

VARIETY

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VOL. 102. No. 12

NEW YORK, TUESDAY, JUNE 2, 1931

64 PAGES

SEASON'S BEST CRITICS

Memphis C. of C. Would Know Why It's Worst Show Town—It's Told

Memphis, May 25.

Editor Variety:

We noted with some degree of interest not unshared with surprise the statement in "Variety" to the effect that a group of showmen in New York have decided that Memphis is the worst town in the show business in the United States.

Naturally, this is rather adverse advertising for Memphis, but a statement which we are not directly challenging until we know the source of information upon which your article is based.

It is only natural that at the outset we should disagree with your conclusion, but what we are most interested in is the manner in which this conclusion was arrived at and the persons who collaborated in expression of the opinion. If you could advise us at your convenience of the source of this information.

(Continued on page 18)

Reno's Greatest Gold Mine Divorce Racket; \$200,000 to Lawyers

Reno, June 1.

Something over \$200,000 in fees was collected during the month of May by Reno's 120 lawyers for securing divorce decrees for 327 clients and filing decrees for another 100 whose cases were not heard during the month.

That doubt to be divided among state bar members shows the boys had an eye for business when persuading a willing legislature to put the divorce residence from three months to six weeks.

The new six-week law is declared to be a howling success by the lawyers and by the Reno-wedded divorce applicants who jumped in their cars, piled onto a train and waved their decrees at their friends as they left for their eastern homes to acquire new husbands or wives.

"This divorce racket is the greatest,"

(Continued on page 41)

Chaplin Titled If Queen Hadn't Trumped Geo.?

Hollywood, June 1.

One of those confidential letters coming to the coast from England purports to give the inside of the Chaplin peevish at England. Missive states that it was all set for Charles to be knighted by King George, but that the Queen quivered it. She doesn't feel that picture people are worthy of the honor, the insider states, and therein lies the reason for the comedy's snub.

Same informer also said it was all set for Adolphe Menjou to get the sword smuck on the back with the King willing, but, again the Queen trumped the King.

Banks and Bands

Hollywood, June 1.

Banks are now looking bands. The Sam Coslow orchestra was spotted into the Hotel Roosevelt by the banking officials.

Hotel is under bondholders' committee receivership. Banking people figured that the Paramount staff songwriter might resuscitate biz.

SEE HOW VAUDE CAN FADE AWAY

Henry Bellé, agent and producer, was assigned an open spot a short time ago and proceeded to produce a four-act unit for the BKO route. Then BKO decided to discontinue

(Continued on page 41)

CAN'T TRY SAND STORM IN CITY'S AUDITORIUM

Minneapolis, June 1.

Management of the municipal auditorium has refused to permit the use of the building's ventilating system for the purpose of erecting a realistic sandstorm during the coming Shrine initiation ceremony, June 8. Two carloads of sand already have been bought here from Miami.

"Buzz" Bainbridge, local dramatic agent, impresario and economic director of the Shriners, is appealing to the city council to direct the auditorium manager, George L. Adams, to withdraw his objection. Proposal is to send the sand through the blowers that force the air into the building with the thought of creating a great effect.

Golfers Array for Battle Over Sliced Tee Shot

Des Moines June 1.

Bad golf and strong language is the basis of an assault and battery case with R. P. Haynes facing that charge and J. A. and Dickie Longley charged with disturbing the peace. The Longleys publish "Sizz and Scream" here.

Haynes, playing with the Longleys, sliced into private property and a farmer offered to sell the 3 1/2 back at a price the golfers considered exorbitant. An argument followed which resulted in the charging of the golfers with hacking the three-acre and home the morning will result in a restraining order against farmers annexing sliced golf balls.

BROWN POST N. Y. ARDEN TIMES CHI

New Yorker Heads '30-'31 Drama Score for Second Successive Year—"Post" First for Three Years Straight, a Record—Composite Chicago Girl Leads All Film Reviewers

154 PLAYS; 306 FILMS

"Variety's" 8th annual box office score for the New York dramatic critics for the 30-31 season is again won by John Mason Brown of the "Post."

The conclusion of the 4th annual scoring for the picture reviewers of New York and Chicago records Doris Arden (a name used by two girls) of the Chicago "Times" leading all. William Boehnel of the "World-Telegram" is at the top of the New York film division. During the season, ending Saturday, May 30, 154 new plays, exclusive of revivals, arty or rep shows, were produced on Broadway. Of that number, 20 are set down as hits, 29 moderate successes and 105 as flops. In pictures, 306 passed in review during the year, with 58 marked down as hit pictures; 137 moderate and 411 flops.

"The Post" by this score has led the dramatic reviewers for three successive years, a record in "Variety's" listing. It is Brown's lead for the second year, or annually since he commenced drama reviewing for "The Post."

Detailed stories of the respective box scores are in this issue: For drama, page 53. For pictures, page 3.

"VARIETY" OUT TUESDAYS

Starting today, Tuesday, June 2nd, "Variety" hereafter will be out weekly on Tuesday in the New York metropolitan district.

In sections 24 hours or more away from New York, "Variety" should be on sale weekly from now on, one day earlier than formerly.

Closing press time is now Monday night.

Show Biz Skyhigh in Operation of Empire State Roof—\$1 Top and S. A.

An Even Break

New Haven, June 1.

Parahandler touched a passer-by for the price of a bed. Man took out 25 cents, telling the hobo to call heads or tails. The tough artist won, and the donor remarked: "I don't mind it as long as I get an even break."

Empire State Building has showmanship, dazzling efficiency and even sex appeal. High on its crown the 86th story observation tower, the breeze you expect is blowing. Sight-seeing there embraces all forms of sights. Mixed with the zests of admiration at Manhattan's glory below, with signs for the poor little Chrysler spire, some female shrieks as the ladies fight to keep their skirts in place.

Though the Empire State's head is in the clouds, this building achievement in steel and stone has its human side. It is a paradox, a triumph of a mechanical age, yet subservient to man's need to send picture post cards. It doesn't want dignity; it wants to sell napkin rings.

Carnival Stuff

Its management operates like that of a carnival midway. A Barker on the ground floor hustles the prospects to the ticket booth. A dollar is the price of the ride in the elevators, that deposit their fares before two minutes lapse. Trip uneventful save for three changes of elevators. Emerging, the customers pass through a turnstile, presenting their tickets to the ticket taker, and the first thing they see is the souvenir counter, jammed with silver shoes, ladies' powder boxes, paper cutters and the like, anything upon which

(Continued on page 18)

PARIS FALL-OFF IS WORST EVER

Paris, June 1.

Diggest local depression in tourist trade here for the past several years is most obvious at this time in the closing down of another of one of Paris' oldest and most celebrated select restaurants, Volp.

Recently, Poulard, equally renowned, closed its doors. "Not for the first time is using publicity and advertising. Ciro and Michelere, are announcing discounts in their prices of 25% something which has never been done in the dignified history of these restaurants."

Floor business is driving the notorious rue Boulevard joint to practice the crudest gyms.

Latest is to show the sap, ordering wine a card listing three brands and later to produce a bill out of all proportion, alleging the wine served was better than that ordered. Since refusal to pay would mean a row and an inevitable request to give out his identity, sap pays and walks, sorry he ever went in.

Air Meet's \$37 Net

Omaha, June 1.

After taking in \$38,276.78 at the gate for Omaha's three-day air meet recently, there was a net profit of \$37.18. It was the first show of the kind anywhere in the midwest.

Despite the net, it's an annual affair that's going to stick. This call for a \$50,000 show next year. Phil Henderson, who managed it, is now helping his brother Cliff, who is directing the national air races for Cleveland.

Necking Spy Doused

St. Paul, June 1.

Carlson college, religious college at Northfield near here, is now over a night watchman assigned to work 12-24 duty by officials. He was thrown into a lake and nearly drowned.

Born Road, the watchman, is said to be ill from the effects of the shock and almost died of heart failure.

Female Impersonators En Masse Play as Show For School Children

Making the youth of the nation "pansy conscious," a company of Greenwich Village boys is playing the New England one and two-nighters. The leading boys in girls' clothing are Theodore H. Bird and Glynis T. Rye, calling themselves the Bird & Rye Producing Co. of New York and playing with reduced prices for school children.

Their play is called "The Woman's Wedding—A musical burlesque in three acts." At the Town Hall, Provincetown, Monday and Tuesday, this week, the Messers Bird and Rye and their troupe of female impersonators are playing under the auspices of the American Legion.

According to the Provincetown billing sheet, the boys are "all dressed as perfect ladies." Prices are 50c for adults and 25c for high school pupils. The bargain price for elementary school kids to see the boys' queer antics is 10c. The Town Hall is only 20c.

Bird & Rye company carries its own fairly large list of girlfriends, but the company is such a town attraction and will receive from the post office.

Something Different May Be Right, Says Carl, Jr., on Styles in Talkers

According to the views of Carl Laemmle, Jr., the most surprising thing about the pictures is the complete reverse on standards of production. The same box office of 10 years ago is panned today. Money earners are those pictures which no right-minded producer would have attempted five or 10 years ago. Continuing the idea, he professes the theory that today's box office will not be tomorrow's, and plans for Universal what has not been done before rather than what best performances indicate should be done.

This change the younger Laemmle finds not alone in the picture business, but is basic in the public mind, which seeks constantly for new ideas as witness the wholesale rise of miniature golf last year only to die off this season in favor of night baseball.

Styles of dress change more rapidly. Women have over tricked lounging pyjamas or any sartorial novelty. Anything new in sports or games is immediately taken up, only to be as promptly dropped when a newer idea appears upon the horizon.

Sad Endings

Only a few years ago it was supposed that the gruesome was forever out. Sundry experiments along those lines were the reverse of happy. In the past season "Dracula," which only a few years ago was turned down with shuddering horror by several of the major companies, was one of the season's smash hits, while the unhappy ending once regarded as deliberate box office suicide, is now accepted if the logic of the plot calls for an unfortunate termination.

Even slightly tinted morals—feminine morals—were frowned upon not long ago. The ladies had to be nice or they could not be heroines. Now it does not matter what the lady's morals may be so long as she is colorful and interesting, says Carl, Jr.

It is his belief that the current season will develop other new forms of production, which will most probably be derived from sources once regarded as impossible.

Universal, he announces, will be sensitive to the pulse of the patron and in a position to shift to the new style as soon as it may be discovered.

The only thing certain is that production cannot remain static. There must be change—novelty—or appeal to the patron is lost. And novelty can come only from doing something which has not hitherto been done, either because it has not been thought of or because it has not been regarded as forbidden.

Reno's 600 Turtles

Reno, June 1.

Turtle racing has been added to the gambling games.

Some 600 turtles were imported to race on a dance floor. The yokels bet their dough trying to pick the winners. It's hilarious sport.

THEME SONG FOR GANG FILM

Hollywood, June 1. Arthur Lange and Robert Kluge, among the few active writers in Hollywood, are working now on a song for "Mad Marriage," Helen Twelvetrees stars in the RKO-Pathé gang story, but someone else will sing the tune.

WEATHER

London, June 1. Generally warm weather during the week with the Naval and Military tournament at the Olympia twice daily and the tennis well attended.

That's two all-time for post-theatre attendance.

Paris, June 1. Swedish and Swiss women all week not holding show in any but pushing their clothes and accessories.

Every one sees the advantage of being first but the beauty of being second is to be second.

MR. AND MRS. JACK NORWORTH
120 West Street
New York

FILM CUTTER ELEVATED

U May Put Cahn in Regular Directorial Job

Hollywood, June 1. Universal's "Up For Murder," with Lew Ayres and Genevieve Tobin, which had to go back for re-making and cuts, after Monta Bell had left the studio to join Par, is the avenue through which a U film cutter becomes a director.

Eddie Cahn, cutter, did so well in fixing up "Up For Murder," that Carl Laemmle, Jr., has decided to give him a directorship.

Cahn was offered direction at "Lamb of the Rio Grande," based on the Frank Dupee poem, as his first, but the film cutter turned it, wanting his first chance at another story.

OAKIE MAY STICK IN, BUT BOW WASHED UP

Hollywood, June 1.

Jack Oakie is not wholly through at Paramount. He is working with the studio on some sort of plan to eliminate Wesley Ruggles and Al Rosen, both of whom have a claim on Oakie's contract. There's another agent also involved they would like to cut out.

Expected that some kind of arrangement will be made this week, now that E. P. Schulberg has settled the Clara Bow contract.

Miss Bow is really ill with a nervous breakdown. While Schulberg championed her, she being his discovery, her last grosses, especially those of "Kick In," which was deemed a testing point, prompted the settlement.

NEW SWANK CLUB ATOP N. Y. HOTEL—BOAG'S TRY

Newest try for a swank club is spotted on top of the St. Moritz hotel, a sort of offshoot or continuation of the Embassy Club which folds over the summer. New effort debuts this week with 250 members. It is to be an all-year-round enterprise.

Gil Dora, formerly identified with class night places, is in charge, although there is an advisory board. No publicity sought or desired. Club has three floors in the hotel and two terraces. There are entrance and membership fees.

Club is to have nightly dancing and also to be open for luncheon and dinner.

THE BRITISH IDEA

Hollywood, June 1.

Those sensitive Londoners will have none of "Tarbo, Bedroom and Bath" as a title. In their ears that's something like "Waiting Room, Bedroom and Lavatory."

Title change for England is "Room in Pajamas."

SAILINGS

June 18 (New York to Paris) Mr. and Mrs. Cecil B. De Mille (Private).

June 6 (New York to Naples) Gary Cooper (Starline).

June 5 (New York to London) Hanesford Short, Althea Johnson (Olympic).

June 5 (New York to London) Gloria Swanson (De la France).

June 5 (Paris to New York) Samuel Duffman, Max Baer (Starline).

June 5 (Paris to New York) Mr. and Mrs. Arthur Fred Lovat (Starline).

June 3 (Paris to New York) Texas Guinan and Hugh O'Connell (New York to Paris) Charles McIntire, Ralph Stewart (Starline).

May 29 (New York to London) Irving Rapper (Olympic).

May 28 (New York to Berlin) Mr. and Mrs. Fred Lovat (Starline).

May 27 (London to New York) Sydney March (De la France).

May 27 (London to Montreal) Douglas Fairbanks, May 1 (London to Paris) (Private).



WILL MAHONEY

The New Haven "Register" said: "Will Mahoney headed most of the comedy in Earl Carroll's Sketch Book and was himself the price of admission. Time and again he carried the spectators close to hysterics with laughter."

Direction
RALPH G. FARNUM
1560 Broadway

WB-Fay Problem

Hollywood, June 1.

Frank Fay is a current problem at Warners with probability he won't go another for that concern.

Contract with the studio has several months to go with at least one more picture intended. This went cold after "God's Gift to Women."

Execs are now figuring whether to ask Fay to settle for cash or keep him on the leading scenario block.

RADIO KEEN ON LEGIT, RENEWS LATHAM

Hollywood, June 1.

That the legit bug is still buzzing around Radio Pictures is seen in the renewal of Fred Latham's contract. Latham was engaged by the studio to look after its legit interests when Radio took a flyer locally in that direction.

Since the ill-fated legit start, Latham has been looking over possible material for future stage material and has been coaching players in stage technique for talkers.

Renewal goes into effect in two months, when Radio is expected to start in legit anew. Meanwhile, he will summer on Cape Cod.

Film Girl Doubling

in Reno, for \$400

Reno, June 1.

Reports reaching here from Los Angeles indicate that Loretta Young, who married Grant Withers a year or so ago when they eloped to Reno, is going to do a double take when she comes to Reno in the near future to act in a film, the "Merry Wives of Reno," to be made here.

Though it will not take six weeks to film the Reno scene, it is estimated that Loretta plans to spend the six weeks here and \$400 for a divorce decree.

Hollywood Believes Wall Street the Salary Cutter of Film Business

Hollywood, June 1.

Visit here recently of David Sarnoff plus the effect of salary cuts at Paramount, Warners and Universal, has finally brought the Wall Street shadow into the lives of every-day film workers. Previously, Wall Street was a mythical spot which didn't bring a wrinkle into the man's brow except the boss who ran the end.

Impression left by Sarnoff, coupled with it a breath of Wall Street, has quickly created as a non-picture person, despite that he ran everything. Par's salary slash, coming from New York, was laid by film workers, who don't get their names in the paper to mention

Secretaries and Secs' Appeal In Relation to Studios' Authors

HUGHES WANTS BROWN

\$7,500-a-Week Director Has Three More at Metro

Howard Hughes is dickering with Metro to buy Clarence Brown's contract. Director's contract with the studio calls for three more pictures before option time.

Brown's latest assignment, "Dugle Calk," has been shelved indefinitely, with the chances that he will not be ready to shoot on another story for at least three months. In the meantime, his present contract with Metro calls for a reported \$7,500 check weekly.

"Dugle Calk," on and off several times at the studio, was originally intended for Lon Chaney. After his death, Wallace Beery was assigned to the picture, with the studio later deciding that the story didn't fit Beery.

RKO-PATHE NOT SET FOR POLA NEGRI FILM

Hollywood, June 1.

Pola Negri's first picture for RKO-Pathé is farther off than when the star arrived here. The studio, and not Miss Negri, has turned down story after story, and to this point hasn't hit on the opening vehicle for the actress. "Dishonored Lady," now being considered, was turned down as sensational by the RKO-Pathe board of directors.

It could be used if certain scenes are cleaned up. RKO-Pathe is admittedly in a spot on Miss Negri's first picture. While interest in the star, and because of her previous reputation as a dramatic player, gained at Paramount, makes it compulsory for the first picture to be a way if she is to continue as a star. Actress is anxious to get started, and is forced to wait patiently for that story.

One writer who permit his sex to look at him while he is dictating. She is turned sideways, and if the glances around he starts threatening her. This writer, however, won't work with any other sex. Once she was sick and the hip-pressed seismologist sat at his desk and moaned.

Writers become used to working with certain girls and some times refuse to create without them. It's a junk for the girl for as long as the writer wants her she has a job. Most studios permit writers to have a sex work at home with the girls. Sometimes the writer works at night and the studio will supply a sex-appealing girl doesn't mind. (She usually doesn't mind, as she gets credit for overtime hours, and is later promoted that, thus far.)

One sex who has been dividing her time between two writers has several offers of parts. Headed to change tables, screen tests, however, for the sex who has offers, for if the girl should make good it would interfere with the morale of the rest of the staff.

Head scene is the real boss and dictator, and she sees the sex. If a writer starts any personal stuff, he'll find a new sex waiting for him in the morning. The head scene has several low-temperature girls who she can depend on to say "No" for the low-temperature boys.

Philip Lord, known as Sir Philip, is the best known member of Uncle Abe and David. He's a sort of aerial Charlie Abbott in the rule way. Before going on the air Lord was a soloist at the New England. He has never appeared on a stage.

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Hollywood, June 1. Average film writer cannot find almost anything in a studio that a homely secretary. Story he must write can go against the grain and she must plug on, but he is emotionally unattuned to any but a pretty girl around while manufacturing picture plots.

Something about an attractive steno, say writers, causes the plot into shape of the steno who will put a scribble in the right frame of mind, they claim.

Pretty secretaries are common in Hollywood, but the writers, usually get the pick of the steno school, and the steno who is not even a graduate. They are not even close shone by the private secretary at the studio boss who usually are picked for efficiency as well as decorative. A writer's sex needn't be so efficient as a creator usually does. All she has to have is patience and not mind the floor pacing, hair smoothing, chin rubbing or sweating undergone by the average author in pulling ideas out of the air.

Prettier and Better

Just how much a pretty secretary contributes to a picture's box office can't be estimated. Better girls mean better stories, the writers claim. And the girls like to work for the scribbles. It's easier than working with an actor.

Secrets often help a writer along. One girl who writes the footprints of every man who might come into the office. With the door locked, the girl doesn't want to see a certain supervising or exec. The knock soon goes away.

One writer won't permit his sex to look at him while he is dictating. She is turned sideways, and if the glances around he starts threatening her. This writer, however, won't work with any other sex. Once she was sick and the hip-pressed seismologist sat at his desk and moaned.

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Juinde-Petrous	99
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Shubert Bond Interest Due June 15, With Speculation Over Payment; Price Near \$10 Gets Wall St. Talk

Wall Street is wondering as the interest payment on Shubert Theatrical Corp. bonds outstanding, and amounting to something like \$100,000, falls due June 15. This and other commitments, mortgages, leases and rents for dark houses are cutting a wide swath into the Shubert situation.

The sale of their 50% interest in five London houses are currently negotiated looks not to have helped the Shubert situation much, with perhaps a million to be realized from that sale. If and when.

The interest money due is on the \$2,500,000 debentures, which mature in 1942. Before June 15, the Shubert board meets to decide about it. Even if not right then, the amount can swing along for 30 days after June 15.

The attitude on the interest situation is the usual Wall Street outlook when bonds are around or below \$10. The Shubert bonds have been below \$10, although lately slightly above that figure.

Even what may happen to the Shubert Corp. if the interest is defaulted is a matter of conjecture. The better judgment of insiders is that a change of management might be effected through a default. That's not certain.

Pooling

The biggest blow to the Shuberts currently besides the bad legal situation is in the failure of negotiations with Edwards. Latter situation besides, also was infoed as needing pooling. In some quarters it is indicated that this pooling may be saying later when and if a change in Shubert management may be effected, or by the Shuberts, Lee and Jake, as individuals.

The Shuberts still control, lease or own about \$0 theatres. Their holdings this way by their fiscal statement of last year were face valued at \$24,300,282.

Several of the best situated Shubert houses in New York remain owned by Lee and Jake, personally. It is said. Among these are the Shubert, Imperial, 4th Street, Broadway, Baltimore and Winter garden.

BUSTED COAST BANK PAYING 1ST DIVIDEND

Hollywood, June 1.

A windfall for the lay-offs and owners is the 15 and 20% dividend the Home Bank of Hollywood will declare today.

State bank officials will send out checks for 15% on commercial accounts and 20% on savings, as the first installment of liquidating the bank's assets.

Its closing last Dec. 6, coupled with the Guaranty debt, & Loan, a somewhat ill-fated bank, denied plenty of the picture bunch.

Metaxa at Liberty

An impact with doubtful future is the new Metaxa. The Romanian actor came over for one picture for Paramount with the usual options. The one picture is done but options are still options.

Metaxa played the lead opposite Claudette Colbert in "Secrets of a Secretary" at the Astoria studio. For a second assignment he was to have some west for "Rose of the Riochito." With "Huncho," the Paramount picture, Metaxa was notified that in the meanwhile, Par hasn't a spot for him.

Par changed its mind about a name switch for the Romanian lead after deciding to call him plain Metaxa for the "see" picture. The Georges is on the front end again.

"Variety" for Summer

Place a subscription for "Variety" over the summer. From now until Labor Day, \$1.50.

Mail remittance with name and summer address.

Salsbury, Lasky and Job

Henry Salsbury, in contradicting a report of last week in "Variety" he is slated to leave Paramount's story department, stated:

"I was placed here by Jesse Lasky and I expect to remain as long as he does."

Salsbury has been with Par for several years. It is very possible that if Lasky remains, the production chief of all Paramount productions, Salsbury will also continue.

2-WAY WRITERS NOW FAVORED BY STUDIOS

Hollywood, June 1.

Writers who can direct and directors who can write are being favored by producers now as one of the means of economy, currently the chief tool around all studios.

Old-time director who brags that he never looked at his script is a thing of the past. Producers now favor a person who can both create and get their stuff onto celluloid.

Paramount checked up over its last year's production and found that some of its best came from the two-way men. Par is strongest for this departure. This studio plans the elevation of several of its writers to the writer-director berth, starting with Lloyd Corrigan, who does two ways on "Daughter of the Dragon."

"Be a Picture Critic"

Now Newest Come-On Racket in Hollywood

Hollywood, June 1.

"Be a motion picture critic" is the newest come-on to add to the long list of "be-a" gimmicks, beginning with detective and following the whole course through plane flying to screen writing.

Present ads are plainly enough said, but any day one can expect such phrases as "Try thought," was a dumbbell until it showed them my review on "Blood Red Passions," then I was the life of the party." Lately, come-on is being used by one of the heavy hitters of Hollywood, seven publications. Adv. in a local daily asks for a woman of refinement, good looking, who would like to review pictures for a living. Adv. is: "must be willing to invest in the publication."

Some publication has used similar methods for several months. Would-be reviewer coughs up anything from \$500 up, draws no salary, and soon finds herself out in the cold, with lots of pleasant experience, however, in the line of "be-a" come-on, nobbling with the "be-a" picture, but that's all.

Par has caught several chumps in the "be-a" method in the past few months.

Denverite Claims Rights To Film Cartoon Systems

Denver, June 1.

Claiming that most of the companies now making animated cartoons are using a system invented by him, and for which he has patents, Walter J. Conkie, organizer, has interested several Denver men in backing his claims for a settlement.

At first Conkie synchronized songs later turning to cartoons. Harry E. Huffman, president of the Aladdin Theatre Corp., leaves for New York Thursday (4), in an attempt to make settlements with a number of possible companies, alleged to infringe on Conkie's patents. Several picture company men have been in Denver within the past week talking with Conkie, with the latter holding out to him get all his angles and things arranged.



NICK LUCAS

New playing for Publix, this week, May 29, Metropolitan, Houston, Texas.

"The New York World" said while at Publix, New York:

"Hereby, however, that Mr. Lucas was received with tremendous enthusiasm, that he is forced to give four weeks."

Direction: Leo Fitzgerald, 226 W. 47th St., New York

WM. MORRIS DECORATED

Made Honorary Officer by French Government—Substituted Service.

An unexpected announcement reached William Morris, yesterday, in an official cable saying he had been decorated by the French Government as an Officer de l'Instruction Publique, in recognition of his work in behalf of International Amity.

In Morris' absence, the decoration was accepted by Abe Lastfogel in Paris at a luncheon, given May 30, at the Hotel Cillon, in the presence of members of the French cabinet, officials and a gathering of theatrical and literary notables.

PAR-UA RIALTO CLOSES FOR 6 WKS.; NO FILMS

Rialto, New York, closes for six weeks tomorrow (3), for the first extended dark period in the theatre's record. With both Paramount-Publix and United Artists having 30% of the house, neither firm has pictures on hand to go in, and the shortage is the reason for closing. Putting the lock on gives "Show Boat" (11), the current film, but one week at the theatre.

The Rialto is considered the best rental per foot footage amusement site in the country. Trade has long deemed the 42 and 11th avenue spot the top show location of the world. This closing actually marks the second time the house has been dark, though the previous instance was only for four days between pictures. A stage and cooling system was installed after hours in order not to interrupt the grind.

Sally Rand's Act

Sally Rand has deserted films for vaude. She opens for RKO at Flushing, L. I., June 6 with three big dancers.

Miss Rand has been free lancing in films.

Act as Though Still in Show Biz, Chi Dept. Store Press Tells P. A.

Chicago, June 1.

That picture and show business experience counts for something in the commercial world was verified last week by the swift manner in which the Public-B. & K. advertising staff let-outs were grabbed up by department stores, clothing outlets and similar firms. In every instance it was the show business experience that was wanted.

Perfect example seen in the hiring of Mill Levy by the Thrift store here. Levy had done several things with the Thrift clothing store when he was at R. & K. and when "Public" economy let him out last week, the clothing mob immediately placed him at work.

Film Printing Patent Ownership Given DeForest in Final Decision

Shutters for Woods

Chicago, June 1.

Johnny Jones closed the Woods theatre, long grand spot, Saturday (30).

Grosses fell off badly in the past few weeks, sending house for into the red. It lacked suitable film product. Will reopen late in August.

Jones took the house over last November and made money from the jump, though depending wholly on spot buying.

RADIO RETURNS UNCHECKABLE FOR THEATRES

For show business radio, an only supplement daily newspaper type and particularly in times of depression, expenses incurred on the air are needless.

Paramounts make this observation in substantiating the company's cancellation of all air maneuvers.

Proof of the uncheckable quality of the air wave tested, it is now revealed, when Paramount used its weekly national half hour for two months on a ticket selling drive.

"That drive on the air cost Paramount slightly over \$20,000. In return less than 100,000 ticket stubs were submitted, it being part of the campaign that listeners who sent in a single Public seat stub would be sent by return mail a photograph of their favorite Paramount star."

Paramounts felt that in an immeasurable institutional way the radio is okay—only, how much, where and when, they admit there is no way show business can tell.

Agents Advise Actors Not to Cut Salaries For Picture Studios

Hollywood, June 1.

Taking the increased enforcement of salary cuts for people holding contracts at Warners, Paramount and Universal as an opportunity to light back at the studios, which have lately restricted their privileges, the agencies are making it plain they will not permit their clients to take the reductions. The first step they have notified clients not to talk wages slashes with studio execs, and to let the agents do the talking.

One of the large agencies, which has 80% of the contract writers, players and directors at one studio, claimed it would let up production by making its clients walk off the lot if that studio tried seriously to put the cuts into effect.

General Talking Pictures (G.T.P.) is literally declared in control of all sound and talking film printing methods by right of ownership of a DeForest invention on film printing which the U. S. Court of Customs and Patent Appeals, in Washington, ruled last week to be original and patentable.

There is no appeal from the decision of this court, as it is the tribunal of last resort in all cases involving patent priority and invention.

It is only second to the question involving basic-film-patents now pending before the courts.

Royalties may be levied, are accrued over a period that may extend to the advent of talkers or before and keep going for the next 17 years, when and if a patent is issued to DeForest.

This patent, however, must be issued when and how G.T.P. (De Forest) presents it, with the patent ruling declaring the DeForest invention paramount.

Matter of Employee

The decision resulted from the suit of Dr. Leo DeForest through G.T.P. against Freeman J. Owens, a former cameraman and employee of DeForest, who claimed the invention. It was being pending three years, during which time the lower patent tribunals upheld Owens as against DeForest. It was the latter's contention and upheld by the court of final resort that Owens got his idea for the invention from De Forest and while working for the latter on such invention. Under the law, therefore, DeForest is declared the master of the invention.

The basic importance of the case is that it involved, according to court language, "originality rather than strict priority of invention." But both are included.

This case has now been out now to focus attention on a similar suit involving another patent in the case of G.T.P. (DeForest) against Fox Case. There the Shubert and Fox Case, however, is also between Case and DeForest. It is also claimed. The Case patent, however, involves a light used in father projection.

Suit is pending in the Federal Court in New York.

DeForest was represented by the law firm of Darby & Darby.

Film laboratories are hardest hit by the decision.

German Legit Arrives, but There's Nothing for Her

Hollywood, June 1.

Nora Gregor, German legit actress, brought back from a leave of absence in Berlin by Metro, returns to find nothing for her. Reason is: Metro's announcing local direct shop foreman produced no picture.

Company has engaged an English tutor. If Miss Gregor learns the language it will give her domestic assignments. Otherwise, her contract will be settled.

Walter Inaenverer, German playwright, now on leave abroad, had his Metro contract settled in Berlin.

Frank Davis, supervisor on French and Spanish production, was transferred to Harry Rapf's production division, and Thomas Kilpatrick, assistant supervisor on foreign, is out.

U Switches Remarque Yarns as Economy Move

Hollywood, June 1.

Somewhat swayed by the \$1,000,000 production budget on the new French Maria Remarque novel, "The Road Back," Universal is shifting another story by Remarque ahead of "Hush." Latter is being deferred until later. It is titled "Paris," which Ernest Laennic will direct.

JOYCE-SELZNICK MERGER

Hollywood, June 1.

Practically set for Frank Joyce and Myron Selznick to merge their agencies into one common holding company.

While both are presently successful, each agent also handles separate corporate agencies for specialized handling, resulting in office competitive bidding.

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

PAR CENTERS PRODUCTION

DeForest Loses Out to W. E. on Ries Patent Matter Before Last Court

Washington, June 1. U. S. Supreme Court has denied the petition of the General Talking Pictures (DeForest) for a rehearing on the decision of the Third District Circuit Court of Appeals in Philadelphia, which held that the Ries patent, although valid, and owned by G. T. P., was infringed by Western Electric equipment, in reproducing apparatus. The case did not involve the field of recordings. The business status of neither company is basically involved by the decision.

In denying the G. T. P. writ, talker-patent litigation becomes temporarily halted, with indications from the G. T. P. end that the fight is to be resumed in the fall. DeForest will then seek rulings in another lower court jurisdiction in order to bring the case back to the Supreme Court on the question of law involved.

The case in question was originally against Stanley Warner theatre subsid, but defended by ERPI (Western Electric). It was brought in the federal court of Wilmington, where G. T. P. emerged the victor only to be overturned by the Circuit Court in Philadelphia some months later.

Differences between the Western Electric and the DeForest equipments lies in mechanical changes of the process utilized for reproducing talker picture.

G. T. P. has suits pending in New York courts of the federal district relating to reproducing and recording in its mechanical changes of the process utilized for reproducing talker picture. One is against Fox-Case, and Fox Film and the other is against Radio Pictures and RKO.

The present case came to the highest tribunal through a writ of certiorari—Darby and Darby represent G. T. P.

COAST AGENTS SEEK STUDIO BAN LIFT

Hollywood, June 1. Frank Joyce and Ruth Collier as a special committee of two appointed by the Artists' Managers' Association are conferring with M. C. Levee, Paramount studio manager, to petition for a letting down of the bars on the studio pass proposition. Theory is that the agents, now that they're organized and established with a code of ethics, can be relied upon to behave on any job.

The A.M.A. is a new billing for the former verbose Association of Artists' Representatives and Managers. It accepted as new members last week Jerry G. Mayer and Maurice Revue.

Mayer was the recalcitrant who walked out on a meeting of the Hollywood agents' association but later changed his mind when Joyce, president of the A.M.A., assured Mayer that he would get the same deal that he (Joyce) would give himself.

Mayer was influenced by reporting that a rival agent was after one of his people. Joyce said that's one of the things the A.M.A. specifically provides for, that no member can chisel another.

Hensfield, who walked out with Mayer, states he will probably join, asking time to reconsider. Al Rosen is totally out because of personal reasons.

