, local exhibitor and president of the MPTO, as a member of the organizing zoning committee. This leaves that committee of three without an exhibitor, and the opinion of local Allied leaders is tantamount to meaning indies do not have representation and therefore cannot be forced to live up to the letter of the zoning and clearance plan.

Bard's resignation from the zoning committee is declared from within aid from the feeling of Bard and MPTO members that the indie exhibitor had two against him, with the other two on committees representing distributors and chain operators. Another angle pointed to the fact that any governmental intervention under the zoning plan would be tantamount to the zoning and clearance plan.

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Sell Laughs and

Four B. O. Names
and B. O. Title
Exploitation

92 Minutes of
Continuous
Laughter



EDWARD EVERETT
HORTON

ESTHER RALSTON

LAURA LA PLANTE

PATSY RUTH MILLER

You'll Sell Seats!

Now! More than ever, the public needs, wants, and is eager to buy cheering entertainment.

Give them laughs and you won't cry about box office returns.

A few Wise Words, from Wise Critics, to Wise Showmen—

EDWARD EVERETT
HORTON
ESTHER RALSTON
LAURA LA PLANTE
PATSY RUTH MILLER
Directed by RUSSELL MACK
Based on A. H. WOODS
stage play

RKO-PATHÉ



"Should prove a gold mine—destined to be one of the laugh highlights of the screen year."

CONDE G. BREWER—*The Billboard*

"Highly sophisticated comedy, goes over with a great laugh."

DON ASHBAUGH—*Motion Picture Herald*

"Fast, furious, frothy farce. *Lonely Wives* is a laugh riot."

Los Angeles Express

Emphatically sure-fire! Adults will rave and laugh themselves sick.

Film Mercury

Swell comedy packs laughs right through the footage. JACK HARROWER—*Film Daily*

Well produced picture founded on a risqué theme.

PETE HARRISON—*Harrison's Reports*

Laughs keep rolling out in a steady deluge of ultra-sophisticated wise cracks.

Motion Picture Daily

TUNE IN every Friday
on the RKO Hour—WEAF

LONELY WIVES

Theatre Advertising as Indicated
From Various Cities

MONTREAL (STANDARD FULL SIZE PAGE)

UNITED THEATRE
Theatre Advertising as Indicated
From Various Cities



She's Selling
Happiness
at
Popular prices...

To forget for a time your daily cares and troubles—it's worth such a lot and it costs you so little! Just the popular price of the nearest United Theatre. The entertainment that these theatres present takes you to a land of adventure, romance, excitement and laughter.

PATRONIZE the United Theatres where you get the greatest motion picture entertainment that it is possible to present. It's just a healthy walk to the United Theatre in your neighborhood!



STRAND

2 Special Paramount Features!
On the Best Double Program in Montreal!
Today for 1 Week—

MARLENE DIETRICH
and GARY COOPER
with Adolphe Menjou in
"MOROCCO"

CLARA BOW
and SKEETS GALLAGHER
with Ralph Forbes and Charles Rogers in
"HER WEDDING NIGHT"

"The Larkspur Players," and News
Admission—Monday, 15c; 1 p.m. all 6, 25c.
Evenings, 25c and 40c.

MONKLAND

Grandest and most dramatic
Sun-Ten. A Double Program!
ANN HANCOCK in "Girl of the Golden West"
"HARRY YOU LOVE" with Joan Bon-
well and Joe E. Brown.
Musical Comedy and News.

AMHERST

Double Program!
LORETTA LYNCH with Conway Tinkle
in "The Youth About Town"
WENDE LIGHTNER in "The Life of
The Party"

On the Stage, Sunday Matinee and Evening.
Musical Comedy and News.
ALBERT GIBSON and the AMHERST
ORCHESTRA.

REGENT

Great Act of Comedy!
Sun-Ten. Double Program!
JEANETTE MACDONALD with Reginald
Barry in "Oh, For a Man."
JOE E. BROWN with Laura Lee in
"Calla Lily"
Song, White's News and News.

CORONA

Great Act of Comedy!
Sun-Ten. Double Program!
NANCY CARROLL with Frankie March
in "Laughin'"
JEANETTE MACDONALD with Joe E.
Brown in "The Larkspur Players."
Screen Comedy and News.
Monday Night, DANCING CONTEST

PLAZA

1st. Grandest in Montreal!
Sun-Ten. A Double Program!
"A DEVIL WITH WOMEN" Featuring
Francis McGeehan
"ACQUA L'ENFER VOUS!" a French
All Talking Production.
Comedy and News Real

PAPINEAU

1st. Grandest in Montreal!
Sun-Ten. Two Excellent Features!
"SCARLET PAGES" with Marion
More, Edna Foy and Grant
Watkins.
"THREE THREE FRENCH GIRLS"
with Edna Foy and Reginald Barry.
Comedy and News.

RIVOLI

1st. Grandest in Montreal!
Sun-Ten. Double Program!
MARY ASTOR in "The Women of
The House"
KEN MAYNARD in "The Women of
The House"
On the Stage, Sunday Matinee and
Evening, Monday and Tuesday Night.
Special, VARIETY ACTS

RIALTO

1st. Grandest in Montreal!
Sun-Ten. Double Program!
WENDE LIGHTNER in "The Life of
The Party"
DALLY O'NEAL with Baby O'Neil in
"The Life of The Party"
Screen Comedy and News.

SEVILLE

1st. Grandest in Montreal!
Sun-Ten. Double Program!
"SCARLET PAGES" with Marion
More, Edna Foy and Grant
Watkins.
JEANETTE MACDONALD with Reginald
Barry in "Oh, For a Man."
Comedy and News Real.

ROSEMOUNT

Grandest in Montreal!
Sun-Ten. Double Program!
MILTON SILL with Joan Bon-
well and Joe E. Brown in "Oh, For a Man."
AL JOLSON in "The Boy"
CHARLIE CHASE in "The Boy"
and a Novel.

MT. ROYAL

Grandest in Montreal!
Sun-Ten. Double Program!
LOLA LANE in "The Boy"
KEN MAYNARD in "The Boy"
Screen Comedy and News.
Comedy Special and News.

WESTMOUNT

Grandest in Montreal!
Sun-Ten. Double Program!
RONALD COLMAN with Kay Francis
in "The Boy"
HELEN KANE with Stuart Erwin in
"The Boy"
Charlie Chase Comedy News.

BELMONT

1st. Grandest in Montreal!
Sun-Ten. Double Program!
"THREE THREE FRENCH GIRLS"
with Edna Foy and Reginald Barry.
LEA LEE with Harry Gibson and
Walter Pidgeon in "The Boy"
Comedy and News.

GRANADA

1st. Grandest in Montreal!
Sun-Ten. Double Program!
"THE OFFICE WIFE" with Dorothy
MacDonald and Leslie Sims.
ANN HANCOCK in "Girl of the Golden
West"
Comedy and News Real.

SPEND WHERE YOU GET THE BEST FOR YOUR MONEY

EXPLOITATION

This department is almost entirely made up of matter from "Variety's" own correspondents. Said one of the exploitation notes sent out by the home publicity office of the chains used here.

"Variety's" correspondents have been requested to report on all local press or exploitation stunts that fail or prove too expensive for results achieved, as well as those which get over.

Locality or exploitation stunts not included in this department. Reputation in several cities also excluded, after first mention, unless new angle is later developed.

The Old Tin Type

New York City.

Over the RKO circuit, where York and King are playing their standard turn "An Old Fashioned Tin Type," Ben Seckovich, for the circuit, has started a humorous lullaby.

In each town in advance requests are sent out for pictures of prominent locals as they looked 20 or 30 years ago. These are shown in the lobby and often hooked up with a daily, for one a day, with proper captions.

One daily wanted to continue the series after the act had closed its week's engagement in town, the picture and occasion, so much laugher.

Using Boy Scouts

Fairmont, W. Va.

Warner theatres here tied up with National Boy Scouts to show, permitting Boy Scouts to take the Fairmont and Virginia theatres for three days.

At Fairmont the Scouts put on an initiation of a local scout, a stage feature. At Virginia a two-reel Boy Scout, "The Boy Scout's Story," was permitted to show. Boy Scouts were passed in at two o'clock last night of run at Virginia (Friday) boys were out for 9 p. m. show at 8:30 and in to be in uniform for street parade.

Headlines for Prizes

Portland, Me.

A prize of \$5 in gold as well as two tickets each to the RKO 10 best headlines received during the week for a news story running in the local papers on "Scandal Sheet," a publicity idea here by Public in connection with the Portland Maine Publishing Company.

The question is, "If you were editor of this paper, what headline would you write the headline to the following story?"

The story gives just a lurid idea of the plot of "Scandal Sheet," a picture, the whole town, writing headlines, and the dead men are in the headlines.

Bridge Scores as Bait

Chicago.

Great States, through Indiana, is promoting the fact that a bridge customer with a bridge score paid matinee during a week. One man leaves her name at the box office the same day the next week, when she comes in, her score paid is waiting.

Madeline Woods hatched the plot. It will be unfolded into other states.

Black Umbrella Chilly

Providence, R. I.

In connection with the fact that "Scandal Sheet" (Par.) at Paramount theatre, Providence, Rhode Island, management made an unsuccessful attempt to boost the feature with several freckles in the lobby.

One that stood out was parading a little downtown streets a woman carrying an open black umbrella while the rain fell.

It drew attention, but no box office stamped.

Didn't Remember

Trovidence, R. I.

Fleeting that the fact that two members of the cast in "Mothers' Rest" at the RKO theatre, Providence, had long engagement with the Moderns, a publicity company here several years ago, Atlantic City, Rhode Island, was given a rent deal of space in local papers, explaining the fact that while it played at the theatre last year.

However, only a few of the newspapermen, who were "chummy" with Eddie Woodin and his sister, a former when they played with the Moderns in Atlantic City, remembered anything about them, so a lot of ad space was, more or less fruitlessly, given.

For as Giveaway

Easton, Pa.

All roads for the State theatre here were broken when a Ford car was given away at a door drawing, and the car was given away at a door drawing, and the car was given away at a door drawing.

Many were unable to get in. The Ford was given away by the Wilmer & Vincent house, together with the automobile dealer, who received free advertising.

Big One-Man Ad

New Haven, Conn.

Probably the biggest billing in point of size ever given a stage personality was the double truck ad in local streets by the RKO-Rogers Sherman Theatre, on a plunger for

the showing of Will Osborne and band.

It looked like a tie-up between the local Chamber of Commerce, the Company and Station WRO (N.Y.), over the Osbornes. The Osbornes were billed in the ad way above the feature "Six Tight" (WB). The reason, perhaps, is because Osborne claims to be Rudy Vallee's chief rival for crooning honors and this burg is the seat of Yale University, where Vallee-matriculated.

Daily's Special Deal

Birmingham.

"News" tied up with the Alabama to build up its classified ad page. Street introduced a "Barter and Swap" column, featuring unusual ads for this column.

A new was given to the Alabama. The new was given to the Alabama. The new was given to the Alabama.

Calling Cards

Milwaukee.

Joseph Kinkaid, manager of the Tower, did a slightly different stunt during "Min and Bill" at his house.

He had a blue calling card with the names Min and Bill on it in ultra style, he had running across.

A Test of Showmanship

Vaude today as for the past several seasons is struggling manfully to escape a comedown. Whether a revival of vaude is imminent is anybody's guess. Whether it is even possible is a question of divided opinion. But no one should expect vaudeville to come back unless it is given the last few months where vaudeville has been tried and rejected, it can hardly be said to have been given an even break.

This is speaking principally for the straight film theatre that finds grosses less than satisfactory and turns to vaudeville for possible success. Vaudeville house is a keen student of showmanship. It is also well known. Vaudeville is only as effective as the men behind it.

Illustrative of the approach of a typical film operator to an experiment with vaudeville was the recent case in Chicago of an outlying house spending \$15,000, a goodly sum, for exploitation and then giving the neighborhood, far from dumb, a ticket for about \$200.

After five weeks to burst that bubble, it wasn't vaudeville.

Arithmetic may, as the enemies of vaudeville contend, convict it in many cases. There's certainly no provision for aspirin tablets in merely increasing the gross without enlarging the net. If the added overhead eats up the added revenue, what's the sense? That's the crux of the anti-vaudeville argument. Maybe unanswerable.

Still there are houses that need vaudeville. Others where it's a fixed policy. In these houses are sometimes managers unscrupled to handle vaudeville. Managers who ought to be handling a straight picture house, and mean nothing.

Hating vaudeville, belittling its drawing powers, hoping it won't succeed, many managers commit absurd errors. A small town manager recently enucleated his entire vaudeville bill because his feature picture failed to draw. He sent his present bill to the home office, and they told to do as little as possible, save their opening song and quit. A full stage flash with special scenery worked in "one before the house" and all went nothing.

What performers can't understand, and it burns them plenty, is having their material snatched in half to save running time, while 30 minutes of trailers, newswar and cartoon remain intact.

Many managers preoccupied with their feature and making a phobia out of their schedule have shown how little they think of casually upsetting the whole design of the booker. It's always "and vaudeville" and "and vaudeville." The acts are the logical objects of after-the-first-matinee visitation.

Whole question of how far individual house managers can go in ordering acts to change or cut is a delicate and troublesome problem. It makes for much backstage friction. With the performer resenting the manager's ability to trim his present bill to suit the home office, and his disagreement while the net cannot satisfactorily defend itself, even when in the right.

Constantly urged by home office manifestos to show some initiative and to make independent statements from time to time, the theatre manager is often at a loss to know how to graduate from underlings with little or no theatrical background, make peculiar interpretations. In the grade of these things hurt vaudeville. It hinders its growth, and the lack of confidence by audience, the propaganda of its enemies.

Where vaudeville is tried, it should be fairly tried. Its problems may or may not be worth the trouble of trying to solve them. That's for the powers to decide. But where ignorance or hostility is present in the persons of those entrusted to carry out vaude, it's an clear the results aren't to be bright.

Reported in "Variety" that a week or so ago that the manager of a house in a town without flash entertainment for seven years thought he would try vaudeville. He engaged one act of four girls. Somehow the act didn't draw. The manager is now satisfied the town doesn't want flash entertainment. Estimate the act cost \$150.

Vaudeville is the acid test of showmanship.

in script. Called while they were out. See me at the Tower, tonight." Cards were generously distributed about the neighborhood and caused considerable talk.

Imitation Contests

Des Moines.

Offering cash prizes, Manager Jess Day, Orpheum, has been staging contests for kids to good advantage. The contest was for the kid who would be the best dancer. The winner, a 12-year-old boy, won \$250 from a local money man.

With Baby Marie an imitation contest was staged. The winner, a 12-year-old boy, won \$250 from a local money man.

Dance Taught for Tickets

Seattle.

Imported to Seattle from Washington by Tom Olsen, new manager of the Fifth Avenue. It's free dance lessons to patrons.

Tieup in with box office angle in that those who come must have ticket for admission to the show show. Rehearsals are back stage in the theatre. Rehearsals will be of around 45 each will be conducted. First day 400 applied for lessons.

At the corner, assisted by Ben Le Claire, instructor.

"Extra" as Advance Play

Columbus.

Extra paper stunt was successfully used here by Eddie Melcher, Ohio theatre manager, for "Extraneous." "Extra" was used to draw the crowd.

Smallest type used for the red and blue extra. The extra was used to draw the crowd.

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BEHIND THE KEYS

Protecting Stage

Toronto.

Topkapi Fox theatre has released the Orpheum, dark two years ago, for a party of 200 people for wrestling.

Fox, evidently holding the Orpheum to be a party of 200 people for wrestling.

The action came after dancing academy head giving the show.

Stench Bompel, San Antonio.

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Stench Bompel, San Antonio.

Stench Bompel, San Antonio.

Assembly building here for \$4000. Of it \$45,000 will be carried out a mortgage.

Reading, Pa.

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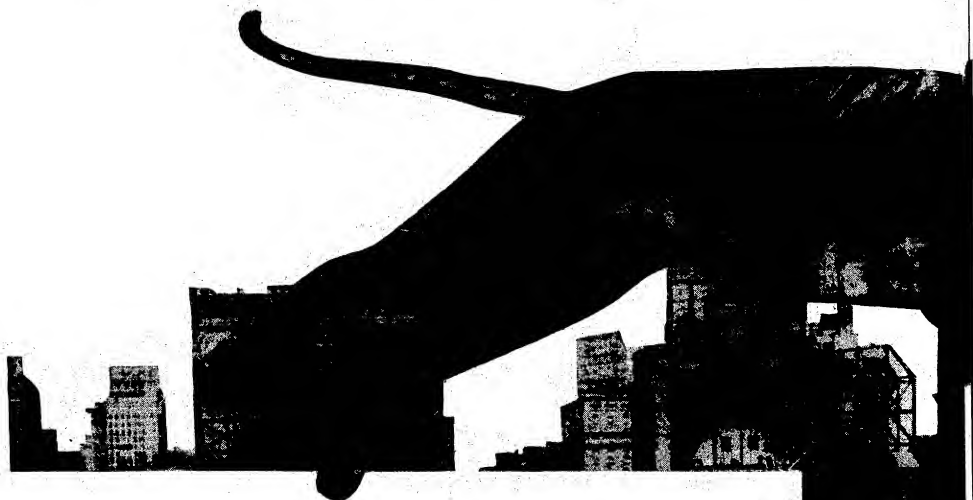
Reading, Pa.

Reading, Pa.

Reading, Pa.

Reading, Pa.

No Wonder Blasé New York



Critics Praise and Mobs Pack RANGO in First Long Run Engagement at De Luxe Rivoli, N. Y.!

"Most fascinating film of jungle life ever offered.
Audience applauded." —N. Y. Sun

"As funny as the Marx Brothers and Chaplin together!
Only fault with RANGO is we wanted more." —N. Y. Eve. Post

"RANGO dwarfs any studio-made thriller. Applause
fully justified." —N. Y. American

"Vicious and humorous, terrific punches. We clutched
arms of seat in sheer anguish. Spots render audience
speechless!" —N. Y. Daily News

"RANGO is something to see. Pure, stark, primitive
horror of jungle." —N. Y. World

"Breath-taking thrills stand your hair on end. Delicious
comedy, too." —N. Y. Eve. World

"Thrilling, first rate entertainment." —N. Y. Telegram

Produced by Ernest B. Schoedsack

is **THRILLED!**



RANGO

PARAMOUNT'S
AMAZING JUNGLE MELODRAMA

RIVOLI

RANGO



RANGO — *For jaded box offices!*

Barbara Stanwyck

**Scores
Another
Knockout**
in



TEN CENTS A DANCE

HOW THE CRITICS RAVE!

"No picture in the past year has created so much interest."
New Haven (Conn.) Eve. Register

"Carries a highly dramatic plot with a grand love story. You will adore Barbara Stanwyck."
New Haven (Conn.) Times

"Barbara Stanwyck does brilliant work."
Louisville (Ky.) Times

"Highly dramatic. Created tremendous discussion."
New Haven (Conn.) Journal-Courier

Barbara Stanwyck
RICARDO CORTEZ—MONROE OWSLEY
SALLY BLANE

Story by Jo Swerling
Based on the popular song hit

A LIONEL BARRYMORE PRODUCTION
Of Course it's
COLUMBIA!



Smashes ROXY

Four Day
**WORLD'S
RECORD**

held by "The
**COCK EYED
WORLD!**"



FRANK LYNN PRODUCTION

ANN HARDING

THE "NEW"

EAST LYNNE

with

CLIVE BROOK • CONRAD NAGEL

CECILIA LOFTUS • BERYL MERCER • O. P. HEGGIE

Settings by **JOSEPH URBAN**

"Thrills and Throbs Sighs and Sobs"

— SAY REVIEWERS

Great Entertainment

East Lynne as tearful as ever and a great talkie... Most impressive production. Excellent settings, splendid acting, sensitive direction... Ann Harding's work magnificent. How that girl can act. And how lovely, tenderly fragile. She makes it a grand melodrama... good for thrills and sobs... Great talkie.

—Bland Johanson, N. Y. Daily Mirror

Tear Jerker

Mention a tear jerker and you have East Lynne... Genuine interest. Cast headed by the lovely Ann Harding acts the piece beautifully. Miss Harding's performance superb.

—James Gow, N. Y. World

Handsome Production

Many a dainty handkerchief was dabbed on a pretty face... Miss Harding's impressive performance... Direction of this costly production vastly superior.

—Mordaunt Hall, N. Y. Times

Sobby Cinema

As many sobs as when mother cried her eyes red-rimmed over it... Ann Harding exquisite. Never has she been so lovely to look at... she captivates the audience... Sobby cinema.

—Irene Thirer, N. Y. Daily News

Poignant, Emotional Appeal

Excellent production meeting deservedly cordial reception... Has retained all of its poignant, emotional appeal... The perfectly radiant Ann Harding endows Isabel with the breath of beauty as well as life.

—Regina Crewe, N. Y. American

Clicks—And Clicks Big!

Sort of material movie fans fairly eat up... Ann Harding superb in this role... Listen to the ecstatic expressions of the fans filling out of the Roxy to learn that it clicks — and clicks big.

—George Gerhard, N. Y. Evening World





VICTOR MCLAGLEN

WOMEN OF ALL NATIONS
NOT EXACTLY GENTLEMEN
A DEVIL WITH WOMEN
ON THE LEVEL
HOT FOR PARIS
HAPPY DAYS
THE COCK EYED WORLD
THE BLACK WATCH
STRONG BOY
CAPTAIN LASH
THE RIVER PIRATE
HANGMAN'S HOUSE
A GIRL IN EVERY PORT
MOTHER MACHREE
LOVES OF CARMEN
WHAT PRICE GLORY

The sun never sets on scenes of Victor McLaglen's career. It's a small world and he's seen most of it. And most of the cock eyed world has seen him.

Although his father was a bishop, Vic comes of fighting stock. He was born outside London and grew up inside South Africa. When the Boer War came along, he fibbed about his age to enlist and that taste of action left him with a yen to travel.

Eventually he landed in Canada, where boxing and wrestling earned his bed and board. Then he began edging toward the stage — medicine shows, Wild West shows, vaudeville.

Wanderlust hit him again. He visited Hawaii, the South Sea Islands, Australia. Joined a gold rush—no luck. Poked around Bombay and Ceylon, then to South Africa. Back to London to enlist in the World War. To Mesopotamia as lieutenant with Irish Fusiliers; became provost marshal of Bagdad. Vic's life in those days was like a movie newsreel.

At the war's end, a London film director spotted him as a "type" and launched his ultimate career. Soon found himself in Hollywood on the road to fame as screen's favorite, toughest hero. "What Price Glory" and "The Cock Eyed World" his crowning successes to date — with bigger ones on the way.

FOURTEENTH OF A SERIES OF FOX SCREEN PERSONALITIES



HELD OVER EVERYWHERE



at RKO'S
GRANADA
South Bend, Indiana

at FOX
ECKEL
Syracuse, New York

at
ALHAMBRA
Milwaukee, Wisconsin

at
RIALTO
Washington, D. C.

and look at this from Jack Allen's column in "The Daily"

"Peeking out of our window we see a line a mile long
waiting to see 'DRACULA' at the Roxy."

TOD BROWNING'S
greatest production
Produced by
CARL LAEMMLE

Based on the stage play—
adapted by Hamilton Deane and
John Bolderston from Bram
Stoker's novel of the same name

DRACULA

Bela Lugosi,
(of the original stage cast)
David Manners,
Helen Chandler,
and the following players
also of the original
stage cast

Dwight Frye
Edward Van Sloan
Herbert Buntin
and other well-known
players

Produced by
Carl Laemmle Jr.

Film Daily nationwide poll
makes "All Quiet on the
Western Front" the best
picture of the year. . . .
Now watch "DRACULA"

Hand in hand with PROSPERITY—that's UNIVERSAL!

Moral Reform at Home, Says Tex. Rep as House Licks the Horwitz Bill

Galveston, Feb. 24. Will Horowitz's effort to put over a theatre censor bill in Texas collapsed when the measure was killed by a house committee at Austin. Horowitz had a delegation on hand for the bill, but the committee was unanimous, 16 to 9.

The best place to institute moral reforms is in the home, Rep. Van Zandt told advocates of the bill. Jeff Strickland, Public attorney, led fight against project.

Another bill to control showing of obscene or immoral pictures has been acted on favorably by another committee, with ultimate fate doubtful.

2 Neighborhooders Off

Syracuse, N. Y., Feb. 24. Syracuse neighborhood houses will be reduced by two early in the spring, it is indicated.

Lease of Kalliet Theatres, Inc., of Ononda, on the Avon here expires April 1, and it probably will not be renewed, according to Sid Kalliet.

Lease of the Palace in the Eastwood sector is due to expire. Present operators may elect to surrender it on May 1. John A. Meyers manages it for the Vlassopoulos interests.

With Tenn. Sunday Bill Looking All Set Memphis Is in Doubt

Memphis, Feb. 24. The one opportunity of years to replace this six-day town as a live city with Sunday shows, may be upset by the mayor. The mayor did not approve of the bill passed by the State Legislature permitting Sunday performances in the state.

Without his approval the mayor alleges optional authority over Sunday theatre openings, with indications he will not permit them right away at least.

The bill goes to the governor with a fair assurance of his signature.

New Fox Spokane Mgr.

Spokane, Feb. 24. H. W. ("Nick") Pierong, for seven years Spokane house manager for Pantages, has been named as manager of the new Fox Million Dollar theatre here, taking charge in September when the house now under construction is due to open.

Choice of Pierong was made by Robert Bender, northwest zone chief for the Fox interests and located in Seattle where he manages the Fox house.

Suit for Overplays

Los Angeles, Feb. 24. Pathe Exchange is following the suit of UA and Fox in bringing to court a Balboa Beach exhib with copyright infringement for showing pictures on days other than assigned. Pathe cites "This Thing Called Love," "The Awful Truth," and four new ones as having been shown extra days at the Ritz theatre, Balboa, last March. Damages asked, \$250.

FRANKLIN AND HUGHES GO INTO S. W.

Hollywood, Feb. 24.

Concentrating on the southwestern territory, Hughes-Franklin has opened negotiations through Texas and New Mexico for the acquisition of new houses. In Albuquerque, N. M., H-F has a deal on to build but is waiting to see what Paramount will do in that town, with one Public house, the Mission, already there, and three small indie stands.

H-F deals already closed in New Mexico include the Princess and El Capitán at Roswell and the Cavern, Carlsbad. At Innes, Tex., the new firm has acquired the Grant.

Meanwhile H-F is fortifying itself locally and in nearby spots, having taken over the Riviera, Melrose and Rimpas in town; the Redlands, Redlands; Lago, Watts and the Orange, Orange.

Other Acquisitions. Three houses in Billings, Mont. and the Benton, Kansas City, are other-new acquisitions. The E. C. house was formerly a Fox-West Coast stand and now given H-F eight representative houses in that town.

Most recent H-F negotiations are with the Pacific National claim for three local neighborhooders and another in Long Beach. This deal is expected to be closed soon.

Opening of the Vine Street, renamed the Mirror, is set for March 6. Among the features of the re-decorated house will be a mirrored marquee with the entire lobby carrying out the same effect.

Lifting Receiverships

Reading, Pa., Feb. 23. Creditors and those representing the preferred stockholders of the Chamberlain Amusement Enterprises, Inc., have held a conference with a view to getting the company out of its receivership. Under the management of B. L. Eriblin, Shamokin banker and lawyer, the company is now operating at a profit. Additional capital outlay required, if the company is to be refinanced, reached so far.

No decision reached so far.

Museum's Free Films For Kids on Saturday

Chicago, Feb. 24. A series of 10 free picture films is to be given for Chicago school kids each Saturday at the Field Museum. Chicago and Cook County are supplying funds for the venture.

Pictures cover historical subjects, industrial projects and like kindred ideas. First film for release next Saturday is titled "Washington Becomes a President." Another is titled "Suckelback the Hedgehog."

Film Names on Stage

Rochester, N. Y., Feb. 24. Capitol, indie picture house here, is attempting to book past and present film names as stage attractions in addition to talkers. Policy started with Anita Stewart and Olive Borden playing a half each last week.

Abe Feinberg is booking from New York.

WB IN DOWLER'S LEGIT, TO BUCK PARAMOUNT

Chicago, Feb. 24.

Warner pictures, locked out of Chattanooga, due to the control of that burg by Public, will invade the city April 6, going into the former legit Bijou.

House is owned by Frank Dowler, of the Reliance Amusement Co. Deal means an inside money tie-up between Warners and Dowler, it is understood. Also reported that Warner will build another theatre in that town, with Dowler scheduled as operating head.

Carroll's Acoustics

Announcement states that the new Earl Carroll (legit) theatre in New York, will be equipped by the Berliner Acoustics System. George Keister, the architect, specified the Berliner equipment.



CHERIE and TOMASITA
Featured Dancers
With Panchon and Marco's
"AFRICAN" Idea

HARRIS TWINS
HEADLINING
Panchon & Marco Unit
"SOCIETY CIRCUS"

?FERDNA?
HYPNOTIST and MYSTIFIER
PANCHON & MARCO
"MOROCCAN" IDEA

When in Los Angeles Patronize the

ASSISTANCE LEAGUE

Moviedom's Noble Charity

Headquartered at
5604 DeLongpre Avenue, Los Angeles

Lunch in the Cozy Tea Room
(Where Picture Stars Wait on You)

and do not fail to visit
THE NOVELTY THRIFT SHOPPE

ONE CONSECUTIVE WEEK

JOSEPH GRIFFIN

IRISH-AMERICAN TENOR
Director MAX TURNER, WILLIAM MORRIS OFFICE
Public-Balaban & Katz Theatre, Chicago, Ill.

"RACULA"

ADAPTATION, CONTINUITY and DIALOGUE by

GARRET FORT

NOW IN 4th WEEK AT FOX, PHILADELPHIA

BOBBY ROLLINS

Personal Direction, JOHN T. DALY and MARK MURPHY, 223 W. 46th St., New York. Phone Chic. 4-5149.

ENGLAND'S REPRESENTATIVE COMEDIANS

DAVE and JOE O'GORMAN

SUCCESSFULLY PLAYING PUBLIX CIRCUIT
American Representative, WM. MORRIS AGENCY

HARRINGTON SISTERS

THIS WEEK (FEB. 20), PARAMOUNT, NEW YORK

TITAN NAMES THAT



**RICHARD
DIX**



BERT WHEELER



ROBT. WOOLSEY

**IRENE
DUNNE**



LOWELL SHERMAN



ESTELLE TAYLOR



EDNA MAY OLIVER



WM. COLLIER, JR.



DOROTHY MACKAILL



JOEL MCCREA



ROSCO ATES



JOBYNA HOWLAND



HUGH HERBERT



IVAN LEBEDEFF

NONE GREATER IN THE ARENA

LIGHT THE WORLD!

RADIO'S FLARING SCROLL OF GENIUS UNFOLDS AGAINST THE SKY...

Great Names! Great Personalities!
Flashing Their Magic Across the Broad-
ways of the World! Investing Current
and Forthcoming Radio Attractions
With the Drive of Their Box-office
Power and the Punch of Their His-
trionic Skill!



DOROTHY LEE



ROBERT AMES



BETTY COMPSON



JOS. CAWTHORN



MARY ASTOR



RALF HAROLDE



JOHN DARROW



EVELYN BRENT



JACK MULHALL

AND A STARRY LEGION OF OTHERS
... LEADING MEN AND WOMEN ...
CHARACTER PEOPLE AND COMEDI-
ANS ... AND TYPES THAT BESPEAK
BRILLIANT PRODUCING AND BRIL-
LIANT CASTING.



OF SHOW BUSINESS TODAY!

'Horn' on Road for Erlanger-Public and Shuberts at \$1.50

Mette's "Fader Horn" animal picture, now staged as a 100 road show, will play away from Broadway the left houses of both the Erlanger and Shubert offices.

So far the dates laid out include Detroit and Philadelphia, where the picture opened Sunday (25) in Shubert houses; March 1, St. Louis (Shubert-Ritz), and Boston (Shubert's Majestic); March 2, Atlanta, Atlanta theatre (Erlanger); March 8, Washington (National-Erlanger); Cincinnati (Grand-Erlanger); Buffalo (Shubert-Teck); and also the Davidson, Milwaukee.