NEW OHIO CENSOR HEAD

Governor. Expected to Make Appointment Very Shortly

Columbus, June 1. Ohio board of censors is expected to have a new head named by the governor within the next week.

The town of John F. Clifton, president of the education department head and censor board leader, is expected to expire July 1. There is little likelihood he will be reappointed by White, despite the fact he is a Democrat.

The reasons for the impending change are many but are generally considered to be founded on Clifton's action on "Big House," which was ordered banned and later released, and on several other films of more than usual merit with which the censors have taken undue liberties.

Many candidates are in the field for the job.

U IS BUDGETING NEW RELEASES IN NEW YORK

Universal for the first time is budgeting its 31-32 picture schedule in the east instead of the west. Conferences are underway with heads of practically every U department expressing box office views. These will determine the amount to be spent on each picture.

Instead of producing 14 westerns, which are augmentary to the regular program of 26 features, U intends to turn out such production to independent producers. David Mervin is the first of these. If his work proves satisfactory, it is stated in New York, he will probably be given a contract to make the entire western program.

Universal this year is confining its budget to \$15,000,000. Last year \$12,000,000 was apportioned at the start for 24 features, but before the schedule was completed an additional \$2,000,000 had been expended. It is to prevent excesses of this kind and to know in advance when every penny is being spent that Universal has decided to come east and do the budgeting here.

Gin Party Films for Lurid Exploitation Of Kirkland Trial

Chicago, June 1.

With the Kirkland-Draves sex trial the Chicago underworld is reaping a free press publicity, the shooting galleries of this part of the country are searching frantically for film product which can be practically identical with the Indiana mess. One flicker is especially in demand, because of its acknowledged striking similarity to the case at hand. It is the indie "Frissonne Truth," but it happens that the censor board turned down the picture just some months ago.

Ed Greiner, local studio's righter, took the case to court in an effort to grab a maindramas, but the judge upheld the censors. Understood that Greiner will try once more.

STUDIOS OPEN IN HOLLYWOOD ONLY

Expected Closing of Par's Plants at Long Island, Paris and London—Changes Extensive in Scope—No Decrease in Announced 70 Features

EXECS' STANDING

Paramount is cutting all its production everywhere. When the cleanup is completed the company may concentrate all feature production in Hollywood. That's according to present plans and guided by present conditions.

It means that the Long Island studio will close and also the Jointville studio plant, near Paris. On the latter, Par isn't fully decided when, but given as likely after the next three months. London production will probably also wind up, being taken care of in Hollywood.

In the melee several of Par's bigger executives, everywhere, as well as graded employees are due to depart or change. While Bob Kane, now charge of foreign production, may continue under his present contract and be shifted to Hollywood, it is not at all certain Walter Wanger will stay. Latter has been in charge of production at Long Island, besides supervising all Par production generally.

Wanger's status is being mulled over by the higher-ups. Par's Hollywood studio at present has Ben Schulberg as West Coast boss, with Jesse Lasky supervising from above.

Lasky is presumed to remain as Par's general producer, though that is not entirely set as yet, it is said. Neither is Par's shift plan as a whole yet decided, though this outline, denied by Lasky, seems conceded in other Par circles as pending just now.

Wanger holds a new Par contract at \$5,500 weekly issued to him less than two months ago as general production manager for Par. Technically this places Wanger in some charge of all Par's picture making.

Current Orders

Just at present the order for the Astoria studio is to start "My Sin" upon the completion of the current "Satan's Captives" talker. "My Sin" rehearsals will commence in about 10 days. To follow that is "Women Uncertain."

These orders suggest there is to be a one talker order at a time until the question of the Long Island studio matter is finally settled.

With "My Sin" are Talullah Bankhead and Freddie March in it. (Continued on page 43)

SALARY CUT TO BE PERMANENT?

Chicago, June 1.

That salary cuts in the film industry will be permanent as a part of the new cost-cutting program of living costs is a growing belief. Warners has announced no date for the termination of its wage reduction. There is an official comment obtainable as to its duration. Within the organization there is a strong belief that it will be permanent.

When Paramount stated to its employees the cut effective as of June 1 would terminate Sept. 1, 1932, there is doubt in that organization obtainable as to its duration automatically to their former peak.

Irene Purcell Stays

Hollywood, June 1. Irene Purcell, who had a one picture deal with option contract at Metro, has been handed a stock contract. The former 1927 player's work in "Man in Possession" did the trick after being originally slated to go.

German Chains Smothering Foreign Film Theatre Operation in U. S. by Lining Up Own Sizable Houses

EXTRAS-BEARISH

Although Prod. Up—Total For 5 Days Was 2,513

Hollywood, June 1. Productions on a gradual rise but extras went down to 500 a day last week. Total placements for the five working days were 2,513.

Outstanding act of the week was Chuck Reisner's middle-class street closing "Politics" at Metro. He used 150 on it Tuesday.

No other sets used over 75. Paramount had kid mobs Friday and Saturday as "Huck Finn" started, but only 60 to 70 a day working.

Thirty-three features active to-day with eleven more on the line.

YOUTH GETTING EXEC BREAKS AT STUDIOS

Hollywood, June 1.

Call for new blood into picture production, directed at the player ranks a few months ago, now extends all along the line with executives a principal target.

High-priced deadwood, is being chopped out in the current economy program. The new faces that go in are starting at considerably smaller salaries, with little possibility of their ever getting commensurate with telephone numbers.

Radio fired a collection of expensive supervisors and replaced them by younger talent already on the lot.

Fox inaugurated a plan of "ass. associates to associate producers," youngsters being readied for the jobs.

Ufa throughout all studios is to line up youngsters who can deliver, and at salaries more in proportion to other industries.

In the next few months more publicity boys will get chances to write, more writers to direct, and more junior execs opportunities to produce, than ever before.

And the payrolls will be stacked with ballast.

Penn. Censors Butcher 2 Gang Pictures and Dailies Pan Em for It

Pittsburgh, June 1.

"Public Enemy," current at the Davis and Brighton, hardly recognized here after Pittsburgh censors got through with it. Almost half an hour missing, including the death of Matt, the grape fruit episode and kidnapping of Tom from hospital by rival gangsters. Later passage is covered up with written subtitle which tells that Tom, in delirium, wandered out of hospital and fell into hands of the enemy.

Nothing much left to the picture in its present form here. Dailies almost without exception tune into the censors for their brutal handling, claiming picture should have been barred altogether or left in original form.

Another gangster picture current, "Secret Six," at Penn, also has its guts removed by the censors.

Schenck-Kelly Away

Joseph M. Schenck, last a couple weeks, and Arthur J. Kelly, former and former head, may go to Europe to look over the exportation in England and on the Continent.

Independently run small foreign film houses in the United States are doomed. Within less than six months practically all of the little colonies will be either squeezed out of the market or forced into second run showings with the first runs garnered by two, or more, foreign theatre chains.

At least two foreign film house chains are being built up in America now. Foreign interests, with a possibility of a third financed by Americans. First of the chains is the one being built up by Ufa (German) to consist of about 10 theatres and second is one being built up by Tobis (German), and to consist of at least 17 houses.

Tobis has been working quietly on its chain and refuses to make any announcements about it. But it is known that it has 17 spots sited and practically signed, with two in New York city. Originally intending to open up some time early in June, Tobis now holding back until the end of the warm weather spell with a probable opening spurge early in September.

Still a third foreign chain may result with American capital and backing if Warner Brothers make a success of its foreign show spot on Broadway.

Idea back of this move is that previous method of restricting foreign pictures to small houses is false inasmuch as high entrance fees are made necessary by small capacity houses. If this group figures, a 1,000 seat, 50¢ house can be filled at a 50¢ top, they are better off than running a 300 seater \$1.

Ufa's houses are claimed to be set for opening about September. Its first house, Cosmopolitan in New York, opened Thursday (23).

Tobis has been extremely secretive about its plans, Milton Diamond, who heads the organization in Europe explaining that he doesn't want to announce anything until he has everything set.

Forced Out

Diamond has been in New York about a month and will be here at least another month before returning to Berlin in July. Figured that he will have everything lined up before he leaves, with his brother David Diamond, in charge after that.

According to the observers of the field, entrance of Ufa and Tobis into American distribution of foreign films and theatre operation areas that they will force out the little fellows in the side streets because of their powerful European alliances.

With this running two New York houses, Ufa one and Warners one, the first run field for foreign will be thoroughly covered. With these companies also practically controlling product, the little theatre owners will have to either show second runs or else. And or else meaning go back to neighborhood grind programs of American films.

Depking Out as Div. Mgr.

Chicago, June 1.

Bernard Depking, Warner zone director of Wisconsin is out, with this territory added to James Coston, now zone director of Illinois and Indiana.

Coston has named Frank Eslier, former Wisconsin operator of 22 houses, to succeed Depking as division manager, but under Coston.

Off at 5 Daily

Movie, with current week, United Artists is hopping off a half-hour earlier time at the home of the new and old times.

The De Mille employees will have a 45 minute lunch.

BUFF. FIGURES UP—HIPP IS NEAR \$13,000

Fox Films' 1930 Statement with Clarke Letter

Fox Films' net profit available for dividends, as by official company report for 1930, is \$2,055,435. This is on the basis of a \$2-week write-off of film costs as compared with a recent banker's audit which would have reduced this net by something like \$494,251 to \$1,561,184.

This banker's audit was made in connection with the company's recent new financing and for that very purpose. The two audits caused some difference, which is explained in a special letter to stockholders by Harley E. Clarke. It will probably be gone over at the Fox stockholders' meeting, scheduled for June 10.

The banker write-off system amortized film costs on a basis that called for writing off 99.5% of domestic negative film in 26 weeks; which the Fox management considered as extreme. In addition the banker audit as explained was made retroactive for 52 weeks. That took the audit to Sept. 28, 1929, or three months prior to the period that had been closed in the audit of Dec. 28.

It was based on the rental history of the first 29 sound pictures made by Fox.

These 29 pictures were considered by the Fox management as an improper basis for writing off, owing to conditions under which they were produced and distributed at a time when theatres were engaged in winter holidays while some of the first Fox talkers had been originally intended as silent.

The \$2,055,435 which Fox reports as net profit for 1930 figures to \$3.64 a share on the stock. The decline over 1929 amounts to \$263,516 as compared with the net of that year, which was \$2,469,051.

Operating Profit Higher

The company's net operating profit was greater than in any previous year, amounting to \$10,251,827, which would have computed to \$4.06 on the 2,525,660 shares of Class A and B stock outstanding Dec. 31, 1930. From this amount, \$1,046,802 is deducted for non-recurring expenses incurred prior to 1930.

Theatre receipts of direct sublets in 1930 were \$51,414,002, as compared with \$39,962,044.

Amortization of films for 1930 amounted to \$27,806,371, as compared with \$24,158,544 in 1929. Depreciation on plant and equipment, exclusive of studio property, was \$3,873,560, as compared with \$2,678,761 in 1929.

The report indicates that Fox controls and operates 532 theatres in the U. S., outside of the Fox eastern houses, the gross receipts of which for 1930 amounted to \$51,414,002. Altogether its theatre operating sublets and affiliations total 1,013 houses. This includes the 393 theatres of British-Globe and 86 of the Hoyt chain in Australia.

In addition, it is stated a budgetary system put in by the new management has reduced operating overhead by \$2,000,000. This is to be further reduced, according to report, currently with the letting out of holdover excess from the old William Fox regime and who are not actively engaged for company interests. Something like \$500,000 annually or more will thus be saved by the company.

Gross business done by Fox and its sublets in 1930 amounted to \$36,446,366, of which \$45,032,344 was from film rentals.

Metro's Net

Metro's net profit after taxes for the 26 weeks ended March 15, 1931, and just announced, amounts to \$2,535,435.

Its gross profit was \$7,004,352. Operating expenses for the same period are given as \$4,468,917. Miscellaneous income, \$454,743. Federal taxes, \$485,105. Net profit before taxes, was \$4,017,544. Operating profit was \$3,562,801.

Some Par Bonds Paid

Paramount has reduced its sinking fund gold bond obligations from \$15,000,000 par value to \$14,250,000 par value by payment of \$750,000 to Chase National Bank trustee, last week. By requirements of the indenture as dated of Aug. 1, 1930, this need not have been paid until Aug. 1, 1931 year.

The bonds as issued are for 20 years at 5 1/2%.

The Fox 1930 Statement Fox Film Corporation

And Wholly Owned Subsidiary, Controlled and/or Affiliated Companies.

Condensed Consolidated Earnings Statement and Profit and Loss Year (52 Weeks) Ended December 27, 1930.

BALANCE, January 28, 1929.....	\$11,603,517.22
ADDITIONS:	
Income Credit:	
Gross income from sales and rentals of film and literature and theatre receipts.....	\$96,446,345.50*
Income from rental of stores and offices.....	1,469,825.45
Dividends from investments:	
Loew's, Incorporated.....	\$2,147,925.00
Other.....	291,145.00
	2,439,068.50
Other income.....	1,648,766.97
Total income from all sources.....	\$102,004,009.11
Income Charges:	
Operating expenses of theatres and exchanges, head office and administration expenses, etc.....	\$54,563,268.04*
Amortization of production costs, including participations.....	27,305,556.77
Depreciation.....	3,873,560.00
Interest.....	1,548,230.50
Minority interests' shares of theatre subsidiaries' profit.....	790,056.68
Total income charges.....	\$8,080,571.97
Income available for interest requirements of parent company, Federal income taxes and non-recurring expenses.....	\$13,923,437.14
Interest requirements on one-year 5% gold notes.....	\$2,290,250.00
Amortization of discount and expenses.....	1,133,106.00
Provision for Federal income taxes.....	248,254.24
	3,671,610.24
Net profit from operations, before deduction of non-recurring expenses.....	\$10,251,826.90
Less non-recurring expenses.....	1,946,392.43
Net profit for year, carried to surplus.....	8,295,434.47
DEDUCTIONS:	\$20,806,345.69
Adjustments in respect of reserves:	
Appropriation from surplus for possible reduction in normal expected return on picture inventories.....	\$2,000,000.00
Less excess provision for indeterminate liabilities and contingencies returned to surplus.....	1,650,000.00
	\$350,000.00
Settlement of contracts entered into in prior years.....	728,262.21
Dividends declared.....	10,102,249.00
BALANCE, December 27, 1930, carried to balance sheet.....	\$11,190,503.21
	\$9,618,442.48

* Rentals of film to subsidiary theatre operating companies not eliminated.

ASSETS

CURRENT ASSETS:

Cash.....	\$5,368,943.27
Accounts receivable, less reserves.....	6,650,834.02
Inventories (unamortized cost).....	21,627,175.99
Prepaid expenses.....	1,118,924.67
	\$38,705,677.95
INVESTMENT IN FOX THEATRES CORPORATION, less reserve (market value at December 27, 1930, \$770,704.00).....	2,602,462.50
INVESTMENTS IN ADVANCES TO AFFILIATED COMPANIES AND ENTERPRISES:	
Pledged to secure 5% gold notes:	
Investment in 800,000 shares of Loew's, Incorporated, common stock at cost.....	\$75,000,000.00
Investment in Metropolitan & Bradford Trust Co. Ltd., capital stock at cost.....	19,030,929.04
	\$94,030,929.04
Investments in respect of which proportionate shares of undistributed profit are included.....	7,154,103.88
Other investments, at cost.....	6,227,993.75
	107,413,012.67
LAND, BUILDINGS, LEASEHOLDS, MACHINERY, EQUIPMENT, FURNITURE AND FIXTURES:	
Operating properties, less reserves for depreciation and amortization of.....	\$52,429,345.84
Non-operating properties.....	1,232,638.08
	53,661,983.92
LEASEHOLD AND RENTAL DEPOSITS.....	852,206.61
CASH RETURNED BY VALUE OF LIFE INSURANCE POLICIES (less loans of \$390,638.46).....	292,268.82
MISCELLANEOUS ASSETS.....	1,202,599.40
DEFERRED TAXATION.....	1,624,269.04
	\$201,354,475.50

RESERVE FOR CONTINGENCIES

Year (52 Weeks) Ended December 27, 1930

BALANCE, December 28, 1929, per annual report to stockholders.....	\$11,576,297.65
LESS CHARGES DURING THE YEAR:	
Extraordinary expenditures incurred during the period of financial readjustment, less portion assumed by associated company:	
Proposed financing pursuant to the terms of the Bancamerica-Blair Plan, not consummated.....	\$748,245.90
Authorization of additional 4,000,000 shares of capital stock.....	257,851.18
Additional compensation and bonuses paid to employees.....	1,322,722.28
Legal fees.....	2,038,711.52
Accounting fees.....	168,281.86
Outlays in connection with acquisition of British properties, not capitalized.....	1,286,290.71
	\$5,823,103.45
Cost of proposed acquisition of British properties, not consummated.....	177,872.47
Outlays in connection with "Grandeur" film experiments, settlement of royalties previously in dispute, and sundry non-operating charges.....	459,426.01
Outlay on repurchase of "A" stock of Fox Theatres Corporation from Chase Interests.....	437,500.00
	\$6,826,901.96
Amount of reserve considered excessive—restored to surplus.....	1,650,000.00
BALANCE, December 27, 1930, carried to balance sheet.....	\$1,515,931.99
	\$2,990,395.58

LIABILITIES

CURRENT LIABILITIES:

Notes payable.....	\$1,429,370.58
Accounts payable and accrued expenses.....	7,987,169.14
Dividend payable, January 15, 1931.....	2,825,560.00
Reserve for 1930 Federal income taxes.....	223,267.67
Portion of funded debt maturing within one year.....	4,826,260.90
Amounts due to associated companies.....	1,515,931.99
	\$18,211,560.40
DEFERRED CREDITS AND SUNDRY LONG TERM LIABILITIES.....	710,355.81
* LIABILITIES TO BE REFINANCED:	
Secured 6% gold notes, due April 15, 1931.....	\$55,000,000.00
Note payable of Wesco Corporation, secured by capital stock of Fox West Coast Theatres.....	10,000,000.00
	65,000,000.00
FUNDED DEBT OF SUBSIDIARY COMPANIES.....	11,588,721.12
RESERVE FOR INDETERMINATE LIABILITIES AND CONTINGENCIES.....	2,009,395.68
PREFERRED STOCK OF SUBSIDIARY COMPANY.....	40,000.00
NET WORTH:	
Capital stock of no par value:	
Authorized 4,000,000 shares of Class "A" (of which 295,000 shares are reserved for the exercise of stock purchase warrants) and 100,000 shares of Class "B" (issued and outstanding 2,423,500 shares of Class "A" and 100,000 shares of Class "B" (less 700 shares held in treasury)).....	\$30,750,000.00
Earned surplus.....	9,018,442.48
Appropriated surplus for realization of inventories.....	2,000,000.00
	102,208,442.48
	\$201,354,475.50

* These liabilities have since been liquidated, as a result of the refinancing transactions set forth in the bankers' offering circular dated April 10, 1931.

With 15 Houses Wired in Lisbon Talkers Go Floppo in City Where 85% of Pop Can't Read or Write

Lisbon, May 24.
After 15 theatres in Portugal were wired, for talkers in business were asked to such an extent, operators are worrying, trying to keep from going broke.

In Lisbon, the capital, with a drawing population of around 89 to 90,000, there are now 11 wired houses, each house reports poor business. Whether this is the result of the changes from silent to talking films or the result of the result of the world-wide depression is not clear. It is thought due to general bad business and not because the talkers are not liked.

The drawing capital of Lisbon, according to the population given by the statistics given as 650,000, but as about 80 or 85% are not talkers, the theatres have only a small number to draw from. The small number of Portuguese can't read nor write, has few demands on life and has a general disinterest in everything except wine, bullfights and football.

All quiet on the Western Front (U.) recently at the Sao Luiz, tried to break even by reducing admission 50%. It is a reported loss. Dawn Patrol, the only fair-drawer since early in the year.

2 Flips in 3 Films.
Three pictures have been turned out by Paramount in Paris, which all Portuguese talkers, in which Beatrice Costa and Estelle Anandine were starred. The first two were complete flops, but the third, "Her Wedding Night," is going fair. All shown at the Tivoli, Lisbon's deluxe house.

The business in Portugal is being fought for by Metro and Paramount. Outside of the German companies are getting the best share. Both have staffs of about 15 people in the Lisbon offices, with Metro managed by a Yank, J. B. Balesky, who knows his business. He tells an amusing story about somebody demanding him for asking one of his employees to work or to come to the office for a short time during a legal holiday a short time ago. It is against the law for any office manager to ask his force to work on any legal holiday. This man said his fine without a kick, but the next holiday that came along not legal, but generally recognized, and there are many of them in Portugal. Balesky ordered the whole force to be on the job.

Too Bare.
Portugal gives a 7% tax on two-thirds of the seating capacity of the house and \$2 gold per kilo on film and \$1.10 gold per kilo on disks. While the duties are not exorbitant, they are plenty high. If lowered, it is believed business might pick up in the near future, lowering of the prices of admission.

A revue was put on recently at the Avenida composed of an all-woman cast with 50% outfitted with smiles and slippers. The censor got busy after the first couple of nights of "The Love Strife" and decided that the bad weather had not yet arrived in Lisbon the girls had better not wear slippers. With the cutting out of the slippers scene and with the increased wearing apparel the show closed down and another flop was marked up.

Dutch Sound Newsreel

The Hague, May 24.
The first all-Dutch sound newsreel released this week. It was made by the Polygram Company at Haarlem, which has for years making Dutch silent newsreels.

\$28,000 Low at Empire; "Outsider" Taken Out

London, June 1.
The talkies, an indication of the picture market, showed \$28,000 in the Empire last week. To indicate the view of it being a holiday week. "Outsider" taken out of the program.

TERRA-TOBIS DEAL IN U. S. IS FOR 2 YEARS

Curtis Meltz and Ralph Spottiswood, presidents of Terra Films, called on "Bronze" today (29) for a return to Berlin after negotiating for distribution of their German output in America by Tobis. This is in line with Tobis' spreading out activities in America. Meltz and Spottiswood turned four films over to Tobis immediately on signing the agreement, among them a super production of "The Karazaz" movie. Agreement is for two years and calls for Tobis to distribute all of Terra's product on this side for that length of time.

Terra will continue its relations with United Artists. Meltz also planned before sailing on the oil boat. They are German representatives of the American firm, with their personal interests on this or the other side not interfering with the relationship.

Par's Booking Plun

Paris, June 1.
Fear of a film shortage has caused the Paramount circuit to enter into an agreement with all its open play-dates. It means a heavy booking contract for Par's.
"Tabu" Polytechnic film made independently by the late F. W. Murnau and distributed by Paramount, will reopen the Gaumont Palace, opening date for the house, now undergoing serious alteration, not settled yet.

Switzerland's 1st Deluxe

Geneva, June 1.
Switzerland's first deluxe picture house has been opened here by an international group of Swiss capitalists headed by George Burton, Englishman. Burton is managing the project.

Quint de dix houses will be built to make up a circuit.

WB's P. A.'s in London

London, June 1.
Lella Stewart, a former Warner Brothers, is expected to leave the post, which she has held since the past. Allen, First National publisher, may add her post to his own when and if she goes.
Pat O'Connor, under Fred Martin's death, second in command at Paramount's, London publicity office, has been given the top job.

B. I. Gets Pavilion

London, June 1.
British International has finally put through its deal with C. B. Cochran for the Pavilion over the summer.

Deal was held up several weeks because Cochran objected to BIP plans for running the house on a grand program, beginning at ten in the morning. BIP finally won him over.

One German Banned

The Hague, June 1.
Censors barred one German film, "The Day After Tomorrow" (German) (Berlin Closed Doors).

SPURGE FOR TALLULAH

London, June 1.
"Ship" Spurge is withdrawing from the Carlton today (Monday) after a short stay. Tallulah Banklyn is next.

Tallulah is getting a big advance least on the Rialto and on with the footprints and the index.

BRITISH VERSION OF 1914

London, June 1.
British film company is preparing a new version of the 1914 film "The Day After Tomorrow" (German) (Berlin Closed Doors).

WB SUES TO RECOVER \$75,000 PAID FOR STOCK

London, June 1.
Warner Brothers has served writs upon Arthur Clavering, Albert Clavering, Sir Gordon Craig and Pollock-Baillie, Ltd., claiming that it was induced by misrepresentation, or nondisclosure of facts, by Arthur Clavering to purchase 6,000 shares for \$75,000 on July 10, 1930 in the defendant company. Action is taken through the Warner solicitors, Denton, Hall and Burgin.
The defendant company was at that time registered in the respective names of Albert Clavering, Sir Gordon Craig and John Rose, with the stock of the entire issued capital of the firm.

Warner's suit recission of the purchase and repayment with interest. The Warners declare that the company was not the plaintiffs entered into by Arthur Clavering on its behalf were unauthorized, and in breach of trust.

Another writ by Warners seeks an Arthur Clavering makes a move or less similar claim in respect to a company registered under the name of Manchester Enterprises, Ltd.

Warners is effecting several changes abroad in which let-out of Gus Schlessinger, as German representative, and Arthur Clavering, British overseas, are included. Clavering's job will be filled by an appointee of George Bandy, the brothers foreign officer, while Henry Kaufman, an assistant to Schlesinger, will succeed the latter.

Bandy will return from London in another three months, following which he will be making up the foreign field, which he commenced two months ago.

FRENCH POOR FILMS WORSE

Paris, June 1.
Poor quality of the great bulk of recent native film production is turning capitalists away from film here.
"On Purge Belle" (Baby's Being Cleaned) (Bismarck) was with a drawn jaw, week in Marseilles after only three days.

Several other producers have been shelving their product, because it's so far below average that it's impossible, even in spite of a general film shortage.

GROSSES 30% OFF FOR PCT, ENGLISH CIRCUIT

London, June 1.
Provincial Cinema Theatres reports for the year show that it is 30% lower in grosses than last year. P.C.T. is a British Gaumont subsidiary.

Kates on Par's Foreign

Following appointment of Melville A. Shaffer to P. T. S. Miller's executive production staff in Hollywood, his post in charge of foreign production and distribution at the P. T. S. has been filled by George N. Kates.

He was exec. assistant to Shaffer.

Vaude in RKO House

London, June 1.
Robert Storer, Square, the RKO show, has been going on since July 3, with an attempt made to have "Gracie Fields" leading the first bill. "Gracie Fields" has been here at that time would be a good thing for her, but it is not.

Palace Goes Dark

London, June 1.
The Palace, which has been closed since the last week of May, is now open. The house has been closed since the last week of May, is now open. The house has been closed since the last week of May, is now open.

TRICKY BELGIAN EXHIBS

Replacing Censored Cuts in Silents
Bringing Severe House Watch

Brussels, May 24.
M. Janssens, Belgian Minister of Justice, announced in the senate that film censorship in this country is to be more severe. At present, Janssens cannot be considered the censor, but he is not without influence. In silent films made by the censor have been found to replace in the film when shown. To prevent this, special agents have been appointed for surprise visits to the theatres.

Head Office Jam with G-B Direction—Change Also Due in Operation

London, June 1.
Directorial feud between Mark Obster and Charles Woolf, Gaumont British execs, is expected to reach a climax here shortly, with the likelihood that Woolf will drop out.

Booking of "Chance of a Nightingale" Gaumont film, into the House, Paramount house, is said to have resulted in the split, with Obster and Jarratt, head booker for the chain, refusing to give the film a West End run on the Gaumont circuit.

Understood that G-B plans extensive head office executive changes, with the object of centralizing control of the circuit into four main provincial groups and not at least ten, to supervise the entire circuit from London.

HAIK CO. INCREASING CAPITAL BY DOUBLE

Paris, June 1.
Capital of the Jacques Haik Film Company, financially one of the strongest in France, increased from \$600,000 nominal to \$1,200,000, besides which added fresh reserves provide about \$300,000 more in funds.
Haik's film production will be about 18 films this current year. Haik's new house is the Olympia. He is also building a boulevard house on John Johnson's plans, which it is considered will be the most up-to-date in Europe.

London That Way Too

London, June 1.
New company formed by Gaumont British under the direction of Jeffery Hender, Charles Wilcox and Dan Phillips to purchase another stock of theatres, has fallen flat, with the deal cold.

Understood about 50 potential houses were lined up. When J. Hender, head of Gaumont British, sought to the stock exchange to raise the necessary \$100,000, he could not impress the money lenders.

Pool Technical Depts.

Paris, June 1.
The Nathan has decided to put its technical department with the Gaumont organization and will also participate in programming.

No financial or operating merger is involved in the move. The move was largely instigated by the Minister of the Arts.

4 Wks. for "Front Page"

London, June 1.
Lisbon fell out of "Front Page" (Sunday) for its fourth, and final week at the Tivoli, with the film showing twice a week. Just over the house has been closed since the last week of May, is now open.

Holland's Heat Wave

The Hague, June 1.
The heat wave in Holland is now at its height. The heat wave in Holland is now at its height.

Don't Revive in Mex City

Mexico City, June 1.
The heat wave in Mexico City is now at its height. The heat wave in Mexico City is now at its height.

WRITERS ON DISFIGUREMENT

Paris, June 1.

International Writers' Congress, started in Paris, to have formed a union to be called International Protective Association with the object of watching against the clearing of writers through hindrance.

Writers are quite annoyed by this alleged damage to literature and intend to do whatever is necessary.

Writers from 20 countries are represented in the group with America out.

DEL GOODMAN BACK, MARRIES IN HONGKONG

Singapore, May 2.

Del Goodman, late Hollywood representative, with headquarters in Java until recently for Fox Films, confirmed bachelor until April 29. On that day in Hongkong he married Sybil Goodman of Shanghai at the American Consulate.

The newlyweds will honeymoon in India where Fox is to open two branches.

Thorpe Unit with BIP

London, June 1.

John Thorpe, who recently left BIP as a director and studio manager, will start his own unit with Associated Producers. Productions on his return from the States.

Unit will make three for A. M. P. with BIP release and John Maxwell will dig up the money on a percentage basis.

Understood the unit is expected to tip up its own machine after getting started, or leave BIP. Thorpe has taken Charles Nicholson, assist. BIP studio manager, to manage his unit.

Company was registered privately on April 15 with a nominal capital of \$5,000 and the directors not listed.

U Syncing Ancients

Hollywood, June 1.

Universal is digging in more pictures from its library to be synchronized with sound and music for the foreign market. These synchronized versions will complete U's only contribution to foreign theatres at its coast studio.

Understand to get the synchronized treatment, "Hunchback of Notre Dame" and "The Flaming Frontier," a Hyatt Gibson western. "Up for Murder" a recent Lew Ayres talker, and other talkers will also get music and sound. Previously "Midnight Smir" and "Sword" had been made and were reported as being by U's house and foreign outlet.

"California Straight Ahead" and other old Reelaid Deans are being considered also. Jack Ruby is in charge of the syncing and will probably do about 12 such versions a year. The next to nothing cost has made them a favorite with U execs.

Tobis Takes Forenfilms

Forntimes Inc. distributors of foreign language talkies, has been absorbed by Tobis, German producer and distributor. Tobis is spreading out in the American field, taking over all the product that Forntimes has on hand.

President of Forntimes was David Diamond, brother of Milton Diamond. He died. He will be an executive position in Tobis New York office.

Apollis, Nantes, Burned

Paris, June 1.
Apollis, Nantes, Burned.

HA—Bans German Film

Paris, June 1.
HA—Bans German Film.

**REPRINTED
IN RESPONSE TO
EXHIB. DEMAND**

**FROM RKO RADIO'S
BOX-OFFICE SMASH
LAST WEEK IN ...**

VARIETY



60,000 Attended the Kentucky Derby at Top Prices and Shouted Themselves Hoarse.

70,000 Packed the Yankee Stadium to See a Ball Game Last Week.

Giants and Cubs Drew 55,000 May 9th.

Ringling Show Is Grabbing Plenty.

Outdoor Amusements Look for a Boom Year Near the Big Cities.

Nothing Wrong With the Public If You Have What They Want and Know How to Sell 'Em.

Show business is changing with all the bewildering effect of a kaleidoscope . . . Only the Showman with a punch is packing away the winning grosses.

This Flashing Era is putting a premium on brains . . . **FOR OPENINGS WERE NEVER SO IMPORTANT AS THEY ARE TODAY.**

The exhibitor who hangs out a one-sheet, changes the bulbs in his marquee, plants a reader in his daily paper with a pansy ad . . . and lets it go at that . . . will take the licking of his life.

RADIO PICTURES URGES EVERY SHOWMAN IN AMERICA TO TAKE OFF THE WRAPS AND WORK LIKE HELL.

There's no such thing as depression in show business for the man who won't be licked . . . If you sold automobiles or yachts or diamonds there'd be something to cry about.

BUT YOU ARE IN THE GRANDEST BUSINESS IN THE WORLD
... SELLING ENTERTAINMENT TO A PLANET FULL OF PEOPLE
WHO ARE CRAZY ABOUT AMUSEMENTS.

If you don't sell your public hard, fast and with sure-fire effect you can bet your last dime that the out-door showman will out-sell you.

Ditch the old routine . . . pull new stuff . . . write a new act and sock 'em plenty.

You've got to get openings . . . big openings . . . or close behind dat ol' devil eight ball.

WHEN YOU TIE UP WITH THE RADIO TITANS SENSATIONAL
NEW LINEUP YOU BUY THE GREATEST TICKET SELLING SUP-
SUPPORT THE SHOW WORLD HAS EVER KNOWN.

Theatre Advertising as Indicated
From Various Cities
On Week Days

DETROIT

MICHIGAN

TODAY!

Our Darling Daughter
Is a Reckless - Loving -
Laughing Sinner Now!

JOAN CRAWFORD

More gorgeous and
reveling than ever!

LAUGHING SINNERS

Meeting Version of Stage
Hit "Torch Song" with
NEIL HAMILTON
Clark Gable—Cliff Edwards
And Marguerite Bonneau.

A girl of today who loved
nothing—giving all—ask-
ing nothing of a passion
that crushed her soul!