Besides which the picture will play in eight Public houses on a twice daily basis. These towns are Portland, New Haven, Minneapolis, Des Moines, Omaha, Denver, Kansas City and Dallas. "Horn" also goes into Salt Lake City and New Orleans for \$1.50.

National Theatre Supply Co. has been awarded the contract for decorating, furnishing and equipping the new \$1,000,000 Fox theatre now under construction here.

Empty Front Seats Worry Coast Houses

Hollywood, Feb. 24. With many of the local theatres filled from 10 to 25 cents more for seats in the rear of the house, pricing them on a par with houses, an inflicting change on theatre construction, nationally is foreseen locally.

Almost the entire half of the downtown capacities, from the middle of the house to the rear, is thus higher priced, and usually filled up, to the degree that the front rows are almost totally devoid of patronage, evidences that theatre construction will have to undergo some radical change.

It may mean the complete sacrifice of the front seats, so as to save even on the rest of the chairs, so as to bring the screen sufficiently far back so as to insure optical comfort for front row patronage.

Legit Mgr. at Globe

In an RKO managerial change in its Broadway houses Lawrence Grish moves over from the Globe to replace F. Macomber at the Mayfair, New York.

Leo Flynn, vet legit-house and company manager, goes into the Globe.

Those Who Have

Chicago, Feb. 24. Dick Hawk, manager of the Castle theatre, won a three-week all-expenses-paid trip for himself and his wife to Tampa, Florida, by being top man in the "Evening American's" indoor golf tournament. His father is a millionaire.

BRIN IN TIGHT SPOT IN MILWAUKEE FIGHT

Milwaukee, Feb. 24.

A fight is being waged between independents and chain-theatres with L. K. Brin, downtown indie, planning legal redress to prevent the opposition from freezing him out through the leasing up of all of the leading product.

While Brin sits empty-handed the Fox-Milwaukee houses, Wisconsin and Strand, and Universals Alhambra have films playing under their care. United Artists is co-operating with Brin and has the U. A. releases day and date in both of his local theatres.

Legislation

1% Tax Bill in W. Va.

Charleston, W. Va., Feb. 24. West Virginia would exact a tax of 1% of the gross income of every person operating amusements, under the provisions of a bill in the House.

A tax upon various public utilities is also provided.

Northwest's Defense Campaign

Minneapolis, Feb. 24. When the Northwest Allied theatres unit holds its annual meeting here next week, campaign plans will be mapped out to fight measures now pending in the Minnesota and North and South Dakota state legislatures providing for 10% admission taxes.

Officials of the organization claim that passage of the bills would force hundreds of theatres throughout the Northwest to close.

Kans. Kills Sunday Repel

Topeka, Feb. 24.

Lower house of the Kansas legislature after making repeal of the Sunday Labor law proceeded to vote upon said bill and passed it by a vote of 86 to 28.

This was against all reports of lobby by the Kansas M. P. T. O. A., which had claimed it was pledged and a majority of 70% on final passage.

Two other bills are now in committee in the lower house, one of which is said to "have a chance" maybe fat. This one makes exceptions in the present Sunday labor law, allowing theatres to be operated on Sunday if the owners are of such faith, as do not recognize Sunday as their Sabbath. It is expected, however, that an amendment will be tacked on this bill making it necessary for such theatre owners to close when his particular day for observance comes along—if ever.

Everybody Forget?

New Haven, Feb. 24. When the Sunday law repeal bill came up for a hearing before the legislative committee, no one appeared to promote it. Bill consequently passed away.

Around 20 theatre mgrs. were present, to fight against the repeal, but none was called on to say anything.

Pass-Stop Bill

Dallas, Feb. 24. Rep. D. J. Ferber, a preacher who "hasn't seen a motion picture in the past 20 years," is pushing a bill introduced in the state legislature to prevent patrons from accepting season passes to theatres.

This novel form of lobbying has been practiced extensively in this section.

F-WC's New Houses

Los Angeles, Feb. 24. Fox-West Coast is adding to its circuit in the Rocky Mountain division. Planning new houses in Fountain and Sterling, Col., and in Sheridan, Wyo.

Rick Rickertson, division manager from Denver, is here conferring with execs and will return to the Rocky Mountain territory by the end of the week.

WILBY TAKES 4 HOUSES FROM PUBLIC IN ALA.

Birmingham, Feb. 24. Public disposed of its three theatres at Montgomery, Ala., to H. B. Wilby, of Atlanta, who will operate them. Ritz at Anniston included in transfer.

Wilby also operates the Italia, Birmingham, 2d run. Change in effect March 1.

PATHE SHORTS FOR F-WC

Los Angeles, Feb. 24. Probably the last product deal of major importance for the balance of the season (1930-31) with Fox-West Coast, has been closed by local Pathe distribution headquarters.

It entails booking of all Pathe shorts product up to next fall.

Foremost Film Writers and Dialogicists

Six Top Money Directors for 1930

and

William Slavens Grover
McNUTT-JONES
Wrote for **FOUR** of Them

HORACE JACKSON

WRITING FOR

PATHE

RALPH SPENCE

R-K-O

CYRUS WOOD

"CUCKOO"

JOSEPH JACKSON

WRITER

Under Contract to
Warner Bros.

JACK POWER

ORIGINATOR OF

"JAZZ IN A KITCHENETTE"

NOW APPEARING (WEEK FEB. 20)

CAPITOL THEATRE

NEW YORK CITY

Personal Management

MARK J. LEDDY
[LEDDY & SMITH]

"RED" DONOHUE AND UNO

WASHINGTON "POST" says:
"Red Donohue and Pal stages hilarious doings with a clever mule, who is very much alive and kicking. This act has originality. Certainly I have never seen anything like it."

Assisted by **ALMA WHEELER**

NOW FEATURED in "BLUE BOOK BLUES"
CHICAGO THEATRE, CHICAGO, WEEK FEB. 20

The One and Only Act of Its Kind in Show Business

Direction **JERRY CARGILL**

TWO WHITE FLASHES

NOW APPEARING at the CAPITOL, NEW YORK (WEEK FEB. 20)

With "ROLLING ALONG" UNIT

Direction **LEDDY & SMITH**

ANGELO ARMENTO KADER VIC PARKS
THE THREE DYNAMOS
WITH "CUPID'S CARNIVAL"—A PUBLICX UNIT

THIS WEEK (FEB. 20), PARAMOUNT, NEW YORK

Thanks to Harry Santley, WM. MORRIS OFFICE

TECHNICOLOR

CREATES NEW AUDIENCES . .

There are still many millions of people in the United States who seldom attend motion pictures—a vast potential audience estimated at 20,000,000. The patronage of these people must be secured if grosses are to grow. Mediocre film entertainment will not win this patronage. Technicolor will attract these people and at the same time, help to satisfy the present patronage. Color is still news. It commands attention and interest because it is off the beaten track. It is the most exploitable of sales arguments. And color appeals to *everybody*.

THEATRE MANAGERS FAVOR COLOR.

Motion picture audiences like color. Data procured from hundreds of theatres which have featured Technicolor pictures establishes this fact beyond peradventure. Theatre managers are also enthusiastic for Technicolor, especially as exemplified in the recent hits. Big "Whoopie" grosses and repeat engagement grosses all over the country prove that outstanding productions in Technicolor will draw the business, depression or no depression.

RECENT IMPROVEMENTS IN TECHNICOLOR.

A new Technicolor camera lens has been developed which gives sharper definition upon the screen; also a special method of processing the sound track which gives Technicolor pictures outstanding sound reproduction.

TECHNICOLOR NEEDS GOOD STORIES TO FUNCTION 100%

Technicolor cannot make good entertainment out of a weak story, a badly cast picture or poor direction. Nothing ever has made a hit out of such material. But a good story, reasonably well cast and directed, will be vastly improved by Technicolor. Employed intelligently, Technicolor gives that additional class to productions which distinguishes the smashing box-office hit from the also-ran.





THE PRIVATE LIFE OF AN M-G-M SHORT SUBJECT!

Hal Roach's spotlight stealer! The funniest pair in picturedom—they're better than ever, and when they're on the bill watch the guys howl! "Laurel, Hardy Murder Case," "Another Fine Mess," "Be Big"—they're all great!



It's interesting to watch an M-G-M short subject in action! Very often the little fellows on the bill wallop the big fellows on the bill. Read the news clipping following and you'll get the idea.

LAUREL-HARDY for Instance—NEWS ITEM FROM DES MOINES TRIBUNE, FEB. 3, 1931
 "Messrs. Stanley Laurel and Oliver Hardy, slapstick comedians de luxe, appearing in their farce 'The Laurel-Hardy Murder Case' steal the program at the Des Moines Theatre from _____ (not an M-G-M feature) _____ billed as the feature attraction."



"THERE'S A CHARLIE CHASE COMEDY DOWN THE STREET

I prescribe that!"

TALKIES added 100% to Charlie Chase's drawing power! His experience as a stage comedian, singer and dancer gave him an edge. Charlie Chase Comedies play the Capitol, N. Y., and other De Luxe houses regularly.



THERE ARE DOGS —AND DOGS!

M-G-M, as usual, introduces the new idea in showmanship and gives it every facility of audio and resource accorded a feature picture. The nation, literally, is going to the (M-G-M) dog! That means exhibitors know what their public wants.

Every
"DOGVILLE"
 COMEDY
 has played on
 a \$2 Broadway
 program—

Including
 "Hot Dog"
 "College Hounds"
 "Dogway Melody"
 "So Quiet on the
 Canine Front"
 "Who Killed
 Rover?"

THEY'VE GOT THE PRICE OF ADMISSION (but it takes

an "Our Gang" comedy to make 'em spend!)

NEW FACES—NEW IDEAS make "Our Gang" Comedies better than ever! There's a vast kid audience in America that's having a tough time picking its entertainment since talkies came in! Put an "Our Gang" comedy on your program and you'll bring that "addled audience" into your house.

"Helping Grandma" played on \$2 programs in Washington and Boston. "Teacher's Pet" and "School's Out" are typical of the Gang Gold-Orsters!



"THAT'S FOR NOTHING, GRANDMA!" The old order needs a jolt sometimes.

Showmanship consists in setting new dyes before the public. Hal Roach's **"THE BOY FRIENDS"** is the answer to the public's demand for something new and diverting in the short comedy field. A flock of good looking and talented young folks in hilarious pictures. They're making a hit!



A GOOD GUY WITH BAD MANNERS is just like a good theatre with inferior shorts!

A poor short subject spoils a whole show and degrades a theatre. M-G-M knows shorts need the same care and quality as features.

M-G-M's COLORTONE REVUES They go on 32 programs because they're great entertainments into which M-G-M has put the resources, taste and genius of its own studio.

BURTON HOLMES M-G-M Travel Shorts are the De Luxe Travel Talkies—**FLIP THE FROG**—a cartoon comedy with more imagination, more production value, more showmanship!

METRO-GOLDWYN-MAYER

Showmen of the Shorts

Skouras' Theatre Rule May Set New Precedents in Theatre Operation

Precedents are expected to be established during the next six months which will put big circuit theatre operation in the U. S. on an entirely different scale. Disillusion over every managerial detail from the home office now looks generally certain for dissolution. A secession of the box office country, with an individual and his own force in authority over each jurisdiction, is shaping up as the most drastic change in the new platform. The Skouras Brothers, particularly Spyros, are admitted the test principals in this new form of the circuit direction. Their success in such roles, it is predicted, will establish new angles in present home office rule.

Aside from Publix, itself, where the Skourases are the last word over what will roughly amount to 25% of Publix theatre holdings in the U. S., the outlook takes in the entire industry.

Too Much Single-handed
Failures in film box offices which have been passed from pillar to post, are finally settling themselves at the door of contact. Inability of a single ruler to meet the multitudinous needs and changes in a great national property is the latest plaint.

If the Skourases, as big time theatre men, prove that an area small enough for them to cover personally and know and discern the ways for meeting the needs of every house under their own banner, is the right procedure, then, it is predicted by students of the theatre, true independence will return to the box office.

50% Cut in Passes

Complimentary admissions on the Fox eastern circuit declined from 40,000 free passes to 26,474 for four weeks ending Jan. 25, according to a survey recently compiled. The decrease in free admissions amounts to 14,061, or almost 50%.

The biggest decline was in the New Jersey division. It averaged over a 50% decrease while Brooklyn rated second.

Midwest and the Chicago divisions are not included.

1,066 Houses in Texas, 851 Indies; 233 Closed, While 353 Not Wired

Dallas, Feb. 24. Compilation by Don Douglas, of Dallas Film Board, indicates there are 1,066 picture houses in Texas, 851 of them indie and 193 chain operated.

Among indie owned are Hodge, 19; Robb & Rowley, 39; Korn, 15; Hall, 14; Baker, 6; Griffith, 17; Cole, 9, and Fraja, 10.

Fifty-seven houses closed since last June, with total of 233 houses dark since sound invasion. Most of these stands in towns of the 1,000 pop class.

Douglas reveals there are still 323 unwired houses in state, relying solely on silent, mostly westerns.

WB Gives Self Break

Chicago, Feb. 24.

Warner Brothers brought a new idea into town when it presented "Mothers Cry," day and date at the loop Orpheum and the neighborhood Avalon.

Loop carries a 14-day protection period of their A-pre-release houses, but "Warners removed that condition for its own showing.

RKO Theatres Trying Trans-Lux Projecting Machines—Testing Films Before General Release

Chicago, Feb. 24.

Two important points are being coming up during the RKO divisional managers' meeting here last week. They were the intended use of Trans-Lux projecting machines, and the intent by RKO to test newly released pictures in four or five of its houses, for audience reaction, before generally sending them over the circuit.

Billings and still pictures of vaudeville acts received sharp attention. Newer dated matter and photos were urged. One act is said to have sent in billing matter and photographs relating to a period of 15 years ago in vaudeville. This act's route was held up until it furnished the press department with more modern publicity material.

Tested "Last Parade"
The audience testing is said to have started with Columbia's "Last Parade." That underwork was sent by RKO into one of its Providence's theatres, very quietly, and then noted. Reports from that city were quite favorable. "Variety" reported the gross of "Last Parade" on its opening day beat "Cimarron," although "Cimarron" ran ahead of it on the week.

Securing the test of the four or five houses on a new picture, RKO believes, will give it a better explanation line for the remainder of the time.

Trans-Lux has a projector operated from the rear of the screen, on the stage. It requires no human operators. The machine can be set and run automatically, for adjustment and otherwise. It is also claimed that with Trans-Lux operation of its picture projector, the

theatre does not have to be darkened or dimmed, although this may be optional with the management.

RKO is reported experimenting with Trans-Lux at the Keith Alcazar theatre in Boston, where the equipment is being installed.

Trans-Lux will use its own projector in the 25 small house' units it has in view as a circuit, previously reported.



George ANDRE & Co.

36 Weeks With R-K-O
Now With Public Title Jan. 19
Paris July 10



25 MORE N. W. HOUSES IN UA CIRCUIT PLANS

Hollywood, Feb. 24.

Plans for further extension of the United Artists' circuit include acquisition or construction of at least 25 houses in California, Oregon and Washington during this year.

The anti-Fox West Coast feeling still on, the spots are all to be in cities now serviced by WB, but in no case will UA stands be started in towns now having Warner houses.

Extensive cordial between CA and Warners is due to present contractual agreements in which the latter will show UA product.

Among the recent buys are sites in Sacramento (in addition to a recently acquired house), Oakland, Portland and Seattle.

ANOTHER TRIUMPH

NOW READY

RCA Photophone, Inc., introduces a completely

A. C. OPERATED

sound reproducing equipment for theatres of 1000 seats or under.

DESIGNED FOR THE SMALLER THEATRE

Simplified operation... Built for small projection booths... Installation and maintenance costs reduced... New loud speaker and directional baffle designed for limited area behind screen... Latest refinements in recording make possible the faithful reproduction of sound range never attained before... An engineering triumph that places the small theatre on a par with the super de luxe house. Rapid and expert service from conveniently located service stations. Three year deferred payment plan reduces weekly cost of Standard Size Equipment to \$34.88, including rental, service, insurance and carrying charges. Exhibitors are especially invited to inspect this new equipment at No. 411 Fifth Avenue.

NO BATTERIES!
NO MOTOR GENERATORS!
\$2500 CASH
3 YEARS TO PAY
IF DESIRED

PRICES OF SUPER AND LARGE SIZE REPRODUCING UNITS HAVE BEEN LOWERED

RCA PHOTOPHONE INC.

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FULL INFORMATION USE THIS COUPON

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411 Fifth Ave., New York City.

Gentlemen, please send full particulars of the Standard Size Large Size Super Size

Manager _____
Theatre _____



RICHARD BARTHELMLESS
turns racketeer in a
great gangster story
"The Finger Points"



DOROTHY MACKAILL
in "Parry Husband"
is better than "Office Wife"



JOE E. BROWN
will be seen as a
warming rouser in
"Broadminded"



MARILYN MILLER
will make comedy-dramas
for First National exclusively



DOUG FAIRBANKS, JR.
plays a cool hero
in the great story
"Chances"



CONSTANCE BENNETT
is in the 1910-21 program with
Jackdaw Strut (temp. title)



JOHN BARRYMORE
is greater than ever in
"Svengali"



ONA MUNSON
makes her debut in
"The Hot Hellness"

Taken on his
FACE
VALUE



DAVID MANNERS
and screen stars
"The Millionaire"



GEORGE ARLISS
gives his greatest performance in
"The Millionaire"



BARBARA STANWYCK
is the talk of the trade - alone
"Illitic"



BEN LYON
comes in
"The Hot Hellness"

alone
WARNER BROS.
FIRST NATIONAL



CHARLES BUTTERWORTH
adds a thousand laughs to
"Illitic"



LORETTA YOUNG
the fastest rising star on
the screen in
"Big Business Girl"



FRANK FAY
and seven glorious girls in
"God's Gift To Women"



JOAN BLONDELL
comes big in
"My Past"

PRODUCT
IS
GUARANTEED



WALTER HUSTON
will make another big
hit for First National



WINNIE LIGHTNER
is the talk of the trade in
"Six Tights"



MARIAN MARSH
watch this girl as Trilly in
"Svengali"
with John Barrymore



EDW. G. ROBINSON
will make "The Idol" as big
a draw as
"Little Caesar"



DOLORES COSTELLO
answers the call of millions
and returns to the screen



BEBE DANIELS
is sensational in "My Past"
but needs still you see her in
"Woman of the World"

Yacht!

A MESSAGE FROM AUSTRALIA'S MOST OUTSTANDING SHOWMAN

The Greatest Money-Getter the Sydney State ever Screened!



"YOUNG WOODLEY" has been responsible for more people going through the State Theatre on Saturday, Monday and Tuesday of this week than ever before since the theatre's opening -- and this in the face of one of the worst periods of the Depression.

"YOUNG WOODLEY" is a glowing example of the heights to which British Production has risen and Union Theatres Ltd. cordially look forward to many more productions of the caliber of "YOUNG WOODLEY" from British International Studios for its theatre in 1931.

Stuart Doyle

"YOUNG WOODLEY"



B.I.P. PICTURES BOOKED ON MERIT TO HOYT'S & UNION THEATRE CIRCUITS

"ATLANTIC"
"LOOSE ENDS"
"THE 'W' PLAN"
"YOUNG WOODLEY"
"MURDER"
"YELLOW MASK"
"NIGHT BIRDS"
"ALMOST A HONEYMOON"

"THE MIDDLE WATCH"
"THE MAN FROM CHICAGO"
"THE LOVE HABIT"
"HOW HE LIED TO HER HUSBAND"
"CAPE FORLORN"
"THE SKIN GAME"

STUART DOYLE

WHO CONTROLS THE FOLLOWING THEATRES!

SYDNEY (New South Wales)

ARTIST
STATE
LYCEUM
MAYHARRET
ST. JAMES (LEGITIMATE)
LYRIC
CENTRAL PALACE
OLYMPIA
UNION DE LUXE (MARRICKVILLE)
UNION DE LUXE (ASHFIELD)

NEWCASTLE and District

STARS (NEWCASTLE)
ROYAL (NEWCASTLE)
ALMA (NEWCASTLE)
STAR (MURWORTH)
NEW PRINCESS (RAE MAITLAND)
ROYAL (RUEH RIVER)
KINGS (RUEH RIVER)
BRIGHT (CESSNOCK)
STAND (CESSNOCK)
STAB (CESSNOCK)

BATHURST (N. S. W.)

NEW BURLINGTON

SOUTH COAST (N. S. W.)

CROWN (WOLLONGONG)
WEST OLYMPIA (WOLLONGONG)
ROYAL (BULLI)
KING (GERRARD)
STRAND (GERRARD)

BRISBANE (Queensland)

WINDYBARDEN
TIVOLI
VALLEY

In Association with Birch, Carroll and Cofe, Ltd., Queensland

TOWNSVILLE

ENTIRE THEATRE

IPSWICH

WINDYBARDEN

BUNDABERG

NEW WINDYBARDEN
AERODROME

MARYBOROUGH

WINDYBARDEN
AERODROME

ROCKHAMPTON

WINDYBARDEN
EARLS COURT

TOWNSVILLE

WINDYBARDEN
OLYMPIA

MOUNT MORGAN

OLYMPIA

MELBOURNE (Victoria)

STATE
PRINCESS (LEGITIMATE)
MAJESTIC
MELBA
BRITANNIA
AUDITORIUM

In Association with E. J. Carroll
Athenaeum

MELBOURNE (Suburbs)

MONTE FORTS
DINING
EMERALD (FRAZER)
WEST BRUNSWICK

ADELAIDE (South Australia)

WEST OLYMPIA
PAVILION
GRAND
YORK
WINDYBARDEN

PERTH (Western Australia)

AMIRALDOR
PRINCE OF WALES
GRAND
PALLADIUM

FREMANTLE (West Australia)

PRINCESS
HOBART (Tasmania)

DE MASTERS
STRAND

SUNCESTON (Tasmania)

PRINCESS
MAJESTIC

BRITISH INTERNATIONAL PICTURES (America) Inc.

1540 BROADWAY, NEW YORK CITY, Telephone BRyant 9-8371
REGAL FILMS, Ltd.—1200 ROYAL BANK BUILDING, TORONTO, Canadian Distributors

Division Directors—District Mgrs. in RKO Theatre Operation

Under a plan reported submitted at the RKO convention in Chicago last week, the circuit's 14 national theatre operating divisions will be subdivided into districts with two or three district managers created under each division director.

First divisions to be so apportioned will be New York under Charlie MacDonald and Westchester under H. R. Emde. Both will have three district managers under them, with the divisions split into as many districts each.

Pooling of the wanted Brooklyn division directorship between MacDonald and Emde, as previously reported, gives the former 21 theatres, taking all but three of the New York city houses and the five vaudeville in Brooklyn. The exception is the straight vaude Palace, operated individually with Elmer Rogers as managing director and a house manager under him.

Transfer of the Brooklyn vaude firms and swelling of MacDonald's New York-Brooklyn territory will be balanced by change of three up-town New York theatres to Emde's territory. They are the Gollum, Chester and Fordham, all on the road to Westchester, in addition to which Emde supervises the RKO theatres in the metropolitan district of New Jersey. For the latter Gilbert Josephson will be appointed district manager. Emde has 19 theatres in all.

Doc Lee, division head through creation of a new division will have the larger part of Brooklyn. Lee was first placed in that borough to cure three "sick" RKO straight picture houses and row will manage the circuit's entire nine straight film theatres there.

More Execs

Splitting of the remaining RKO theatre divisions into districts is being laid out. It will mean establishment of more theatre exec posts on the RKO, with the house managers becoming responsible to district

FOX MGRS. INSTRUCTED ON INTERPOLATING ACTS

Managers of Fox Theatres have been advised not to interpolate acts into P. & M. units. Instead when adding name talent the acts are to front the unit intact. This is under the recent policy set by the circuit heads.

It does not mean that interpolation of acts will stop altogether. Certain name talent will continue but only where the production chiefs feel it can be done safely. Otherwise acts will front.

The new order arose through certain Fox house managers misconstruing the intent of the name acts plan have been splitting up the units without proper thought to make room for the name acts.

4 DAYS IN SIOUX CITY

SioUX City, books for which were brought east with the rest of the RKO Chicago time will add another day of vaudeville Feb. 27. It then becomes a four instead of a three-day stand.

Under the change Sioux City will be a Friday opening, bills to play from Friday to Monday.

Whitman Trio

Herman Whitman, manager of the 8th St., has been given charge of the 8th and 5th Streets in New York, in addition to the first house.

district manager and the latter, in turn, to divisions directors. Under the present method contact between house managers and division heads is direct.

With the district plan RKO will operate similarly to Public.

4 OR 5 ACT BILLS FOR COMERFORD HOUSES

To what extent Mike Comerford will go in establishing vaude for the new Pennsylvania theatre circuit he has under his wing isn't known. However, some of the houses are slated to use four or five acts on a split basis.

Who will be the bookers is also undetermined, although the Amalgamated is the vaude agency in New York controlled by the Comerford office. It is believed the bookings will come from that source.

Protection Booking of F&M Units in Joliet; RKO Washes Up in Chi

Chicago, Feb. 24.

Local RKO agents are faced with two months' rent obligation to the State-Lake building and no way to earn a living during that time. A further sequestering of the RKO office here transfers the Hollywood, Detroit, to the New York books.

It is estimated that within 30 days it will be next to impossible to get full-in acts out of Chicago. To protect himself against this situation in Joliet, Dick Bergen, Great States booker, will pay Ranson & Marco units the last half of each week, and worry about only the first half for regular vaude or replacements. E. & M. units played Joliet for a few weeks last fall.

Bergen, paid a salary by Great States, remains with RKO, which gets the acts' commissions from his dates. He pays back space rent.

RKO will surrender its present quarters, taking up the entire fifth floor of the State-Lake building, May 1, when the agent's leases also expire. At that time the circuit's western offices will move to smaller quarters in the same building, with the local operating department and what remains of the booking office consolidated.

Chi Agents Practically Marooned As Result of RKO Moving Books East

Chicago, Feb. 24.

With the transfer of Willie Berger and his house to New York, under the RKO booking realignment, the position of the Chicago agents remains undetermined. Questionable if even a few can continue to chip a living off what's left. It will require some time before the junior Orpheum time can be completely booked from the east. Meanwhile, on the Chicago end, Dick Hoffman must find acts for all-in. About 15 turns were spotted by Hoffman for this week.

With Nashville, Memphis and Lincoln, full weekers, moved east along with the Berger split week dates, very little time remains that's exclusively booked from Chicago. Prospects for independent houses

are hardly bright with no active solicitation on the part of RKO. RKO might, of course, go after some of the one-nighters resuming vaude locally, except that the circuit is not generally interested in such dinky budgets. Also, many of the one-nighters have competing circuit affiliations.

Hoffman is now the only booker left in the Chicago office who's not more than a few years ago, there were Boyle Woolfolk, Tommy Duran, Bertie Kalsheim, Stan Kahan, Glen Eurt, Tink Humphries and others. Preservation of an office here will be a headache in comparison certain for the convenience of New York if no other reason.

Meanwhile Tom Carmody sticks in general charge. Several stonks were the first to feel the pinch of economy.

Act Supply

Present intention is to continue about eight nights for new acts at the Englewood on Tuesdays, at the Riverside, Milwaukee, on Fridays, and at the Lincoln, on Saturdays. Supply of turns will originate, not forecast. Only other play dates are the Monday of only Diamond and the Tuesday of only Diamond and the Monday of Morris office and the five-week New Yorking-around.

Great States, Public subsidiary, still has Dick Bergen at a desk in the RKO office booking Joliet and a number of Sundays. What effect, if any, the dismantling of the Chicago agency will have this unusual set-up has not developed.

From the recent situation it is likely that most of the Chicago agents will have to find other fields of endeavor during the spring. That will be a hard time for the stonks goes without saying. Others are better situated.

The Chicago club department, under Fred Varin, and the Kansas City office, under Emde, continue.

At a meeting today (Tuesday) five RKO agents were issued booking privileges on the William Morris office. They are Max Richards, Mort Infeld, Ed Moses, John Bullis, and Tom Burchill.

Besides the Morris office entry, the quietest retail the RKO agency status, with permission to book acts in both offices.

Morris Silver brought about the admittance of the RKO men and at the same time slated an attempt will be made to convince acts that there is still vaude time available in Chicago. Move of the RKO Chicago booking time to New York started threat of a general exodus of talent from Chicago, with chances its continuance would cause a dangerous scarcity of materials in this booking center.

The six indie agents franchised to book with the Morris office here and remaining are Max Landau, Percy Moore, Seymour Shapiro, Joe Cody, Fred Rosenthal and Marcus Glazer.

9 Mid-Western Weeks Added to New York's Give RKO Units 60

The nine weeks of mid-western RKO time transferred from Chicago to New York for bookings will be added to the Orpheum (western) route for some acts as early as early weeks. This extends the circuit route to nearly 60 weeks, or about 75% of the total RKO vaudeville time.

It is expected by RKO that for the nine additional weeks for the start or finish of the regular unit route, split acts will be acceptable to most of the acts.

Another expectation is that by association with the four-act unit time, the former Chicago-booked houses will receive a higher grade of bills without necessarily increasing budgets.

As formerly booked in Chicago the talent source for these middle western theatres was limited. Under New York booking treatment they have access to all acts available for vaude.

3 Acts to Bill

Since the mid-westerns will play the same acts as the larger towns at less money under the new arrangement, this may develop into the chief benefit of the ex-Chicago's eastern move.

The regular unit bills can't play the former Chi-booked houses intact, due to policy variation. Most of the 14 towns play three acts against the unit theatres' four.

Willie Berger is booking this time in New York. Charlie Freeman leaves next week for a trip over the Texas territory and on the way back will stop at Chicago. It is likely he'll straighten out what remains of the Chicago booking office at that time.

Idle Musicians

(Continued from page 1)

sketch for a couple of additional shows, when, upon advice of the New York office of the musicians' organization, the local players agreed to accept a week's salary for 10 men.

Newman management insisted that as the Roth act was intact, and the two pianists' part of the act, that they did not come under the jurisdiction of the local union.

Now the 10 men are sitting in the music room for the week and drawing their pay without playing a note, while the Roth act with two pianists does its stuff. The house was also compelled to put on an extra single hand for the week.

Charlotte Off RKO Route

Charlotte, N. C., Feb. 24.

Starting Feb. 24, the Carolina will discontinue playing RKO vaude shows.

It will revert to a straight picture policy.

Charlotte has been used as the finishing up town at the end of the southern RKO vaude route.

R-K-O PALACE, NEW YORK

Now—Week Feb. 21

BOOKED SOLID R-K-O

Direction, LEE STEWART

TRIXIE FRIGANZA

R-K-O THEATRES, N. Y.

CHAS. H. ALLEN, Personal Mgr.

Irving Gates

PRODUCTIONS

160 West 46th Street
NEW YORK CITY

EDITH BOW

"Party Girl"

RKO

EN ROUTE

Direction: LEE STEWART

SIX FRANKLINS

BOOKED SOLID

Feb. 28-Mar. 3—RKO

Royal, New York

Dr. DR. JONAS—NAT. SODAL.

350 Saw Film Twice Waiting For Vaude—To Save 25 Cents!

Chicago, Feb. 24. Solution of early exit-out houses on new privities at the RKO Englewood has been partly solved. A check-up extending over some weeks revealed that between 350 and 500 customers go in at 7.30 p. m. to get in on the 25-cent admission and stay for the vaude that goes on at 8.

On all days except Tuesdays the price scale is raised from 50c. to 75c. at 6. On Tuesday the scale tips a half hour earlier at 5.30.

Despite this the canny amusement shoppers of the southside got in before the raise. To try and ease these hangover patrons out, the house has been running the feature twice, excluding shorts entirely. Despite this, the patrons sulk.

Condition has been existing for some time at the house, with 7.30 finding many cash customers turned away because of lack of seats.

Neighborhood got wise to saving early. It was only during last couple of months that the Englewood started doing sell-out business for the 15 acts of vaudeville on Tuesdays.

Phila's Stock

Matt Kolb went down to Philadelphia as producer of the stock burlesque shows to be staged at the Academy there.