Here's a punch-
packed ro-
mance with a
new Craw-
ford! She's
a dazzling
blond
charmer!

Now
Joan
Burns
Bliss!

ON STAGE
Vaudeville's Favorite Street
WILLIE WEST & MCGINTY
Is "DOWN CAME MCGINTY"
With BOB NOLAN and
Wink Crater—Super Musical
The Amalgamation
EDUARD WERNER
Leading Michigan Orchestra

CHICAGO

PALACE

50% OPEN
5:30 PM

**COME EARLY TODAY! There's HOLIDAY JOY
FOR ALL... Outstanding RING VAUDEVILLE
SHOW... Usual Screen Attraction!**

Hollywood's Famous Funniest
Star IN PERSON!

Belle BENNETT
In a Dramatic Playlet
"Lucky Taylor-Waitress"
"Scandal" Dances with
BUSTER WEST
with JOHN WEST
DON VALERIO
MORGAN STONE
And the Comedy King
Herman TIMBERG
And His Tumbler
Comedy Tumbler
HERB TIMBERG

**ON SCREEN—Throb-
bing Drama Reaching
Deep Into the Heart!**

The Intimate Story of a
GOOD BAD GIRL!
A Columbia Production
With **MARIE CLARKE**
(The Molly of "Foot Pants")
MARIE PREVOST
JAMES HALL
Entire
Time
10:15
10:30
10:45
11:00
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NEW YORK CITY

She was the World's Richest Woman, But She Risked All for Love!



THE SHE-WOLF

(The inside story of the world's wealthiest woman)
Back on the "Play" "Mystery" Millions" by
Hester & Davis, and
Directed by Davis, and
A greatest picture picture by Carl Laemmle and
MAY ROBSON
JAMES HILL FRANCES DADE
LAWRENCE GRAY
She had everything that money
could buy, but love... so which
should it be... youth and love
or another million dollars?

TOMORROW at 6 P.M.

POPULAR PRICES
CHANGING TIMES FROM 8 TO 11 P.M.

RIALTO TIMES SQUARE

HOUSE OF WITS

DETROIT

FOX COOLED TO YOUR COMFORT
25c 150c
Biggest Show in Detroit

A Now Dame Has 'Em Scrapping Again!

NOW

Hear the riot between Flagg-and-Quirt-as they fool, frolic and fume with each other "sweeties" from Brooklyn to red hot Turkey....

WOMEN OF ALL NATIONS

with
VICTOR McLAGLEN
EDMUND LOWE
EL BRENDEN **GRETANISSEN**
FIFI DORSAY

Stage
Fessenden & Marica's
RADCLIFFE & BOB WARD and **PINKIE**
"Don't Give Me the Blues"
THE BARTLETTs
"The Girl Who Came to Supper"
ROBERT CLOY
"The Great Train Robbery"
SUNKIST BEAUTIES
"The Girl Who Came to Supper"

PHIL LAMPKIN and **Jazzmonic Rhythm Kings**

[illegible]

WASH D.C.

KEITH'S
with over 6 SE

LOVE... HATE... REVENGE...

From
REX BEACH'S
CASA STORY
"REC OIL"

"WHITE SHOULDERS"

with **MARY ASTOR**
JACK HOLT ... **RICARDO CORTEZ**

Also Starring
 RHOYAN
 NEKE
 "Dissipating
 Immortal"
 A Real Gander
 The Fox
 A "Mystery"
 A "Mystery"
 Wm. R. Blinn
 Ray Morgan
 of the

**Blood Love
 Turned to
 Blinder Hate**

A fashion's wig it
 forced to live; me
 and sex with the
 the-cher-cher in
 not mad moment

WASH D.C.

ST. LOUIS

TOMORROW—A CHAPTER TORN FROM THE AGONY

Her life complete in the five children she had borne him... She gave up her husband to another woman... that he, too, might realize his dream!



SEED

with

**Genevieve TOBIN
JOHN BOLES
LOIS WILSON**

Woman Against Woman!
Which does he choose... the woman who "understands" him, or the mother of his brood?



Adapted from the novel by Charles G. Norris.

RKO VAUDEVILLE

A WHALE OF A SHOW!!

ROSETTA DUNCAN

THE "PRINCESS OF THE INTERNATIONALLY FAMOUS"

"DUNCAN SISTERS"

"EVERYTHING NEW BUT THE LAUGHS"

"THE MUSIC GENIUS OF THE CIRCUS"

Gail-Rini and Sister

Billy Kelly & PAGE
"TAKING THE RISK"

ADDERY WYCKE
THREE GENERATIONS OF DANCE

A NEW ANGEL OF FUN

THREE SWIFTS
"SEEK WHITING IN THE NIGHT"

LEADING WITH LAUGHS

THIS TONIGHT
BUD AND
DAD SISTER
S.E.A. &
JAS. BROS.
JOE HEGAN
"FRANK THE
TALKING
CHIMP"

ST. LOUIS

EXPLOITATION

By Epes W. Sargent

Conserving Material

In these economical days, little wastes have to be watched as well as the large ones. One of the biggest sources of loss is the money hoarded up for exploitation. Inexpensive, cheap, material is thrown away as of no further use, but some managers know that sometimes a smaller amount may be pasted on for that purpose it can be used to make a set of cutout letters for the quick assembling of signs.

This work can be done in spare time and adds nothing to the labor cost, while yielding a really novel, some substitute for a lamp or other display. Sprinkling with powdered, mica, powdered glass or flint will further enhance the effect.

Large pieces should be painted over and used for lobby cards. If the ground is done in oil paint, the lettering in water color, the lobby may be used for a number of weeks, with several sets of different colors give a pleasant variety to the lobby display.

Blindstamping on this mats can be cut for the stills, giving a margin of about an inch. These can be cut out and pasted on the lobby, give a rich effect where it is desired to place up a set of pictures. Good stencils should be used.

Old lithographs should be indexed and filed away in racks. Often a star head or figure can be worked out for some other title and cut-out can be made of lions, tigers and other beasts from such paper.

For "Trader Horn" and "The All ready" for the next jungle picture. These should be smoothly folded and stored, and flags and pennants cleaned as soon as taken down, so that they may be fresh and inviting for the next time.

Even so small a matter as indexing that paint cans be kept tightly closed to prevent drying out, and the expense account, and brushes should be either cleaned or stored in some liquid which will keep them pliable.

Some forms of economy are more costly than the savings effected, but there are plenty of ways of cutting corners inexpensively which should be insisted upon by the independent manager as well as the circuit houses.

Mixed with Soda

Prom now until snow flies, the popular soda fountain is worth a trip to the theatre. The charming, pictorial menu cards and similar appeals will sell tickets if the appeal is right.

Offer a bright soda drink, evolve a newly named sundae if his imagination is properly stimulated with promises. It is the main contest for the best result will frequently develop something. Also it will give some extra business.

Make a fresh campaign at the store and give the idea some theatre help with such tie-in lines. Make the Gen. Thru the Gen. Sundae is always the best.

Another idea, not in general use, is to combine the soda with a certain number of sodas, fashioned after the style of a meal ticket with punch spaces, for the purpose of permit a choice in ordering. The ticket is sold at face value instead of carrying a bonus, but when all the tickets are used, the extra is good for one admission to the theatre.

This fact carries the larger advertisement for the theatre in the center of the ticket. The sales argument to the store is the same as the ticket, look to the store, and stock in the soda can be sold off to other merchants for a premium, and add both to the income and the advertisement.

Mostly good in small towns and neighborhoods, where it is properly pushed.

Plenty of Punch Lines

Nothing fetches the patron more than the cleverness in the producer announcements issued this season. Advertising managers are devising from the advertising offices of previous years to talk exploitation angles. The Dalt, which has been shown in its advertisement in "Variety" in which he used a screen picture to point out the thing of theatre exploitation. The picture, sold by the exhibitors, was never so important as now and never so little. The Dalt, which has been shown in its advertisement in "Variety" in which he used a screen picture to point out the thing of theatre exploitation. The picture, sold by the exhibitors, was never so important as now and never so little.

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have the best lines copied into a screen book and keep the book on their desks to consult when instruction checkers under the flash of other managers and exhibitors.

There is more exhibitor play in this season's announcements than in the last four or five years added together.

Posters Needed

Economy drives should be permitted completely to abolish the use of posters, particularly in the smaller cities. If a poster has any value at all, it should be used to enter that section of any street, which does not read the newspaper.

Newspaper advertising is of paramount value, but there are some who never have formed the picture of a poster, and who probably never will.

There is a certain mentality which responds only to the material nature of the things. The things found out. They are left to be by text, but a poster which suggests an exciting picture will pull the can out of their pockets.

Steve Farver, of Harrisburg, Pa., worked this out before the fact. He found that his own poster was getting small support from the miners, who formed an important section of the buying population. He figured that his poster was not directed to them, so he got out a special throwaway with flash cuts and simple but catchy lines, whenever he had a picture he thought they would respond to.

Napkins for Weeps

Judging from the New York "Sun" is going to be one of the best little eras for the season for sentimental weeps. The emotional appeal can be capitalized by the distributor, and the exhibitor, and even paper napkins. It worked on some of the old times and can stand a revival.

Suggested copy is "If you really enjoy a good cry, come to 'Seed' at the blank theatre next (date)." Use this handkerchief, and it is not sufficient, ask the exhibitor for another. The tender, emotional appeal of the scene may be denied, but it works to a happy ending, that will send you away smiling.

These should be distributed to women, either through stores, appealing to the feminine trade, by direct mail or house distribution. The same idea can be adapted to the lobby, displaying a pile of the handkerchiefs with the invitation to take one, or a sign can read "If you really enjoy a good cry, come to 'Seed' at the blank theatre next (date)." Use this handkerchief, and it is not sufficient, ask the exhibitor for another. You'll cry your heart out.

Using School Buses

One Maine theatre situated about five miles from a concentration has added to its summer business by sending the school bus to the town to bring in the school children to attend the performance. The admission is a quarter and five tickets are sold at 35¢, which carries with it an admission to the house. Many of the campers are without their own cars and dependent upon a rather early morning start to school, while some the last trip, scheduled to their convenience.

The bus is that used during the summer, and is either the school children in the outlying districts. It would otherwise be idle through the summer, so the owner is glad to pick up a couple of dollars a night, and as doing so well that he is planning an afternoon trip for shoppers.

Most of these school buses, in general use now, are idle after school hours and generally all summer. At the same time, they are used to work for two or three years.

Follow the Leaders

There is a trend of cutting. Most exhibitors, in the last six months, have cut staffs. That advertising will be shown very carefully by the big firms. Show them any good idea, and they will follow. The small exhibitor may find it necessary to branch out, but he is not likely to do so.

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Nifty for "Seed"

Seed is a book of the kind that is always popular. It is a book of the kind that is always popular. It is a book of the kind that is always popular. It is a book of the kind that is always popular.

Minneapolis Stunts

Minneapolis. As a lobby attraction the Orpheum has been trying to make the best chest and checker play, meeting all comers.

Thus changes in three games of checkers and a chess game simultaneously, now in the job from 12:30 to 2:30 p. m. and from six to 8:30 p. m. A screen trailer invites patrons to two guest tickets.

At the Orpheum the house is publishing a page in its program called the "KO Orpheum Newsletter." It is made up in newspaper style and every person sending in a contribution, suitable for publication, receives two guest tickets.

Typical Boy Tie-Up

Los Angeles. George Brown, RKO division exploitation chief, tied up with the "A. News" morning list, on a "typical American boy" contest, in connection with "Donation's Kid" (Jackie Cooper), and got about \$100 in free prizes donated.

Surprised, even the exhibitor how the YMCA went for free vacation trips from plane instruction courses to Catalina and the Keweenaw. Boy Scouts tie-ups, etc.

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Barnum the Lobbies

Los Angeles. In line with cutting down on all space in the lobbies and general economy, the Fox-West Coast is urging managers to return to the old lobby bally to help big. There has not been enough of the old-fashioned Barnum stall according to F.W.C.

It's easier to get a crowd in front of the lobby, through some way, it is pointed out. The frames with stills or one sheet aren't enough.

Girl Page Paged

New Haven. Harry Cohen used a large box in the lobby as one of his stunts on "Jeopardy" at the Bijou. The box, about four feet high and was located at the sidewalk. In the busy hours a good-looking girl in uniform turned the pages to disclose the selling talk.

"Millionaire" Splash

Atlanta. Smith, of the Public Georgia, advertised "The Millionaire" splash. The Public Georgia, advertised "The Millionaire" splash. The Public Georgia, advertised "The Millionaire" splash.

BEHIND THE KEYS

The Blue Ark

Tulace at McGee-owned by T. A. Shea, bought by Mrs. Bernice Bland, owner of local Rialto Palace, remains closed.

Aurora, Ill.

Public is opening the new Paramount next month. It's a 2,000 seat and will give the theatre two houses here. Other is the Tivoli, now in operation.

Two former opposition stands are no more. The Orpheum, bought down and Fox ten down.

Dallas

Tri of masked hijackers followed Lowell Redford, treasurer for the local exhibitors, to the theatre and held him up. The hijackers, armed with guns, demanded \$5,000. Redford refused to pay, and the hijackers fled.

Los Angeles

Little Newman, operating manager of the Sun-Kissed, since resigned, Fred Segal, one of the owners, will hold down the spot.

Livermore, Ia.

Harry L. Clark, retired farmer, and the Farmers and will manage the theatre.

Birmingham

Contract for reconstruction of theatre operated by Woodman Bros. at Starzack, Miss. Destroyed by fire, the theatre will be reconstructed. Estimated cost, \$25,000.

Fort Lauderdale

Star Theatre built by Anglo-British Film Sales, sold the theatre to the local exhibitors. The theatre will be reconstructed. Estimated cost, \$25,000.

Los Angeles

Little Newman, operating manager of the Sun-Kissed, since resigned, Fred Segal, one of the owners, will hold down the spot.

aire" with an expensive car containing a liveried chauffeur and a well-dressed man on the back seat surrounded by money bags borrowed from a local bank and stuffed with paper.

Based little while he would lose out pennies, beating Rockefeller by nine cents. As he had 1,000 copies, the stunt lasted several days.

Tied Up Telephones

Nashville, Tenn. Using the radio to put over "Three Girls Lost," Charles H. Amos persuaded the announcer to break in his story to interrupt the program but I wish to announce that there are three girls lost," following with a line for the picture. Offer of tickets to the first telephone applicants caused such a jam that the lines that the phone company raised a row.

Animal Hunt

Asheville, N. C. Both local papers were tied to an animal hunt for "Trader Horn" at the Imperial, where paper-donating two slices in the classified ad page and a two tickets on Sunday.

Each of three days the names of 10 animals were hidden in the classified ads, 30 in all. Prizes went to those who found all the animals and to the one who made the most presentation of their answer.

Real Fish Stories

St. Paul. Ray O'Connell, at the Orpheum, has installed a refrigerated show case in the lobby. The case will contain a daily paper in a big fish contest all summer. Winners bringing in specimens, will be paid cash prizes. A great draw in this lake-surrounding burg.

Old-Time Bills

Hotel Alhambra Road, New York, including condensed versions of the old-time thrillers as part of the show. The bills, through some way, it is pointed out. The frames with stills or one sheet aren't enough.

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Tutoring the Footers

Newark. The Brantford has a huge band known as the Brantford Cadet band. The band is known as the Brantford Cadet band. The band is known as the Brantford Cadet band.

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Ticketed Teachers

Alex Mayer, of the Century Circuit of 24 Broadway theatres, sent tickets to school teachers and principals near each house with an invitation to see the show. The tickets were to be a good idea to tell pupils of the show. The tickets were to be a good idea to tell pupils of the show.

Best form of ticket is an invitation. It permits limitation to the opening, while insuring attendance that will do the house, the most good if there's any word-mouth.

Practice Posters

Rochester, N. Y. Al Kaufman, of the Capital, has sold art teachers in the school a poster contest for "Sevengal." Poster drawing will be made part of the regular class duties, plus prizes.

Memphis Asks "Why?"

(Continued from page 1.) tion you would enter on as a "Why?"

Were a statement of this sort to appear in just the ordinary trade journal of any particular caliber, it would be a matter of one moment; it would be a matter of one moment; it would be a matter of one moment; it would be a matter of one moment.

one considers the outstanding position which "Variety" holds in the trade journals of its field, and when one considers further the tremendous value which can accrue to a city from favorable word of mouth advertising on the part of people in the show business who travel from one city of the nation to the next, it assumes altogether different proportions.

It is for this reason that we are particularly interested in correcting the mistake, if there has been one, or in arriving at the source of the statement and the facts behind it; if the accusation is true.

Looking forward to hearing from you in this regard, and with regards, we are, MEMPHIS.

CHAMBER OF COMMERCE
W. K. Herstein,
President.

Memphis is the worst show town in America by a consensus of opinion of all showmen who have ever played it.

City of Memphis, Tenn., now with a Tennessee local option statute recently passed on Sunday shows, is undecided whether to permit Sunday shows.

That Memphis is in the bill body coming to the city, and that its attitude toward entertainment charging an admission, but that it is a six-day town is the most difficult charge against it.

Until Memphis grows more of a city, and the reputation of a metropolitan city outside of its section.

Skyhigh Show Biz

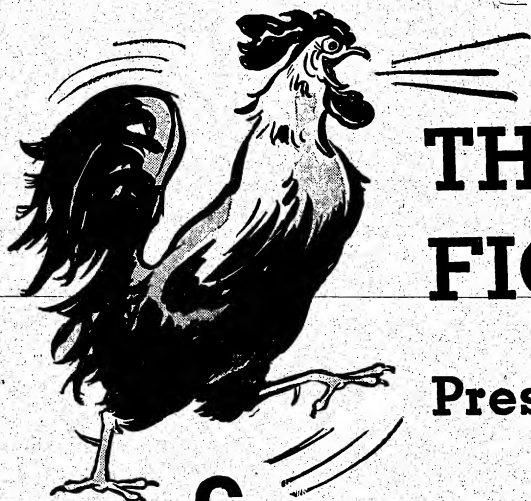
(Continued from page 1.) a replica of the building can be placed.

Right across the hall is a waiting room to address picture just as the glass enclosed platform has a soda fountain with its coffee and Eskimo pie. The same pie is on two islands. For a dime you can look through telescopes.

Same Every Trip. Elevator operators, dressed for a minute a trip, with each body listen politely to the whistles of the ascending customers and answer the ever forthcoming question of the length of the journey. The answer is a view from the new building in the world, is brought with them telling their companions how to make 20 strokes of the elevator, while wandering under they're in line for that population of and children, mostly, waiting, listening to the of their father's composition. "My Trip to the Empire State Tower."

Through their mode after they went up, many have been left to high prices, while the others are high-taking operation, but it does make them feel right at home.

What might have been a capital experience is only a ground in the experience transported to the show.



THE OLD FIGHTIN' COCK

Presents something NEW
in comedies

6

MASQUERS COMEDIES

Produced by Masquers Club of Hollywood

100 HOLLYWOOD HEADLINERS
IN EVERY CAST

The First Release

STOUT HEARTS AND WILLING HANDS

Story by Al Austin and Walter Weems • Directed by Bryan Foy

The Cast

FRANK FAY
LAURA LA PLANTE
MARY CARR
OWEN MOORE
MAURICE BLACK
EDDIE QUILLAN
FORD STERLING
CHESTER CONKLIN
HANK MANN
BOBBY VERNON
BRYANT WASHBURN

LEW CODY
ALEC B. FRANCIS
TOM MOORE
MATT MOORE
GEORGIE HARRIS
MATTHEW BETZ
MACK SWAIN
CLYDE COOK
JAMES FINLAYSON
BENNY RUBIN
RICHARD TUCKER

AND THE ORIGINAL KEYSTONE KOPS

RKO PATHÉ



"Sit back—
hear thunderous
applause—and
listen to the merry
clink of dollars."



DADDY LONG LEGS

with

JANET GAYNOR • WARNER BAXTER

UNA MERKEL

JOHN ARLEDGE

CLAUDE GILLINGWATER, Sr.

KATHLYN WILLIAMS

Play by JEAN WEBSTER

Directed by ALFRED SANTELL

- Like a rainbow this startlingly beautiful attraction arches the movie heavens. Real pots of gold for the exhibitor!
- Janet's greatest role. Baxter's best. Sweetly human story, packed with the pathos, laughs and thrills loved by all from childhood to old age.
- Bring back the old time crowds! Pack your house with the greatest word-of-mouth-advertising picture you've had in a long, long time!

GAYNOR'S FINEST

"Real appeal to human interest without pandering to the sordid... Fox has done 'Daddy Long Legs' along lines that will make it a by-word for every household... Picture is probably finest work done by either Gaynor or Baxter.

Fox can sit back and hear thunderous applause...and listen to the merry clink of dollars."

—Hollywood Daily Screen World

CERTAINLY AMONG BEST OF YEAR

"Certain to be numbered among best pictures of year... Unlimited appeal. Sure fire story... Laughs, thrills, tears, beauty... Splendid entertainment for man, woman and child... Janet

does best job since '7th Heaven'... Smart modern treatment, excellent dialog... Good for every class of trade.

"If you like your pictures smart, there is plenty of smartness. If you like some tears, prepare to shed them. If you prefer laughs, you'll get your money's worth."

—M. P. Herald

BEST SINCE "7th HEAVEN"

"Janet's most satisfactory appearance since that memorable hit '7th Heaven.' Ought to have wide appeal, and may point way back to the good graces of a considerable audience that has gotten out of the movie habit."

—HARRISON CARROLL, Los Angeles Evening Herald

LAUGH AND WEEP

"It is human nature to like to laugh and weep in a chorus and 'Daddy Long Legs' will give

the dear public plenty of chance to indulge in this pet weakness."

—LOUELLA PARSONS, Los Angeles Examiner

AS SWEET AND REFRESHING AS FIRST BREATH OF SPRING

"A world of sweetness rolled across the silver sheet... 'Daddy Long Legs' will be received as welcome relief from general run of things cinema. Baxter magnificent. His best screen work

Fox Film Co. can be proud that their efforts will be appreciated... Picture is as sweet and refreshing as the first breath of spring."

—JAMES STARR, Los Angeles Evening Express

FOX

**ROXY
FRIDAY**

But it's time for another "Season of White's new 'Soundies'" for which he signed, both saying over to that. The elevator has been getting a good 1,000 calls a week, and the building.



RICHARD
BARTHELMESS



CONSTANCE
BENNETT



EDWARD G.
ROBINSON



KAY
FRANCIS



WILLIAM
POWELL



WINNIE
LIGHTNER



JOE E.
BROWN



BESSIE
DANIELS



GEORGE
ARLISS



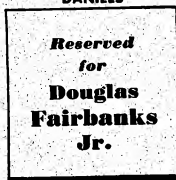
BARBARA
STANWYCK



JOHN
BARRYMORE



DOLORES
COSTELLO



Reserved
for
Douglas
Fairbanks
Jr.



MARILYN
MILLER



DOROTHY
MACKAILL

move up



Doug, Jr.

*you belong among
the greatest stars
on earth*

... You've earned your right to star-
dom with your great performance in

CHANCES

with Rose Hobart & Anthony Bushell

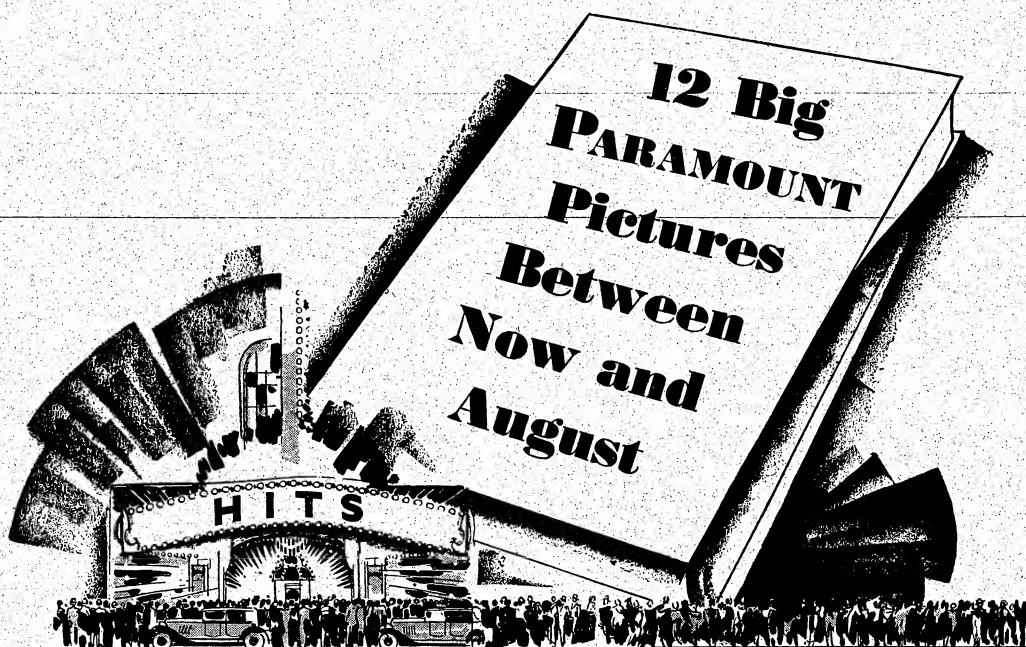
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GREAT NEWS!



"UP POPS THE DEVIL"

Carole Lombard, Skeets Gallagher, Stuart Erwin, Norman Foster, Lilyan Tashman. Ed. Sutherland, dir.

"I TAKE THIS WOMAN"

Gary Cooper, Carole Lombard. Marion Gering, Slavko Vorkapich, dirs.

"The LAWYER'S SECRET"

Clive Brook, Richard Arlen, Charles Rogers, Fay Wray Jean-Arthur. Max Marcin, Louis Gasnier, dirs.

"CONFESSIONS of a CO-ED"

Phillips Holmes, Sylvia Sidney, Norman Foster. David Burton, dir.

"THE VICE SQUAD"

Paul Lukas, Kay Francis, Helen Johnson. John Cromwell, dir.

"THE NIGHT ANGEL"

NANCY CARROLL, FREDRIC MARCH. Phoebe Foster. Edmund Goulding, dir.

"NEWLY RICH"

Mitzi Green, Edna May Oliver, Jackie Searl, Louise Fazenda. Norman Taurog, dir.

"THE SECRET CALL"

Richard Arlen, Peggy Shannon. Stuart Walker, dir.

"THE GIRL HABIT"

CHARLIE RUGGLES. All-star cast. Edw. Cline, dir.

"The MAGNIFICENT LIE"

RUTH CHATTERTON. Ralph Bellamy Berthold Viertel, dir.

"WOMEN LOVE ONCE"

Paul Lukas, Eleanor Boardman, Juliette Compton, Helen Johnson, Geoffrey Kerr. Edw. Goodman, dir.

"HONEYMOON LANE"

EDDIE DOWLING.

Today...Tomorrow...Next Season...Depend on

PARAMOUNT

Indie Producers Say Overages Difficult in Vaudfilm Bookings

Outside of the 16 westerns and the eight foreign originals, Columbia will make for the new season, it will sell its 28 features strictly as "major pictures," this year dropping the classifications of road shows and specialties. The budget to cover the 28 will be split proportionately among that group of pictures, and the Col sales force will endeavor to clinch more accounts than in the past under percentage arrangements.

With the RKO buy for the coming year somewhat in doubt, but on the inside figured at half of the program, Columbia, it is said, will sell in a more open field than before. Both Col and U are known to be determined on higher percentage up to split figures if RKO is to take the product or any part of it for '31-'32. In view of the overheat against RKO houses from vauds, the two distros found it a difficult thing to expect overages because of inability to approach high split figures except in outstanding cases.

Col and U are insistent that in ratio to the low number of pictures on their current programs, they have done better than many of the larger producer-distributors. Because of this, both are reported on the inside as fully expecting higher rentals on the new stuff.

Cold on Stage Shows

Hollywood, June 1. Plans for Hughes-Franklin to produce stage shows for a number of their houses are off for at least a year. Tekoy Prints, who was in line for the job as production head leaves here next week for New York to stage Carroll's "Vanities."

H-F figures it will take at least a year to get the circuit running smoothly without having to worry about presentations.

Possibility that they may book in indie stage attractions at some of their houses in the southwest in the meantime.

F-WC Cutting Admish

Los Angeles, June 1. A survey of admission prices is being conducted by Fox-West Coast indie managers with the view of revising them downward. Recommendations will be made to Oscar S. Oldknow, who is seriously thinking about lowered prices at this time when the circuit is arranging for its next year's product.

Houses should adjust themselves, it was pointed out, to shifting population and changing character of neighborhoods during the past 18 months.

On-the-Fence Dept. Of Justice Has Coast Puzzled on Rezoning

With admission price cutting, neighborhood theatres and the on-the-fence attitude of the department of justice regarding legality of zoning, to complicate things, Southern California exhibitors and distributors are preparing to go into an annual huddle over the zoning system.

Big film buyers, like Fox-West Coast, will figure out zoning with each distributor individually, rather than through all distributors as a whole, as in the past. The Zoning Committee of the Film Board of Trade, has not functioned for the past five months. Other exhibs will follow the lead of F-WC in booking, as F-WC is the largest of the bookers.

Status of the neighborhood, which has been increasing in importance with a resulting drop in trade of downtown houses, will be settled in the individual and collective headache huddles. F-WC is preparing its report on what it wants and these reports will be sent to distros shortly, but the situation is not expected to be settled until August.

F-WC is expected to get the various price divisions of the zoning classifications nearer together, and also the clearance time cut shorter, which will allow the circuit to cut admission prices in neighborhoods without the theatres having to wait overlong for product from the first run houses. Prices at F-WC first runs will not be cut, but shows are expected for other houses. Possibility that the Egyptian may become a 25-center.

Local theatre men are attempting to figure out just what the department of justice wants in zoning. The consent decree before Judge Congrove last year settled only that there should be "an unreasonable clearance." Theatre men are still debating what this means in real figures.

As far as actual zoning goes, theatre men expect when the smoke is over the situation will be practically the same as that last year.

Publix Mgrs. as Realty Assts. in Home Office

Publix managers are to be utilized as real estate assistants under a new arrangement perfected by the P-P. overseers. House managers everywhere have been advised to make reports on unrented sites that are part of their theatre properties and make comparative rent analysis in their particular spots.

Actual renting is to be done by the home office chief, Ted Young. This scheme isn't exactly new in the industry but it's a bit different. Fox some months ago put the managers on as real estate assistants to the real estate department at their theatre to arrange for rent.

Bruder and Wife Hurt

Struck by an erring motorist while parked in their own car, the Bruder, manager of the Chicago theatre and Ruth Elder, Mrs. Dan Elder, public organs were severely injured.

Bruder got on with a cracked skull when flying glass hit him, but his wife suffered painful leg injuries, including six stitches. It was hoped that would be up in the hospital. Bruder, with a fractured ribcage, continued on the job.

H-F's L. A. Turnstile

Hollywood, June 1. Construction on Hughes-Franklin's first turnstile studio script this week. It is on the next block to Warner's Hollywood. Projection will be from the first. Plans for the \$25,000 building have been prepared by S. Charles Lee with construction time set at 45 days.

ASK SHORTER PROTECTION IN CHI

Chicago, June 1. General revision of the protection set-up locally is expected, with the independent exhibitors setting up loud squawk over the fact that the circuits are moving up play dates to their own advantage, while the indies are forced to remain in their old allocations. Indie exhibs are being led by the Midwest Booking group, handling the largest number of non-circuit houses, as against the two large buyers of town, Publix and Warners.

Indie exhibs are pointing to specific instances where the circuits have switched dates for their own houses. Thus, the squawk that dealers such as "Mr. Lemon of Orange," "Charlie Chan Carries On," "Strangers May Kiss," have played the A pre-release circuit houses one week after the loop run, while the protection schedules call for 14 days; and that the B pre-release houses played the picture immediately following, while the schedule stipulates seven days' interval. Squawk of the indies here is that while the two Fox films were moved up for the circuit houses, the films were not released to the outlying indies until six weeks later.

General Change. Indie exhibitors are fighting for a general upward movement of the schedule, arguing that if the pre-release dates are shoved ahead, the subsequent dates should receive similar treatment. Itaya office has already been sent official complaints by the exhibitors, with Midwest Booking group leading the parade.

At first the exchanges were unwilling to move the general schedule forward, but with the exhibitors now making a concerted effort, it appears that the entire release system of this town will be advanced.

Allied Officials Uncovered as Buying Films Now While Telling Members Not to Buy Before Sept. 1

Minneapolis, June 1. Turnout in the ranks of the Northwest Allied States' independent exhibitors' unit as a result of the revelation that some of the officials of the organization have been lining up new season product at the very time W. A. Steffen, general manager, is trying to bring about a film buying "study" among the independent exhibitors.

An Allied bulletin just issued, Steffen calls upon his members to resist from any buying until after next Sept. 1. At the same time he pays his respects to film salesmen who have exposed the purchase by Allied States' officials. Admitting the truth of the charges, Steffen claims that the buying has been confined to "a few isolated spots" and was justified. He calls the film salesmen "twelve-centers."

"A lot of wise-cracking salesmen," says Steffen, "are now making statements that some of our own officers have bought pictures, and they ask: 'Why shouldn't you?' It may be true that in a few isolated spots where the tourist trade is a dominating factor in the exhibitor theatre business that the exhibitor has a perfect and legitimate right to purchase product at this time of the year to get tourists in lake towns to attend his showhouse. Whether that theatre owner is an officer or not, he should not be penalized any more than a non-officer. As a whole, theatre owners of the United States are not buying pictures."

Steffen cites 18 "reasons" for the exhibitor to refrain from purchasing any pictures until Sept. 1. Among other things, he declares that plans for group buying of pictures will be discussed at the organization's next convention here Sept. 9-10.