George Jaffe is putting on the stock with Jack Kelly, Billy Hazen and Olga Petronne among the principals.

Academy is using 24 girls.

Pittsburgh's Stock

Pittsburgh, Feb. 24. Stock burlesque, under the supervision of Matt Kolb, opens this week at the Academy.

In company are Billy Hazen, Lou Costello, Tommy Miller, Mildred Coster, Olga Petronne, Hazel Devine, Jack Kelly, Ernie Holder, A. D. Brown and E. Tom Hayes. Twenty girls in line.

ANOTHER AND GYP WAY TO KILL BURLESQUE

New York, Feb. 13.

Editor Variety:

I happen to be one of those who like burlesque and have been going for years. My work makes it the only convenient entertainment I can get in.

"Variety's" review of the Minisky show at the Republic interested me. I have not seen the show, and you may be interested in the reason.

Last Monday morning I went to the Republic box office at about 11 and asked for a seat "in the first few rows." A young lad, mixed up with a cigaret and a tabloid, gave me a bored look.

"Ninth row," he said.

"Make it tomorrow," I suggested.

"Ninth row."

"Next week, perhaps," I asked.

"Ninth row."

"Then you don't have better seats here?"

"Get 'em across the street," he told me.

Well, just for curiosity, I tried "across the street." There were the seats, rows of them, at 50c advance on a \$1 seat.

As I mentioned, I didn't see the show.

But this hold up! Yes, they have done much to kill burlesque, and this is the final act for me.

E. Edwards.

Burlesque Acts

A new outlet for vaude has been found by Jack Linder, who is booking between nine and twelve acts weekly as added attractions to the stock burlesque at Minisky's Republic, Times Square, Apollo, Bronx, and Billy Watson's Orpheum in Paterson, N. J.

All three houses are weak weeks, changing bills on Mondays.

Indecent Stock Burlesque Alleged of Bronx Show

Charged with participating in an "obscene, immoral, indecent and improper" performance, three male and four female principals of the stock burlesque troupe at the American, Bronx, were handed summonses Thursday (19). Held in \$250 bail each for a further hearing tomorrow (20) in Manhattan court.

Complaint sworn by two policemen of Inspector Reynolds' staff who witnessed the show. Summonses were served after the curtain was rung down.

Those held in jail are Henry Suchman, house manager; Behr Tobin, Rosalie Bernard, Jackie Diamond, Billie Norman, Morris Bernstein, Frank Anderson and William Pitzer.

BURLESQUE OFF AS CAMPAIGN'S RAID ANGLE

Chicago, Feb. 24.

Not to give Mayor Thompson's friends a chance to arrange a raid on the State-Congress burlesque house as a means of discrediting Judge John Lyle, alleged by campaign propagandists to be a stockholder in that theatre, the company was given a vacation.

Following the raid on Carroll's "Sketch Book" the political gossip interpreted this as meaning a visit from the cops may have been in store for the State-Congress. First raid was accepted as a "precedent."

Idea of the strategists was to represent Lyle as engaged in operating a burlesque theatre of scandalous character. Lyle's friends forestalled this manoeuvre by closing the house "for repairs." Significantly a sign on the theatre announced it would reopen with a new show Feb. 24. That's today, the day Chicago's primary election. Lyle is challenging Thompson for the Republican nomination to be mayor. Thompson will probably be nominated.

In lieu of the raid Hearst newspapers supporting Thompson, photographed the front of the closed theatre and made blunt-allusion to "what happened to the Earl Carroll girls."

Empress Goes Stock

Chicago, Feb. 24.

Mutual burlesque goes out at the southside Empress March 1. Will be replaced by stock burlesque, scheduled to last until April 1, when the lease runs out.

60 Consecutive Weeks of Playing If Fox and Loew Join Production Stage Bookings as Contemplated

Without affecting the production end of either circuit, Fox and Loew's are edging close to a book deal whereby the playing time of both theatre layouts will be practically amalgamated to provide 60 weeks of continuous time on the combination. Each of the circuits will work independently. F. & M. shows and the Loew units will meantime retain their separate identities.

This plan now awaits the okay of Ed Schuller, of Loew's, at present on his annual fishing trip down south.

The operating system of either circuit will neither be affected by the deal. Booking interchange will be entirely apart from any other angle of the circuits' theatre workings. It is calculated to offer an east-west production headquarters with a twin-coast source for talent for both, New York and Los Angeles. L. A. is the F. & M. headquarters.

Under the plan Louis K. Sidney will continue to head Loew's productions. Fox units will continue as is under the F. & M. banner. Co-ordination of the booking time, will work for an interchange of production ideas between the two. While the plan will take over most of the Fox time, Loew's present vaude spots will not be interested. The 15 Loew weeks specified are for houses that will spot units shows. Economies for both are expected.

To arise from this mutual arrangement. Increasing of the available time of the units will permit the spreading of the overhead costs for production over many more weeks. Where it will add only 12 weeks to F. & M. time, it will bring 45 weeks to Loew units. This difference is expected to be made up through the overhead costs of the circuit's production. Loew's overhead is higher than the F. & M. budget.

Neither the Capitol nor the Roxy, New York, will be included, with each act house of either circuit standing on its present policy.

DRAMATIZES OWN TRIAL

Stroud, Convicted, Comes Back in L. A. With New Show

Hollywood, Feb. 24.

J. Paul Stroud, who has been in trouble here before with the police, because of box shows, has taken a six weeks' lease on the Orange Grove theatre. He opened Monday (23) with a new, do luxe "sex presentation, with studio lights and a practically full house for the premiere.

Stage show has 11 girls and 4 men in songs, dances and a courtroom skit dramatizing his trial and conviction here last fall.

Stroud staged a special matinee preview for local gendarmes, who reviewed it without voicing opinions.

Burlesque Routes on Page 71

BEATRICE LILLIE

SECOND WEEK

R. K. O. PALACE, NEW YORK

Vaudeville Direction, JENIE JACOBS





GORDON-REED AND KING

"THREE YOUNG MEN FROM MANHATTAN"
Playing LOEW'S DE LUXE THEATRES
Personal Manager CHARLES V. YATES

STAGE AND SCREEN STAR

VIVIEN SEGAL

NOW APPEARING AT

R-K-O PALACE NEW YORK

THIS WEEK (FEB. 21)

Presented by M. S. BENTHAM, R-K-O—Direction, CHAS. H. ALLEN



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.

NEW YORK

Charles Trenner, who left the stage for Hollywood last year, has returned to legit in "Father's Footsteps."

Two show girls took the witness stand against Entomologist Leigh Hagen, on trial on a perjury indictment and a suspended vice charge. Gary Gray, who was the common law wife of Harry Gibson, claimed stool pigeon, and Rose Davies, who was acquitted on charges of prostitution, denounced the officer.

A divorce decree on the ground of desertion has been awarded Kenneth B. Jopp, of Madison, Conn., from June Day, screen actress. Jopp, reputed to be wealthy, testified that his wife left him at Port Jervis, N. Y., in 1925, a few months after their marriage. June Day has instructed her attorneys to investigate the divorce. June did not desert him, she stated, but left when he failed to provide for her. June, incidentally, is the same Miss Day the Duke of Westminster's wife named in her action for divorce. Just now Miss Day is clubbing in Chicago.

Because too frail to serve as a human punching bag, Mrs. Leon Cullen Landis, who has left her husband Landis, pictures, has left her husband for good. "I love Cullen," she said, "but I just can't stand the wear and tear of his punishment. I don't want a divorce, nor do I want alimony. I simply want the privilege of calling myself Mrs. Cullen Landis."

turn to her husband in New York, because luncheon, she said. "The poor child just missed his," exclaimed Herbert Marshall, English member of husband.

At 6 o'clock will direct the music for "The Little Show."

Tom Mix says he won't make any further such horses' cut a sing.

The name of Owever Madden, alleged dancer, has been changed to dancing Muriel Johnson's name. Madden, who is now in the city, is a large part of the \$125,000 estate of her grandmother, Mrs. Fortuna Madden, who died after the afternoon of Miss Johnson's husband, who is now in the city.

Penelope Tude, Englewood, N. J., roadhouse, burned to the ground last week.

Joseph Schildkraut and Elise Buriat, actors, didn't end their stormy conflicts with their latest divorce. Last week Elise was awarded a judgment against Joseph by default for \$5,000 which she says he owes her in a financial settlement arranged before the final trial a year ago. At that time Miss Buriat agreed to relinquish all her dower rights and her ex-husband promised to pay her \$200 a week until 1930, and \$250 a week from then until March 15, 1932.

Harry Richmond's ex-wife, Yvonne, is sought by the police for questioning in connection with the murder of Frankie Marco, Chicago racketeer and Lingle murder suspect. His mutilated remains were found in a muddy gutter last Tuesday in New York.

NBC Artists' Bureau has taken over the booking of all artists under the management of S. Hurro for next season.

Edna Best's picture career ended as suddenly as it began. She walked out on Hollywood and a role as John Gilbert's leading lady to go.

Through the Vatican City radio station Pope Pius XI, Friday (20), thanked persons who had sent him congratulatory messages in connection with his 70th birthday celebration. The Pope did not speak personally, Feb. 20, and the program was not broadcast in the United States. Although members of NBC picked it up for test purposes, giving radio news publicity without adequate remuneration.

Ernesto and Cuzette didn't sail for Europe a week ago. At the last minute Cuzette decided to end the partnership and sent her partner saying so. Since then he hasn't seen her.

Edna Wallace Hopper, 31, show girl and Norma "Doc" Costello, would like to change husbands, but there are a mass of legal technicalities which must first be straightened out. The husbands, Arturo Leon, married to Edna, and Clifford Gibson, wed to Norma, however, are equally anxious for the exchange and believe the matter can be smoothed over.

General Sessions Judge Levine has ruled that John C. Finn, vice president, and Henry K. Lally, manager, of the Public Exchange, must stand trial on charges of second degree manslaughter in connection with the holocaust that cost 11 lives.

Hal Gibson, former assistant stage manager for Earl Carroll, who it is charged, has a side-line working as a stool pigeon, is being sought by police. Gibson jumped \$7,000 bail in Baltimore and is believed to have taken refuge in Chicago. Gibson's testimony in New York case for trial is so good as to aid to the state.

The Committee of Ten, representing all groups of the theatre, organized to oppose the Mastick bill, now before the N. Y. legislature, has named on the establishment of a board which will bring police into action against Broadway show productions it believes to be obscene. The approved plan calls for a board on which actors, producers, dramatists and the public are to be represented.

When the ship carrying the ashes of Lillian Leland approaches New York, a plane from Roosevelt Field, N. Y., will fly over the station and drop a wreath, a tribute staged by the Circus Salsburg and a national organization of circus folk.

Betty Compton is now Mrs. Edward Dowling. They were secretly married Feb. 16 and sailed for Havana the following day as Mr. and Mrs. Edwards. Miss Compton had been in "Fifty Million Frenchie." Dowling is a dialog director for Paramount.

Brock Pemberton's original company of "Strictly Dishonorable" will play (50) for London.

Michael Michalok, American citizen and Bronx prizefighter, actor of Yiddish plays, has started a little battle with the Soviet Union receipt of a message from the government informing him that the government intends to confiscate a \$2,000,000 inheritance left

by an uncle, Philip Markach, formerly a merchant of Nicholas.

With the opening of Loew's Triplex Saturday (21) the last of \$25,000 net as the box office as an expansion appropriation the past three years has been spent.

June Day has instructed her attorneys to investigate the divorce obtained against her in Boston recently by Kenneth Jopp on grounds of desertion. June did not desert him, she stated, but left when he failed to provide for her. June, incidentally, is the same Miss Day the Duke of Westminster's wife named in her action for divorce. Just now Miss Day is clubbing in Chicago.

Leon Speckler, manager of "The New Yorkers," was fined \$10 in special Sessions court for allowing Roscoe Miller, a cotillion, to dance in the show.

An appropriation of \$10,000,000 for the purpose of advertising worthwhile broadcast features was recommended to delegates of National Federation of Radio Association and Radio Wholesalers' Association during their convention last week in Indianapolis. The plan was suggested in part as compensation to the newspapers which have been giving radio news publicity without adequate remuneration.

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when the Pathe Sound Studios, New York, burned in December, 1929.

Lally and Finn were indicted last April for the death of Catherine Porter, dancer, who was burned to death, and a month later were found guilty of willful violation of the ordinance in the storage of an excessive amount of film in the city and were fined \$500 each by Magistrate.

Sam Forrest has been engaged by Robert Milford and Irving Glusberg to stage "The Iron Widow."

Sunday night (23) a thief stuck his hand into the ticket office of the Strand and dashed through the Broadway crowds with \$200. The Strand's doorman chased the thief into the 50th street subway station, hampered by his gold band, lost him there.

A woman stockholder of Pathe Exchange, Inc., has filed suit in New York Supreme Court charging Pathe was sold to RKO for only one-fifth of its real value. She also asks that a receiver be appointed for Pathe and that its officers and directors be made to account for their acts and to pay any losses incurred in the sale as determined by the court.

At least 40 shots were fired, a 24-year-old chauffeur was killed and a 25-year-old man is not expected to recover as the result of a riot in Paramount, Banteland, Brooklyn, Sunday night (22). None of the 300 persons present could tell how the disturbances started or why the Police believe the riot was probably incidental to a minor gang warfare. Older dancer was shot by a patrolman when he reached for his hip. The dancer was stopping and ordered to do so as he ran from the scene.

LOS ANGELES

Mrs. Anzonetta Lloyd Colson, wife of Wilson Colson, notified her legal flight of three years' standing for the \$150,000 estate of her late mother.

Mary Nolan, pictures, was charged with petty theft in a warrant issued last week in Beverly Hills, War. (Continued on page 11)

Not every theatrical man who appreciates the advantages of establishing his business home in the

NEW LEFCOURT-ALAN BUILDING
1619 BROADWAY
at 49th Street • New York

is eligible as a tenant . . . for the exclusiveness of this high type executive Office Building is already definitely established. Responsible, trustworthy leaders in the theatrical business are invited to inspect office suites which, while ideally suited to their requirements, will also confer the prestige of this exclusive address. A representative will be found at the renting office on the premises.

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BOOKING AGENCY
General Executive Offices
ICE BUILDING ANNEX
160 WEST 46TH ST.
BRYANT 7800 NEW YORK CITY

J. H. LUBIN

GENERAL MANAGER

MARVIN H. SCHENCK

BOOKING MANAGER



THEATRE AND DARE

PLAYING AROUND WITH "MOOSIC"
THIS WEEK, LOEW'S STATE, NEW YORK

RKO-JACK WEINER

THANKS TO J. H. LUBIN AND MARVIN SCHENCK
DIRECTION JOHNNY HYDE, WM. MORRIS OFFICE

HARRY GILBERT ENSEMBLE
THIS WEEK (Feb. 21), LOEW'S STATE, NEW YORK

simulator. As a persoba

Unit opens with a comedy farce by Don Santos, interrupted by a song solo by his partner, Male. Later, followed by a bit of his dance and delivery of a couple of gags, ending upon the snare, with Mack back in the leader's berth talking for the talk. Group of 12 Bo-

Two other girl entertainers de-
gated to lead the chorus in two
numbers. Marjorie Reed gets the
opening blues number over excel-
lently, with Beth Pitt doing the star
of the balloon dance. On the screen
"Father's Son" (F.N.).

ENRIGHT

Sandwiched between all this was a neat production number devised by Bob Alton and featuring MacDonald and Madelyn Ward. Built around "Would You Like to Take a Walk" from "Sweet and Low," and represents a neat bit of work as does the finale, a collection of

ing of the downtown section.
t of the competition is of
aller grind type, but the prices of
and 15c. make them favored
ts. As for the neighborhoods,
derstood that they are generally
L with only one or two of the
ter spots getting by.

Little wonder that this house is so consistently in the red. It's only on rare occasions, when an exceptionally strong picture happens along, that the gross jumps a grand or two beyond the house nut. As an economic proposition, this house is a complete flop.

EMBASSY
(NEWSREEL)
New York, Feb. 22.

the imports. Hearst also showed Japanese Prince Jeing received Vienna. This is worthwhile for you house since the Jap royal son so little photographed.

Denver, Feb. 21.
"Birds of a Feather," the current
publix unit previously reviewed
on playing the Paramount. Near

...ing in the house with a
close enough, stand up, and to avoid
feeling thought heels his neighbors
cast film dagger glances but also get
n—then everybody's up. Some day
an Italian is going to do it for Her-
bert's Italian street song.

Charles Washburn doing hard
work for Greeks Had a Weak Point

Oliver replies from the projection room on the top shelf.

"Jaws of the Lion," a Hollywood nude Spanish film, on the screen. It's a good stage show, whether you understand the Spanish language or not.

Return of presentations to the house brings James Hall, picture feature name, as m.c. Hall is in four weeks with an option of 13 more, depending. Understood the weekly envelope means about \$650. Hall is a former musical comedy performer with a fundamental

on the stage, doubling from the pit, and Oscar Brown's "Regimental Impressions" overture complete the flesh portion. Wray, who doubles as m.c., is a local boy who is being given an m. v. opportunity. Josephine Houston and a male choir are in the overture flesh which Jack Bestington contributes as overdub.

Balance of this program carries "Dance, Fools, Dance" (M-G), a cartoon, Paramount News, and the

here. The west coast, especially, innured as it is by the radio to blatant adv. plugging, doesn't mind the exploitation angle involved and, as is essential, the Max Fleischer cartoons are usually equated with

Charles Washburn doing good work for "Greeks Had a Word For It." Also n.a. for "Making Mary"

Minneapolis

By LES REES

Altimarily mild weather, continues today.

Thief caught since stock market starts falling.

Jeffrey J. Jans, missing tennis and handball champion, finally located in Chicago, resting.

Inter-Act album here predicts the return of buslines, trains and loop skirts.

Miss K. N. Riquan Court Testis is the RKO Orpheum's top line on its ads for "Piccola."

Among passengers arrested last week was one beggar who made the rounds in an expensive automobile.

Minnesota (Publix) and Orpheum (RKO) both broadcast one night a week, but over different radio stations.

Start of Lent believed to have affected theatre attendance adversely last week for the first time in several years.

Minnesota theatre (Publix) advertises "seven weeks of variety" this week. RKO Orpheum lists four acts weekly.

Drop on RKO Orpheum advertising drop are increasing in number. Local concern being taken on New season of revenue.

Carlton Miles, former "Journal" drama editor, writing theatre letters out of New York exclusively for "Star" here.

Here on out of inspection, Joseph Plunkett, of RKO met local newspaper boys at luncheon arranged by Morgan Ames.

Held up and released on visit to home town, St. Joe, Jules Green, Orpheum, has a note nobody can steal his reputation.

Current pictures personally guaranteed by house managers are "The Royal Family" and "The Young Man at the Stairs."

Glady's Huebner, beautiful blond harpist in Minnesota, with local newspaper boys at luncheon arranged by Morgan Ames.

New acts in newspaper ads of Minneapolis theatre, with black background, winning favorable comment.

John Wentworth, newly emancipated, really emancipated.

Signs of hard times: Nine thousand people paying \$22.00 one night, and 5,000 at Minnesota-Purple basketball game same night.

Another strange bit of depression: Record breaking capacity crowd of 14,000, and 5,000, recent from Minnesota-Purple first-place basketball fight, scored at 11 to 42.

Sold out in two weeks in advance. First day selling. In two successive weeks paid \$2.50 to see one round main event knockout.

Paul Billy Petrolle to the cleaners after less than a minute, while Ernest Schacht turned the trick almost as quickly with Dick Daniels, local pride.

New Orleans

By OSSIE SAMUEL

Lionel Keene here.

Piron's orchestra at Roosevelt.

Jack Osterman at Orpheum with "Red."

Eds. Ford, Atlanta running La Louisiana restaurant.

Smuggling playing sex pictures. Pleisties and bit terrible.

Henry Lazarus may merge his two grand houses on Canal street.

Arthur Cunningham and his charming wife here for Mardi Gras.

Paul Powell gets a new show at Penn. houses under George Walsh.

Class National, N. Y., controlling New York bank here for the first time.

Downtown cabaretos dodging the sheriff. Landlords getting impatient.

Paula Gueringer's new show. Bill is picking winners daily (he says).

Big league ball stars reporting with baseball outfit, just found the corner.

Quiet Coast cutting in some on Florida business. Quite a few New Yorkers at Biloxi, including Curly Howard.

Club Forest and Suburban Gardens, still battling. Suburban has placed in a glorios to back up its show.

Present has been showing film dealing with the life of Wilson for

hours, of unemployed. "Pierres" "Mayan" hotel.

Lower's State starts playing "The Great Gatsby" under a different story.

Stale, shortly. Alice, post Vande-ville, few knew it well.

Half-Grocery, half of Jefferson Park. Only two arrests inside, until Paul Grooms not opening until Jan. 1, 1932.

Washington

By JOHN DALY

Frederick Franklin, Miss Patricia and Yvette Hargis are featured in vaude houses this week.

McIntyre, former publicity man for the U. S. Navy, is doing press work for JKO-Keller's theatre.

Just an old fashioned wrestling match between Dick Shikat and Mathias Kladanok, the Russian, but it drew over 6,000 people to the Auditorium.

Elizabeth E. Poe, book review editor of the "Post," has written a new book about the forebear, Edgar Allan Poe. It is called, "The High Priest of the Beautiful."

Dr. Craig, historian of the Washington "Star," has joined the publicity dept. of the George Washington University.

His son, Don Craig, Jr., is radio editor of the "News."

Interest here in forthcoming talk by Dame Rachel Crowley, famous English woman, who will lecture at the George Washington University on "Progress of Women During 20 Years."

The biggest and most popular banquet of the year was held Saturday night when the George Washington University gathered, with President Hoover as the only speaker.

He told the boys "was plenty, but not publication."

Senator August of Arizona has joined a new group.

He said, "When I insult a man, I do not do it overboard. I do not spit it in the back. I do not insult him by inference, insinuation, innuendo."

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from 50 above to 30 below during day. Probably the record low yet where.

Central N. B. San, Highland, Mass., has a couple of trappers ahead and would like to hear from friends.

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PERFECT MOTHER FOR A MISCHIEVOUS SON

Lucky fellow, that little Leon Janner, playing the lead in "Father's Son" at the Strand. He's got such a "dear" mother, Irene Rich, is slim and pretty, she's calm, cheerful, her boy gets into mischief. The other boy's mother goes off to pieces in a crisis. She never causes her voice and she looks soft in an action. Her boy got caught up in to make things awful with his dad, first letting him disappear, so he won't have to face his father till the storm is over. She isn't always correcting him in the presence of

other people. If she has anything to say to him, she waits until they're alone. When he's told, she knows it's an accident. It doesn't matter how many times he excuses himself with "I didn't mean to do it, mother," but she doesn't believe him. He can prove his point around and she's just as close to them as she is to him. She doesn't ask questions, she waits for her son's confidences, best of all she lets him make his own decisions about matters that are important to him. A boy can ask her whether the candidate makes him of misanthropes or just built them the chicken and she doesn't laugh, but realize these women the question is. Just the sweet-kind of a mother and so pretty, too.

MARRIAGES

Mrs. Taey Cotton-Thomson-Annel, formerly of stage, to Charles Hahn, Jr., broker, recently in Towson, Md. Jessy Strickland, prima donna, to H. Taylor Cornell, non-pro, today (25), in New York. Katherine Remelin, now Bedford, Mass., to Walter A. Knight, New York, recently. Ernie is stock, actress, groom a radio operator. Betty Compton to Edward Thwing, Paramount dialog director, today (25), in New York. Arthur MacLean, brother of Victor and in pictures, to Martin Lord, Feb. 16 in Beverly Hills. Betty Zane Grey, daughter of Zane Grey, to Robert Currier, chairman for Zane Grey, Feb. 16, in New York.

The Parisian Front

By Christine

GIRL STOOGES DRESSED

Other Girls and Dresses at State Theatre

Two of the stooges who go mad with Alexander and Oshen at the State Theatre, in London, are now considering that their contributions are fairly more than waitons. All the frocks are tasteful and becoming, worthy of a longer stay on stage. A pale-pink dress is the ideal selection to show off real hair's graceful skirt has good style and a hip pull to vary line, and provide an excuse for a long of ruminations. Since silk stockings flatter ankles and carry out the chic of black and white satin worn by an assistant who, true to hallowed tradition, struggles with a French accent. Only extravagance would prevent a lovely evening face for talking hours.

Style is the least important part of Harry Glantz's "and Co." twelve girls who have been playing with mechanical dance postures. The act has a flavor all its own, the girls bobbing up and down in classic poses, singing the while for all they are worn. Flared silk skirts swirl to their rendition of "Waikiki, Sweet Springtime," while unbecomingly black and silver jokers later lead to add a touch of gaiety to pink thick bloomers.

Shoulder Strap Snaps On Adagio Dancer, but Audience Coidly Calm

The Hoxy presentation reached an unexpected crisis at Friday's first performance. "Gay Vienna" was being brought to life, orchestra, including sweetly belted, corps posing with dignified grace, when suddenly, just like that, an adagio dancer burst her shoulder strap. Like an electric shock, the news ran across stage and auditorium, every one appreciating the situation but no one letting on. Mounted by a strip routine, the well-used Hoxy, preserved w.k. Cathedral pants, the dancer, last to realize her plight, came through in a style appropriate to a girl who attends a large part of her time in the air. She not only finished the routine, but finished in costume, a sensible achievement.

Yellow chiffon, draped with understanding of its own decorative quality, enhanced a gentle waltz, lightly performed by the belted, thick main. "Alors" which had discharging long plumes to drop over the shoulder and matching over-length gloves, added character to graceful gowns. A spot that should have been a high-light, the duo of Nina Poinley and Maryslap, was a disappointing series of classic poses where a simple waltz would have been more effective. A grand novelty to picture houses was the staging of the overture, "Scottish Airs." Encores in Highland lilt, ebullient generated by the shrill shriek of bagpipes.

Winnie Lightner Told Things About Figure

Winnie Lightner should watch that future shadow. A little more weight will put her in the class that most joke frankly about poundage. As the head of a reducing establishment in "Fat Fight" she would do well to practice what she preaches. In Lightner's light-colored suits and -pinks dresses whose -discoloration -blend and narrow -and -new strong thing for her figure. Thin white pants fail to flatter her -hips.

Miss Lightner plays an obvious -nearly part with usual gain, reading every line with the enthusiasm -but should be reserved for cheering -a -resting pretence to victory -she -herself out, as well as her audience.

Claudia Bell brings nothing to an -dramatic figure party. Screened -tightly but -with little animation, -she is overcome by a -series of -costumes trying so hard to be striking that they defeat their own purpose.

Paris, Feb. 15. Two big balls with a -series, are peeping up French life over here considerably. Balls at the theatre, which are limited to the Paris season and also looked forward to an illustrious day on July 14th, is the first of the season. The Haines (Ball of the Little White House) and Ball de la Contre (three -masks, all -and -both Charles and both Occasions.

Jewels and furs are supposed to abound, but it's getting so that not even a paste hair is in evidence. Of the two, the Ball des Petits Haines is the most eventful, while the Ball de la Contre is the biggest and, incidentally, the cheapest on subscription.

Particular Paris is really getting frightfully prim. They are now all up in arms over here about Miss Virgil Orman, elected some time ago the "Miss Paris" of 1931. To even enter a beauty contest you must present credentials and -her -evidence. Apparently Miss Orman were all right and she was made "Miss Paris" by a sweepstake vote. She is 18, brunet, with a sort of old -rudy complexion and -blue-black hair, small, but just a wee bit heavy as to form.

She signed a contract to team up with Harry Piller as his dancing partner—although she has never danced, and it was up to Harry to teach her everything they would do in their act. They accepted headlining engagements for the summer here, all along the Riviera and even in Algeria. Now the City Fathers are getting steamed up over the situation and trying to take the title away from her. They stated she was no longer "Miss Paris" because she has a child four months old, and furthermore was born in Paris, but in a suburb of Paris (consequently, not New York but the Bronx).

The town divided itself for and against. There is a third faction—the ones who claim to be "in the know" and, consequently, she is "fairly up." They hold that one of the "City Fathers" or one of the "board" is one of the "boys" and it is decided on the beauty winner—tried to win "Miss Paris" falling in love with her, and his winning pride by digging up the lady's past. Consequently the contest was decided void and everybody is in a broil.

But the managers continue to book the only "Miss Paris" they've got, and the audiences flock to see her, just because every Frenchman is curious, and, secondly, because they always go to see a pretty woman.

GIRL STOOGES LOOK WELL IN GOOD GOWNS

It isn't very often that the Palace plays as new material as it does this week. It isn't often that the women look so smart. Compellingly then on the stage, the girls seem, for the style alone can fill a goal-sized notebook, with fashion proposals. Even the female stooges have acquired dignity from good-looking clothes lending to the revolutionary idea that the better dressed a stooge, the more telling the result.

A routine doesn't have to wear funny clothes to be funny. Bettie Little demonstrates this week. She does her naughty redneck waitress in a desperately proper pompadour, but the instant that is over, she changes to a costume bursting with style forecasts for autumn. Her evening dress is fashioned of lace in Fantasy line. She alternates flirted with hidden sequins, hands crossed high on the bodice, work into Chausse-lie-here in back. Her skirt is straight in front, flared slightly in the waist, but in back -fullness settles out -in below the hips.

As soon as one shakes off the -dramatic Virginia Segal's opening -song as to why she is out in Hollywood sinks into, she seems to have more to her -her -assurance, more elation. She always did have one of the best laughs of all the -small screen in musicals, which she's admitted this time -in salmon pink velvet to brighten her -well lighted brown eyes and -color -gold hair.

NEXT WEEK (March 4th)

VARIETY

SUBSCRIPTION 1 Year, \$6.00 2 Years, \$10.00

Foreign: 1 year, \$1 extra; 2 years, \$2 extra

Subscriptions at the new rates for one or two years may start immediately

All current subscriptions will be prorated under the new yearly subscription scale with proper allowable extension of time if present subscription

Subscription: 1 year, \$6; 2 years, \$10 (Foreign: 1 year, \$1, and 2 years, \$2 extra)

"Variety," New York City.

Enclosed find \$..... subscription to "Variety" for years, to commence immediately

Name
Town
City
State or Country

ASKS SUBSIDY, NO NEW TAXES

Seattle, Feb. 24.—Road shows and legit attractions need a subsidy and not any new taxes. Gov. Hartley of Washington has been so informed.

Ed G. Cooke, manager here for A. L. Erlanger interests, operating the Metropolitan theatre, one of the few road show spots in the northwest, has taken a pot shot at the proposal to tax amusements in state 5% gross. "Chances are the tax will die in the legislature. Other prominent Seattle business men have written the governor against the tax."

Cooke explained the situation to Gov. Hartley in a letter which said in part:

"Nothing that there is activity at Olympia to pass a state sales tax, known as H. B. 17, in which there are to be taxes 5% of gross receipts. I want to advise that if this tax is made applicable to theatres operating in the interest of travelling dramatic and operatic organizations it would cause the elimination of the states of Washington and Oregon from the theatrical map of the United States of America."

"You may be interested in knowing that there are only two or three first-class theatres in the State of Washington exclusively identified and operated in the interest of touring attractions. The Metropolitan theatre, Seattle, has not had one booking of a road show this season. The firm of A. L. Erlanger, American Co. of New York City that own and operate this playhouse will have less of more than \$40,000 this season. It certainly will be decidedly unfair and un-American to penalize the spoken drama industry, at present battling for its existence in this nation, with the tax handicap proposed in it. Underneath the writer is perfectly agreeable to appear before the committee which has this bill in charge and to furnish very interesting information regarding the handicap under which the spoken drama and operatic stage is now operating in the State of Washington. The legislators might find it advisable to arrange a subsidy instead of a tax."

DRAMA-TAB GRIND

Twenty-one Shows a Week at San Diego Savoy Under New Policy

Hollywood, Feb. 24.—About buckling from the pressure of Commerce didn't save dramatic stock playing San Diego and the Savoy Players have up with "Copernicus" this week.