Further reasons for refusing to buy now, according to Steffen, are present admission price cutting, double featuring in large circuit theatres, reduction of admission in several key city instances, increasing seriousness of the unemployment situation, wage reductions, unreasonable protection demands by circuit houses, rumors of consolidations and bankruptcies threatening the entire industry, threats of television competition and a Federal theatre admission tax, forms of contracts which give companies the right to substitute star, story or anything else and "which probably cannot be enforced" and the likelihood that, after Sept. 1, pictures can be bought with a 25% elimination clause.

Steffen also says that the exhibitor should not be penalized any more than a non-officer. As a whole, theatre owners of the United States are not buying pictures."

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Fox Closes B House, N. E.

Springfield, Mass., June 1. Fox-Poll-Nelson theatre, films closed Friday (29). Lack of films was given as the reason for the summer shutdown. It's noted as a B-house by Herschel Stuart, g. m. for Fox-Poll.



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Featured

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Manager of Shows

Jasper, Alabama, May 19 1931

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Gentlemen:

I want to compliment you on the
consistent high quality of your product. I
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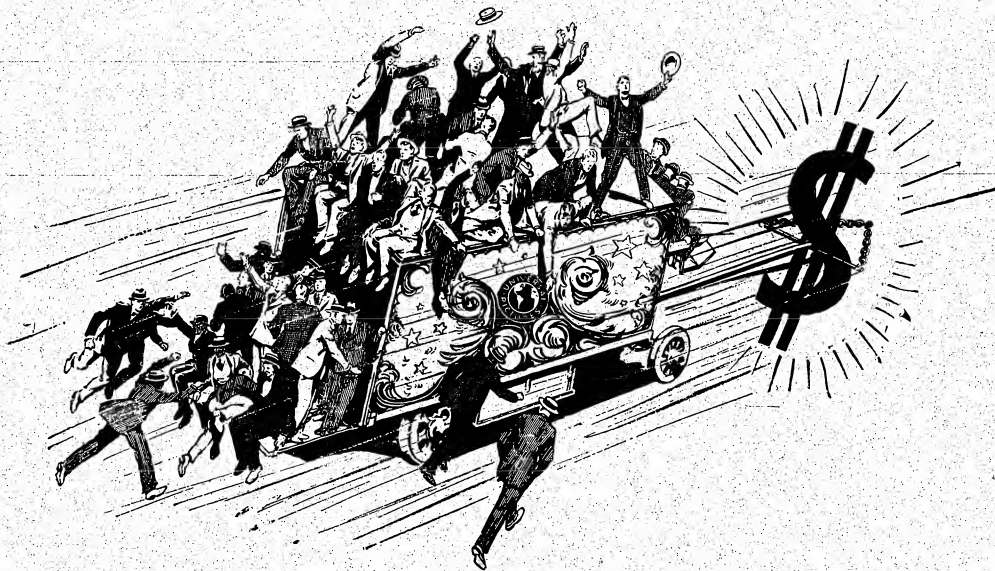
I play Columbia 100%, and only
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I play Columbia, I can go fishing, for I
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Cordially yours,

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SURE FIRE HITS
MAKE BUSINESS
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Ride with a Winner

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Take a look at these!

SEED

now in its third big week at Rivoli, N. Y. and held over at Boyd Theatre, Philadelphia... held over at Pittsburgh held over at Keith Theatre, Boston... held over at State-Lake Theatre, Chicago... held over at Downtown Theatre, Detroit... held over in Indianapolis and just starting to go

BAD SISTER

better than average business all over the land.

FATE

first romantic story from the pen of Eric Maria Remarque, author of "All Quiet on the Western Front", "Wait for Fate it's Great".

UP FOR MURDER

the best Lew Ayres picture since "All Quiet on the Western Front" now standing them up at the GLOBE, N. Y.

STRICTLY DISHONORABLE

starring John Boles of "Seed" and Sidney Fox of "Bad Sister" ... it set New York athrill with excitement and laughter for 65 weeks.

EX-BAD BOY

starring Robert Armstrong... the fight manager of "Iron Man", beautiful Jean Arthur and Lola Lane.

LEW AYRES-IRON MAN

top-notch hitting the high spots getting the big money.

DRACULA

world's greatest hold over picture still grabbing all the coin in sight wherever it plays.

The SHEWOLF

now playing Broadway's ace house the RIALTO, the STANLEY, Philadelphia and WARNER'S, Pittsburgh.

Ride
with

UNIVERSAL

and you ride
with a winner !

Maloy Out of Town—Union Books Seized in Cop Raid as Exhibs Try to Beat the Two-Man Rule

Chicago, June 1. For the first time in Chicago's hectic history did theatre owners have taken a nugulous stand against a labor organization by challenging the picture operators' union to show cause why they should be compelled to employ two men in a booth. And for the first time a situation like this has reached the courts.

Acting on complaints of a small group of indie the state's attorney's office raided the union, seizing the books and records of the organization, later impounded when the union appeared to Judge Harry N. Fisher.

Coincidental with the police raid was the absence of Thomas J. Maloy, attorney general, who was away in Washington on a labor situation at the time, accompanied by Tom J. Reynolds, president of the union.

Circuits Accepted

Legal steps taken by exhibs to enforce relief follows a long series of events, leading up to the operators' voluntary offer two weeks ago to donate one week's free service to all theatres during the month of June. Some exhibs turned the offer down, claiming they didn't want charity, although the Exhibitors' Ass'n as a body accepted. Theatre men leading the fight with the operators are believed to be members of the Allied group. Recently this organization sent a wire to Maloy asking for immediate relief or houses would be forced to shut. Maloy ignored the wire inasmuch as he claimed it wasn't sent in the proper spirit or in a businesslike manner.

None of the big circuits, including Publix and RKO, is mixed up in the battle. It was John Balaban, who appealed to the union for a measure of relief during the summer, and the free-week gesture was the answer. Other organizations falling in line with the operators were the electrical workers, film carriers' union, and a sign service company. It was the operators' original suggestion that exhibs might obtain a reduction in rent by putting up the plan to landlords.

Following exhib complaints, Asst.

State's Attorney Charles F. Lounsbury talked to Maloy and was told that the union would take up matters with the theatre owners next January, when contracts expire. Lounsbury, after perusing a contract, declared he could find no clause calling for employment of two operators in every theatre.

By "Variety," Aaron Saperstein, head of the Allied organization, denied knowledge of any of his members causing the investigation of the union. At the same time Jack Miller of the Illinois Exhibitors' Ass'n declared his neutrality in the whole situation, stating that his organization had accepted the operators' free week in June.

Tom Maloy, business agent of the operators, arrived in Chicago, Sunday night (31). Yesterday morning Judge Harry Fisher ordered the union books returned unopened immediately, on the grounds the raid was illegal.

Meanwhile, the conspiracy and intimidation hearing is due for Wednesday (3).

2D RUNS FEEL FOX CUT TO 25c IN SYRACUSE

Syracuse, N. Y., June 1.

Neighborhood and subsequent run exhibitors are bitter against Fox as a result of the price slash to 25c by the Fox-Bekel here.

First week of the new policy established that it was the second runs and neighborhoods rather than the majors downtown which were suffering, the neighborhoods suffering to the extent that the Bekel gained in patronage. Business at the 50c houses—Loew's, Keith's, Paramount and the Strand—varied little.

Operators of the principal second runs are reported to have conferred informally during the week. Second runs get 25c and take the attitude that they cannot ask their patrons to pay a first run price for second run pictures, even if double billed.

\$25 FINES FOR MINORS

Two Brooklyn RKO Houses Socked for Admitting Kids

RKO Dyker and Prospect, Brooklyn, were fined \$25 each in Special Sessions, Brooklyn, last week for admitting children under 15 unaccompanied. Cases will not be appealed.

Arrests were made in the theatres, also at the RKO Kenmore and Dushwick on the same day, while the theatres were showing Radio's "Cimarron" in a hook-up with the Brooklyn schools. The hook-up had been suggested by the Hays office, to ensure the school children seeing the epic talker.

Some publicity was given the tie-in in the Brooklyn papers, whereupon the S. P. C. A. agents posted themselves in the lobbies of the houses around three o'clock, as school let out. The Society's agents made the pinches.

ASK POLICE TO PROTECT HOUSES

Louisville, June 2.

Suburban picture houses have been promised police protection, after owners of nine met with Mayor Harrison.

Louis Stenlie, spokesman, said there had been disorders in the houses, mainly throwing of stench bombs and red paint. Tickets have annoyed passersby.

An exciting day in court was had by all when attorney W. S. Heidenberg appeared for Curry, one of the men arrested on charges in connection with dropping a stench bomb in Loew's theatre. When the case was called, he asked for a continuance. "I said I was going to try this case today and I'm going to do it," shouted Judge Starck. "If anybody interferes with me I'll put him in the holdover."

The attorneys rushed away from the "lock" to get witnesses and in a few minutes were back ready to try the case.

"This case is continued. Don't argue with me. Get out of here," yelled Judge Starck at the bewildered lawyers.

Booth Men's Union Heads in New York Indicted on Conspiracy Charge by Lee Ochs Over His Bronx Theatres

Seven of eight men indicted for an alleged conspiracy to injure (the Lee Ochs' business of a circuit of picture theatres in the Bronx, N. Y. C.) are being held in \$500 bail each for trial in General Sessions, after surrender to the district attorney's office. At the same time, Supreme Court Justice Johnson, in Brooklyn, enjoined officials of the I. A. T. S. E. and M. P. O. Local 205, from interfering with any of the theatres.

Those who surrendered are Sam Kaplan, president of the operators' local; Theodore Greenberg, business agent; Charles E. Eichorn, vice-president; John Kieley, next to president; Morris Sternberg, Fred Castle and Simon Terr. The eighth man named as "John Doe" was not found, though three other union

men presented themselves with the others to swear they were innocent.

The complaint was made by Ochs. Last February he bought from L. Ochs, 10 houses, all of which they had contracts with the union, expiring March '29.

Soon after Ochs took over the houses, he was summoned to a conference with the local leaders, who asked that the union agreement be extended. At a later meeting an additional demand was made that he hire 11 more men for work in the projection rooms, Ochs said. Ochs insisted that he could use only three more men, and that these were not actually needed. He suggested the matter be left to the arbitration of two disinterested persons, and the union men left.

Noisy Patrons

The demands were not complied with and soon they began a series of happenings around the Ochs houses, similar to those marking similar disputes. On one occasion a calling was stationed in front of the Manhattan theatre. It played so loudly as to render the showing of the talking picture inaudible; Negroes were brought to the Ochs theatres, he claims, these stamped, refused to pay attention to requests for quiet, repeatedly changed their seat locations, indulged in loud and profane conversations and otherwise conducted themselves so that other patrons were moved to voice their resentment.

All houses were picketed, and it is alleged that women were employed to make a house-to-house canvas warning theatre patrons to avoid the Ochs houses.

There followed another interview with the union and Ochs' further refusal was met, he charges, with the threat that unless he changed his mind he would be put out of business.

Throughout the country there has occurred a series of conflicts with theatre employers, who have failed to meet the union demands. Ochs appears to have been singled out for especially drastic treatment. Chain theatres taken over by independent managers of recent months, have dispensed with union labor in the majority of cases to reduce operating expenses.

COAST UNIONS OKAY 7 1/2% SALARY CUT

Hollywood, June 1.

A five to 7 1/2% reduction in salary to apply over a 10-week period has been okayed here by the local stagehands and operators' unions. Cut becomes effective June 8.

Unions took into consideration the current low grosses in many picture, vaude and legit houses and decided to sanction the slash. Move came after conferences between union officials and Cliff Work and Mott Singer of RKO; Ed Smith, Publix; Moe Silver, Warners; and Jack Frost and Bruce Fowler, Fox-West Coast.

Musicians held out for awhile, pointing out they were the hardest hit by talker production.

The reductions over the 10 weeks are 5% for salaries up to \$50, and 7% above \$50 per week.

Syracuse, N. Y., June 1.

Fifty-two members of the local stagehands' union have voted to accept a summer wage cut of 7%.

Local projectionists' union is slated to take similar action during the week. The cut will be effective for a 10-week period.

WILLIAM A. WELLMAN

DIRECTOR

"PUBLIC ENEMY"

ROBERT O'CONNOR

As "PADDY RYAN"

"PUBLIC ENEMY"

JOAN BLONDELL

In "PUBLIC ENEMY"

"DANNY"

"MOTHERS' CRY"

EDWARD WOODS

"MATT"

"PUBLIC ENEMY"

"MR. ROSS HAS THE FLOOR!"



"To all brother exhibitors:

We have just finished playing **TRADER HORN** at our Durfee Theatre, Fall River, Mass., and after a very successful run played to capacity business, we are bringing the picture back for a return engagement. It is my honest, serious, and candid opinion that any exhibitor who does not play this picture is not only losing money, but is depriving his community of seeing the best thrill picture that has ever been shown."

(signed) **C.H. ROSS**, Manager, Durfee Theatre, **FALL RIVER, MASS.**



*"Hello, Mr. Ross, you'll be glad to know that hundreds of exhibitors are bringing **Trader Horn** back for return engagements. Thanks from your pal Leo and Metro Goldwyn-Mayer"*

MAY, 1928

THE NATIONAL BROADCASTING COMPANY MADE THE FOLLOWING ANNOUNCEMENT:

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MAY, 1931

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Louise Lerch
Mary McCormic
Margherita Salvi
Hallie Stiles
Supervia
Olga Albani
Gladys Swarthout

John Charles Thomas
Rosette Anday
Dorothea Flexer
Leonora Corona
Coe Glade
Cyrena Van Gordon
Attilio Baggione
Franz Baumann
Chase Baromeo
Antonio Cortis
Lewis James
James Melton
Robert Simmons
Walter Widdop
Armand Tokatyan
Walter Mills
Hans Hermann Nissen
Reinold Werrenrath

INSTRUMENTALISTS

Faderewski
Zimbalist
Andersén and Scionti
Maria Carreras
Shura Cherkassky
Rudolph Ganz
Suscha Gorodnitzki
Mischa Levitzki
Josef Lhevinne
Yolanda Mero
Sidney Sinkoening
Marcel Grandjany

Paul Kochanski
Lee Pattison
Jan Smeterlin
Wiener and Doucet
Isabelle Yakovskiy
John Amadio
René Le Roy
Renée Chemet
Francis Macmillen
Benno Rabinof
Samuel Dushkin
Sadah Shuchari

SPECIAL ATTRACTIONS

Mary Wigan
"The Blue Bird"
Walter Damrosch
Victor Chenkin

Guy Maier
Marion Claire
and Henry Weber
Ira Kremer

The Revelers
International Singers
Russian Symphonic Choir
National Little Symphony
Aguilar Lute Quartet

ENSEMBLES

Gordon String Quartet
Musical Art Quartet
Josef and Rosina Lhevinne
Grandjany and LeRoy
Gordon and Pattison
Le Trio Morgan

LECTURERS

Sir Hubert Wilkins
Lady Hubert Wilkins
Irvin S. Cobb
Deems Taylor
Floyd Gibbons
Graham McNamee
Grantland Rice

Lowell Thomas
Frank Hawks
Elinor Smith
Dr. S. Parkes Cadman
Rev. Dr. Israel Goldstein
Seth Parker

Frank Arnold
Gilbert Gable
Jack Black
William Hard
Jess Pugh
Paul Leyssac

Lowell Patton & Co.
Dr. Burton I. Staples
and Navajo Indians
Homer Rodcheaver
Edward Tomlinson
Dr. Daniel F. Poling

RADIO ATTRACTIONS

VOCALISTS

Lois Bennett
Jessica Dragonette
Mary McCoy
Gladys Rice
Robert Robinson
Muriel Wilson
Vaughn De Leath
Leslie Frick
Mary Hoppie
Vee Lawnhurst
Elizabeth Lennox
Welcome Lewis
Theo Alban
Lew Conrad
Milton Cross
Fred McSmith
Lewis James
James Melton
Leo O'Rourke
Lanny Ross
Henry Shope
Robert Simmons
Robert Stevens
Harry Donaghy
Wilfred Glenn
Charles Pearson
James Stanley
Earl Waldo
Darrell Woodward
John Barclay
William Hughes
Walter Preston
John Seagle
Elliott Shaw

INSTRUMENTALISTS

Arcadie Birkenholz
Georgia Price
Lew White
Andy Sannella
Sam Herman
Frank Black
Carolyn Gray
Keith McLeod
Muriel Pollock
Kathleen Stewart
William Wirges

CONDUCTORS

Robert Armstrong
Arcadie Birkenholz
Rosario Bourdon
William M. Daly
George Dilworth
William Wirges
Graham Harris
Harry Horlick
Leonard Joy
Hugo Mariani
Harold Sanford
Andy Sannella
Nathaniel Shilkret

ENSEMBLES

The Revelers
Armchair Quartet
Lundt Trio and White
National Cavaliers
The Ramblers
The Sixteen Singers
The South Sea Islanders
Edwin Franko Goldman's Band

SPECIALTIES

Amos 'n' Andy
Breen and De Rose
Bonnie Laddies
Interwoven Pair
Gene and Glenn
Sisters of the Skillet
Marcella Shields
Baby Rose Marie
Phil Cook
Jolly Bill and Jane
"Seth Parker" and his Group
Little Jack Little
Ray Perkins
The Pickard Family
Walter Campbell Teley
Eddie Younger's Mountaineers
Lady Bugs

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Ernie Holst and his Orchestra
Vincent Lopez and his Orchestra
Larry Funk and his Orchestra
Henry Busse and his Orchestra
Smith Ballew and his Orchestra
Paul Whiteman and his Orchestra
Peter Van Steden and his Orchestra
Horace Heidt and his Californians
Tat Henry and his North Carolinians
Clippot Club Eskimos and
Harry Reser
Irene Troubadours and Sam Lamin
Duke Ellington and his Cotton
Club Orchestra
Jack Albin and his Heart Lovers
Annua Orchestra
Howard Lamin's Royale Dancers
Orchestra

Kay Kyser, "The Man from the South," and his Orchestra
Willard Robison and his Deep River Orchestra
Florence Richardson and her Melody Boys
B. A. Rolfe and his Lucky Strike Orchestra
Phil Spitalny and his Orchestra
Rudy Vallee and his Connecticut Yankees

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Phillips Carlin
Howard M. Clancy
Milton Cross
Paul Dimont
Neel Emsen
Ben Graner
Alois Havrilla
George Hicks
Edward Jewett
Kelvin Keech
Patrick Kelly
Ezra McIntosh
Graham McNamee
Curt Peterson
Howard Perle
Marley Sherris
Jefferson Sparks
Edward Thorner
Cliff B. Trammont
James Wallington
Ray Winans
John S. Young

AMERICA'S NEW VOGUE

(A DIFFERENT KIND OF MUSIC)

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AND HIS FAMOUS ORCHESTRA

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DANCE
ORCHESTRA
PRESENTATION

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A DYNAMIC ENSEMBLE
OF BLUE RHYTHM!

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A DUKE ELLINGTON UNIT

A TONIC FOR
BOX-OFFICE
BLUES!!!

BE THE FIRST TO GIVE
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IN MODERN MUSIC!

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V. M. A. Future as Arbitrator Is Dependent on Managers' Support

Variety Managers' Association's Joint Complaint Bureau, the arbitration board for complaint by and between variety actors and theatre managers, will continue temporarily and indefinitely if the V. M. A. manager-members are disposed toward maintaining it.

In handling disputes in the vaudeville profession, the bureau has been and is a sort of protective policeman of the vaudeville field. Its decisions generally have been accepted as final, with most of the major and minor troubles between acts and managers settled fairly and in the majority of cases in favor of the actor. It exerts a strong influence over the indie booking field. While unable to altogether wipe out

the gyping there, it has managed to keep the indie head box in line.

With the V.M.A. club gone and the clubhouse over their heads, removed, it is feared by many in vaudeville the gyp indices will have nothing standing in their gyping way. In the past, when they would not settle up with victimized acts when ordered to by the V.M.A., their source of material, in talent and theatres, was cut off.

Holding Indies in Line

The V.M.A.'s procedure with violators has been so effective that play for the offending bookers at their own risk, with the news of a gypers' policy widely spread through the vaudeville field by the V.M.A.'s action. An important factor in keeping the gyp bookers pretty well on the level was the impossibility of landing a V.M.A. member's theatre for bookings if the booker were considered untidy or crooked.

V.M.A. and its complaint bureau depend entirely on the dues of its manager-members for support. With the dues not paid lately, the association has been supported personally by Ed Casey, at a reported cost to him of around \$125,000. Casey or anyone else cannot maintain the organization without the necessary funds.

Major "Domino" arbitrator disputes taken to the V.M.A. as head of the complaint bureau. He has been in that capacity for about 12 years.

N.V.A. and Albee

(Continued from page 27)

tool to destroy the Itats, just as Albee had attempted to crush all other opposition.

Walter Kolly, who presided as acting N. V. A. club president, in his explanation of the feud kindly mentioned "Variety" and how he had advertised in "Variety" as a beneficial medium against Albee's iron handed orders to him not to.

Chesterfield Confirms

"But stranger of all was Chesterfield's complacent and perfectly satisfied acceptance of the verbal lumps played on the name of E. F. Albee, and then Chesterfield's own verification of the Albee policies and motives when he allowed the other speakers on the platform.

This change of feeling on the part of Chesterfield was most startling, since for years under the Albee reign he was then known as one of the Albee messenger boys, with his allegiance to Albee never changing, although Albee only left him \$5,000 in his will.

"J. E. Albee," said Chesterfield, looking toward heaven, then shutting his eyelids and raising both arms in an angelic gesture, "would have given all his millions in the last five years of his life to turn back through the years with a chance to right his wrongs."

That from Henry Chesterfield, the former Albee watchdog in a building where anything but reverence for Albee during the man's life would have meant disaster for more than a watch dog. But Albee is dead.

"The poor actor," as now used at every opportunity by Chesterfield, is a descriptive phrase he recalled having heard Albee often use, after the "poor actor" had walked out on Albee and his N.V.A. club.

Un-American Blacklist

Kolly in his speech referred to "that most unAmerican of all documents—the blacklist." They applauded that for a full minute.

Chesterfield talked about double-crossing and declared you can tell when a man's telling the truth or lying by looking in his eyes. Other speakers were O'Donnell, Ashley, Ward, and Ben Boyer, who formerly did a bike act and now is in the garage business in Brooklyn. Boyer offered to return to vaudeville, play 20 weeks on any circuit and contribute half of his salary to the upkeep of the clubhouse. He added that any actor need of a job outside show business could secure one from him.

Just a Question

As the meeting adjourned, one of the members jumped up and asked how the club could be maintained without funds, and if it is to remain open, where will the money come from? He was advised he was out of order and that the board would discuss the question upstairs.

The annual rent on the N.V.A. clubhouse is \$9,000 a year. Plus taxes, the rental cost for the property is \$25,000 annually. The lease expires July 1, 1932.

In his speech, Chesterfield suggested that the actors organize for themselves, if unsuccessful in retaining the present quarters. They could move to a smaller place and then later, perhaps, could build their own structure, he said.

Chesterfield has personally engaged the law firm of Hirsch, Newman, Reese & Becker, of 100 Broad-

F-M UNITS FOR PUBLIX IN DENVER THIS WEEK

With Publix out of Texas that circuit has closed, with Fanchon & Marco to use the F-M Ideas for Denver, starting Wednesday (3) and to take RKO shows effective next week in Birmingham. Chain has not decided a course of action for the Saenger, New Orleans.

Both RKO and F-M are in New Orleans with their own stage shows. Meanwhile, Publix is going along with talent, but using its own shows winding up from northern tours.

Denver, on a full week, replaces the Stato, Houston, Tex., which closes out stage shows June 11 on the F-M route and is the first Publix house to use the Fox circuit's presentations.

F-M will jump the units from Tacoma to Denver, and then to St. Louis.

Chicago, June 1.

Considering it from a practical viewpoint, Publix officials are mulling over the advisability of taking on Fanchon & Marco stage shows for selected spots. Already F-M has a foot in the Publix doorway through its units playing four days at the Radio, Joliet, a Publix-Great States stand.

Several operating heads from Publix went down to Joliet last week to give the F-M show the once over and are reported to have come back favorably inclined. So far, there's nothing definite to the whole thing, but the fact that Publix is up at all considering the move is interesting.

way, to avenge the insult and stop the dispossession.

Yesterday (Monday) that Casey could he, without funds for the upkeep of the clubhouse.

SUNDAY MIDNITE SHOW FOR WB ACTS IN P'TSB'G

Pittsburgh, June 1. Acts in Publix units at the Stanley will have to do a midnight show every Sunday now.

Stanley has decided to go to for the 12-24 a. m. Monday performance weekly on strength of show put on last week at same time for benefit of Warner Brothers' Employees Welfare Fund.

Whole current bill will be shown at the midnight special, including feature picture. This is a six-day tour, but for Stanley acts now it will virtually break a seven-day stand.

ADDED BREAK-IN DAYS

Los Angeles, June 1. Fanchon & Marco plan three days additional break-ins for units. These will be at the Epix-Cabrio, San Pedro, Sundays, Mondays and Tuesdays.

This follows the previous four days at the Fox Manchester, L. A., where the units open cold.

WILMA EARLYNE WALLACE
RKO Circuit of Theatres
Dir. Weber-Simon Agency
Thanks to Nick Bolla

RUSS DENNY
"Anything for a Laugh"
R-K-O KN ROUTE
DeVito and Denny
Dot Stevens

IRVING YATES

Takes great pleasure in announcing that he has been granted a franchise by the

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DORIS GORTON AND CO.

WITH

THELMA CANNON

FRANK MURAND

ETHEL LEE

"WHEELS O'SPEED"

This Week (May 30) R-K-O PALACE, New York

R-K-O Direction HARRY A. ROMM

Loew Direction LYONS & LYONS

FRANK CONDOS BROS. NICK

RETURN ENGAGEMENT WITHIN FIVE WEEKS

This Week (May 30) R-K-O PALACE, New York

Personal Management JERRY CARGILL

Thanks to GEORGE LEVY

RKO, CHAS. H. ALLEN

F-M's Midwest 8 Weeks Of Vaude. Postponed; Size of Bills Puzzles

Los Angeles, June 1. Proposed vaude route of eight weeks to be booked by Fanchon & Marco through the middle west is off. Reason given is that operators of the houses in that section couldn't get together on how many acts they wanted to use.

Some wanted two, others wanted four and six. According to the F-M office the route will probably start in the fall with Doc Howe making a trip in that territory to get the theatres lined up on a policy.

Route was supposed to take the acts far enough west so that they could be picked up by Coast time which would eventually land them in Los Angeles.

GIRL BAND TO S. A.

Count Bernivice's girl band will light out for Buenos Aires to double from theatre into a cafe.

Harry Rogers, act's manager, may accompany.

NIGGEMEYER OUT

After 2 Wks. With RKO—Presence Was Disputed by 2 Depts.

Charles Niggemeyer's stay with RKO was brief, ending last week after a fortnight.

Former Publix stage unit producer was first proposed by RKO's theatre department to embellish the four-act units with production touches. His duties while at RKO were confined to the radio broadcasts and arranging pit overtures.

F-M Chasing Clubs

Hollywood, June 1. Fanchon & Marco are going out for more commercial booking locally. Firm will cut into the club, banquet and private party field which RKO has been mostly handling.

Lew Golden, former manager of Fox's Fifth Avenue, Seattle, has been added to F-M's commercial department to assist Jolly Jones.

Minn. Hands Cut

Minneapolis, June 1. Union stage hands here have agreed to accept the voluntary wage reduction amounting to 5% on wages up to \$60 per week, and 7½% on those above \$60. The proposal carried by a large majority.

Musicians have not yet been approached.

Milne Won't Tell

Eddie Milne, former booking head of the Yantages circuit, leaves tomorrow (3) for Seattle and the northwest to look over theatre mostly independently owned.

Milne won't discuss his plans but intimates activity with a group of theatres mainly in Washington, Oregon, northern California and British Columbia.

Charley Winston's Dinner

Boston, June 1. Charley Winston, district manager for RKO, returned from six months' nervous breakdown last Wednesday and was given the biggest testimonial banquet of the year. Nearly 300 turned out, including a contingent from New York.

The Governor, the Mayor and the City Council were all represented, and the blow-off came with the presentation of a purse of gold.

Joe Brennan, Al Somersby, and Joe DiPesa engineered the details.

Wheeler Twins-Publix. Betty and Eleanor Wheeler (Wheeler Twins) will join a Publix unit. They open next week in New Haven.

Warners Actless as Summer Economy Move

Chicago, June 1.

Two more houses dropped out of the vaude columns locally. Both are merely summer vacations and will be back with stage shows with the fall.

Venetian, at Racine, Wis., closed Saturday (30), clearing all humans off the Warner stage booked out of the local Morris office by Charlie Hogan. Liberty, Terra Haute, also went straight around on Saturday.

This last closing leaves four houses on the RKO booking floor here—Hollywood in Detroit, Hammond, St. Charles and the Englewood.

Resorts' Demands for Acts Hold Up—Less Money, but Turns Grab

The search for talent by shore resorts and restaurants continues active. Several Staten Island spots have calls in for specialty people. The money isn't big as it was, but many acts are grabbing at the chance.

Harry Green is now personally supervising Schaefer's Grille at Mt. Arlington, Lake Hopatcong, N. J., where several acts will be employed. The grille show is just running weekends through June, but during July and August will be a full week stand.

Chi-Sundays Scarce

Chicago, June 1. Even Sundays are diminishing on the vaude books around here. RKO with seven consecutive Sundays until recently now only has but two on its books, Waukegan and La Salle. Joliet to be dropped after next week for the summer.

HIPP, BALZO., REOPENING

Baltimore, June 1. Hippodrome, former combo house and dark for many months, has been acquired by Isador Rappaport of Philadelphia. Latter has also taken over the Rialto in Washington.

Hipp will reopen the third week in August with eight acts of vaude. House was promoted by Pearce and Scheck of this city and opened as a vaude spot. Loew had it under lease at one time, but closed when Pearce and Scheck went into receivership last winter.

House will be booked by Eddio Sherman, of New York and Philadelphia.

Bill Robinson at Regal

Chicago, June 1. Continuing the policy of booking only special stage attractions at the Regal, south side colored house, Publix-B & K is bringing in Bill Robinson, June 13.

House has dropped vaudefilm as its regular policy.

Coast's Vaude Bubble Broken, Over 200 Acts Which Came On During Boom Are Now Stranded

NEW LOEW TRYOUTS AT LEXINGTON; HYDE BOSS

Loew's will hold auditions for new or unknown vaudeville talent three times weekly at the Lexington theatre, New York. The try-outs will be under supervision of Victor Hyde of the Loew production department.

From the Lexington those acts selected will go to the Capital Theatre to give the bookers a look under better conditions.

The Lexington is a straight picture house but Loew's will supply music and accompaniment for the showing acts. First audition will be next Monday (4); probably in the morning.

Fox Holding Down Time For Commercial Acts

Fox vaude office will only play a couple of commercial acts. It will not become a general practice for the circuit.

Fox started to tie up with commercials in conjunction with Loew, and after playing a few of them suddenly stopped through orders from higher up.

Unit Kids Hollywood

Hollywood, June 1. Fanchon & Marco unit kidding Hollywood is now listed. Ben Bard heads the unit which will open late in July.

Opening at Loew's State, June 10, is another F-M vaude bill consisting of Sue Russell with Hinky and Dinky, Doyle and Donnelly, and the Three Rhythm Queens.

Los Angeles, June 1. Vaude on the coast is right back where it started with the boom, aye, due to RKO discontinuing the eight-act policy in its seven coast houses. Million 13-14-15 here and the Strand, Long Beach, also dropped vaude. Only remaining time booked out of local offices is the State, Long Beach, using six acts on a full week, booked by Fern Hayward of the RKO office, and the Hippodrome here, and Long Beach, La., both using six acts on a split week. Latter two houses are Bert Tarky-booked.

Bill at the State posts \$500. Both the Hipp and the Long Beach stick to \$600 as their top salary figure for six acts.

During the vaude boom of the past two months, local bookers had a total of 38 weeks on their books. Time was scattered through California, Utah and Oregon. For two weeks, an act could work from here east, if it got the Victory, Salt Lake City, but that only lasted two weeks, with the Salt Lake going back to straight pictures after a fortnight of vaude.

Pretty Tough. Condition among acts now on the coast is tougher than ever. RKO's eight act bills brought a flock of acts here from the east to grab off some of the small money that was offered for the time. Bookers claim that there are over 200 acts hanging around here trying to grab off enough money to get back east. Half of that amount were here before the boom and haven't got a b. r. yet.

Outside of the three houses mentioned, the only other dates around here are week ends where \$15 is top for a team and a single is lucky to get a tin for the two days. Even at that, money acts are cutting prices in order to coffee up.

With summer almost here, chances are that acts hanging around the coast will do little else but spend the hot months waiting for a fall break.

Special Feature THIS WEEK (MAY 30)

LOU FORMAN
and His R. K. OLJANS

AT
R. K. O. PALACE
NEW YORK

Acclaimed in Glowing Terms by

"NEW YORK TIMES"
"EVENING POST"
"NEW YORK AMERICAN"
"THE GRAPHIC"
"WORLD-TELEGRAM"

LEDOVA

R. K. O. PALACE, NEW YORK
THIS WEEK, MAY 30

ANNOUNCES MISS JENIE JACOBS
PERSONAL MANAGER

TRIXIE FRIGANZA

R-K-O THEATRE, TACOMA, WASH.
CHAS. H. ALLEN, Personal Mgr.

DAVE GENARO

And His "YOUNGSTERS OF YESTERDAY"
June 6
St. Paul, Minn.
PLAYING RKO CIRCUIT Direction: HARRY FITZGERALD. BOOKED SOLID UNTIL FEB. 1932

THE INCOMPARABLE MENTAL MARVEL

HARRY KAHNE

NOW (Week May 30) HEADLINING RKO HIPPODROME, NEW YORK
Direction JACK WEINER

FANCHON & MARCO Presents

ZELDA SANTLEY

Headlining "VACATION DAYS" Idea

Personal Direction HARRY FENTELL

History of N.V.A.

(Continued from page 36)

meeting, the first since Albee had been deposed. It was in the P. A. Casey office, the Vaudeville Managers' Protective Association quarters in the Columbia theatre building.

A "Variety" reporter was present as Casey and King talked it over. The "Variety" reporter said:

"Why don't you change that 'Vaudeville' to 'Variety'? It's all variety now and that will include

Casper smiled, getting that "Variety" thing, saying to King: "Make it the National Variety Artists, Mary" and it was made with a similar change going in for the Variety Managers' Ass'n, instead of the V. M. P. A.

Dues of N. Y. A. members on other income received by the club directly, totaled but a tiny bit off the yearly demands of the organization for its charity list in New York.

The annual theatre collections that about two years ago also included the major circuits' picture

During the Albee direction of the N. V. A. no financial statement was ever issued, nor has there been a financial statement given out since.

What the audit disclosed that Pat Casey ordered upon taking com-

mand of the N. V. A., following Albee's departure, of the many years before, has not been revealed.

But a couple of items concerning the Albee administration of the N. V. A. have become quietly known. One is the case of a crippled girl who, believed, she was an

der the patronage and weekly support of Albee, the girl saying she had been so assured by him. Upon Albee's oath the fact came out that the weekly amount, rather considerable, the cripple believed was the bounty of Albee's, was a part of the regular weekly payments of this

When the Albee heirs were so advised, they agreed to contribute a portion of the girl's weekly amount, the N. V. A. continuing to pay the remainder.

Pat Casey has run the N. V. A. in connection with his other directed organization, Variety Musicians' Association, since the William Fox installation as president. Casey has received no salary no

asked for any volunteering his services along with the services in the V. M. A. staff when occasion arose for the latter.

A. Gag.

The N. V. A. was a gag for 1 years. It tried to gag everyone. Albee didn't like or anyone who opposed him. But the N. V. A. and Albee are responsible for the N. V. A. Sanatorium at Saranac Lake, N. Y. Whether that Sina-

But the show business will un-

undoubtedly yet see the Saragana Sanatorium the greatest figure in the tubercular institutions of the world. It has saved lives; it will save others, and through that F. L. Albee may receive more credit in the future than he ever was given in the past.

The N. Y. A. books when take

over with Eddie Cantor as president of the N. Y. A. Clubhouse and William Fox as president of the N. Y. A. Relief Fund. Showed them in the 12 or 13 years Albert has been running the N. Y. A. has no donations to that institution.

N. V. A. BAGGAGE
What will be done with unclaimed baggage at the N. V. A. Under license to G. T. Cavanaugh, manager.

For him, it has been stored.

Numerals in connection with bits below indicate opening day show, whether full or split week

NEW YORK CITY	Frank J. Jones 15
Daffney (G)	Black, Shing 7
Garman Jossel	20, half 17-27
York & King	The Katchens
Al. H. Bann	M. & M. Silver
W. J. Bann	W. J. & Rich-Ed
Willson & Weber	Perd. Harper Co
(Three Co. fil.)	Brandy, D'Amore
(30)	Frank Higgins
Doris, Green & Co	W. J. & Rich-Ed
Frank G. Gey	Gillian & Morris
Combs Bros	Royal
Frances, Williams	1st half (6-3)
W. J. Bann	W. J. & Rich-Ed
George Jossel	Your Co-Ed
Jess. Bann	Twines & King
Chesler	Edna, Hattie

JACK PARTINGTON Smartly Styled
JACK POWELL
the
"RAJAH OF RHYTHM"
with
Care LEDDY & SMITH

[illegible]

PALL MALL
Is a Pretty Hard Act to
FOLLOW FOR 40 WEEKS
SEIZ
EDDIE STANLEY
P. S.—But so far, so good

[illegible][illegible][illegible]

SULLY and THOMAS

HEADLINING Fanchon & Marco's
"VARIETIES" IDEA

Child & Rayo	N. ORLEANS, LA.
Leatrice Joy	Kellth's (G)
Smith & Dale	Olympian Winners
Robb & Allen	Champion Allie
105th (G)	J. & L. Leo
Miss Dorrie Co	Mr Wu
Edith Smith	(39)
M & A Skellip	Bradford C. & V. A
P. Lee & Pat Jr	Amley Pans
106th (39)	Charles & Marion
107th (39)	Melody Pans
108th (39)	109th (39) LAF
109th (39)	Kellth's (G)
110th (39)	Pamallu, Broo
111th (39)	112th (39) LAF
112th (39)	Smal Pans & H
113th (39)	Evans & Mayer
114th (39)	Paul Kelland
115th (39)	116th (39) LAF
116th (39)	Ys Tecol
117th (39)	Al B White
118th (39)	119th (39) LAF
119th (39)	McGormick & Wat
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198th (39)	199th (39) LAF
199th (39)	200th (39) LAF

Kelth's 1st half (6-9) 5 Shades of Brown Jack Ishler Co Russ Wyse Jr 2d half (10-12) Large & Morganer Mary Huxton Wallace Sig 2d half (3-5) Luster Bros	Edgar Benjen Ken Murray Co (30) 6 Lucky Boys Carlena Diamond Lewis & Moore Barry & Whittedge PATERSON, N. J. Kelth's 1st half (6-9) Lelpart
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EXCLUSIVELY DESIGNED
CLOTHING FOR GENTLEMEN

BEN ROCKE

32 B'way, at 50th St., N. Y. City

[illegible]

Loew

EW. YORKE	Darna Rogers & Co.
1st half (6-9)	La Marr & Little
2nd half (6-12)	Sonia Brower
3rd half (6-9)	Metropolitan (6)
4th half (6-9)	Harry & Conley (6)
5th half (6-9)	Harry & Conley (6)
6th half (6-9)	Baello & Ballo Ry
7th half (6-9)	One to fill
8th half (6-9)	One to fill
9th half (6-9)	Irving Edwards
10th half (6-9)	Cantefon-Mack & O
11th half (6-9)	2nd half (10-12)
12th half (6-9)	1st half (10-12)
13th half (6-9)	Inah & Blaley
14th half (6-9)	Elaine Mayo Gang
15th half (6-9)	Valencia (6)
16th half (6-9)	Wendy (6)
17th half (6-9)	3 Salloes
18th half (6-9)	One to fill
19th half (6-9)	ASTORIA, I. I.
20th half (6-9)	Tristano

Booking the Cream Talent
for Funchon & Marco Ideas
William Perlberg Agency
Taff Bldg., Hollywood, Calif.
This Week Placed
CHAS. IRWIN
P. S. — You knowoff still packing them
in at Lowm's State R. A.

[illegible]

NEW YORK CITY	Tommye W. Ingle	1691
Audubon (20)	Anna A. Wieg	1692
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Official Dentist to the N. Y. A.
DR. JULIAN SIEGEL
 1560 Broadway

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PHILADEL. (1)
Fos (4)
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Ed. & J. Hickey
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Paramount (4)
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Haymer, John L.
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Broadway

Constance Collier to Paris. Round houses in full blast. Harry Heichenbach reported as brilliant.

"The tunnels are out of the canyon already."

Edna should be spelled that way and not with an "h."

Jerry Devine and Frank Mulson, the only vaudeville act in the city.

"Is it hot enough for you?" has made its season debut.

Even the thermometer is laying the standard two to one.

Walter Hotschman now p. a. ing for Lullington Air Lines.

Bill Hotschman has returned to U. S. home office from the coast.

Stiff neck days are here with colonial costumes and fans.

Low Price, cabaret, (tutuella for more native musicals).

Al Goldman is manager of Castillon Theatre, Lyndhurst, N. Y.

Arthur Prince assured publicity relations with Will Osborne.

Prince and Prince, Italian comedians, back to RKO after two years.

Leop. Friedman is president of a golf club—Mills, N. Y.

A vaude stooge convention may be held in New York this summer.

Henry Weston and Philip Mochler to Europe for more negotiations.

Ernie Otto (Otto Bros.), now an insurance adjuster for a Newark office.

Zani, the restaurateur, with a smile goes to Italy to visit his mother.

Art gallery biz off. One canvas place hasn't made a sale in four months.

Swimming pools at the various masculine clubs worked over last week.

Curly, former vaude comic, in custodian of the Elks, at Red Bank, N. Y.

Slow Saturday afternoon, one treasurer played pinocchio on the box office window.

Carroll Pierce, Palace p. a., for several years is now doing free lance publicity.

Jack Campbell in Paris writing a play about the town. Courtney Savage co-authoring.

Mrs. Ned Martin (Kitty Seeman) has finally taken to whacking 'em about the famous hair.

Frances Williams may defer her European trip to play some additional vaudeville.

Andrew Platerius, the Greek lad, now has his own restaurant. He means to stay.

There'll be another little Einfield next winter. Papa is S. Charles, the S. standing for Sigmund.

Deimos, the new play, now complete, is located at Milton Point at Tyo, N. Y., for its summer hang out.

Little Sheehan, the new play, is present letters addressed to Miss Winnie Sheehan. And he opens them.

Rube Goldberg's 21 golf slate is still clean. He has no beaten anybody, including Mrs. Goldberg.

The Norman Posters (Claudette Colbert) will, no doubt, complete the globe again on a tramp steamer.

Predley March has joined the tennis club at Great Neck—but doesn't know whether to play or not.

Americans always mispronounce the word bacaral. The r. is silent and the accent is on the last syllable.

If you watch carefully enough you'll see some people in evening clothes going to theatre via street car.

The Bobby Crawford boys were just about to sell their last horse when he came in at 10 to 1 at Belmont.

C. Astor, who came in from London last week, will remain here under on biz connected with the "Stage."

Sammy Nathan, formerly on the N. Y. Sun, is now at the WOR press department. Mathilde Casanova resigned.

CHATEAU

according to interview in Providence daily last week. Bookman in all professions. Amie must have said something.

Mary Perkins and his little son went away to meet the man (the Samuels). Mary returned without the youngster. Her mother insisted on the matter with her for her trip to Japan.

Georgie Levy-Cohen is recovering from three serious intestinal operations at the Madison Hospital, New York.

Seven blood transfusion operations also performed. Miss Levy, her mother, winning on from the coast to be with her daughter, may return there end of the next week.

Greenwich Village today does not contain a single tea room, restaurant or hangout for out-of-luck writers and artists.

In the old days the Village was the haunt of all kinds of geniuses in distress. All left now are a half dozen fancy men, clubs, a half dozen arty tea rooms, all with a minimum charge of some kind for the restaurants and every kind of a snack.

South Africa

By H. Hanson

Picture houses around town and district doing fair business; Johannesburg and suburban areas report business satisfactory.

It seems that events in the film world of South Africa will move faster than the clock.

Kinemas, Ltd., is determined in its persistence to upset the general board in locally running "The Blue Angel."

Fanny Brainer, 29, for many years theatre cashier with African Theatre, is now in the city.

Ed Schiller visited Durban, Port Elizabeth, and plans are well in hand for new theatres in those towns, also Bloemfontein and Cape Town.

"Sixty First" films are being put through by African theatres and Kinemas with the former making one Cape Town and the latter conceiving doing the same in Johannesburg.

Outcome of a romance on board ship coming over from England resulted in the marriage April 18 of two members of Olive Sloan's company, Mrs. Anglin and Daphne Gardner Lewis.

Shanghai

By Cal Hirsch

"A Gay Sea Captain" renamed from "The Yankee Clipper" has caused the Hongkong theatre company to pull out of the city.

It is the largest white, excepting the Chinese Consols. In addition to the Chinese Consols, the theatre has published a public apology.

His first act off during the filming of "Red Butterflies" at the Tyu Lien Studio, C. S. Hirsch, has brought suit for damages for \$500.

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Shanghai Race Club, are run off. In the cabaret are Jim Slater's Hottentots, the only all-American jazz band in China. The band is made up of...

Kouss, Gene Bivens, Stan Fly and Miss Vane. All the boys are from the Pacific northwest.

London

John Harlow, getting broke. Hugh Foreman, won a big noise. Carlyle Blackwell speedboat.

Marguerite Naman off to Spain. Warwick Ward with Paramount. Alexander Korda may be coming over.

Adrian Brunel has authorized a film home.

"Black Coffee" scored 50 at the Little.

Clive Newall, actor, turned director.

Ted Shapiro now owns a Rolls Royce.

Geoffrey Malins in Africa making travelog.

Herbert Mundie may become a tailor.

Henry Edwards is building his own studios.

Bill Blainey says he's on a good thing again.

John Grierson around Wardour street again.

Audience Allen on long term with Twickenham.

Joe Plunkett in town and swears to a holiday.

Pre-Winter sunshine caused another b. d. p.

Pat Pattison replaced Janice Joyce.

Herbert Wilcox claims eight winners on the run.

Timmy Bryson says he'll open the picture.

Looks like Gordon Beckles has a big break coming.

Gaumont switched their tryout spot to East Ham.

Bill Thornton has a b. o. check on his rivals receipts.

At Theatre City, a. l. b. the town's brightest film feast.

Bill Thornton's new script pinches the throat.

European exhibit conference may be held here next year.

Cecily Courtneidge and Jack Halbert are in the thick of it.

Cornelia Ott Skinner giving receipts at the St. James's.

"Refused" policy and future still not settled by the Ostrera.

RKO tied up with the Lyons tea-chamber for publicity.

Paul Lawson to present the latest western space man.

Drini Bouchkerstak, Continental director, here for Paramount.

Mary Pickford attended her "Kick" first night at the Regal.

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Paris

Mrs. Adolph Zakor entertaining clubbers at the little.

"Countess" now one of the neatest flops of the season.

Raymond Duncan back from New York and called on American.

Gene Hubbell went to London but she didn't get into films as expected.

Even without jobs actors say Paris is the cheapest place to live—if you know how.

Marcelle Chantal not so sure of going to Hollywood as she was six months ago.

More and more actors leaving the Comedie Francaise because of money salaries.

Baron George Wrangol, Jersine Gwynne and Dubonnet helping the night clubs along.

Villette Kershow now releasing "Well of Loneliness" in London to revive it here in June.

The Hunsleters are to the new Dany production what the English consul did to Borden's musical.

Called "La Hanchera" in town called "La Hanchera" (The Cowgirl) resembles a penny tango.

Alce Reinhardt, with Ufa in Germany, resting on his laurels.

Paris American divorcees include the French actress, Odette Yvel.

Odette Yvel. Married in New York 1917.

French papers reminding over the acquittal of Charlotte Nash for killing Nixon-Nydingling in self defense.

Madame France gives up Nice apartment to take villa to entertain Harry Kravetz, Jr., and family this summer.

Deano Vigny having so much success selling scenarios to Paramount already decided not to return to Hollywood.

A line of one hundred francs (14) is imposed on any member of the theatre—show late for the performance.

Jadwig Lewinska's new book is a history of American Literature.

Mr. Crump.

Afternoon audience at the Madeleine refused to be deceived at the improbability of the big break scene in "The Big House."

Clair, encouraged by her success as a blonde cinema ingenue, has got an American secretary so she can learn English.

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Berlin

By Max Magnus

Thornton Wilder here. Universal signed Paul Dren.

Dr. Guido Biondi, director of the German film industry.

Joe Friedman, Columbia, here. 2,250 talking actors in Germany.

Hans Schwarz will make a picture in Paris about the life of a picture.

Palais de Danse opening as afternoon dance hall.

Dusolina Giannini's success in "Madame Butterfly."

Hans Behal for Barnowsky doubles as actor and director.

Maria Krasner taking over a motor car in the Bismarckstrasse.

Thomas Mann writing a novel, "Joseph and His Brothers."

Robert Schlegel taking over Albert theatre in Dresden June 1.

Sigrid Guntenspergen will renew her contract with the Sholitschke Opera.

Werner Kraus will not renew his contract with Reinhardt, but sign up for the new theatre.

Mardi Christians will go to America in the fall and take the lead in English in "Mimmi von Barthel."

Greenbaum Film gave Liane Hall for the rest of her salary a bad check for \$2,000.

Robert Schlegel, who was tested, but lost the suit, because she had worked with another contract with Greenbaum.

Saratoga

By Happy Benway

Write to those you know in Saratoga.

A sound effect; to Ben Schaffer on soap.

Write to Jerry Vogel for another car load of sweets.

Constance Reeves about ready for another vacation in Albany.

Joe Williams, who was tested at the Benway Farm, Cider served.

By the tone of Harry Nimble's letter, it looks well.

This written on Fortier Farm, West Warren, Mass. 3 week leave.

John C. Williams, still raining, claims that everlasting still. Doing okay.

Lilly Leonard, much better, walking now. That's news this time.

Flora Ames on Broadway reading "The Great Gatsby" and gets to go on road soon.

Kitty Vecelle received a good report. Wants to go to her husband, as he is sick of leaving off.

Jim Williams, ex-sarameer, holding his own on the big street and working daily for Shapiro-Bernstein.

George Harmon was told by our friends that he was over-estimated.

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Portland, Me.

By Hal Cram

Alumni golf courses not attracting.

Tourists beginning to arrive earlier than usual.

John N. H. Tawn to New York for NYC audience.

Better weather affecting theatre attendance favorably.

John N. H. Tawn and a mass of chicken-coop over night camps.

Harley Boncher says he is not coming to think about a job until fall.

Bill Reeves is back, having sold his interests in the theatre at all.

Whisper held under new management. Old Chase house being used.

Shutting down of Jefferson and Phipps has not had much effect on other theatres' attendance.

John N. H. Tawn and a mass of chicken-coop over night camps.

CHATTER

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and and the Wheeler at the
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the old time colored night
to his surprise the two old w
reeds put on a supply and

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One of the local daily photographers went out to get pictures of the three Presbyterian churches that were merging. Layton ran three editions before somebody discovered one of them was a Greek Catholic church.

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Abstract. The purpose of this study was to determine if there were differences in the prevalence of dental caries between children who had been exposed to fluoride toothpaste and those who had not. A total of 600 children aged 5-7 years were examined by dentists. The results showed that the prevalence of dental caries was significantly higher in the group that had not used fluoride toothpaste than in the group that had used it. This suggests that fluoride toothpaste may have a protective effect against dental caries.

а. В.С.К.
г. В.С.К.

Margaret Mottuck, president of the New York and Long Island League of Women Voters, said she was "delighted" to have the group of students in her home.

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1. *Journal of the American Medical Association*, 1990; 263: 1033-1036.

Washington

By John Daly

Harold Atkinson, manager of RKO-Kentucky, elected honorary member Veterans of Foreign War, "count of helping the boys along."

Wells Hawks, old-time show presenter, down from New York for a session at the Press Club and a visit with his brother, Arthur Wells, at Burton, Md.

Carroll N. Odell, former managing editor of the Washington-Herald, in New York to become associated with Al Wilkies in the New York studio, publicity.

Fallus Broche, for many years manager of the Metropolitan theatre, has gone in for the beautification of womanhood. Opening beauty shop with Mrs. Broche and 10 attendants.

Frederick Arnold Kummer, the author, and several other Baltimoreans, dickering for the National Theatre Players to move onto the Monumental City, but business too good here.

Milton Herbert Gropper, playwright, who wrote "Ladies of the Evening" for David Belasco, is keen to have his latest play tried out in Washington. It's called "Grounds for Indecency."

Rialto closed for the season December. Day: Rhinhold. Wallack manager, off to Germany. Rodney Collier, press representative for eastern division, Universal, remains to keep the contacts.

Modeling under here decides to put the Belasco theatre, on the non list unless J. J. and Lee Stuber pay for six musicians not used at the premiere. Performance of "Rhapsody in Blue."

Harry C. Butcher, director of Washington office Columbia Broadcasting System, has the greatest collection of "personality" photos in the city—celebrities of the air, from President Hoover down.

Larry Richie, as he is known to President Hoover, has as his week-end guests Wright and Andy, Charles Francis, one writer of gangland stories; N. W. Aylesworth, president of NBC; Frank Russell, of WRC; and Tom Shipka, all out at the Catocin Camp.

Chester D. Purgely, v. p. Westchester county National Association, basketball, N. Y., will put up the money in the National Press Club, will supervise an annual price of \$500 for the best all-talker of each year, like the Pulitzer prize for the drama.

Buffalo

By Sidney Burton

Street Players opened at Brainerd Monday with heavy subscription list.

Charlie Raymond, plugging the Great Lakes fourth anniversary currently.

Henry Webb, playing with the Public "Winging Home" unit, formerly a Buffalo m. c.

Crystal Beach reopened and now has the only Canadian beach operating hereabouts.

Jimmy Players producing Sheri, called "The Diamond" and closes June 12 at School of Fine Arts.

Chorus squawking at independent neighborhood houses premium night and double feature.

Studio Theatre Players started annual drive for membership. Players season closes this week.

Distributors cutting down roadshow protection on features. Majority of twelve daily films here have dropped.

Guild's "Elizabeth" to topical business at the Brainerd last week. First time Fontaine-Lunt combination in Buffalo.

Great Peters, billed as 60 foot row-around-the-belt hurler, was out of the Sells Floto show here due to a bad pain in the neck.

Lexington, Ky.

By C. G. Dickerson

Theatres with fight against daylight saving.

Tai Henry orchestra in town for brief dance engagement.

College kids going home this week will enjoy holiday totals.

Hetti shows, first carry of season, due from Middleboro, Ky.

Hettner-Vinson offering stock under Louisville in Lexington show here.

Holins entertaining guests with dance and glorified photographs.

Lexington Opera House open after two years of darkness. Plus only Kentucky, without racing until June 28, when ponies open at Lexington.

Jack Richards, formerly of Field's minstrels, guest at Shirine Jester's machine.

Honest. Horse set here has taken up polo in earnest. Two clubs formed, each with its own field.

Joe and Earl in full swing, but days have been too cool for swimming pool to click.

House of Cards to radio ads to diversify film bills. Seen by optimists as first move toward return of vaude.

Post Roads

By Al Crawford

Playing golf key to city for Stamess King set back White Plains 6000 snickers.

Monday films in North Pelham follow pre-election pledge of Mayor Melillo.

Glenn Swanson (read at Saxon Wood's Club, near White Plains. Guest of feminine group.

County Center at White Plains, a year old May 23. Various rackets attracted 216,000 in the time.

Checkup on dancehalls being made in Westchester. Authorities say many violating regulations.

Applejack price skyrocketed to double after 65,000 gall hard cider raid in Peekskill. "Yaller Jack" now \$4.50 per at.

John F. Flannery, 84, dead at Peekskill. For nearly a half century he ran a road house and hotel at Peekskill Landing.

Glenn Island Casino reopened with Ozzie Nelson and his orchestra. Gleeheather Corp. topped with same project last season.

Ottawa

Dill McLaughlin goes jazz with a handsome and brilliant new car.

Extensive baseball pools stamped out by unexpected police action.

Queen's Park oldest amusement park across the river, folds for keeps.

John Tulman explaining that "Seed" is not the story of the flop in wheat.

Maie Bruch, daughter of the well known electric, wins oratorical championship.

Montreal promoters talk erection of film studio near here. Only mild interest.

After conviction and fine in local police court yesterday lay-off picking three theatres.

Joe Franklin, of Keitt's, seizes a local studio in New York for film interest.

Oscar O'Shea reduces prices for dramatic stock. Maintaining patronage despite summer weather.

Ambrose Nolan offers theatre passes to any city league team that beats his Avation theatre ball and Noddy has collected yet.

John A. Cooper, president of Motion Picture Distributors, sits on Parliament's door step during discussion on music copyright tax.

Louisville

By M. H. Hall

Blue Bear Inn, new restaurant. Chicago "Trib" correspondent gave town a ride for Derby prices.

The "Times" apparently economizing by cutting out inside front page.

Dog races across river, in southern part of Louisville with Louisville gamblers.

Frau Zeynrich left for Vienna to work in International School of Art.

National theatre, opened by Louis B. Clark, closed after two weeks trying film and vaudeville.

With death rate from traffic accidents 50% above Chicago, various agencies agitating for drivers' license law.

Civil Service Board held hearing here to discuss the new game of chance in Hotel Watkinson, by six lunks, led to activity.

Destruction reported of \$2,500 worth of gambling equipment, seized Feb. 24, when Federal agents raided the Flies, washhouse.

Chicago Club elected J. W. C. Beckman, Jr. president, and H. B. Balkman vice-president. Boyd Martin director for coming season.

Reports current of trouble between local music union and Mary Anderson, student, however, J. J. Wright, running theatre at reduced admissions.

Reno

Hot weather hit with mere touch of rain.

Town so crowded the natives are pitching tents in their back yards to vent.

Jack Dempsey, secured in a minor automobile wreck causing traffic congestion.

Connellus Vandover sprained his ankle directing picture. Now sports a cane and splinter.

Max Baer, 16 pounds overweight, here to go into training for the Fourth of July fracas.

The sheriff had a chance to bring his machine gun out of its holster this week in chasing a bank robber.

It was not fired.

Mayor Roberts, killed a steer at his ranch on Memorial Day and put on a memorable barbecue for his entire political machine.

Shoshone herd, from all parts of Nevada, will leave their flocks to roam on July 4 while they come here to cheer for Pauline.

Milwaukee

By Frank J. Miller

More German talkers and non-talkers at Davidson. Doling business.

Jimmy Devno's new ballroom is called the Metropolitan. Advertising for 500 lady dance instructors.

Harry Quin, singing detective sergeant, has retired on a pension. Now with the Outdoor Relief Association.

Midget golf outfits seem to be having some trouble getting started. Too much free competition in public parks.

George Campbell, once a doorman at the Davidson, is now a vice-president at the First Wisconsin National Bank.

Tearing down the old chorus dressing rooms under Universal's Alhambra auditorium has brought to light many ancient lithos and photographs.

Tables have replaced one-armed Thompsons, renovated. Vaudevillians will feel lost. Only one arm now left.

Wisconsin gave away five straw hats each day during Straw Hat Week. Drawing was on the basis of admission ticket numbers.

But theater continued too cold for lucky boys to flash the bonnets.

John P. Wagner, vice-president of the local Yellow Cab Company, testified against Emanuel R. Eichhorn, local attorney, claiming that latter sought to shake down through men \$30 under threat of closing the Normandy, Ozaukee county night club.

Wagner leases premises to Lee Gunnin, operator.

Oklahoma City

By George Noble

Night clubs flat.

All nabe houses doing business.

Jimmie Dawson, in the pink of condition.

Pat McGee swears it's his first and last manager making it tough on the speaks.

Frank McCabe is out of the hospital, and back on the job.

Levi Taylor's smile doesn't come off, even when business is bad.

John Schoepel must have his coffee after checking up the day's receipts.

"Stewart," Warner's kid singing assistant manager, is getting a break over the air.

Every says that the bank papers in the back of his wife's cook book are for addresses of delicatessen stores.

Cincinnati

By Joe Kolling

Henry Dusse's band back.

G. Gehring becomes local manager for Fox.

Jack Dempsey, of RKO vaude, did his act here.

Levi Taylor's smile doesn't come off, even when business is bad.

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Newark

By C. R. Austin

Warner boys are relieved—the cut might have been worse.

Miniature golf cut this year and the For Sale signs are blooming.

Harry Kalphne, head of WB here, reads the novels from which pictures are made.

Luncheon clubs and civic societies are having a gorgeous time condemning gang pictures.

The little Carlton has cut prices to 35c top and giving double, mostly second runs with twice-a-week change.

The Brannford is starting "Hidden Talent Nights" each Monday with an engagement the prize. "A rose by any other name."

Charlie Hauser, pictures on the "News" and Robert C. King, ditto the "Call," had a love fest cheering the censors for deleting the ending and a few bits of "Public Enemy."

A recent m.c. at the Brannford, dropped for refusing to cut dirt played the Newark last week and went on with his old tricks.

Mayor Adams burned with the erstwhile m.c. putting forth several times with the ditcher, merely announcing the acts.

St. Paul

Ally down to \$5 the gallon.

Wife of Walter Priest, Tower manager, sues for divorce.

Rene Howard making the one-nighters alight of Ben Berpie.

Tom Michelson, of Chi Hore, lives for three weeks' vacation.

Despite consistent losses, garlick, indie house, stays open at 10-20 for double features.

Kara Hoffman, working the Hollywood makeup thing for a cosmetic firm on the Orpheum mezzanine.

Art Stiles, Hollywood actor, made personal appearance gratis with Husk O'Hare band at the Capitol.

Ray O'Connell, RKO, and Ed Furl, Pabst, had a chance for a good cry over business on joint fishing trip one afternoon.

Mrs. Stan Stanley (Kafka, Stanley and Mae) collapsed on stage and two hours later was recovering from emergency appendectomy. Two men continued the act.

NEW YORK THEATRES

Elbert Seltzer presents
The outstanding dramatic success of the season. Thurs. Sat. Sun.

Tomorrow & Tomorrow
TUESDAY 10 P.M.
with ZIE JOHNSON & HENRY MARSHALL
HENRY MILLER'S 124 West 43rd
Street
Rvs. 4-6. Mat. Thurs. & Sat., 2-20

"A splendid American playhouse at her best."
—J. Brooks Atkinson, N. Y. Times
JOHN GOLDEN presents
HENRY MILLER'S 124 West 43rd
Street
Rvs. 4-6. Mat. Thurs. & Sat., 2-20

AS HUSBANDS GO
By RACHEL CROthers
JOHN GOLDEN Theatre, W. 43rd St.
Rvs. 4-6. Mat. Thurs. & Sat., 2-20

MARY BOLAND
In Her Own Right
VINEGAR
TREE
PLAYHOUSE W. 43rd St. From
West and Sat., 2-40. Bryant 9-2628

Old Man Murphy
Is something to cheer about... I hadn't
laughed as much since the premiere of
"Once in a Lifetime." —Walter Winchell
ROYALE WEST 45TH STREET
Mat. Thurs. & Sat.

DAVID BELASCO presents
HELEN GAHAGAN
"TODAY OR NEVER"

"Miss Gahagan has a powerful, well-trained voice
and a fine sense of timing and she made her mark
as a singer if she were not also an actress at
the top of her profession."
—Walter Winchell
BELASCO Theatre, W. 43rd St. Rvs. 4-6
Mat. Thurs. & Sat., 2-40.

RAMON NOVARRO
in "DAYBREAK"
A Metro-Goldwyn-Mayer Picture
FRANK MARSHALL
RKO KENTUCKY
Rvs. 4-6. Mat. Thurs. & Sat., 2-20

ROXY
WOMEN OF ALL NATIONS
For Motion Picture Tenth Hour
ROXY
WOMEN OF ALL NATIONS
Rvs. 4-6. Mat. Thurs. & Sat., 2-20

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For Motion Picture Tenth Hour
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Show Folks in Saranac

Saranac Lake, N. Y. June 1.
Show folks at this health resort
are:

N. V. A. San.

Theresa Abbott.
Helen Antick.
Mac Arncliffe.
Fred Bachman.
Allie Bagley.
Harry Benway.
Fred Buck.
Alice Carhart.
Harry Clark.
Ethel Clouds.
Monroe Coleman.
George Hanson.
Mac Delaney.
Fried DeVore.
Xela Edwards.
Helen English.
Andrena Erving.
Kitty Flynn.
Chris Hagerdon.
Dorothy Harvard.
George Harmon.
Bobby Hatz.
William Holly.
Ida Howard.
Mills Jansen.
Valentine Kincaid.
Toti Kubi.
John Kulan.
Dick Kohn.
Vernon Lawrence.
John Law.
Jack Lewis.
Charles Lithcap.
John Louder.
Miles McNamee.
Lawrence McCarthy.
Doris Moore.
Helen Newman.
George Neville.
Helen O'Reilly.
Clara Howard.
Angela Tappila.
Annabelle Powers.
Nelle Quail.
C. J. Quinn.
Ford Raymond.
Constance Reeves.
Fred Rith.
Ren Schaffer.
Tom Toppie.
Catharine Toggello.
Eddie Voss.

Harry Barnett, 202 Broadway.
Charles Barrett, 302 Broadway.
Charley Barley, Berkeley Apts.
Walter Daley, 10 Baker St.
Edie Diamond, 20 River St.
Margaret Groves, Clancy Cottage.
Dave (DOD) Hall, 6 River St.
Edie Diamond, 20 River St.
Russ Kelly, 19 Broadway.
Andrew Molony, 19 Broadway.
Jack Nicoll, Clancy Cottage.
Joe Rogers, Franklin St.
Jean Steele, Clancy Cottage.

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Edward DeCaro.

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VARIETY

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15 YEARS AGO

(From Variety and Clippings)

In an auction of seats for the opening night of the *Winged Fool* at the 1916, the amount reached \$18,000. William Randolph Hearst paid \$2,012 for 12 seats.

American Federation of Labor was making an effort to get picture actors and actresses to join the Actors' Equity Assn.

Nellie Revell wrote her first play while director of publicity for the Orpheum vaudeville circuit. The play was called "Spangles" and dealt with circus life. (Later it became a picture (Universal), but Nellie is willing to forget that.)

A ruling was handed down by Judge Crain of the New York Supreme Court that cabarets did not require a theater license. Affected over 100 restaurants in New York city.

Polars reported its Polio of the week before at the New York Hippodrome and donated the entire receipts to the Astor Fund.

Bert Williams, famous colored comedian, now deceased, one of Ziegfeld's features in the "Follies," signed a contract to do a comedy for the Essanay Co.

Equity's full membership by vote almost unanimous for affiliation with the American Federation of Labor. Opened negotiations with the White Rate union, which held the only A. F. of L. theatrical charter obtainable.

Morris Gest got the Manhattan Opera house in New York on a long-term lease. He was planning a series of spectacles.

Ceralinda Ferrar and her new husband, Lon Teller, dropped out to Blanche Ring's ranch in California, where they spent a belated honeymoon caused by both being in separate shows after marrying.

50 YEARS AGO

(From Clippings)

Both houses of the Pennsylvania legislature passed a bill prohibiting issuance of licenses to theatres for selling intoxicating liquor, the biggest part of their incomes. Penn. was the third state to pass such theatrical regulations.

Dramatic critics of New York city were sobbing in unison about the announcement from managers regarding plays and actors for the coming season. Reason for squawks was list of unknown actors replacing vet stars.