Floyd Fulkerson is holding five of the top five seats of San Diego at the Savoy (1). Policy will be three shows daily, with two bit matinees. The evening prices are reduced to 21 weekly shows instead of the previous ten.

Idea of the vaude-stock combo is in the east and has shown watching. Standard plays cut to 40 minutes will be used, the opening rule "Fooling Around."

Acts are headed through John Meikeljohn office in Los Angeles.

Sour Finish, Too

Chicago, Feb. 24.—Four stranded actors with "Sour Grapes," Vincent Lawrence flop at the Adelphi, have received transportation to New York from Equity. No bond had been posted by the producer, George M. Cohan, because of his previous good record on pay-offs.

John Hilliard and Eugene O'Brien, sons of the Poppe, didn't ask for Equity aid, saying their way home from their own pockets.

Horses Wouldn't Cut

"She Loves Next to the Firehouse," farce comedy produced by Lawrence Weber, in now being.

The big moment in the show, the flash film which had a couple of fire horses dragging an old-fashioned fire engine, galloping head-on towards the audience of McCourtmill theatre, is out.

All the actors in the piece with Equity cards agreed to try—and keep the show going on a co-operative basis but the heavy rain didn't help matters, insisting that his horses were good actors and worth \$100 a week as a team.

A. C. BLUMENTHAL GOING FOR LEGIT ON HIS OWN

A. C. Blumenthal, the heavy music theatre deal promoter, may make his first start as a legit producer this spring. When Ziegfeld's deal with Arthur Klein for the Murray Trust and the Shuberts temporarily fell through last week over what was said to have been a royalty dispute, Blumenthal stepped in with his own offer for the Klein book.

If Blumenthal closes with Klein, it may mean a revival of the "Polka Dot" by Ziegfeld, if not straighten things out financially. Blumenthal has been reported on several occasions as backing legit, but this would be his first experience as nominal producer.

Erlanger's Denies Any General Shubert Deal

Apparently sudden departure for Europe by J. J. Shubert last week gave rise to several rumors as to the firm of A. L. Erlanger and the Shuberts. He wanted to step in on the direction of "The Wonder Bar," the new Jolson show.

Another report figured the argument was over the reported deal between Erlanger and the Shuberts. The Erlanger office stated that stories of a combination were incorrect. Further, that the only matter talked over between the two offices was a proposal for another booking arrangement for Chicago. Formerly Erlanger's and the Shuberts pooled in that city. Deal was dissolved after various changes by both sides.

Another Version

Another version says Jake Shubert left to look over new product and talent abroad for the new season. He will visit the capitals abroad and is expected to return within three months when he will exchange posts with his brother, who will then take his turn in the Old World.

The Shubert-Erlanger situation has nothing to do with the current statu quo, it is said. No new conferences have been held owing to the "unpleasant" attitude of a member of the Erlanger operating body.

Seibert's Coast Job

Hollywood, Feb. 24.—Roy Seibert, formerly a Seiwald and Mandel manager in the east, has leased the Hollywood Playhouse to play "The Little Prince" by Bertolt Brecht's produced musicals at 42 top.

After "Park in Spring" the next Alpert production will be "Giri Crazy," planned to be ready by April with a cast of Hollywood and San Francisco first showing.

Olive Borden's Play

Chicago, Feb. 24.—Ralph Kettering has sold "The Little Prince" by Bertolt Brecht and Henry A. Rosefield, to Joe Ornato, New York scene studio and dancer, and will be starring play for Olive Borden.

Moss Borden, former Fox and Radio film star, will try the legit

OVER-PROMOTION AND NEAR-RACKET

Various Manners and Means Destroyed Faith in "Groups"—Amateur Art Commercialized Did It—Spirit Dead

JUST SUICIDE

Art Theatres and little theatres throughout general seem to have died. Neither do they seem likely to come to life again for some little time. Committed suicide as it were.

The art business isn't good even as a racket anymore. A racket was what it had become. Because of the over-promotion and the people always thought so, there never was art in the art theatres, except amongst a mere handful of talented people who happened to get together and make a go of it from an amateur status.

The numerous negligible groups ran the art business into the ground. Long-haired, know-nothing people who copied and fed the intelligent few. Unable to achieve success in a commercial way, they became artistic and amateur, using the success of a few people to embolden themselves and the public mind. For a time they managed to fool some of the public but now they can't even fool themselves. Their time is wasted. Anything art has lost its status. Times have changed and people are no longer enthusiastically interested in any and everything that smacks of amateur art, as they were for a time.

Confidence Gone

Because the art audience was moved upon by the art racketeers, it has become entirely distrustful. Too many glorious unfulfilled promises.

The art thing has lost its status so completely that once it was commanded good rents for it are now thought almost worthless. People attempting to smuggle in art still under another name, but by persons with merely commercial plans in view, who have an idea that some sort of art would have a chance, have found their error.

Bank Foreclosing On Hammerstein Theatre Building

Foreclosure proceedings on a \$1,300,000 mortgage held by the Manufacturers Trust Company on Hammerstein theatre and building, have been started in the N. Y. Supreme Court by the bank. Consumption of proceedings is expected in about six weeks.

Cause for the foreclosure, according to the bank's attorney, Sidney Newman, is a default on interest payments for six months. This in turn has caused the Manufacturers Trust Company, "Luna" and "Ballyho," for an estimated loss of \$500,000, to be unwilling to Hammerstein withdrawal from legit producing.

Story making the rounds was that the building was held in abeyance because of a deal providing for the taking over of the property by a third party. When this proposal fell through the bank stepped in.

The building, which now has a majority of unrented offices, was built a few years ago. Hammerstein's major share of the money thought to be Hammerstein's. Hammerstein had written a valuable theatre in 42nd street, which Oliver Bailey recently gave up and which is now showing boys' love.

Braving Fire for Photos

Four girls who were in "Hobo," a play recently closed, have been telling about their effort for the "Hobo." While the show played in Atlantic City the actors were in a restaurant that caught fire. They were having a table of those lurchers. As the smoke poured out from the ceiling, they were demanding their courses, in the hope the firemen and photographers would speedily arrive.

"I was bound to get my picture in the paper," said one of the performers, a woman, "I did not tell the boys when I first noticed the fire because I knew how frightened men get."

None of the brave publicity seekers succeeded. Photographers never arrived. When it came to the coffee the waiter balked, telling them it was time they got out.

WINTZ' TURKEY GROUCH-MAKER

The turkey appearing in the one-acter, "George White's Flying High," has provoked more interest than any attraction booked in the small stands in years. It is one of those George White's "Doings." Doing White's rep no good and plenty of squawks to the Shubert booking office.

The latest reconstruction sent the booking office came from R. H. ("Doc") Miller, mgr. of the Park. He said that he was attracted by his patrons' belief complained about the bad performance for the turkey. He said he would like to take some time for the house to recover from the disappointment expressed by its patrons.

To make matters worse, the booking was badly dated. Two weeks before the show opened at Madison, the Chicago papers announced the original "Flying High" coming.

The Shubert office was asked by Miller for an explanation of such booking. Miller also asked: "Do you feel that you have done any thing to encourage theatres in this section of the country in playing legit stage attractions?"

Immoral Show Bill Up In New Amended Form

Frank Gilmore back from a West Indies cruise last week, headed a delegation of Equity members who went to Albany yesterday (Tuesday) and appeared before a joint legislative committee considering a bill to amend the existing law regarding immoral stage performances.

The change would eliminate any doubt as to the immorality of those charged to be indecent and would give them immunity from prosecution.

The "Theatre League" in a weekly bulletin announced that more than 50 prominent persons had replied to the questionnaire as to their attitude toward the immorality bill.

The "Theatre League" in a weekly bulletin announced that more than 50 prominent persons had replied to the questionnaire as to their attitude toward the immorality bill.

The show after rehearsals in N. Y. will have its premiere in Atlantic City.

STAGE ACTORS MUST BE SEEN

Legit is going to be graded by more revolving stages and trick scenery. That's the opinion of several of the producers.

"We're living in a picture age," one producer said, "and we've got to get more movement in the theatre to make it live. That's why Green Pastures, 'Grand Hotel' and 'Three-Star Plaid' are making money. They move."

Another producer thinks the old days of yanking on and announcing that somebody's head's outside doesn't work any more.

"If there's any shooting the people want to see it," he states. "Those stage customers these days want to see all the action in swiftly moving pictures, more so than ever before, and that is why it's necessary to devise more and more tricky sets and staging."

To clinch his point the producer pointed out that no plays had been produced this season with trick scenery that hoped.

NEHART MUST PAY WIFE \$1,500 MONTHLY

N. Y. Supreme Court Justice Aaron J. Levy has awarded Mrs. Louise Nehart \$1,500 a month alimony and \$100 a month in costs pending her suit for divorce against her husband. The award added \$3,000 a month and \$25,000 counsel fees.

Mrs. Nehart charged her husband with worth \$10,000 or more in real and personal property; is living with another woman while she, his wife, is virtually destitute and forced to depend for assistance upon friends. He is now receiving \$1,000 a month in his play, "That's Gratitude," she said.

25% CUT FOR "GANG" CAST IN FIRST WEEK

This week a 25% cut in salaries of "The Gangs All Here" cast will become effective. Cut applies to principals and not the chorus, usual rule. The decision to reduce to 18) at the Imperial, and Green and General called in the company Saturday to talk it over.

Business jumped towards capricious, that day, but the show may be handicapped.

Reduction goes with the usual rule in the building of profitable level regular salaries will be restored.

'Simple Simon' Back At Majestic to \$3.85 Top

"Simple Simon" is returning to New York March 9, at the Majestic and a sale of \$3.85 top.

This is the 1st N.Y. show previously appearing on Broadway at \$3.85. It has been on the rank but didn't lead the decision to return to the stage, way and was a success.

The justice's capacity will permit of cut ratings. If any on-beat seats are thrown into Leblond's it will be a decision of Alvy Hart.

Miss Hart is running stock in the show and this is her second season here.

Warner Stock Quits

When the Warner Bros. stock at the Grand, a little theatre here, closes next Saturday night it will close the local stock list in the unbroken possession of Alvy Hart.

SHOWMANSHIP COMING IN ON RADIO

Finally recognizing the need for practical showmanship in radio, executives of the NBC, through Royce, now head of the network's program department, will attempt to add a showmanly slant to its programs in their arrangement in the studio and on the air.

The reforms suggested for NBC broadcasts by Royce are based on practical knowledge gained by many years' experience as a vaudeville showman.

Among early chances to be inaugurated by him is the rearranging of rules and contrary to custom since, to follow one acrobatic act with another in vaudeville, it is in Royce's opinion, equally absurd to broadcast three or four programs of straight talk in succession.

Conditions of talent and repetition on the air has been one of the chief faults of broadcasting as an entertainment. The new slant has the part of NBC, CBS and the independents to diversify their programs.

The commercial radio advertisers who insist on having a hand in selecting their own programs have also been harmful in ruining broadcasts and working against their own cause, through lack of amusement experience.

Both Programs
Royce's supervisor, program director for NBC is understood to take in the chain's commercials as well as sustaining programs. Royce's vaudeville showman suggested reforms are adopted as a general NBC policy from now on, but a question mark still hangs over other broadcasts will lose their amateur entertainment status, running as smoothly and as interestingly as a show in a theatre.

Another broadcaster to seek the confidence as an aid to its air program is the New York independent station, WMCA. Mike Hammer, former vaudeville agent and club hoocher, is head of the WMCA artist bureau. He is in charge of all talent booking and spotting for that station.

NBC'S FRISCO BUREAU FOR OUTSIDE BOOKING

San Francisco, Feb. 24. NBC has organized the NBC Artists' Service in its broadcasting office here and in vaudeville territory to head it. Announcement was made by Don B. Gilman, vice-president in charge of Pacific Division.

The new department will function as a hooking office, handling radio, concert and vaudeville talent not only for radio work but for other branches of entertainment.

Quincy Hensley for WFL was personal manager for Will Rogers.

Politics and Label

Chicago, Feb. 24. Knowing that a radio station is equally responsible with the speaker for any label attached, a few broadcast men have taken the lead over the coming May election. "Politics here are the most important thing in the country and anything is expected."

Radio politics is not a new thing. Singing, the boys are calling such other jobs. Stations are being labeled, however, for the first time. Radio broadcasts from various political agencies.

As a Defense

Chicago, Feb. 24. "Editor and Publisher" which has been attacking radio as harmful to the advertising value of the printed page, is soliciting advertising for radio stations.

The mag. is using its sales talk to the stations: "Make use of ads in our paper to present your side of the question."

Old-Time Favs First in Ad Agency's Survey to Find Fans' Music Trend

The "Dutch Masters" program, which starts the first of a series of 22 weekly broadcasts over 21 CBS stations Feb. 27, is the result of a long investigation into the type of musical entertainment desired by the advertising agencies handling the account, Young & Rubicam.

When it was decided to put this program the ad agency went to work with its own music taste.

The results of the survey are compared with that which Crosby, radio manufacturers, had conducted on practically the same subject. The Association of National Advertisers. Crosby's survey was completed from 25,000 calls, representing 65,000 listeners.

The results of the Young & Rubicam survey and by comparison with that of the Association of National Advertisers. Crosby's survey was completed from 25,000 calls, representing 65,000 listeners.

The line-up of sustaining talent includes Little Tony, musical comedy; Helen Eddy, ballad; Eugene Ormandy, grand conductor of the New York Philharmonic with a 15-piece orchestra. Jack Smart and Frank Knight. William Seltzer has been engaged to make all the musical arrangements, for which he alone will receive \$400 weekly.

RKO Program for Debut of Building

When the new RKO Radio Building in New York opens May 1 the broadcasting will go to RKO, which has arranged to put its regular hour on the air that night from "The World's Tallest Building."

Disc Record in Studio
As Sub for Audition
WHCA, New York indie station, will record all talent used in the broadcast as a new angle in either advertising sales. A record will be made of each artist's audition.

The idea goes to work at WMCA next month.

AIR ADVERTISING COSTLY TO PAPERS

National Advertisers When on Air Cut Down on Advertising in Dailies—Smaller Town Papers Feel It Mostly—235 Weekly Papers Suspended During 1930

RETALIATION

Chicago, Feb. 24. It seems generally agreed that Radio is cutting into the daily newspaper badly. An estimate of newspaper losses in lineages from national advertisers during 1930 is placed at around 16%.

In last week's "Variety" appeared figures indicating of radio's advances during 1930, a depressed business year. This advance was not shared with or by the newspapers.

Now it is news that the publishers are aroused and peeved. Particularly are the small town dailies going out of business during 1930.

Sentiment in advertising agency circles is that radio with magazines provides ample coverage so far as the small towns are concerned. A group of 20 leading newspapers's magazines has over 50% of its circulation in the small towns.

Cut Out Dailies
In the metropolitan centers of value population, national advertisers continue to use the daily press for substantial measure, but there is no question that many important national advertisers such as Kraft, Pepsodent, Jorhan's, Quaker Oats and Champion Spark Plug have practically eliminated all newspaper advertising while at the same time prominently represented on the air and in magazines.

At present, the advertising agencies are not wholly friendly toward Radio, as not all get commission on talent. For instance, \$100,000 is spent by client on Radio with \$300,000 for talent. The agency collects its traditional 15-and-2-front only the \$400,000 actually paid for time. Some agencies actually make up for their commission by a weekly service charge to the Radio advertiser.

Believed the four leading advertising agencies will get their share from talent commissions as well. With that cause of indifference removed, Radio's position in the advertising volume may be even greater.

Newspapers are expected to take determined action not later than (Continued on page 65)

Heidt's Popularity

Chicago, Feb. 24. Horace Heidt and his Californians are proving the most popular entertainment act over WFL.

The band is in the final week of a month's engagement at the Hotel Glen. It has made connections several times daily with Crosby's 50,000 listeners. So far over 1,000 ad agencies have been contacted.

John T. Clark of WFL, says Heidt's fan mail is a record for this station.

Crowd Off "Spot" Advertising; One-Minute Stuff Profitable But Industry Fears Reaction

Ideas Scarce

Of 71 ideas submitted by radio artists to NBC as new changes for radio, the net work found that only two were original. The rest had all been used before, in some form or other by radio.

Ideas are constantly being submitted to NBC for new programs. The chain never paid much attention to them, but recently determined to see just what value they might have.