The snake wagon of a circus was tipped over in the forest running away while parading in downtown Chicago. When the big boss plopped out of the broken wagon on the street, that cleared out lookers-on in nothing flat.

West Brighton Beach at Coney Island opened a new "Bea Palace," engaging a large fine and drum corps to stand in front to draw business.

A pro ball team at Memphis called the Riverbats had a one-armed pitcher named Cuck. He struck out 18 men in one game and knocked two homers with bases full, bringing in eight runs.

Comedy artists who could sing as well as be funny were in great demand in 1881. It also dancing; they were considered of star calibre and commanded high salaries.

People looking for angels went right out in the open after the clumps in these days. An ad in the *Clippers* said: "Wanted: A lady with plenty of capital to play part in a play."

Inside Stuff—Pictures

Producers' difficulties in bottling up studio news of any importance was shown in the case of the Warner-Brit-National salary cuts. Morning L. A. "Times" carried an A. P. wire story from New York announcing the slash with a story underneath telling of Jack Warner's denial.

During the day the "Times" city desk was bombarded with telephone calls from people saying the salaries were to be cut, or that they would be eliminated from the payroll. It was their way of getting even with the studio for the reductions.

Picture people are acquainted with the power of news stories and know the ropes when it comes to giving out a story. Usually when an important studio move is made, somebody is on the wrong end. In many cases the dailies get their news through these persons volunteering the information.

A star-producer couple who were planning a divorce some time ago let the newspaper and so well they gave the story of their split to one L. A. morning paper only on promise that it would be handled right. They denied the split to the other morning paper, which had the tip. Result was they made the paper they lied to a bitter enemy, while the first daily would turn against them just as easily if the story warranted.

All this pother over the advertising picture on the screen is far from being new. In the days from the time the picture became a theatre proposition, there was a short length advertising Dewitt's Scotch in which an ancestral portrait came to life and climbed out of the frame for a drink.

Some years later \$20,000 was paid Vitaphone for "Princess Nicotine," one of the best trick pictures ever made. The only advertisement was the use of a "La Tunia" box which appeared in most of the scenes. The old Edison company regularly made propaganda pictures for pay, working them off as regular releases. Each year it made a Red Cross Seal picture, or making anything it thought it could get away with—and it got away with plenty—from lip reading for the deaf to one of the original safety first campaigns.

Pathe spilled the beans with "A Family Far" which rather blatantly advertised Berthoud's Scotch. For several months it was staged against the use of advertising, but gradually the kick was forgotten, and the producers again resorted to film ads, but rather more discreetly. By this time next year the present farc will have been forgotten. Either the ad pictures will get over (which seems unlikely), or they will be gone and with it the memory of the kick-up they created.

The mother thing is no longer an attraction at the box office, no matter how well the mamma role is done or by whom played, unless it's a drawing mama. Universal makes this claim, based on survey of exhibitors.

After killing the mother, as well as the money angle on "Mother's Milk," Universal as third choice, "She Wolf" U. is heading the cry of the field further by staying entirely away from the matter plants on all publicity, advertising and exploitation, even though considerable had been prepared.

U. is trying to get around it all by exploiting "She Wolf" as the woman with millions who was in love, plus ways in which, through the mother, the juvenile interest can be played up.

Scenario department rule. In effect at nearly all studios, of returning without opening unsolicited manuscripts sent in by mail, was temporarily suspended at Universal studio on the coast recently. A magazine editor induced Carl Laemmle, Jr., to contribute an article on screen stories. Junior had someone write the usual hokey about the studio, always wanting good stories and glad to read them, etc. Result was the scenario department at U. was flooded with miss. Readers, not knowing anything about the article, sent back the masterpieces unopened.

Kick was soon registered with the magazine, with the result that Junior told readers to open the stuff. They opened all letters after that until the effect of the article wore off.

A former Hollywood newspaper man who became thoroughly vinegared on the picture business, is now working at his profession in Del Monte, Calif. Whenever he gets a chance he does his worst for the business.

Leslie Howard and Marie Dressler, recent visitors to Del Monte, both returned with the complaint that he had misinterpreted them. At present there is talk of telling picture people to stay away from Del Monte unless the D. M. business men do something about it.

Miss Dressler was terribly misquoted in an A. P. dispatch over the M-G-M studio officials.

Gigolo cycle is on, four studios contributing and others awaiting the public reaction. Paramount pioneered with "Ladies' Man," William Powell as the male hostess, and has "Evening For Sale" coming up for Paul Lukas.

Melville made "Dancing Partner" with William Haines and adopted the title of the song that made the public gig-conscious, "Just a Gigolo." Radio has "Dance, Gigolo, Dance," for Ricardo Cortez and Warners has "Paid to Dance" for Frank Fay.

A future possibility is "The Wonder Boy" when and if that Jolson gets a screen break.

Paramount which announced it was to make many mystery films as a substitute for gangster stories is attempting to bring about a strong return of the mystery cycle through "Murder by the Clock." Picture has been given a strong cast and will get plenty of production value. Edward G. Robinson, director.

Old style farcical or dramatic mystery, with nobody knowing who shot cock robin until the end, has not been as plentiful during the past year. A good thriller, Par feels, will put exhibitors and audiences on the lookout for others to come.

Studios are between the devil and the deep blue on the going cycle matter. Many exhibitors want to play them down because of the reform element, and contribute less the excess that the present crop will die at the b. e. due to a public sickening. Meanwhile the studios are getting different info from the exhibitors who are currently finding that this type as the old variety that is satisfactory to the exhibitors. Reluctantly some of the studios are dropping off the intended underworld material, shelving some and denouncing others.

Probably what is the most complete financial reports ever issued by a motion picture company is that which has been put out by Fox Film. It is an informative angle it is practically a general history of the company and took weeks to compile.

This was done under the personal direction of Harry L. Clarke, president, by Glen Griswold, v. p. in charge of public relations. Griswold is a former newspaperman and expert at financial analysis, having been editor of the "Journal of Commerce" before coming to Fox.

One of the major companies recently for the retirement of one of its execs in New York by locking him out of his office. That the company had contemplated ousting the party in office had been known for some time, but the procedure was something different.

It was first accomplished by firing the exec's personal secretary, and was followed by shutting the office. The next day all records were removed to another vault.

Inside Stuff—Vaude

Dr. Edgar Mayer has found a way to turn the N. Y. A. Sanatorium at Sagamore, N. Y. into a small charitable hospital but still bringing some income to the institution. Many non-show patients in the Adolphus need surgical attention. It is usually expensive, sometimes requiring three or more operations, mostly on the ribs, and a period of six weeks or longer to recover in a hospital.

Through an agreement made by Dr. Mayer with surgeons of that section who treat the people at more moderate means, Mayer is offering the \$1,000 or \$1,500 necessary for the usual surgical and hospital attention, the top floor of the N. Y. A. Sanatorium had been set aside for the surgeons' patients. The operation, however, will probably wait on at the most make but a nominal charge, with the Sanatorium's expense for the six weeks or so not exceeding \$200.

The outside patients do not come into contact with the interior, with the treatment for the show people in the institution.

In return for their gratuitous services in operating on the lay patients, the surgeons simply ask in addition of Dr. Mayer that they may utilize the Sanatorium's laboratory for experimental work.

The arrangement will work two ways, giving the Sanatorium some income for its present vacant space on the top floor, while proving unexpectedly inexpensive for those who thought they were to undergo a highly charged siege, or without the means to meet the larger expense. At present there are around 60 show patients out of room accommodations for 120 in the Sanatorium, all below the top floor.

The noisy farewell tendered Ernie Van Felsdy (39) on his departure from the NVA clubhouse, where Van had been making his home for some time, was in decided contrast to the hushed silence which formerly prevailed especially under the former E. F. Albee regime. The main clubhouse saw men and women talking and shouting "good bye" to Van and making a demonstration unlike any seen before.

At the same time, a sensation was created when Morrissey greeted some years ago when at night he came to the top of the club stairs and yelled in a loud voice plainly heard all over the place: "What's the matter with everybody here? Afraid to make a noise?" Just as quickly he slipped downstairs and out to the street. Heads popped in all directions and the card games were broken up as checkers and chess men went flying. It was so sudden and so loud and yet to those who realized the ever "shush" atmosphere it was the big laugh of the season.

The attitude of club execs in doing the "shush shush" cautioning from morning to night led many of the club members to call it the "shush-shush" club.

There's a girl in vaude whose father is an attorney and practicing law in New York. She's attractive. On the stage, of course, she has another name and nobody knows that her dad is a lawyer.

The girl was engaged by a vaude producer for an act. Just what happened nobody seems to know, but the v. p. last week is said to have said some uncomplimentary things in the presence of a girl friend of the attorney's daughter. Back it all went to her. This morning the vaude man was amazed to receive a letter in which immediate action was threatened for alleged slander. Profuse apologies followed and a truce was established without any suit. But the v. p. and the girl understand each other better now when they meet around Times Square.

As reported in last week's "Variety," Dr. Mayer is in complete charge of the N. Y. A. Sanatorium. He is responsible to no one, in New York or Sagamore, in regard to the question of that institution. That is the condition of his appointment.

Application to the Sanatorium, as also reported, must be made to the N. Y. A. at 1400 Broadway, New York. Applicants will be passed upon by a board of examining physicians of which Dr. Emanuel Stern is chairman. An applicant must be certified by this board before admitted to the Sanatorium. The examining board is not interested in the N. Y. A. beyond the physical examinations made by it.

The NVA zoo, atop the clubhouse ever since Joe Schroder has resided in the club, was broken up last week. The animals, which Schroder has been taking care of for 12 years have been scattered throughout the city.

There's an old lion which has been in Schroder's care for 22 years. And the giant spider from "Tayland," the brown bear from James K. Hackett's "Alcay," and animals from all the Montgomery and Stone shows, etc.

There are many number of animals which recall momentous comedy scenes from one time Broadway successes. All these animals are going.

With the announcement last week of the N. Y. A. Club blowing, James W. Fitzpatrick and Harry Mountford were in conference. Following the talk, they were reported leaving together for Westport, Conn., for another chat with someone else.

Inside Stuff—Legit

Just how unavailing and unimportant the two-for-ones actually are was proved by a showstopping premiere during the past two weeks. After getting out of the 50,000 of the tickets, only 42 were brought back to the box office during one week.

To make the headache worse, Leblang's, which had been pushing his show, previous to his cut-rate ticket attempt, immediately turned down so that their sale of seats for the show dropped from about \$200 to practically nil.

Passing of the veteran Philadelphia theatrical man, William J. Gilmore, May 28, recalled his activity years ago in importing European attractions for the American stage.

Gilmore was given credit for bringing Raynold, the strong man, to the states, and also Anna Held for her long and important career in this country.

An obituary notice appears in Variety in this issue.

Max Holston, who is better known as a writer for his work in "She Wolf," was regarded as a leading Broadway back in the theatre. He was one of her remarkable triumph for her role in "The Constant Sinner" and "The Girl in the Red Velvet Robe."

The Chicago book trade has been in a state of excitement over the two new books, "The Girl in the Red Velvet Robe" and "The Girl in the Red Velvet Robe."

With the New York City Mayor's office, the city has been in a state of excitement over the two new books, "The Girl in the Red Velvet Robe" and "The Girl in the Red Velvet Robe."

At the time of the last night of the show, the city has been in a state of excitement over the two new books, "The Girl in the Red Velvet Robe" and "The Girl in the Red Velvet Robe."

Buffalo's Fight for Subscriptions; Teck in Wrong by Loss of Goodwill

Buffalo, June 1.—During this week became the battleground of a hot fight between the Bringer and Shubert forces to build up a subscription plan and develop organized support for legit attractions next season.

Theatre Guild, with "Elizabeth the Queen" at the Bringer, not only announced such an intention but had between-the-acts announcements made to audiences. In addition, a special representative, Roy Hancock, was in town all week at the Bringer to answer inquiries and enlist support.

At the same time, Fred Donahy held his first luncheon at the Hotel Statler for a specially selected group of sponsors for a number of plays to be brought by the Shuberts to the next season. Donahy's plan is the same as the Professional Players in Philadelphia and also in Chicago. It was announced that the box office at the Statler would be open for inquiries and enrollment.

Solidarity of the Shuberts toward alleviating the indifference of the Buffalo public toward drama is regarded with suspicion. The open policy of the local Shubert house, particularly under its present local managements, has been one of disregard and indifference. Instead of the local management creating good will as in at least one other legit spot in Buffalo, the present attitude has developed to a point where many Buffalo theatregoers prefer to stay away from the house rather than submit to the tactics employed by the management regarding great locations.

Numerous publicity stunts sponsored by the local management of the house have been questionable and distasteful to a considerable portion of the local theatregoing public.

EDDIE LAMBERT'S 100% PERCENTAGE REVUE, L.A.

Hollywood, June 1.—Everybody connected with Eddie Lambert's revue set for June 11 at the Hollywood Music Box is interested in it. It's co-operative for principals, commonwealth for cast and percentage for scenery and costumes.

Lambert, Al Herman, Eddie Borden and Perry Askam each get 10% profits. Eddie Prinz and Eddie Diamond get 5% each for staging. Vincent de Marco is dressing the show on percentage.

Cast includes George Harris, Doris MacMahon, June Summer and Milton Halperin.

"This is the first musical in the Music Box since Harry Carroll's 'U. O. S.' of 1929," so called.

Liberty's Colored Musical "Singing the Blues," colored musical tried out by Aarons & Freedy, is booked for the Liberty, New York.

Opening first week of September.

Hits of 1930-'31

"Lysistrata"
"Vanities"
"Up To Pops the Devil"
"That's Gratitude"
"Once in a Lifetime"
"Greeks Had a Word for It"
"Three's a Crowd"
"Art and Mrs. Bottle" (Rep.)
"As Husbands Go"
"Fine and Dandy"

INTERMEDIATE SUCCESSES

(Moderate Runs)

"Garrick Gaieties"
"Ladies All"
"Dancing Partner"
"Torch Song"
"Nina Rosa"
"Bad Girl"
"Mrs. Moonlight"
"Rear China"
"On the Spot"
"Man in Possession"
"Sweet and Low"
"Oh, Promise Me"
"The New Yorkers"
"Petitcoat Influence"
"The Truth Game"

"Girl Crazy"
"Pagan Lady"
"Elizabeth the Queen"
"Grand Hotel"
"Tonight or Never"
"The Vinegar Tree"
"Five Star Final"
"Tomorrow and Tomorrow"
"Private Lives"
"Barretts of Wimpole Street"

HER SUPPORTING CAST

"Meet My Sister"
"Philip Goes Forth"
"You Said"
"Green Grow the Lilacs"
"As You Desire Me"
"America's Sweetheart"
"Give Me Yesterday"
"Wonder Bar"
"The Silent Witness"
"Melo"
"Rhapsody in Black"
"Old Man Murphy"
"Crazy Quilt"
"A Modern Virgin"

ANOTHER POSTPONEMENT

New Delay in Shubert Defense of Actor's Salary Claim

Shuberts brought about another postponement in Tod Healy's salary claim against them Thursday (24) when final arbitration was to have been held. A show cause order signed last June 17, which was served on Equity's legal department and the American Arbitration Association.

Order was to show why a further delay until June 12 should not be granted Shuberts, to enable them to make an appeal from a previously rendered Supreme Court decision.

Healy's case has been pending since January, with various postponements. The comedian is trying to collect salaries claimed due under a contract.

Previously delays happened when J. J. Shubert was out of New York, once in Europe and once in St. Louis. William Klein, Shubert attorney, was expected back from abroad May 29.

EQUITY WILL CUT DOWN 48 AGENCY PERMITS

Equity permits for agents and casters expired Monday (1). They will be permitted to operate without renewal for the short time until a meeting is held to determine dispositions. Meeting probably will take place Thursday (4).

Now operating are 48 agents with Equity permits.

It is stated at Equity that the current number of agents will be cut down, with some voluntarily withdrawing and others not being granted renewals.

4 Shows Out

Two successes are on Broadway's out-going card, and two flops. There may be more closings before the end of the week.

THREE'S A CROWD

Opened Oct. 15. "Looks decided to spend the winter right where I am," said Dudley (Eva. World). "Not far from a complete delight," Watts (Her. Trib.) "Altogether charming," Gabriel (American). "Variety" (Sig): "Indication of a show almost any time around 16 weeks."

"Five Star Final" presented by A. H. Woods closed its season at the Cort Saturday. Played 22 weeks. Promising was handicapped and might have been sensational. News-

FIVE STAR FINAL

Opened Dec. 29. "Excellent entertainment," Mantle (News). "The show is the best of the season," Anderson (Journal). "Not the sort of show that captures public favor," Winchell (Mirror). "Variety" (Ibee): "Should command box office value."

paper melodrama, however, made a good record with average of \$14,000 weekly in early months. May resume in August before touring.

"Her Supporting Cast," independently presented at the Biltmore.

HER SUPPORTING CAST

Opened May 4. "The acting did not receive would not have saved it," D.C.A. (Sun). "Just one of the spring out-caste crop," Walden (Post). "May prove to be a visit for the summer," (American). "Variety" (Char): "Moderate run."

folded Saturday after four weeks of lean trade.

"The Honor Code," also (Indians) stopped at the Vanderbilt after two weeks. Neither show bettered a \$2,000 pace. Both ex-

HONOR CODE

Opened May 18. "Unfortunately occurrence of the late season," Barnes (Her-Trib.). "Miserable morale of Lieber-land," Cambridge (Mirror). "Remotely bad Cameron (News). "Variety" (Char): "May be able to stick around for a few weeks."

pected to go along with two-forties and passes, but heat stopped even that sort of bit.

Foreign Language Plays in Rep May Spread on B'way Next Season

HOTEL'S MELLER DRAMA AS ROOF GARDEN GAG

Melodrama of the hiss-the-villain type will be presented as night club face on the roof garden atop the hotel Alhambra. First showing will be Wednesday (3). The roof will be a no cover charge place and in addition to the show there will be dancing and music.

John McElvyn, conducting the Alhambra, sponsors the meller innovation, the company being called the "Cross Road Players." First show presentation will be Lincoln J. Carter's "Post Mail" dating back to 1838. Show will be presented twice nightly.

While the roof is to be known as an opera house, the presentation will be in miniature. The hotels shout out it is burlesque, but "genuine old time drama." Regarded as a stunt, Equity rules will not apply to the players chosen from the legit stage.

"5-Star Final" Resuming

"Five Star Final," which closed at the Cort, New York, Saturday (30), is slated to resume in August with the road tour set back pending permits.

It is A. H. Woods' melodramatic effort of this season and regarded well up in the running for the Pulitzer prize, until the committee picked a dead one in "Alison's House."

The newspaper play was supposed to go on a summer basis, but Arthur Byrns' desire for a vacation led to the shut-down.

"Final" is probably protected on stage dates against the talker, which is being made of that play.

Irryng Rapper, stage manager of "Five Star Final," sailed for London Friday night (29). He will help Raymond Massey stage the show for London.

At least three and possibly four foreign language repertory companies will make a try at Broadway in the new season. Two German companies and a Yiddish company are lined up with a fourth, a French troupe considered.

Success in New York and on Broadway of foreign language drama is what is believed by the audience. Foreign language play should win backers during time has now ripened for the experiment. If successful, it will be the first time the foreign languages have made a go of it on the street.

First of the German companies to appear is likely the musical troupe Shuberts' act assembling in Germany for musicals in the Rhine-Land area. Irene Blasinger will lead it. Scheduled to open in September with the theatre yet unnamed.

Another Yiddish rep is being prepared by the German Drama Guild, to open about Nov. 1. This will be an ambitious effort, with Moissi perhaps heading the cast. Cast not yet announced as possibly containing Rose Harsenman, Houdine Klinger, Marianne Kupfer, Max Adahert, Hans Albers and Grete Mosheim. All will come over from Berlin.

Third of the foreign rep companies set is Maurice Schwartz with his Yiddish Art Theatre. Schwartz failed on Broadway in Yiddish one before, and also made two appearances in Yiddish. He's given up his second venue house for next season and is now dickering for a suitable Broadway spot in September. Fourth possibility is a French troupe, also, to be brought over by the Shuberts. Sidney Ross is also dickering with an established French theatre troupe for a New York rep, with the likelihood one of the two will materialize.

CAST CHANGES

Jan Wolfe replaces John D. Seymour in "Barretts of Wimpole Street."

Laurita Shea in place of Cynthia Rogers in "Modern Village."

Failures of '30-'31

"Spook House"
"Change Your Luck"
"Artie, Sam and Models"
"Who Cares?"
"Suspense"
"Through the Night"
"Hot Rhythm"
"Go"
"Second Little Show"
"That's the Woman"
"The Up and Up"
"The Long Road"
"Solid South"
"Night Guest"
"Insult"
"The Rhapsody"
"With Privileges"
"Sympathy in Two Flats"
"Luna"
"The Cinderella"
"Farewell to Arms"
"Frankie and Johnnie"
"Roadside"
"Nine Till Six"
"The Three"
"Mr. Gilheople"
"Stepdaughters of War"
"Brown Buddies"
"Marigold"
"Princess Charming"
"Solid South"
"Blind Mice"
"Sweet Charlie"
"Canaries Sometimes Sing"
"The One Man"
"Sweet Stranger"
"Sisters of the Chorus"
"Blackbirds of 1930"
"London Calling"
"His Majesty's Car"
"Noble Experiment"
"Puppet Show"
"The Last Enemy"
"Room of Dreams"
"As Good as New"
"Lady Beyond the Moon"
"Remotely Bad Cameron"
"The Rap"
"Precedent"
"School for Virtue"
"Brass Ankles"
"Betty, Be Careful"
"Perfectly Scandalous"

"Vanderbilt Revue"
"Well of Romance"
"Mr. Samson"
"Light Wines and Beer"
"The Tyrant"
"Made in France"
"Marseilles"
"Pressing Business"
"Smiles"
"Hello, Paris"
"An Affair of State"
"Schoolgirl"
"Scarlet Sister Mary"
"First Night"
"This Is New York"
"A Kiss of Importance"
"Overture"
"Ballyhoo"
"Life Is Like That"
"Inspector General"
"Purity"
"The Life Line"
"Queen at Home"
"Midnight"
"The Sates"
"Zita"
"Anatoli"
"She Means Business"
"In the Best of Families"
"Book Me, Julie"
"Dr. X"
"Next to the Firehouse"
"Hobo"
"Heat Wave"
"The Gang's All Here"
"The Great Barrabas"
"Venetian Glass Nephew"
"A Woman Denied"
"Greater Love"
"Privilege Card"
"Fading Danger"
"Grass Shadow"
"Napoli"
"Miracle at Verdun"
"Right of Happiness"
"Joy of Living"
"The Great Man"
"Company's Coming"
"The Bellamy Trial"
"Devil in the Mind"
"Her Supporting Cast"
"Honor Code"

Red Hot Finish for Cold Season, With Dull Streak On Until 4th

Monday was sun struck, the last of last week, which included Memorial Day. Effect was to further dent the box offices, suffering for the most part, but not all, other of last season. It was the hottest show-off of a season in years. Enough shows are trying to make a summer show. Provisional notices are up. It is doubtful if more than three among the current musicals will go into July or beyond.

Expectation is for an upturn after the Fourth, the metropolitan area, summer play going for out of towners.

Co-premieres last week. One scheduled but expected. New show card for next week unfurled early this week, although there are two possibilities. This week's arrivals include three new shows, three revivals, and something in the Village.

"Brooks a Crowd" closes this week at the Selwyn, which will probably be dark. "Five Star Final" called it a season at the Cort last Saturday, which time two flops quit. "The Honor Code" Vanderbilt. "Her Supporting Cast" Billmore.

Estimates for Last Week
(Symbols: R—review; M—musical comedy; D—drama; C—comedy; F—farce; O—operetta. Capacities and top prices also indicated.)

"American Sweets" (Broadhurst) (17th week) M-1,118-\$3.50. Provisional notice, but may stick; heat and holiday exodus shot gross down under \$15,000.

"As Husbands Go" (Golden) (4th week) (C-900-\$3.85). Was hurt, like everything else, hopeful of summer but hit better than expected this week; \$3,000 to \$3,000 last week.

"Barretts of Wimpole Street" (17th week) (CD-1,099-\$3.55). Stumbles on fourth Saturday (Alvin). No change in heavy business; \$20,000.

"Crazy Quilt" (Channing) (4th week) (D-1,112-\$4.40). Looked like a better gross than first week, but heat wave hurt; takings parimated \$16,000.

"Five Star Final" (Cort). Closed last Saturday after playing 22 weeks; one of season's dramatic successes; may resume in August.

"Green Pastures" (Lyric). Tailed to open last week.

"Girl Crazy" (Alvin) (24th week) (M-1,357-\$5.00). Notice up, but engagement may continue, dependent on weather; last week estimated at \$20,000 or a bit more.

"Grand Hotel" (National) (21st week) (CD-1,161-\$4.40). Topping the list, off a bit, but still doing all at this stage of run and weather; added \$25,000 estimated.

"Green Pastures" (Lyric) (24th week) (CD-1,050-\$5.00). Will go through current month; slated to close June 27; about \$10,000 last week.

"Her Supporting Cast" (Billmore). Taken off last Saturday after four bad weeks.

"House Beautiful" (Apollo) (13th week) (D-1,104-\$3.85). Did moderately well until two weeks ago; dropped abruptly to under \$5,000; unless trade climbs, may close in another week.

"In the Best of Families" (Forrest) (15th week) (C-1,010-\$3). Unable to run well in summer; costs little and two-for-one kept it going; average over \$5,000.

"Melo" (Barymore) (4th week)

(D-1,050-\$3). Slated to stop after one more week; plans call for resumption in August; touring later; \$3,000.

"Modern Virgin" (Booth) (3rd week) (CD-1,200-\$3). Although summer entry, expected to stick; moderate business indications; second week about \$6,000.

"Old Man Murphy" (Royals) (3rd week) (C-1,118-\$3). Inadequate business; 1st week \$2,000, slightly in face of adverse conditions; \$7,000 to \$3,000.

"Once in a Lifetime" (Plymouth) (22nd week) (D-1,042-\$2). Moved here last week and was ahead until temperature shock; managed to approach \$10,000.

"Private Lives" (Times Square) (17th week) (C-1,047-\$3). Weather permitting, "English" comedy; no word. Although heads, should last well into summer; dropped to about \$10,000 last week.

"Rhapsody in Black" (Harris) (5th week) (M-1,000-\$3). A bit of a let-up, but still showing out; colored novelty; spoke up—started around \$10,000 without support; as yet.

"The Band Wagon" (New Amsterdam) (1st week) (D-1,423-\$3.50). Presented by Max Gordon; opened in Public, with "Island No. 9"; reviews rated it among best musicals in years; opens Wednesday (3).

"The Honor Code" (Vanderbilt). Taken off Saturday after two bad weeks.

"The Vinegar Tree" (Playhouse) (25th week) (D-980-\$3.55). Now on a summer basis, and should stick; holding up better than expected with pace quoted over \$9,000.

"The Wonder Bar" (Bayes) (12th week) (M-980-\$4.00). Business estimated around \$10,000 on its own; performances (no matinee); did not show last Saturday; night; should close next week.

"Thing Little Show" (Music Box) (1st week) (D-1,000-\$3.50). Presented by Dwight Dyer; began in association with "The Band Wagon"; after Boston showing agencies made a buy; opened Monday.

"Three's a Crowd" (Selwyn) (4th week) (D-1,000-\$3.50). First week one of the most successful musicals of season; down to around \$15,000 last week.

"Tomorrow and Tomorrow" (Miller) (21st week) (D-940-\$3.85). After excellent four months, tapered off quickly; around \$8,000 last week; may close next week.

"Tonight or Never" (Delasco) (29th week) (CD-1,000-\$3.50). Slated to go through this month; final production of the David Belasco of season's stand-outs; over \$15,000 last week.

"You Said It" (Channing) (4th week) (D-1,000-\$3.50). Off a bit, but still doing well; slated to go along well into next week.

"Unexpected Husband" (48th Street) (1st week) (CD-989-\$3). Presented by Richard Herdman; written by Richard Herdman; they in Brooklyn; opened Monday.

Other Attractions. "The Gondoliers" (Wallflower) revival; opened Monday.

"A Regular Guy" (Booth); revival of "A Man's Man."

"Mrs. Moonlight" (Little); still getting something.

"President" (Bijou); moved up from Village, but getting nothing.

ONE LEGIT OPENING IN PHILLY AT \$2.50 TOP

Philadelphia, June 1. Legit season supposed to be washed up Saturday, will drag on a little longer due to sudden decision to book "The Ninth Guest" at the Garrick. R. J. Hiddle is listed as producer. H. B. Brenner, Hayden, George McQuarrie and Howard St. John featured in the ads; surprise is that a \$2.50 top is being offered. Instead of the \$2.50 that so many shows, especially Shubert, attract. They have been using this winter. The continued tremendous trade, at evening performances and show hit \$25,000.

"The Girl of the Year" which closed its round tour at the Forrest Saturday last week \$5,000 in its second and third week.

There is nothing else on the legit horizon.

Syracuse Stock on %

Syracuse, June 1.

James Gordon Coates Dewitt Players, formerly the Edna Preston Players, opened at the Dewitt here last night, coming in from Asbury Park, N. J. Company is on a percentage arrangement with Julius S. Brown, local millionaire, whose efforts to put over various film policies have been unsuccessful.

Leads are Ed Thompson and Miss Preston.

Dewitt company is giving Syracuse its first stage drama in more than a year, but its opening was the same. It will do not the play, "Rebound," or the company, but the fact that it was virtually a "cold" opening. Brown is said to have held off, closing the contract, giving Coates but a week in which to prepare.

2D CUT DUE FOR EQUITY STAFF

Salaries of officers and employees in Equity may be cut a second time, following an operating deficit for 1930-31, ending March 31. There is a healthy surplus in Equity's treasury. Payment of dues on the May 1 period was reported May 1.

Jan. 1 a 25% reduction in the salaries of officers was effective. Principally concerned were Frank Gilmore, secretary \$300 weekly; and Paul Dufrenoy, treasurer. Representatives at headquarters were reduced 10%. Such employees range from \$10 to \$25 weekly, only two or three receiving the latter figure and since the cut.

Last season Equity operated at a loss. That was principally because of the expense entailed on the coast, where Equity failed in its strike effort to dominate actors in the picture field. The strike loss was charged off and not included in the operating accounts.

Little Theatre's Grief With British Angel Settled Out of Court

Schenectady, June 1. Court action instituted by Henry W. Dording, former treasurer of the General Electric company and reputedly one of the "angels" of the Schenectady Little Theatre, has been settled out of court.

Dording, a resident of Schenectady for many years but still a British subject, was accused of investing \$4,000 in the Civic Players, for which he secured 400 shares of preferred stock of the organization. Recently an election was held at which Dording was chosen a director. In his court action he tried to void the election and also declared he was entitled to at least 200 shares of the common stock of the players.

Only a few shares of the common had been issued, each of the directors securing some, according to the organization's officers. Dording insisted he was entitled to 200. This would have given him control of the players.

A settlement was reached by the organization buying all but preferred stock at the original purchase price.

Schenectady Civic Players have had some degree of success since organizing a little over two years ago. Their playhouse had been purchased and converted into a theatre and workshop and about four or five plays are given yearly. These run three or four nights each to standing room.

Bert Lytell \$5,000, Bainbridge's Final Wk.

Minneapolis, June 1. In his second and last week at the Bainbridge dramatic company's guest star, Bert Lytell brought back a record crowd of nearly \$15,000 (up 20 per cent of nearly \$2,000 from the previous week). Play was "A Pop of the Day."

Last season here ended Saturday night, but the house will run a few independent pictures before closing for the summer. Work will be resumed in September, according to "Buz" Bainbridge.

Notices for "My Sister" in Chicago Failing to Bring Show B. O. Returns

Shows in Rehearsal

"Follies" (Florenz Ziegfeld) (Chicago).

"Call It a Day" (A. S. Rodman) (Astor).

Chicago, June 1.

Crusades, tumbled all along the right last night, but nothing to get a stiff neck, including the up-to-their-smuch Joe Cook musical, "Time and Dandy." Two musicals, but not the slotters for the summer.

Certainly boys and girls at the point of view, but nothing for the other, before to shut down.

From the previous week's \$3,000 the Cook extravaganza slipped six hundred on the third night. Numbers addition has "em worried, but the advance sales, indicates a pickup the current week. It was attributed in three day alarm spell and opening of "Meet My Sister." Later the current week, they failed to bring in the house.

In lieu of sufficient cast, notice Gregory Ratoff, closed to pay at the "Old Frontier" with for 34. Numbers stay at the Apollo. The last night less than \$4,000, with almost all the Intake, after the house. Show failed Saturday night. Same time "The Ninth Guest" pulled out for "Philadelphia" after a slightly profitable 12-week run at the Adelphi.

"Theatre Guild's" (The) staggered somewhat in its first week at the Adelphi. \$7,500. Most of this derived from subscriptions. "The Day" premiered at the Standard Saturday. "Clare" of the association of the "Theatre Guild" show is advertising that it's "Not a tangerine show."

Opening Week Was a Set for the Show. Funds necessary to build or rent one were reported not held. When no premiere was held, the management of the Lyric, representing the Smathers estate, was granted another week's leeway.

Although the 200 members of the women's league co-operating with the Lyric, had not met, and no responsibility for selling 100 worth of seats, to net \$2,000, inside report was that only \$150 was brought in from that source. Players' Guild, headed by Miss Forrest, is likewise believed to have accomplished no aid.

"Gypsies" cast is salary loaded and "Gypsies" for \$400, reported, the author's money from foreign right sales. Troupe was to have worked on a guarantee and percentage arrangement.

Status of the show had everyone connected, cast, director and author trying to promote opening funds.

MRS. FISKE \$9,400, MILD; 2 OTHERS IN L. A. DITTO

Los Angeles, June 1. First at the tail end of the week broke up what started to be a good buzz for the Delasco and "The Girl." Mrs. Fiske of the Lyric in "Mrs. Bumpstead-Leigh" never got started and ended the first week with a record.