Problems are turned over to the program department.

GROOVY WENT AS GREAT OF WEST

Chicago, Feb. 24. National Broadcasting's first shift of one of its outstanding cross-country commercial hookups to its recently acquired Chicago outlet is being made on Saturday, Feb. 25 when the General Electric program will be heard for the first time over WGNR instead of its present outlet WJBO.

Program department of NBC is naturally doing everything it can to build up its recent acquisition. It is expected that national accounts will ask the chain to transfer transmission of programs to that outlet.

One of keywords of WGNR sale by Samuel Insull interests was that NBC would be able to eliminate or shift one of local programs previously under contract for a national hookup after May 1, 30 days' notice to advertiser.

Time on WGNR will be sold on same basis as sold on WJBO, except New York NBC outlet, with a minimum booking, time of 15 minutes and each program for consecutive network hookups.

Spot announcements, the classified ads of the air, will be lashed on WGNR under its new ownership and every effort will be made to weed them out of the nation's daily program as quickly as contractually possible.

Because of chain's policy against broadcasting of electrical transmissions, which come off 15 minutes with WGNR have asked that their programs be dropped March 1, instead of waiting for expiration of contract, with NBC readily consenting. Among WGNR accounts using time on WJBO are WFL, WGN, mutual cancellation of contracts are the local Packard agency, Solvinger Bros. (Chicago) and Brown, White and Prince Co.

WLW's New Talent

Three WLW "acts" from Cincinnati, Ohio, have been signed by WFL. They are the WFL and Joe Chambers in New York last week seeking new talent, returned Cincinnati (WFL) with five radio stars under contract.

Those signed were Bob Hershey, a former ball player, and the WFL, Margaretta Quartet, vocalists, Roger Mills, and Raymond Hayes, pianist, are the first.

All will be heard with WLW within two weeks. They will start on sustaining programs.

Chicago, Feb. 24. Taking their cue from recent warnings by the Federal Radio Commission, leading independent stations in the Midwest sector, with chain affiliations particularly, have on their own initiative, set out to keep the kind and amount of advertising broadcast.

In this direction, as revealed by local station, "Time brokers," is the elimination of spot advertising announcements during evening and afternoon peak hours, with exception of time signals and weather reports.

Strong trend evident among the Midwest stations, "Time brokers" report, to cut out the "classified" air advertising entirely from the advertising schedule.

Although averring among themselves that radio is essentially an age-old medium, "Time brokers" in time will have to regard it, the broadcast, fraternity which keeps a sensitive ear attuned to rumblings from the public, has come to realize that something must be done to check the killing of the golden goose.

Chasing some time ago issued an agreement not to broadcast anything less than 15-minute broadcasts by any of its controlled stations, and even so, so far as to be indirect has on local minute announcements by agency representatives.

NBC Vary Strict
NBC particularly requires that local desist from transmitting national advertiser to horn in on country's broadcast.

Commercial accounts aware of growing attitude of chain, are leath to issue such permits.

Among Chicago outlets WMAQ will not sell any minute announcements outside of time signals. Station is operated by Chicago's "Daily News" and "Chicago Tribune." Similar policy prevails at WBBM, directly controlled by Tribune.

6-11 Ban
Tribune air medium, WYVN, is against using anything less than 15-minute commercial broadcasts at night, and has evinced a penchant for shifting its air classified staff to early morning and very late night broadcast hours. Its Radio Floorwalker, which at one time carried 15 ads in an hour of interrupted entertainment, has been moved up to 10:30 and cut to a half hour of programming, as soon as these contracts have expired, it is expected to drop the Floorwalker hour.

General Motors station WJAB last year has paired off \$120,000 for spot plugs, while Buick's WJAB has paired off \$100,000 for spot plugs. Chevrolet has just appropriated \$220,000 for 1930 and \$240,000 for 1931.

Smith Brothers, Chicago, Ill., has been the country's top advertiser, with a record of \$1,000,000 in 1930.

(Continued on page 68)

12 NEW FIRMS FOR AIR DISC RECORDINGS

Chicago, Feb. 24. Twelve new commercial transcription accounts, with stations broadcasting time estimated eventually to exceed \$2,000,000, are in process of being recorded by the Edison Radio Program Corp. Cost of talent and pressing schedule is around \$255,000.

List of commercials going on the air soon by way of the recordings are as follows:

Parker's Chocolate, Duco, Durham-Duplex, Edison Electric Products, French Bird Seed, Life Savers, Pyrofax, Heintz Malt Corns, Neco Stoves, Hiver Furnaces, Geo. Carls, and I. P. P. Radio-Tele American.

Ben Bonine and his band recorded 15 minute programs for Phoenix Hokey for independent radio station distribution.

Feature series for Alligator-Raincoat Co., made by Huek O'Hare as musical accompaniment to dramatic play, cost handled by Bob White.

WAUJ and WCAH MERGE AS ONE IN COLUMBUS

Columbus, Feb. 24.

Stations WAUJ and WCAH, located Columbus station and only local using CBS chain programs, approved a plan of joint ownership at a meeting Monday (23), American Insurance Union, owners of WAUJ, pronounced the plan as "a plan of joint ownership" and that the plan is being handled by the Commercial Radio Service Co., acted for WCAH.

Both stations will keep their identity separate for the present, and will operate under one management. WAUJ's transmitter is to be moved to the WCAH plant at Rome, Ohio.

A complete merger takes place shortly with only the WAUJ call letters retained.

Blockholders of WCAH are principally of the International Bible Students' Association, voted 2 to 1 for the combine.

WFBZ Changes Hands

Baltimore, Feb. 24.

The control of radio station WFBZ (400 watts) was purchased last week by Leslie H. Ford, Robert M. Mastin and associates.

The name of the old corporation, Baltimore Radio Show, Inc., will be retained.

Teard succeeded J. Monroe Holland as chairman and Alford Stewart continues in charge of operating and broadcasting.

U. S. RUBBER CO. TAKES AIR

United States Rubber Co. is going on the air for the first time March 5 for a series of special plays for "Kodak," a special series of foot-year for children.

Gus Van will have complete charge of the initial series, recorded on WJZ and network.

RKO's Added Time

RKO, beside its usual Friday night WJZ program, added a new series on WJZ of tri-weekly broadcasts.

Many radio fans made the stand last night that there were a year ago. Biggest increase in the past.

Some of the music has been sensational sales and none of them have been purchased in any way the sales of the picture magazines.

Several are reported on the verge of a collapse but are hanging on in hopes of a big change.

All Rehearse

Other than national event speakers or famous men and women talking on a special broadcast, all programs on NBC and CBS are subject to rigid rehearsal.

Used for some of the established air standstills. Even the little band programs must rehearse through active rehearsal. They are held at the NBC studio.

There were a number of instances where, advertised reels went on the air without any rehearsal rehearsal. Result was that a number of squawks made a necessary "must rehearsal," color.

Simmons' \$200,000 for 12 G. O. and Symphony Air Concerts on CBS

The Simmons Co. will spend \$200,000 with CBS for 12 weekly concerts over 33 stations starting March 2, featuring artists of the G. O. and 12-piece symphony orchestra.

Glenn Miller, J. Walter Thompson agency handled the account.

Each week different opera star will broadcast, the first being Benning-Gilbert. Concerts will be directed by Wilfred Feltz, director of San Francisco Opera Co.

Last six periods will be broadcast while Met is on tour. During this time the guest artists and Feltz will return to New York from wherever they are playing to broadcast the WABC studio.

\$7,000,000 Biz Last Yr. By NBC's Artist Bureau

With NBC's Artists' Bureau doing \$7,000,000 in business in 1929, NBC anticipates a separate subsidiary of its Artists' Bureau.

Artists' Bureau may be divided so that it can work separately and as a unit. NBC's Radio expansion program is to go after names from all branches of amusements for exclusive NBC contracts.

SPORTS PERIOD FOR CHILDREN

A special sports program for children will be "Clampson Series," 15-minute weekly period from 5:45 to 6 p. m., which starts Friday (27) over WABC and CBS network.

Kingsford Products, financing this experiment to test the commercial possibilities of juvenile radio reaction, are makers of roller skates.

The idea also is used for three weeks, the advertiser decided by whether the response justifies continuing.

Engagements

Adelle Vega, soprano; Ben Alley, tenor; and Alford Stewart, bass.

Evie Evans, baritone; David Lott, tenor; and Arthur, tenor.

During the week, the first three weeks, the advertiser decided by whether the response justifies continuing.

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BOTH PLANT LOCAL THE STATIONS

NBC Feeling Effect of Radio Disc Records - Intends Raising Present Average Program Rate of \$50 to Indies—Many Angles

LOOKS LIKE BATTLE

NBC will shortly raise the rate paid to associated stations for using advertising programs. Present average program rate, \$50, received by independents associated in the network and rebroadcasting the NBC's commercials, is regarded, from NBC's angle, as insufficient.

This is reported result of ground gained lately by radio disc firms in the indie broadcasting field. It's the major chain's first official nod toward the new menace seen in the commercial program rate proposals.

NBC at present supplies programs for 76 stations, covering practically the entire country from key points of the network.

NBC supervision through ownership or leases. The rest are independent that form a new network by providing outlets for NBC chain broadcasts in their various localities.

In the Indies, unattached to the program source as far as ownership and control are concerned, are the stations for using electronic transcriptions, or disc records, besides the NBC-supplied program rate proposals.

Records of standard radio stage turns and names are more flexible in that they may be used how and when the stations wish to use them, sold to local commercial accounts under the customary arrangement.

In making the NBC commercial program of, for example, General Motors, the indie station receives but \$20 as an advertising medium.

NBC, though also selling a program of quality not otherwise available. The disc recordings, however, are the indie station's locally to advertisers for many times as much as the NBC pays to get its own commercial on those stations.

The new radio disc opposition is regarded as a real threat by the two major networks, NBC and CBS. The radio record makers are now represented by discs on an average of 15% of the nation's 700 and stations, with the few exceptions those stations owned or controlled by the chains.

While against the all "disc" programs of the chains, the discs are more or less symbolic of the "radio record" as a new menace.

It is becoming less of a factor in the indie stations' minds, with the heavier, better quality discs, through broadcasting influence their attitude.

It looks like a battle from now on between the chains and the electric. The indie stations of the country are at the heart.

NBC and CBS. Wholesale leasing for full control of the indie stations is a long time in the making.

Similar procedure with a couple of stations, or entrance into the disc market, the indie station is reported as two possible moves for NBC in the competition fight.

Present now in the radio business are Famous Artists and the Air, Sound Studios and National.

With the latter also in the selling outfit. All are after names for their discs, especially Famous Artists.

In addition to returning to the indie stations, the indie stations are being lured into the indie advertising and of radio in an important way.

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Indie Broadcasters Bolting from National Body, May Form Own Ass'n.

Killing "Mike" Fright

Because speakers have shown so much "mike" fright," NBC has built a special studio at 711 Fifth to help effect the nervousness.

Room has plenty of "hoor" effects and the announcer's box is hidden. Entire layout is to make the speakers feel at ease.

4 A'S ADVICE TO ITS MEMBERS ON ACTS

Chicago, Feb. 24.

Indicative of the rate at which advertising agencies are becoming stepped up to show business and its tricks, was a recent warning sent out by the four A's to its members.

Agencies were cautioned that when a client went on the radio, the actor or band signed for the program should be tied up for optional extensions at specified salary increases.

This is a result of acts clogging through radio exploitation. At the end of the doctored period they either ask fabulous salary boosts or skip to other stations or accounts.

Agencies were advised it was part of their duty to prevent such things happening to their clients.

"Guest Artists" Dates

Dates for "guest artists" through Most Milling, of NBC's Artists' Bureau, have been set for NBC programs as follows: Grace Hayes, Camel, Feb. 25; Bernice Lott, Nestle, Feb. 27; Charles King, Tennant, March 2; Gordon Stine, Quaker, Household, March 3; Ruth Edding, Westinghouse, March 3; Arden-Chapman, Nestle, March 3; Francis McDonald, Camel, March 11; Charles Hackett, Swift, March 11; John McCormack, Household, March 26.

Joe Lyons Agenting

Joe Lyons has resigned as recording manager for Sound Studios, manufacturers of radio discs. He will become radio agent.

Dool Boys on CBS

A new commercial starts for CBS Feb. 27. It will be known as the Dool Boys, a plug for the tooth paste of that name.

Gordon Grant, of the Dool Boys, will supply the 15-minute weekly program.

Van Housen's Back

After being off the air for several months, the Van Housen program will be back on the air on CBS for a 26-week period starting March 26.

The host will have all new talent on the air.

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With Oil, Ocean, S. S. American Radio and Conglomerate.

Indie stations are using the discs for their own local broadcast, but not on "air time." Most now prefer the standard disc talent to maintain.

The material in between chain and indie stations is a battle.

A Record Breaking Radio Stage Attraction

OTTO GRAY

AND HIS

Oklahoma Cowboys

ON WJZ

NBC NETWORK

Wednesday, Feb. 25, 8:30 to 9:00 P. M.

Eastern Standard Time

Per. Address Billwater, Okla., on care Variety, N. Y.

Indie Broadcasters Bolting from National Body, May Form Own Ass'n.

Chicago, Feb. 24.

Representatives of independent broadcast stations are quickly maturing plans for a break from the National Association of Broadcasters. Scheduled to meet tomorrow (25) in St. Louis to discuss plans which will effect a new organization to be called the United Independent Broadcasters Association.

A close parallel to exhibiting politics is manifest in the separating and divorcing back of it. "Changes are, as usual, that the tie chains are ignoring the little fellows or giving them a raw deal.

Stuckouts for the Indies declare that 90% of the membership in the national association has chain affiliations and that the coming Indies must organize to protect themselves.

Ball Started Last November. Movement toward the secession started following the Cleveland convention in November of the national body. A resolution of confidence in the Federal Radio Commission was already steam-rolled through over the protests of the minorities.

Under the affection of the indie broadcasters for the Federal Commission, changing that over when represented in Washington by expensive legal talent all over was a heartening, but no action.

Own Lobby

Requests for changes of frequency increase or power or different hours made by independent stations are decided by the commission for months, the Indies claim, in contrast to the speed and dispatch with which similar requests from the chain affiliates are handled.

Permanent political bureau in Washington to lobby on behalf of the little fellows, and see that their legislative Congressmen are properly notified.

Such secrecy has surrounded the proposed indie association, Tom Stevenson, Washington, who conducts a radio news syndicate, mentions looking the call to the conference table.

RADIO AGENTS FIND AD- MEN DON'T LOVE 'EM

Radio agents find it increasingly difficult to compete against NBC and CBS in booking talent for programs handled by advertising agencies. They claim these agencies are not buying the same type of talent as the radio agents of either NBC or CBS. It is also known whenever possible the agencies look for the more star name.

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THE RECORD BREAKING RADIO FEATURE

GENE AND GLENN

Originators of "JAKE and LENA"

QUAKER OATS EARLY BIRDS

DAILY EXCEPT SUNDAY

N.B.C. RED NETWORK [41 Stations]

AT 8:00 A. M.

SPANG BAKERS

NIGHTLY EXCEPT SATURDAY

Station W.T.A.M. Cleveland

AT 7:00 P. M.



GENE CARROLL



GLENN ROWELL

**NOW PREPARING FOR A SERIES OF
PERSONAL APPEARANCES**

**ALL HOUSE RECORDS SMASHED
WHEREVER THEY HAVE APPEARED**

UNDER THE EXCLUSIVE MANAGEMENT AND DIRECTION
OF

N. B. C. ARTISTS BUREAU

America's
Premier Dance Director
SEYMOUR FELIX

Re-Signed With
FOX FILM CORP.

For 2 Years
(Now in New York)

JACK HALEY

AT
WARNER BROS.

Ambassador Theatre
ST. LOUIS

10th Week

Management
**THE
CHARLES
MORRISON**
AGENCY

JESS FREEMAN, Gen. Mgr.
LARRY PUCK, Booking Mgr.

1560 BROADWAY
NEW YORK CITY

LUBIN
LARRY and ANDRE

Booked Solid
RKO Vaudeville
Until August, 1931

BURKE and DURKIN

Just Completing
48 Consecutive Weeks in
RKO Vaudeville

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