Opening night had a good sprinkling of picture people in the audience, but the show was not a period. Outside of Monday, the Wednesday and Saturday nights were merely performers that got any.

"Tomorrow and Tomorrow" at the Delasco dropped to \$11,400 on its second week. Piece is getting its draw from the picture mob with the laymen refusing to take chances.

"The Girl of the Year" on its third and last week of a return engagement got close to \$8,000, which is good business considering the piece has had many weeks of the same house. "The Girl" the house's first musical in five years, opened Sunday night (10) to a fair advance for the week.

Estimates for Last Week
"Elmer the Great" (El Capitano) (2nd and final week) (C-1,651-\$1,600). Went for a heavy spread of cut rates. "Got away to \$8,400." (10th) opened 31st.

"Tomorrow and Tomorrow" (Delasco) (2nd week) (D-1,192-\$2.50). Disappointment at \$11,000. (11th) cut the time of four grand under last week.

"Mrs. Bumpstead-Leigh" (Lyric) (1st week) (C-1,650-\$2.40). In for two weeks and looks like a heavy draw for that duration with a tick of \$9,400 in the first week.

Jessel Three Ways
Grace Hayde will do the head on the opposite George Jessel in the latter's "Master of Ceremonies." Play is being repaid by Jessel for production and other expenses. Jessel will be working on the script with James Creelman, with Jessel getting no authorship credit.

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Passion Players' Low B.O. Windup—Bad Spot

Syracuse, N. Y., June 1. Preliminary Passion Players closed a disappointing final American engagement here Sunday night, business slumping from an estimated \$4,500 at the Thursday night open.

Passion Play was given in the College in the New York State Theatre, extending from May 1 to May 15. The play was a failure, with amateur chorals of local churches totaling some 400 voices, and 200 extra accompanying the German.

Collection proved anything but the right spot for the spectacle, due to its proximity to railroad and college. The play was a failure, with amateur chorals of local churches totaling some 400 voices, and 200 extra accompanying the German.

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WHAT DOES A NEST EGG DO FOR A HEN ?

It encourages her to lay other eggs, of course, once she sees the first egg in the nest.

Once you have taken Life Insurance you will want to increase your insurance as you go along—it's important to have it grow with you.

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For further information see

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LITERATI

A Bonnier and Trouble
Last summer there barged into the French Riviera from the north a young "Gimp" named Link. He was a nice Bohemian way he just dealt up everybody's liquor, sent a friend's car over a cliff and gave Link Gillespie a rubber for 500 francs.

Link, who is known everywhere as one of the old "translators" that talks and writes no known dialect, with every word running into seven syllables, told the clerk and endowed it over to a ship in Cannes, where American painters, writers and composers congregate. Merchant came back to Link to make good on the check when it bounced. Linkie told him to collect it from the guy who issued it, which certainly wasn't Gordon. High School's second most famous pupil.

By that time, however, the cops had noted the wandering, and couldn't note the wandering, and as unexpectedly as he had entered it. "The French, who make resilient checks a very serious criminal offense, had no fewer on Linkie, since it was not his check originally, but they tried to force him to pay up just the same. It only amounted to \$29, but Linkie was adamant and would not come across. Where upon the cops told him to blow. He left for Paris, where he is as well known about the Dome as Green Le Gallienne or Ernest Henningway.

Friends are trying to fix up the issue between Linkie and the gendarmes, as the Gillespie "top" who parties with Linkie is of the Bohemian existence. Nobody understands his English any more than the natives, but they like the way he dishes up end-de-ve.

Quigley's Hollywood Daily
Martin Quigley has announced a daily paper for Hollywood with William A. Johnston as editor. When he first took over the "Motion Picture News," this was announced as a part of his policy, and William Wilkerson, of the "Hollywood Reporter," very promptly announced that it Quigley was going to start a daily edition of his "Reporter." In the end, also, Quigley was turned into a trade weekly. Quigley credited him with the backing of "cut-off man," supposed to be Howard Hughes.

Quigley has announced his new issue and now the insiders are looking to see what Wilkerson has in the war of a conquest.

Eddie Wallace Snuffing
Major Wallace, who cleared up a newspaper fight with Thunson Swafford by saying he had a spiritualistic vision of Swafford's sister-in-law in his house, and thereupon laid off knocking the critic because he came to see Swafford's way of looking at things sent Swafford the following telegram when he learned he had been sent over to the Herald from the Express: "Best of luck in your new venture, but keep your damned relatives out of my house." Swafford believed Wallace meant it when he said he'd sent a ghost.

McHugh G. A. M. Hearst Mags
Earl H. McHugh has been appointed general advertising manager of the Hearst magazines, vice Eugene Porter, recently made publisher of the New York "American." McHugh has been general manager of the business magazine division of the Hearst Publications, in charge of "Motor," "American," "American Architect," and "Aero-nautics."

Reasons for Non-Sales
Book sales in Paris have been off lately with all flocks affected. Publishers consider that this is not so much due to the seasonal outtings now beginning as to the increasing craze for talking and the development of the radio.

Charles Esquier Dies
Charles Esquier, 60, actor and playwright, died in Paris. He had appeared at the Odéon. "Contrebande," had published over 20 novels, and authored two plays, last of which was produced at the Odéon in 1925, titled "Pope Johnannes."

At Hill's Laidown
At Hill, picture actor and ex-boy, will give his autobiography, "The Laidown," published by Brentano's shortly. Hill, now in Hollywood doing cinematographs, had been at his staff writing in the "True Detective Stories," giving the inside

of the racket on the lower East Side where he was born and raised.

Real Names of Authors
Ford Madox Ford, author of "When the Wicked Man" is Ford Madox Hueffer. "Tiffany" Hueffer is "The Savage," is Elmer Gifford, Jr.

John who at Barbara Starker, author of "Born in Captivity."

Sam Taub on "Graphic"
Sam Taub, Sports writer and radio announcer, has joined the "Graphic" to replace Ed Sullivan, who has succeeded "The Daily Mirror," and "Athletic" columnist, Sunday switched to the "Evening Journal" Monday (19).

News Used Wrong Photo
Daily News apologized last week for using a copy of Helen Waldt, of the "Rollins," girl of same name associated with "Two-Tim" Crowley. Nice for the girl.

Wiltast's "Under Cover Man"
John Wiltast's "Under Cover Man," work of fiction on police shenanigans, will be out only this month. Morrow publishing.

Chatter
Harry Harlow feels another book coming on. He will troop to Indianapolis. (Continued on page 62)

Split Week Start for New Stock Circuit

A new stock circuit, expected to take in four or more cities, will open at Danbury and Greenwich, Conn., around June 29. Heckhart & MacFarlane, new to legit, is in back of the try. Office previously operated in concert management.

Signed to direct are two stars from Broadway, Harry W. Gribble and Alan Delano. Dodd Meehan is day on the staff. Shows are for eight weeks between the two towns now set and any additional time that may be required.

Biggest Production

"The Band Wagon" lines up as the biggest show in point of production ever spotted in the New York circuit where it opens Wednesday (29).

Settling and props required 46 transfer wagons loaded to transport from the train to the theatre. Nine baggage cars were used in taking the show to Phila. and an extra car for dead stock.

There are 70 stage hands.

Sherrard at Lakemont

Altoona, June 3.
Carl E. Sherrard, business agent of the Chicago Stock company during his 12 seasons at Lakemont park here, and for the past two years manager of the Misher theatre, will manage Lakemont park this summer for the Lakemont traction company, owning the park.

A stock company, including Mr. and Mrs. W. James Bedell and Rue Mack Sherrard, of the former Chicago company, will play at the park. Sherrard was with Fox after the stock disbanded.

FUTURE PLAYS

"Free Women," a play with all the action laid in 1950, has been obtained by Staten and McKay. Can Chuck did the writing.

Arthur Sheraton said to be a former Sherrard employee, turning producer, is rehearsing "Call It a Day" by Wills Goodhue Maxwell. In the stock are Mark Smith, Sue Moore, Solan Travy, "Lakemont Luck," Curly's Fridge, Charles R. Oakley is directing.

Future of "One More Night," about Irene London, musical, as said by him in drama. It may be written. Closed after Atlantic City recently.

"The Base Drum," acquired by Richard Hough for full production from Mollie's London, will play at the park. It may be written. Closed after Atlantic City recently.

OUT-OF-TOWN REVIEW

PARADE DE FEMMES

("Parade of Women")

Paris, May 21.
A review in two acts and 45 tableaux, produced by M. de la Roche, and directed by M. de la Roche, is being played at the Grand Theatre, Paris. The play is a comedy in two acts and 45 tableaux, produced by M. de la Roche, and directed by M. de la Roche. The play is a comedy in two acts and 45 tableaux, produced by M. de la Roche, and directed by M. de la Roche.

Whatever nudity has been left out of the Polles herbage has found room in the Palace. A noticeable amount of it has been made to select a bunch of pretty girls. There is not a bad one in the lot. Perspective of nude girls is higher in this show than any other current in Paris.

Star billing is given to Carlos Gardel, tango yodeler. As a night club attraction, the show is a credit to his following gives him a big hand, but he only slows up the show when he sings all French productions, often lacks spark.

Real hit is Harry Peish and Gypsy, German couple, who do special dancing and singing in a variety of styles, and Frank Michel as comedian get over, but show itself decent on the stage.

Only lighting effect attempted is a scene where naked girls, each wearing on the breast a little radiation battery, dance in a very dim light in front of a black drop. Violet light is used to make the girls glow and makes the butterflies shine. This, as most scenes in the review, is inspired from former shows, mostly of the "Harem" type. This applies also to burlesque scenes where to show the effect of drunk bottles at the bar, and a scene of the most Frenchly character.

Production obviously inexpensive but should draw since it is about the only one in Paris where there who want to see nudely mind presented will find it.

"Gypsies" Off at Present

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Carl E. Sherrard, business agent of the Chicago Stock company during his 12 seasons at Lakemont park here, and for the past two years manager of the Misher theatre, will manage Lakemont park this summer for the Lakemont traction company, owning the park.

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I. K. DAVIS ACQUITTED

5 MINUTES BY JURY

Irving Kaye Davis, author and playwright, was acquitted by a jury Thursday (28) of the charge of obscene libel, brought against him for the complaints of E. L. E. Mason and George Stevenson. Both alleged they were each obliged to invest \$2,500 in his play, "Veils," on false promises by Davis regarding Shubert and picture backing for his show.

Davis had been tried before a jury and Judge John J. Preschi in General Sessions for nine days. Jury handed in its decision after convening for five minutes, declaring as it did to the jurymen thought the case was an unwarranted persecution of Davis.

Davis denied all the charges, with his attorney, Richard J. Mackey, charging that it was a frame-up between the complainants against Davis. A detailed account of the suit and charges appeared in last week's "Variety."

Crehan and Young Back In New Elitch Stock Co.

Denver, June 1.

Bill R. Gardens' new cast, opening in "Death Takes a Holiday," June 6, is: Katherine Alexander and Harry Stephens, leads; Mabelle Fairbanks, Jonathan Holt, Louise Prins, Charles Little, Jean Adair, Joseph and Jeanette Young. Last two were with the company last year. John Hayden returns as director; as does G. Bradford Smith as scenic artist. Wesley Givens as stage manager. Allan C. Bazzell has returned and is handling the publicity for the stock company, as well as the amusement park.

"Rale MacCoy" Still Going Along in Hot Water

"The Rale MacCoy," from which Brandon "Fynan" withdrew "after being told by his friends to act Irish, may not open next week as scheduled.

Equity trouble over salaries has arisen. The company rehearsed over the projected limit and had a week's pay was due Saturday. Sam Lovett, producer, asked the stock be allowed to open regardless. Equity ended the half week and he paid, also salaries for this week. "Fynan's" difference with Lovett who sought to tell him how to be Irish, has been settled. Fynan agreed to accept \$420 on a \$600 claim, which has not been paid.

Yiddish in Bronx

Goldberg and Jacobs have the Prospect, Bronx, for Yiddish legit for next season. A former stand for the pair, they passed it up the last year on a temporary basis. Shaving of return by the operators persuaded them to take the house again.

Nathan and Rose Goldberg will again head the playing company and have already secured support, including Lucy Finkel, Mr. and Mrs. Jacob Jacobs, Mr. and Mrs. Isidore Hollander, Dina Goldberg and Dave Tabornsky. William Senson is writing the play with which to open in September.

Goldberg will work out the company in Sunday presentations in Yiddish at the New Brighton, Queens Island, during the summer.

Co-ed Pres.

Saratoga N. Y., June 1.
After more than two decades, during which its presidency has been reserved as a masculine post, Saratoga's first dramatic society of Saratoga University has elected a co-ed, Jean Cowman, as president.

Two other co-eds were elected in office against two male undergraduates.

Ludwig Arrives

Ludwig, German writer, arrives in New York today (2) on the "Dresden" to supervise production of his play "Versailles" in New York.

"Versailles" is scheduled as the next play to be put on by the Theatre Guild.

B. O. CIPHER

SALE AS NEW

BWAY RECORD

Another box office record! For three performances of "Her Support Cast" at the Biltmore, New York, not a ticket was sold at the box office, and none at the agencies. The box office statements were absolutely clean, save for some cut rates and two-for-one throwaways, accounted for all the ticket.

While that was true of a London show some time ago, it happened again for "Supporting Cast" Saturday (30) matinee and night—not a single box office sale. The evening after the first blank only two tickets passed the box office counter; only three tickets were sold on the subsequent night.

The show was produced by Philip Gordon, who is in the business business. He has been concerned with several production tries this season. Show was taken off Saturday. Average weekly gross less than \$2,000.

CHICAGO OPERA MAY NOT TOUR NEXT SEASON

J. J. Vincent, formerly known in vaudeville circles but latterly in the musical field, has gone abroad on a twofold mission. He will make a survey of the Continent for Roland Steinhilber, producers of "The Green Pastures" and seek new talent for the German-American grand opera of which he is managing director. "Green Pastures" will probably not be presented in London, the hope being to increase the strength of the book because of its references to the Derby. It is expected to be sent to Paris, Berlin and Vienna with the original colored cast in 1932. The show, now in its fifth revival at the Mansfield, is due to tour next season.

The German operatic grand attracted particular attention on the last season in a battle with the Chicago opera. That was said to have been so costly to the Chicago group a tour the coming season is in doubt. Chicago people are said not to be sending a talent scout overseas this summer. It will be the fourth honest tour for the German group.

Coast's "Bad Penny"

Hollywood, June 1.
William Anthony McGuire, here under contract to Fox for two seasons, will be out of "The Bad Penny" at the Biltmore. McGuire will also star in it. He has Henrietta Cromson and Wallace Clarke as his parts.

McGuire denies that Zerkoff has been named to succeed him as reported, and that therefore he (McGuire) cannot be made to wait as has been McGuire's practice in the past.

5 New Stocks

Stock activity in the east lulls on this week with the opening of new summer companies.

Banbury Street opens a stock at the Biltmore, Buffalo.

Albion Place this week starts for new season at the State, Muskegon, Mich.

The new Mr. Kisco, N. Y. stock shows. James Tupper is manager.

James C. Jones, formerly operator in Huntington, opened stock at the DeWitt (formerly the old Empire) in Syracuse in "Rebulet."

Lakewood theatre, Showdown, Mich., launched its summer season this week.

"Variety" for Summer

Place a subscription for "Variety" over the summer. From now until Labor Day, \$1.50.

Mail remittance with name and summer address.

the 1990s, the number of people in the world who are under 15 years of age is expected to increase from 1.1 billion to 1.5 billion (United Nations, 1994).

LA SALLE EXT. UNIVERSITY

Commercial

WGN, Chicago

For the guy smart to the American magazine time of year, and also have a sense of humor, the International Correspondence School is not only a source of amusement, but a quick twist of the dial. But this show of La Salle University is not only a hot competitor of the International Correspondence School, it is not only a source of amusement, but a quick twist of the dial. But this show of La Salle University is not only a hot competitor of the International Correspondence School, it is not only a source of amusement, but a quick twist of the dial.

Its appeal is directed to that mass of inverted inferiority complexes whose goal of ambition is to become an office clerk and membership in a Kiwanis local. As a program it is a smash hit of its kind.

Time of chapter during the half hour is the same as carried by the International Correspondence School each year—the tale of the boy who was 10 years ago was a \$15 life clerk and by dint of night study of the courses rose to the job of general manager. Only difference here is that the ad is dramatized.

Show starts off with the president of the Chicago University and the president of a large Chicago corporation seated in the Union League Club, discussing the opportunities in modern business for boys of limited education. One of the big shots you can give three guesses who will be added into the conversation on the correspondence school idea, and off he goes retelling the tale of how one of the La Salle students under all sorts of handicaps rose to an "enviable executive position."

After the tale of how one of the La Salle students under all sorts of handicaps rose to an "enviable executive position," the program is a series of sketches depicting the life of a student at La Salle. The sketches are so well staged and with a crackling script, despite the average intelligence would be quick to spot. Program is also made up of voice cast and continuity pacing.

ROBERT DARU

Western Air College

Sustaining

NYC, New York

Robert Daru, assistant district attorney, the talker of the week, has a regular part of the weekly program from this municipal-owned station. To the laymen it's dry, unexciting, the portions of subject, and any of the attorneys speaking may apply to a case that may be the freddie talk of the day. But the program is likely to hold all attention from the adults; for boys and girls, impossible.

Daru was neither eloquent nor dramatic, but went into a straight technical explanation of the legal situation. The program becomes a subject of court huddles when the holder of the mortgage becomes involved in a legal situation when the mortgage is foreclosed.

Who owns property nowadays? And if so, who expects trouble? And if so, who expects trouble? And if so, who expects trouble?

A "lawyers' air college" may be instructional to those interested, but it is evening air entertainment. It's hokey.

VITA-A-RAY

With Alice White

Songs and Talks

Radio Disc

WFR, New York

Alice White from films was the guest on Vita-A-Ray's program just 15 minutes after another disc recorded commercial program of the Busch jewelry people. Vita-A-Ray is paid for by the French maker of the cleansing cream bearing that title.

In the preceding also Noah Berry, also from films, sang and undoubtedly received a few words. Alice had just a few words, a fleeting sort of hello and good-bye. Even in speaking the recorded disc seemed hours and stretched. One would have thought Miss White would have done more than she did.

The commercial thing is so routine with these shows who flop. They can't hold dealers.

Too plenty sales talk in this record, considering the little White bit and the shortness of the program otherwise.

Duncan Doty, called an m.c., made a feeble attempt at trying to be funny. Biggest laugh was when the supposed audience applauded vigorously for Miss White's flop.

WILL OAKLAND TERRACE

Dance Orchestra

WFR, New York City

The Will Oakland Terrace program without the corrupt tenor talking part, and for which no payment is made, is a very good thing that Oakland was elsewhere.

Joe Wallace subbed as m. c. and was merely perfunctory. The band, led by Springer, did not play anything away from the beaten path. Without Oakland there's a difference in this program.

RADIO AMATEUR NITE

"Stars of Tomorrow"

WENR, Chicago

This is number four of the series. Admittedly an experiment with NED, reported the evening show. It is not to create a novelty program. It is not to create a novelty program. It is not to create a novelty program.

Indeed, it may fairly be questioned if any advertiser would buy an amount of time in lieu of money. It is not to create a novelty program. It is not to create a novelty program.

Amateur nite as known to show business has always been an excuse for horseplay and over-dramatization. It is not to create a novelty program. It is not to create a novelty program.

WENR, however, hand picks its amateurs from among the hordes who apply. Only three or four are chosen to appear. It is not to create a novelty program. It is not to create a novelty program.

Response to WENR's request for letters from listeners seems to have pointed a desire for the unusual. The program is not to create a novelty program. It is not to create a novelty program.

England, personified by Reba Sewell, song "I Don't Know" of German origin. Miss Sewell, in every other line, is a promising comedienne. It is not to create a novelty program. It is not to create a novelty program.

As the program's sole, and weak effort in the comedy direction, Miss Sewell's floundering threw the whole entertainment back on the basis of the first two broadcasts. It is not to create a novelty program. It is not to create a novelty program.

An Armenian with a sour note, reputedly 300 years old and called a "lar," sounded like nothing but a poor man's Cuban song. It is not to create a novelty program. It is not to create a novelty program.

WENR really wants an amateur nite it will have to let in the hoodlums and street urchins and get the audience. It is not to create a novelty program. It is not to create a novelty program.

DALE WIMBROW, "The Mississippi Minstrel," Sustaining, WOKO, Albany. Dale Wimbrow, "The Mississippi Minstrel," Sustaining, WOKO, Albany.

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BOB-O-LINK SIDESHOW, Commercial, WQX, Chicago. Bob-O-Link Sideshow, Commercial, WQX, Chicago.

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CHARLES FREEMAN PLAYERS

"The Dybbuk"

Commercial

WGCS, Chicago

Adaptation of the Yiddish epic of sorrow for the Jewish Institute whose theatrical team is headed and directed by Charlie Freeman. Length of the program is 15 minutes. It is not to create a novelty program. It is not to create a novelty program.

This little theatre group forms Charlie Freeman's "Dybbuk" team. It is not to create a novelty program. It is not to create a novelty program.

Several of the smaller Chicago stations have dedicated open time to little theatre groups. It is not to create a novelty program. It is not to create a novelty program.

WGCS is a west side station with a large and loyal following. It is not to create a novelty program. It is not to create a novelty program.

ROYAL FUMGER, "The Dybbuk," Sustaining, WMAQ, Chicago. Royal Fumger, "The Dybbuk," Sustaining, WMAQ, Chicago.

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BETTY WALKER

"The Masked Reporter"

Commercial

WBMM, Chicago

Expatriating recently on the possibilities of the news angle in broadcasting, Leslie Atlas, the Columbia chain's western district manager, remarked that if radio and the newspaper's legacy in the news angle were to be combined, the station owners would have little to worry about when it came to maintaining a high level of interest. It is not to create a novelty program. It is not to create a novelty program.

The Masked Reporter, when the program started about two weeks ago, was a feeble stab in that direction. Some of the items relied on the first few broadcasts were staged with some spiky immunities involving persons and places of local import. Out-and-out spotting of names was clearly avoided. It is not to create a novelty program. It is not to create a novelty program.

Through the program items unfolded on the later broadcast caught (30) listeners' ears. It is not to create a novelty program. It is not to create a novelty program.

1. That the largest book order ever received for the Bible in New York recently.

2. That Babe Ruth is leading a chain of professionals to the Orient.

3. That Frances Dee was by chance picked for the lead in "The Sign of the Cross" by Chevalier on the picking end.

4. That the statue of Ceres atop the Board of Trade building has a face.

5. That Chicago has a party bureau where society women can hire secretaries to handle the details of any social function.

Strangest part of the whole thing is the slowness with which the vagaries is one of the most colorful personalities in Chicago's newspaperdom. Masked Reporter is a radio show that is a radio show.

WENR, Chicago. WENR, Chicago. WENR, Chicago. WENR, Chicago. WENR, Chicago.

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THREE BAKERS

"Our Government"

Commercial

WMAQ, Chicago

Fleischmann Yeast, internal part of a campaign of sales, has a Columbia program of lesser radio importance and slighter interest. It is not to create a novelty program. It is not to create a novelty program.

Practically all of the effort to inject novelty and humor is carried by the three bakers, who are strictly on script and straight singing. It is not to create a novelty program. It is not to create a novelty program.

That venerable classic series of 15 or 20 minutes ago, the "Three Bakers," of whom there were three, Dick, Sam and Tom, is the source of the buffoonery. It is not to create a novelty program. It is not to create a novelty program.

Script imitates the bakers, Tom, Dick and Sam. Like the remarkable fluffers of fiction the bakers try to do it all, about the globe trying out all sorts of fables—Verne contraptions. It is not to create a novelty program. It is not to create a novelty program.

Just lately they are flying submarine. They fly over the ocean, breeze and bounce to this program. It is not to create a novelty program. It is not to create a novelty program.

Satire, however, may or may not be the best thing to do. It is not to create a novelty program. It is not to create a novelty program.

Long has been the habit of the New York semi-literary and devotees of the "Three Bakers" to make a different build of the program. It is not to create a novelty program. It is not to create a novelty program.

Low intellectual colling of radio to make a fair question strictly in order. It is not to create a novelty program. It is not to create a novelty program.

CLAIRE KINNEY, "Our Government," Sustaining, WOKO, Albany. Claire Kinney, "Our Government," Sustaining, WOKO, Albany.

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(Continued on Page 59)

Macfadden Peevd, but Cannot Afford to Pass Up a CBS Tieup

Chicago, June 1. True Story hour comes off the Columbia chain June 26 and resumes its weekly broadcast, instead, on the NBC network July 5 for a 52-time run.

Commenting July 3, "Liberty," for the same period, takes the spot made vacant on the CBS schedule by the True Story switch to the Columbia air circuit. Behind those calculations of programs lies the story of how Bernard Macfadden, faced with business exigencies, was compelled to put a pet peeve of his against Columbia, on the one hand, for the time being.

Macfadden's deal on the True Story show increases the hookup by nine stations. In addition to the basic red network, originating from the WGNR, NBC, radio group of affiliated outlets, "Confession magazine's plug on the Columbia chain had been limited to 20 stations."

Succeeding network will carry the same type of program, however, CBS Friday nights, with the Bob and Mary characters retained. "Liberty's" weekly show is due to be built along the same lines. Besides, a demoralization of a short story out of the weekly current number, the program will introduce as novelties an impersonation of "Miss Liberty" for a prologue and a characterization of the magazine's "Box Boy" feature far comely purport.

Macfadden's peevish dates back to early last winter. At that time after production ideas, objections to the script's alleged spicing, content of the chain's switching of program and that the publisher frequently on the verge of pulling the True Story program. Later, incidentally, was the fact of the live shows plugging his publications at Macfadden had "going" over Columbia, during 1930.

Not Patriotic!

What ailed all got the Macfadden many was the recurrent shifting of the physical outlets' programs to make room for the broadcasting of national events. Publishers got the impression that his program was being picked on, and often put on a turn to that effect.

Early part of March Macfadden notified his advertising department heads that he was washed up with Columbia and instructed them to make arrangements for the shifting of the program to NBC when the Columbia contract ran out. For negotiations for the shift were quietly entered into and everything for the move to NBC was set two months ago.

Meantime, Macfadden had taken over "Liberty" from the Postmaster's Metcalf interests. Among the media agreed upon to be used in the newly acquired weekly's big advertising campaign for circulation was radio. NBC, however, was approached for 50 additional Friday nights but to take over the "Liberty" broadcast. Advertising boys reported back to the publisher that the contract time was not available on that network. But that was not the end of the matter. True Story was still open at Columbia beginning July 3.

After much consultation Macfadden decided to hold his piece in reserve and came through with an offer for the resumption of an entire cordial with Columbia.

Gleason-Armstrong's 10-15-Min. Radio Disks

Hollywood, June 1. Elic Hamilton, former RKO radio agent, is the author of the radio epics of James Gleason and Robert Armstrong.

The 15-minute records are released in 10-15 minute sessions. "I don't like to sing," says Armstrong. "I like to talk." "I like to talk," says Armstrong. "I don't like to sing."

Radio Engagements

Guest radio artists backed by NRC are Max Baer, Frank and Jesse Hines, and others. The NRC is a new radio network, and the artists are expected to be popular.

HUNGRY 5 BARRED

Can't Play Orchestra-less Publix House

Chicago, June 1. Louis Hungry Five instrumental and comedy patter act tied up with station WGN here, were barred by the local musicians' union from filling a two-day engagement at the Paramount, St. Paul. Boys appealed to International President Joe Weber, but got nowhere.

Booked into the Publix all-sound Twin Cities for June 4 and 5, the quintet were told that the date was off unless the Paramount put in a local pit band, as required by union law. House refused to take on any chance of the Paramount. On the occasion, even though the radio act had already been advertised.

So as not to wholly disappoint their St. Paul air followers, the boys sent up to KSTP a disc recording of their act to be broadcast on the nights of June 4 and 5.

PUBLIC PICKED PROGRAM FOR \$800,000

Chicago, June 1. Montgomery Ward makes its network debut over NBC among July 1 with a novel programming stunt. As now framed, it provides for the presentation of four different types of radio shows for the first four weeks of the 52-week contract, with the selection of the one permanent program left to a vote of the listeners.

Eligible, year's old ballyhoo with general audience of over \$800,000 for time and talent. When the mail order house started negotiations with the other chain, a report got around that Montgomery Ward was resigning to radio as a part of its campaign against the Firestone Tire and Rubber Company. Former quickly denied the report—and at the same time, the deal with NBC was placed in abeyance.

Firestone in a series of advertisements drew a comparison between mail order and special brand lines. Montgomery Ward assumed that the shop at the former brand meant the product distributed by the catalog elevators. In return, Montgomery Ward put the company's name on the new through a series of ads carried by 500 newspapers, and then filed with the Federal Trade Commission a charge of unfair competition. At recent weeks the fight between the two companies has been running free with another outbreak momentarily expected by the trade.

After spending \$25,000 on spot broadcasting in 1930 and then dropping its other advertising for five months, Montgomery Ward a few weeks ago went in for some limited local time placing of the announcement widely.

Why Snobby Advertisers Are Not Allowed to See Their Radio Artists

Chicago, June 1. There is an increasing conviction among studios and radio outlet managers now to let the artist see the artists for whom he is making things. The studios have heard from experience that the advertisements' attitude towards the performers is regarded as a personal for satisfaction, and as a result, toward entertainment agencies.

Are You There?

Chicago, June 1. An experienced actor from the legit went to work locally for a prominent radio station. With his polished manner and perfect Oxford accent he was a marked man among the middle westerners.

"Cut the swank," said his audience. "He's forgotten with your radio popularity. Talk like they do in Peoria."

Being a business man first and artistic only incidentally, the legit actor saw reason, started to slough his words and talk natural as natural is understood in the corn belt. And he's done okay.

But the drudgery comes in when several of the other radio artists who come from Peoria in the first place took the Oxford actor aside and wanted talking terms for some coaching in polysyllables.

WANT BOARD CONTROL OF AIR PRONUNCIATIONS

Chicago, June 1. Quoting Arthur H. Tucker, of the American Radio Foundation, that bad grammar by air announcers should be legally declared a misdemeanor. Tucker, general manager, is making an appeal for an authoritative board of American radio pronunciation.

Ryan referred to the British pronunciation board of which Bernard Shaw and numerous other literary lights are members. They decide how announcers shall use controversial words. Numerous examples mentioned by Ryan sounded humorous to American ears. Notably that air should be pronounced etes helicopter as heli-see-to-top, housewife as husky-vee, melonine as melon-vee.

Ryan declares the letter "n" in itself is a class distinction and that people divide naturally in social groups, according to their use of the sound "n". There are fat, waddy, o's, thin, wa's, and snail, rolling o's. If you demand an egg or request an egg, just for a tomato or this family of a thing too, your health or just take a bath, it marks you socially.

In some families there are four pronunciations of one word. Father good to the drama, mother to the dry-mo, daughter to draw-mo and son to the drama. Flappers in America talk about sheiks. In England they are shakes.

Polish Execs' Visit

Dr. Sigismund Chaim, president of the Polish Broadcasting Company, is visiting the U. S. to study American broadcasting methods. He was escorted around the NBC offices in New York last week.

Chaim, president of the company, is also vice-president of NBC, while the latter was touring Europe.

Thrasher Cruel

Pittsburgh, June 1. Mrs. Virginia Thrasher, wife of Alton Thrasher, KDKA announcer, was granted a divorce here last week. She charged cruel and barbarous treatment. Thrasher was married six years ago.

Mrs. Thrasher is the daughter of Eugene Connelly, veteran showman here.

Malt Co. Figures Richy Craig's Sophisticated Gags, Not Product, Reason for Slow Ether Response

RADIO USELESS IN IRON-COPPER AREA

Chicago, June 1. Iron and copper country up in northern Michigan is getting special attention from the Federal Radio Commission, due to the generally poor reception in these districts. One in the ground absorbs radio waves, making tuning in difficult at the best of times. While in the summer, it is practically impossible to get radio signals from any distance. For this reason, the commission is giving the section an increase in the number of small stations.

Tromwood has received a construction permit for 100 watts, daytime only. To be operated by the Johnson Music Company. Nearly in the iron district, has filed an application for a permit for 100 watts, daytime only. It will receive an okay for 250 watts in the day and 100 watts at night.

FARMER'S WLS GOING TO NBC?

Chicago, June 1. Edgar L. Bill's quitting as managing director of WLS to run a station of his own in Peoria has the local broadcasters interpreting the move as a precursor to a likely takeover of the Prairie Farmer network by National Broadcasting Company. According to WLS, co-sponsor of WLS wave length, and owns the 50,000-watt transmitter used by the rural weekly's station.

Report has been afloat for some time that Sears-Robuck, who originally built and operated WLS, would not be amiss in unloading some \$75,000 in notes taken when the station changed hands in 1928. Prior to that time the mail-order house owned it but spent far over \$400,000 in an effort to make a go of the station. Most of this was regarded as expended in other ballyhooing of the "World's Largest Store" slogan, represented by the call letters—and as such in due time written off to advertising.

Although licensed to operate at 50,000 watts, the station sent signals locally but at 5,000 watts until called by the Federal Radio Commission the past winter. Word from Washington was to build a 50,000-watt transmitter.

Shortly afterwards, WLS worked out a deal whereby in return for the use of the WGN transmitter, it would send in NBC all night except several hours Saturday evening, as well as some additional daytime hours. Since then WLS has had its full transmitter to serve Mexican Broadcasters.

Rural Pull

When WLS threatened to go Columbia as key station of that chain's Peoria network a year ago last summer, A. J. Ayresworth, NBC president, came west and personally swung the former outlet back into the fold by the use of becoming the key station for NBC's proposed farm network. Later product was in due time launched but it had a short life.

Among time players the Prairie Farmer outlet has the reputation of being the top-ranking farm paper among the Chicago stations, as volume of mail from local farmers is heavy. It is a fact that the station has a large following in the West.

Bill could not be reached for comment. A. J. Ayresworth, however, has been in Chicago for some time, and it is expected that he will be in the city for some time. He is expected to be in the city for some time.

NBC Simonizing

Chicago, June 1. Simonizing, and network June 1, after an NBC studio band, played a song. The band was a 15-piece band, and it was a very good one.

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All in Red Star, Fox Music Subsid, Except Jay Witmark, Sec., Get Notice

Outdoor Amusements Doing Well Early, Especially Around New York

Outdoor amusements have been doing very well so early in the season so far. This is especially so in the New York territory, and despite a rather chilly streak for a couple of weeks.

Noted principally is the trade being drawn by the new picture theater, community park at Rye on the Boston road. It is getting a heavy play even in the first part of the week.

Circuses also improved in better condition than they have been so early in the season for a number of years past. No authentic line has been reported to date on the season of arrivals in the metropolitan area in the late spring.

Belief is that the outdoor show business is benefiting by the children rushing to entertainment, after having been held out of many picture houses for the season just begun. Though the circus is a natural draw for the kids, the Rye park draws the crowds all for an evening. The children are the mainstay of the amusement season, for amusements seem to be the general answer.

Circus on Air

Sells-Floto circus has a famous educational director, Claire Kinney, who is giving a radio talk on the show in stands where there is a local station.

Air stuff is in addition to her other duties, which involve addressing groups of children, etc.

Brown-Ingalls Go Out

Watertown, N. Y., June 1.—The Brown & Ingalls show, which has been making winter quarters at the Jefferson County Fair grounds here, opened this morning for the season. The show, which has been making winter quarters at the Jefferson County Fair grounds here, opened this morning for the season. The show, which has been making winter quarters at the Jefferson County Fair grounds here, opened this morning for the season.

Sparks Avoiding Conn.

Danbury, Conn., June 1.—Due to a change in routing, Sparks circus has cancelled all dates booked in this state.

Sells-Floto is now making arrangements to show in towns where Sparks has secured licenses.

Kantross Suspended Sentence

Buffalo, June 1.—Morris Kantross, alleged by police to be a follower of the Sells-Floto show, was held for investigation here on charges of being a high pitch artist. Arraigned in this court the police claimed that Kantross was working the pitch game on the circus lot displaying of cheap jewelry at high prices.

He received a suspended sentence.

Depression Spikes Fair

Albany, June 1.—The Fleisching fair, Columbia county center of the fair, for Charles M. Schwab each summer, and heavily supported by the steel magnate, will not be held this year. Depression is given as the reason. The directors feeling that to divert the money necessary from business houses and households would be detrimental to the interests of the district.

Wrong Kind of Snake Bite

Dallas, June 1.—Because one of his reptiles suffered a broken neck, a snake trainer stopped at Brownsville, Tex., to file suit for \$250 against the reptile trainer. The trainer claims that he combated the snake's habit on his crate as a blind for James and caused it to see.

That happened in Chicago.

Nite-Rodeo N. Y. State Fair.

Syracuse, N. Y., June 1.—A night rodeo will be a feature at the New York State Fair this year. It is believed the customary husband comedy type of attraction. Plant Wirth will supply the rodeo.

CARNIVAL MAN KILLED

Claude, Aubrey and 3 Others of Francis Shows in Auto Hit by Train

Oklahoma City, June 1.—Three employees of the John Francis Carnival Shows were killed in one fatal crash when their motor car collided with a M-K-T passenger train near St. Paul, Kans.

Claude Aubrey, 26, and believed to be from El Reno, Okla., succumbed to his injuries in the Katy hospital at Parsons. Mr. and Mrs. Alonzo Fishner also were injured. Fishner was seriously injured.

The three were driving from Chanute to Pittsburg, Kan., in Fishner's car.

Lion Tamer Clawed

Pittsburgh, June 1.—Thomas Wilmut, of St. Augustine, Fla., lion tamer with the Downie Brothers' circus, was seriously injured here last week when he was attacked by one of the lions in his act.

Wilmut battled with the beast and attendants beat off the infuriated animal after it had knocked the trainer to the ground and began clawing him.

Suffering three deep wounds on his right arm and two on his right thigh, he was removed to a hospital. He will recover.

Hurt, Sues 101

Oklahoma City, June 1.—J. T. Dickey, wounded mysteriously the night of May 3 at Tutu, Okla., by a lion tamer, Miller Bros. 101 Wild West performance, has filed suit against the 101 Ranch Trust for \$80,000 damages.

Dickey is still in the hospital here.

Weather Hits Shows

First carnival of year to hit town. The Johnny J. Jones shows, ran into some tough weather and dropped close to \$4,000 on a fortnight's engagement. Tailored out almost every day the first week, with good weather coming too late to help any.

The Jones show this season is under the management of Mrs. Johnny Jones, widow of the veteran showman who died last winter in Florida.

CIRCUSES

Al G. Barnes, June 4, Yakima, Wash.; 5, Everett, Wash.; 6, Bellingham, Wash.; 7, Everett, Wash.; 8, Bellingham, Wash.; 9, Everett, Wash.; 10, Bellingham, Wash.; 11, Everett, Wash.; 12, Bellingham, Wash.; 13, Everett, Wash.; 14, Bellingham, Wash.; 15, Everett, Wash.; 16, Bellingham, Wash.; 17, Everett, Wash.; 18, Bellingham, Wash.; 19, Everett, Wash.; 20, Bellingham, Wash.; 21, Everett, Wash.; 22, Bellingham, Wash.; 23, Everett, Wash.; 24, Bellingham, Wash.; 25, Everett, Wash.; 26, Bellingham, Wash.; 27, Everett, Wash.; 28, Bellingham, Wash.; 29, Everett, Wash.; 30, Bellingham, Wash.; 31, Everett, Wash.; 32, Bellingham, Wash.; 33, Everett, Wash.; 34, Bellingham, Wash.; 35, Everett, Wash.; 36, Bellingham, Wash.; 37, Everett, Wash.; 38, Bellingham, Wash.; 39, Everett, Wash.; 40, Bellingham, Wash.; 41, Everett, Wash.; 42, Bellingham, Wash.; 43, Everett, Wash.; 44, Bellingham, Wash.; 45, Everett, Wash.; 46, Bellingham, Wash.; 47, Everett, Wash.; 48, Bellingham, Wash.; 49, Everett, Wash.; 50, Bellingham, Wash.; 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RENO'S DIRTY BROTHER

Generation Since Prohibition Wants To Quaff Only Dynamited Booze

To an honest speak proprietor the current drinker is just a mugg. He won't learn. All he knows and all he wants is hard liquor, his aim the quickest effect in the shortest possible time. Although they're now prepared to present wine lists that even go into the year of the vintage, class speakers can sell only their strong stuff. Availability of choice and rare beverages makes no difference to the customer. He wants action. Speak proprietors who pride themselves on the variety of their stock confess there is no one to appreciate it except the few connoisseurs of the old school, but they maintain a choice assortment anyway. It gives tone to their joints, and they still hope to educate their patrons up to finer things.

The new generation that makes the speak business so profitable learned their drinking after prohibition with hard liquor. Now that they have the chance to enlarge their knowledge with the fancier stuff, they can't spare the time. They want to be whammed with a wallop.

Old-time bartenders who mix the drinks in the better spots are the ones who're getting educated. They're asked to put together explosives, not libations. Collegians (Continued on Page 62)

AL CAPONE ENTERTAINS

W. K. Millionaire Scores Social Triumph in Chicago

Chicago, June 8. Al Capone, a w. k. millionaire, is unknown nationally on the social side of his kaleidoscopic existence. Last week he gave a sample in his suite at the local Hotel Lexington.

Among his guests, including several Chicago showmen with their wives, were Buddy Rogers and his mother. The symposium opinion is that Mr. Capone knows the works on the hosting end. His past experience at the art of keeping the folks around was gained at his Miami palace.

Al was at continual ease, suspected none of the guests, and when one, after a sample of his hospitality, asked Capone the name of his hotel, Al just laughed.

Chinee Swaree

Hollywood, June 8. In "Flat Feet," comedy sketch serial KFWB, a Chinese boy was used during the last episode. Script called for him to say a few lines in that language and the boy ad libbed over the air.

Several complaints followed, with one woman phoning in to say that she had lived 20 years in China and that unless the station stopped that kind of language at once, she'd tell the Radio Commission.

Waiting Writers

One of the 22, more or less, writers who have been juggling the story of "Susan Lennox: Her Fall and Rise" at Metro wanted another try. He was told he would have to wait his turn. Studio was considering a dozen writers ahead of him.

SLEEPY HALL'S PAPA STEPS IN AND STOPS

Albany, N. Y., June 8. Wedding bells ain't going to clang for Sleepy Hall and his non-pro fiancée. Sleepy's Pop plugged the noise.

Pop hustled into a huddle with his boy, from the accounts, when Pop heard the dear Mrs. Sleepy's conditions in the splice were for Sleepy to air his orchestra of rep music and everything else appetizing to him.

The argument from Pop is said to have been what orders would come afterward if they started too early. Or perhaps Pop opined a boy should follow his own and not a femme-carved-out career. Al, though Sleepy had weakened when his bride-to-be flooded him with after-thoughts, it looks as though Pop has won out on the negative.

Sleepy, young Hall's college nickname acquired because he's always wide awake, has spent some years in building up his rep, his orchestra and popularity. He's expected back here to head his band once again, if he's not here already or nearby. It was here that Sleepy was hit by the love bug.

Gag or Not—Oke

Detroit, June 8. Henry Ford attended the United Artists theatre to see "The Millionaire." Picture is about an auto manufacturer who retired.

Leaving the theatre, Ford asked Manager Oscar Davis if he thought he should retire.

Public service prompted a polite reply.

Lady Luck and S. A.

Los Angeles, June 8. Foreign Club in the Bronx, out to keep some of the roughest sucker punch in Old Town, had a day from California (now town), is giving the poker-dice players a hula a with their trophies. The poker dice game is back to the New Yorker as a game to be played at a hand in the back of the house.

LAS VEGAS RATES THAT TWO WAYS

Plenty of Action—Temperatures of 130 Ruins Every-body Pronto—They Teach Kids at School Never to Play the Field

BUMS AND DAMES

By George McCall

Las Vegas, Nev., June 8. The six-week divorce law, legalized gambling, wide open red light sectors, and the liberal liquor laws have put Nevada on the map. Reno is the hot town. Las Vegas is its dirty little brother.

Government has decided to clean up this burg, claiming that Reno is sufficient to keep the state on the front page. The government reservation at Boulder Dam, 27 miles from here must be kept clean of (Continued on page 31)

NO SUPPORT, NO ACTORS SOON

Louisville, June 8. Addressing the local Rotary Club meeting last night, Bob Murphy told the business men present that unless stage shows are supported there will be no actors left to play them in five years.

Murphy was here as headliner on the TKCO vaude bill at the Buick. The dire prediction left his listeners unexcited, with all of them having their own troubles, including notes to meet.

Gams Don't Count In a Contest for 'Miss Jewish Center'

A beauty contest is on at the Jewish Center in the Bronx, out to keep some of the roughest sucker punch in Old Town, had a day from California (now town), is giving the poker-dice players a hula a with their trophies. The poker dice game is back to the New Yorker as a game to be played at a hand in the back of the house.

Broadway's Cheaper Food Battle On; All You Can Eat and 5c Coffee

Illegal Dan Boone

Hollywood, June 8. Actor, dissatisfied with married life, confided to a friend that he was going to get a divorce on grounds that his wedding wasn't legal.

"I don't think my father-in-law had a license to carry a shotgun," he said.

DRY AGENT'S RUSE COST \$1,000 ON LIQUOR LOST

Portland, Ore., June 8. Velscop Film Productions, thought to be nothing but some zealous dry agent's brain wave, started "production" at The Dalles, small "dorp" about 100 miles from here.

Director E. Fensworth announced intention to film a big thriller, "Ghost of the Columbia." He spent about \$1,000 remodeling an old shack into the East Coast snoot. Picture was supposed to cost \$30,000. Fensworth hired a number of local men as extras, paid them \$1 a day to grow beards while waiting around on "location." After some days Fensworth announced a need for real whiskey as "atmosphere" in the saloon. He gave his "extras" money to buy liquor. They bought the liquor and spent his coin but failed to deliver the goods.

Fensworth styled his agents "faithless," stormed out of town after spending the thou or more, and not making even one "hip pocket" arrest. The dorp's bootleggers are laughing that one off.

Pastor as Manager

Portland, Ore., June 8. Al Painter's dance "Walkabout," which has clocked for about a \$20,000 gross weekly for 12 weeks at (Continued on page 44)

60 Years on Stage

Los Angeles, June 8. Harry Diamond, father of American English, seven years old, has been making a name for himself in the theatre for 60 years. He is currently in "The Great Waltz" at the Los Angeles Theatre.

Burglars' Show Wrinkle

Boston, June 8. A burglary show in a New York City theatre has been a success. The show, which is a play about burglars, has been a hit.

Broadway is going pre-war with restaurants slashing food prices and inside comments that the nickel coffee cup is due.

The 10-cent coffee racket, that came shortly after the war or during it, looks to be on the way out. As the eateries are concentrating on an "All You Can Eat" campaign. This drive, which started with the midtown class places, has gone lower into the catereries. Even the table cloth eateries look to be following soon to keep in the parade.

Certain restaurants are offering everything for 50 cents, while others permit their hungry passengers to order anything double on certain arranged menus for an individual course price. That "All You Can Eat" slogan is being presently pursued by at least four eateries from 40th street to Columbus circle. The maximum fee on this plan is 60 cents.

The double order privilege for the price of one is on with mostly the chains. Service goes with it. Cateries, to keep up, have begun slicing club breakfast prices to even things with the higher classes, which are concentrating on lunchees and dinners. Two eggs are now 15 cents, where previously they may have cost anywhere from 25 cents to six bits.

Move seems a concentrated effort by the restaurateurs in the theatrical district to slay away at the increasing number of drug store food refineries.

The medium class food dispenser (Continued on page 34)

'HOLLYWOOD UNDERESSED'

Picture Colony Agitated Over Reported Serial in Mag.

Hollywood, June 8. Society Hollywood is seething in a quiet manner with reports that "Liberty" has accepted for publication a series by Sylvia, renowned local magazine, titled "Hollywood Undressed."

Sylvia, an official weight reducer and physical advisor for the business of the industry, has seemed to intimate contact with the biggest stars and her inside stuff possibly in "Liberty" has these things considerably perturbed.

James Whitaker is said to have ghost authored the series.

Talker Revivals of Past Firmness Being Dug Up by Distribs for This Summer's Playing as Substitutes

A deluge of repeat lookings over the summer, to offset the marked shortage of product, may arrive, in the opinion of buyers and sellers of pictures. These returns will not only include outsiders released on the season's schedule but products of previous years.

Distributors are reuniting box office winners for resale in anticipation of a lean summer and a more acute demand for product through June and July than has been felt up to now. Those which are now full-up on releases are not as worried as those distributors, which haven't mullied left to sell for shortening between now and August.

This is explained both by distributors and buyer-bookers, is due to the inability of run houses to hand pictures over as long as previously. A year or more ago the average run in key centers was getting five and six weeks out of pictures. Now those same runs are lucky if getting two weeks out of the majority of pictures, bookers and run houses are short of playing time and not enough product to go around.

It is also set forth in distributor quarters that there are too many first runs in such centers as New York, Chicago and Detroit. In addition to run houses, to give the theatre operator the pick of product he wants.

Curator feelers in the field, say the distributors, reveal that both exhibitors and indies regard return engagements of talkers that have proven b.o. when first played as sounding attractive. Quite a few have already been booked this spring. It is added, United Artists is the first distributor to turn all its salesmen loose on repeats.

"DREYFUS" AT GAIETY ON GRIND; FRENCH FILM

"Dreyfus, Case," French, made opens at the Gaiety on Broadway Friday, April 10, on a grind, novel. First time in that house's history that it will play grind, with admission prices scaled to 50c top.

Wayne Vernon, who is handling the foreign film for Columbia, is negotiating with Col. Dreyfus to come to the U. S. for a lecture tour to be booked simultaneously with the film, although Dreyfus is not to appear in the theatres with the picture. Idea is that Columbia feels Dreyfus' lectures will help the film, and a publicity standpoint.

No other dates are yet set for the film, outside of the Chicago run.

U's Worry Over 'She Wolf'

Hollywood, June 8. Universal is trying to figure a selling angle on the "Mother's Millions," feature. It is thought from Liberty, indie producers, starring May Johnson, now known as "She Wolf."

What's troubling the studio is how it's going to be sold. Studio admits Miss Johnson is a big draw in the sticks as a legit player but is not so sure about the large town angle.

Following exhibition at the United New York, U. decided to change "She Wolf" this because of many believing it an animal picture.

Stanwyck Films

Hollywood, June 8. Under her all-outing contract, Barbara Stanwyck returns to Columbia for one film. She has three more for Warners.

"Variety" for Summer Place a subscription for "Variety" over the summer. From now until Labor Day, \$1.50.

Mail remittance with name and summer address.

Chi's Slogan

Chicago, June 8. In this town the slogan is: "Get the boys out of the trenches by Christmas."

Kravetz Suing H-F For \$73,000 Commish; Now with Gumbiner

Hollywood, June 8. Claiming he was not paid his commission on the sale of the Roth & Rowley deal to Hughes-Franklin, Max Kravetz, former real estate head for H-F, is suing H. & R. and H-F for \$73,000. Kravetz is now with H. C. Gumbiner, local indie exhibitor.

The 42 theatres were sold for \$73,000, and the sum asked for by Kravetz is 27% of this, less \$10,000, which was to be deducted and expenses.

Kravetz states he had a deal with Hughes-Franklin whereby the circuit would give him a two-year contract in lieu of commission. The contract was not forthcoming, Kravetz claims.

Kravetz left Hollywood Friday (5) for New York, where he will try to negotiate a deal for rehabilitating the Los Angeles theatre, now in receivership. He wants \$300,000 for which H. C. Gumbiner, owner of the house, will offer as security Chicago and Los Angeles properties, including the Tower theatre, Los Angeles.

Gumbiner owes \$320,000 to creditors, the difference between that sum and \$1,300,000, cost of the theatre, being the amount Gumbiner has in the house. A sum of \$300,000 has already been borrowed on the Tower, money going to pay for construction of the Los Angeles.

"Huge product deals for next year are expected to help Gumbiner and the Los Angeles get out of the deep rut into which the theatre was thrown right at the start."

SALVAGING 'KELLY' AS SILENT FOR EUROPE

United Artists, as distributor, and Gloria Swanson, as producer, will attempt to salvage a part of the approximate \$1,000,000 spent on "Queen Kelly" before shelving by releasing the picture as a synchronized item for foreign countries. The Swanson silent will be sold only in English.

Spoken, with availability set for September.

Miss Swanson started "Kelly" as a silent, with several delays before that starting with the start turning to "Fragrance" as her first talker.

Play-Talker Try on L. I. by Rawlinson and Shuberts

Shuberts are understood to be back of an indie picture starting in the next week in Long Island, allegedly by Herbert Rawlinson, actor on his own.

Rawlinson, former picture actor, who has devoted himself to legit only for the past few weeks, has joined the Aero Studios in Long Island for one film. It is to be a dramatization of "Underneath," a stage play by Anne and Phil Stuart. Idea is that it will be a new play, with the script cut into three equal parts, as in the play, and acted as though an stage in three acts.

Stanley Copan, who directed the short production of "A Lady in Virginia," in which Rawlinson is currently in New York, will also direct this film, in which Rawlinson will star.

Although outwardly it is all Rawlinson, understanding that the Shuberts are backing the project with an idea of it being an experiment.



NICK LUCAS

Week of June 5, Paramount, New Orleans, La.

"Nick Lucas is the big attraction on the stage at the Metropolitan this week, and the evening troupeband stopped the show several times during opening-day performances."—Theatre, Leo Fitzgerald, 226 W. 45th street, New York.

TOWNS LIVING AGAIN AFTER REVOLUTION

Rural towns of revolutionary fame, bottled up on Sunday since Washington, are suddenly awakening in the local option privileges in their states. They are going to the people in their own communities with house to house petitions.

First of these to meet with success is Chatham, a town of about 3,000, in Columbia County, N. Y. Just 220 of the voters okayed the petition circulated by local exhibitors. The sum of \$300,000 has already been borrowed on the Tower, money going to pay for construction of the Los Angeles.

AGENTS IN WRONG TIME, AND AGAIN CHISELING

Hollywood, June 8. General consensus is that the Hollywood agents took a bad time to go in for organizing, considering the many headaches the producers themselves have.

Latter cannot be expected to be sympathetic in view of the economic readjustment. Coupled with that, there are outcroppings of dissension already unbalancing themselves among the rival agents.

Primary protective provision of the association is an understanding that no agent is to go after another fellow member-agent's clients, but the boys are beginning to chisel regardless. One agent advised another's client that he knows "you are under contract, but when you're through with Joe Doakes in six months, see me because I've something very sweet for you."

More prominent agents here take the path of least resistance, preferring to handle the big directors, players and writers because they're more easily sold. As a result, they all rule one another's people.

2 Soviets, No Propaganda, Are Making in Hollywood

Hollywood, June 8. Soviet Russia, after flooding the screens of the art theatres with its own product, now gets a chance in the Hollywood sun with one and possibly two pictures. It is Russia of the present day, but minus propaganda.

The pictures will be made by Metro independently of the Soviet, but will go into production around Aug. 1.

Pavel Pogrebe, former director for Siskin, and now an asst. director in Hollywood, is working on the first story, an original, Frances Marion will do the script, with George Hill merging and Al Lewis supervising.

Washington's Stand in Oil Matter May Extend to Other Industries; Loew-Fox Is Merging Parallel

Halperin Bros. Supervising

Hollywood, June 8. Victor and Edward Halperin will be in charge of a production unit at Metro. The duties are mostly on the supervising end. They will not direct.

Formerly partners in Liberty Productions, they sold out to M. H. Hoffman and H. L. Gumbin. Their last picture was "Ex-Flame."

Hays Says Economy By Longer Hours When Speaking to N. Y. Staff

Seen inside the immediate Hays negotiation as the shapemakers of a salary cut was the address by Will Hays to his employees upon his return last week from the Governors' conference in Indiana.

Hays personally called his staff together Friday morning. He told them to economize by observing longer hours. He warned them at the same time to save as much of their salaries as they could.

RKO'S 3 TRY-OUT SPOTS FOR NEWEST TALKERS

In an effort to get an advance idea on new pictures before booking them into major first runs in New York and other key cities, RKO is widely separated and representing varying tastes. There are Providence for the east, Seattle for the west, and Sioux City for the middle west.

As releases come along, RKO sets the pictures in these three cities and expects to have an idea on the same time, with resultant public reaction as a guide for first-run booking in important RKO situations.

ASKING \$200,000, BUT COMES AT WRONG TIME

Hollywood, June 8. Asking price for "The Story of Sam Mitchell" jumped to a reported \$200,000, one of the highest prices asked for screen rights to a novel, when A. J. Alving, the author, learned he had something that was good screen material.

First asking price was a fraction of this sum, and brought a verbal agreement with Paramount to buy. That made the treatment, but in between time, Dolores Delaney had put in a bid, and the author walked out on his agreement with Paramount. Now the rights are so far the author's sleep demand coming apparently at the wrong time when picture execs are thinking economy.

Barney Balaban Instead Of Immerman in Chi

Chicago, June 8. Barney Balaban will shortly be placed in complete charge of the Chicago "Public-R. & N." division. He will succeed Walter Immerman, incumbent. It is said:

Immerman will go back to Detroit, his point of origin.

U Suspendes Shorts Prod.

Hollywood, June 8. Universal has called off three series of shorts, and has postponed the shooting of the remainder of the football shorts to be made at Stanford until the fall. Series out are "Changewings," "The Shadow," "The Series" and the basketball series.

Editor came from Phil Lamelle, now in New York, who figures that the time is too unpropitious to turn money in shorts that will not be taken off until the fall.

Further economies through potential film company mergers is looked for in the industry by the highrungs as merger possibilities, which not so long ago were frowned upon by the Government, seem to assume a reassuring proportions. Chief among such combinations is the Fox-Loew possibility with the Par-Warner combo not altogether unfeasible.

The merger situation was hailed for the hopeful when the Department of Justice recently announced would take a surgical view on business mergers, rather than a technically legal one. The particular case involved is the Vacuum Oil Co. of N. J. with the Standard Oil Co. of N. J. In this case the D. of J. decided not to press an alleged Clayton Act violation any further and step out of the way.

That this same attitude may be extended to other industries, including Hollywood, is hoped for. The Fox-Loew situation offers a correlative case to the oil matter. It is also the most likely to occur in times if and when it may be indicated the Government will permit.

Fox's stock interest in Loew's is now in the hands of the Film Security Corp., a shadowy agency, which paid Fox something like \$100,000 for its Loew holdings. In addition Fox Film also got 400,000 shares of Securities stock and a virtual control although having no voting right. This latter condition by command of the Government.

However, by the agreement as stipulated, Fox Film can sell the Film Security stock without the latter's consent, providing only that Fox pays the syndicate the \$100,000 received originally.

There is much talk here with a view of the Government possibly changing its attitude as indicated in the oil case is not known but more likely to protect the Fox from a substantial investment in Loew's.

Vacuum and Standard Oil of New York were parties in the one-time dissolution decree against Standard Oil. "But they are now combine makes film's potential mergers look reassuring, too."

No Sign There has been no indication from the Government that this view

has been extended to other industries or other industries. Various business leaders in other industries have approached Washington for a chance of front on mergers conducive to business and conditions generally.

The condition under which the Government compelled Fox to let go its interest in Loew's stock in Securities, which they now own, is that they must give up the Clayton Act. This law provides against the acquisition of stock in one company by another, where such stock acquisition through control would lead to substantial domination of competition. The Clayton Act differs from the Sherman Anti-Trust law in that the latter is aimed against monopolies and cartels in restraint of trade.

In the consent, whereby Fox Film agreed with the Government to shed its 45% interest in Loew's, there was no provision which would allow a new legal acquisition of Fox by Loew's or vice versa, through acquiring physical assets by one or the other. That leaves the road open, however, to this best information for the two film firms to get together sometime in some way.

Rushes Bring Jam

Hollywood, June 8. Howard Hughes, air captain of "Grounds Night," stopped suddenly Saturday night to follow a new producer, the Producer and Edward Sedwick, director.

Cause was the merger's refusal to show Hughes rushes, claiming they were not ready.

"Tomorrow," Chatterton's

Hollywood, June 8. Paramount has closed the box for Philip Barry's "Tomorrow" and tomorrow for Ruth Chatterton's next feature.

MUTUAL EXCHANGE OF FILM

Studios on Coast Receive Newspaper Blasts Opposing Adv. Screen Tie-Ups

Hollywood, June 8. Newspapers are protesting to the studios against the exploitation of commercial products in pictures. Numerous advertisements of these commodities are receiving healthy blasts from the papers which claim that the picture industry, in invading into the advertising budget of commercial houses is taking heavy money away from the papers. One wire service has canvassed all the studios to ascertain what pictures have commercial plugs. Pictures have the names of the pictures and producers listed down on a card. The National Editorial Association, now in session at Atlanta, is expected to go on record as opposed to the advertising angle in dramatic pictures.

Studios claim they are not after any money on the advertising angle but are willing to give a plug to anything that in turn will plug the pictures. They are not averse to displaying products in which an advertising tie-up can be made.

Inside on the paper angle is that one advertising house in the east, handling space in a number of eastern papers, was turned down on a contract by a drinking water company, which, it is reported, handed \$30,000 to one studio to have the water displayed in a scene. Also, a director insisted on having his particular water in his home at all times.

22 Governors Listen to Hays' Straight Talk On All This Trouble

French Lick, June 8. Pleading for old-time confidence and setting out evidences of better and more practical government, Will Hays told the 22 governors in conference here that the country had passed through a third Bull Run, "the most shameful exhibit of financial leadership that the country has ever witnessed."

Decrying that "capital now skulks in nonproductive areas in an ingrate to the opportunity which breed Hays said that "the real wealth of a people is not in the strong boxes, but in its courage," and the greatest need of the period is an "optimistic state of mind."

"There has been a lot of faulty cement which has cracked and there have been many weak timbers which have broken in our structure since 1929," Hays said, "but our knowledge of construction and repair is all that is necessary to rebuild the structure which we thought we had. We have more money than any kind of republic ever possessed, our work-life is intact, our natural resources are unimpaired, but we have lost faith, and until we recover it and resume our march under its banner, watch prices fall, see machinery stall and hear Wall Street howl."

Guts
"The real strength of a people is not in the strong boxes, but in its guts."

"With all due respect to the executives of the 22 commonwealths here, the important state is not officially represented in this assembly. It is on no marked map and has no boundary lines. It is the optimistic state of mind. And, without its concurrence, your state and the remainder of the 48 are do little to improve conditions."

As long as our bills are held in restraint, dumped at the source jurisdiction will keep drawing the lion's share.

"If Patrick Henry is right, if there is no way, by which the future except to the past, all that we need is to shut up the speakers, start up the blind and keep up our ladder."

Write, Don't Phone

Public has printed special cards to tack on phone number pieces that gives the five methods of communication. Public lists them in the order of their cost and warns to "start at the top, not at the bottom." They are: (1), regular mail; (2), special delivery; (3), air mail; (4), telegram; (5), telephone.

Cards are being distributed to every spot where Public has phones. Idea is to kill the practice of making long-distance calls where a 2c postage stamp will do the trick.

PAR-UA, L. A. ON FOX WC STRING IN NEW DEAL

Los Angeles, June 8. Oscar Oldham of Fox West Coast is reliably reported to be in the throes of negotiation with Public and United Artists in New York for Fox WC to annex the local Paramount and United Artists theatres to the Oldham string.

Terms not reported but believed to be along the lines of the recent acquisition by Fox WC of the Paramounts in Portland and Seattle. Local move is really the wind up of that former deal as at first contemplated by both sides. In the north-west Fox WC turned over its houses to Paramount under a guaranteed rental arrangement, with Fox WC the sole operator of the theatres.

With Fox WC controlling the local Paramount (formerly Metropolitan) and the U.A. house, the only dealers downtown here outside the FWC fold will be the two RKO's and Warners Downtown (formerly Pantheons).

Paramount Public hold a 50% interest in the L. A. United Artists. Report says deal probably will be closed within a month.

Oldham has nothing to say. Jos. M. Schenck is in New York at present. Likely the preliminaries are being passed down there with Oldham at this end.

TROUBLE BETWEEN HUGHES-GOLDWYN

Hollywood, June 8. Diplomatic relations between Howard Hughes and Samuel Goldwyn reported strained for some time, are evidently snapped. Hughes is going back to Metropolitan studio to shoot "Scarface."

Hughes has burst at the costs charged to him at UA studio, compared with Metropolitan's flat fees for its own staff and will possibly overflow to educational studio next door.

Queer People is another battle difference between Hughes and the U.A. latter objecting to some characterizations. Inside report has it that Goldwyn made a fancy offer to Leo McCarey after the latter's abandonment to make the Hollywood picture.

LOOKING FOR ODDITIES

Hollywood, June 8. Munny Nathan, producing "Strife As It Comes" for Universal, is looking for a picture with a unique view at a comic-strip type. Nathan will shoot everything that has in unusual angle between here and New York.

PROTECT B'WAY AS SHOW WINDOW

Hays Office Holding Conferences Over Substituting Any Brand Talker in Any Chain Broadway House—Same Effect from Advertising

MAKES BOOKING BETTER

Pooling Broadway's picture show windows into one great clearing center for the quality features of the industry will eliminate any possibility of picture famine or need to darken show windows and entertain hostility during the remainder of 31-32.

This movement is being given serious thought in representative parts of filmland and may be broached for general decision. The next official get-together of the Hays Organization is slated for this week. Prior to the session, it is said, the names of the film executives to attend favor the ensurance of Broadway's many lines of demarcation.

The basic idea is that no producer with a Broadway window need suffer for a show if temporarily, anyway, the practice, traditional since picture men first got on the street—that only John Doe's pictures can show on John Doe's screen—is relegated into the discard.

The policy in practice for years of a producer darkening his show window if he hasn't any suitable product of his own in the east is not only termed unbecome, but particularly dangerous during depression when every available watt of candle power should shine on Broadway.

Of 700 features that the entire industry will produce during the new season at least 400 are figured certain to be possessed of the quality necessary for the big Broadway grinds.

Figuring that there are 10 of these, the Capitol, Paramount, RKO, Rialto, Rivoli, Winter Garden, Hollywood, Warners, Strand and Mayfair, that are representative of the substantial part of filmland's weekly output, each house would, at a most conservative average, have 40 weeks booked at the start. In view of the number of hold-overs ranging from two to five weeks, Broadway would more than assure the legitimate picture show windows of the full weeks under the pooling system.

It will mean that if the Warners want a feature for any of their three theatres and haven't one of their own available they will go to any of the other producers that may have a surplus at the time. It will mean that the RKO won't think only of Fox and the Paramount chiefly of Paramount.

Loaning
In Hollywood, it is held up, stars, directors and writers are loaned from one lot to the other.

Theatre bookings away from Broadway are friendly and co-operative. Broadway, after all, it is pointed out, is just a show window. What matters whether a Fox trademark is on a Warner screen or vice versa. The publicity is the same so far as the average picture exhibitor on Broadway is concerned. Furthermore, it is declared, even the independent exhibitor in the smallest town is Broadway-wise to the season's talk.

Another viewpoint in the same direction is that too much stress is laid on the Broadway banker's judgment and too little regard given the Broadway public's taste. A lot of pictures, it is stated, that have been shown in Broadway because they weren't picked as steam liners here, could have cleaned up where the public mind quite often flounders.

Wanger Contract Adjustment Now Pends—Par's L. I. Studio Ends Oct. 1; Kent Asserting Gen. Mgr. Authority

Execs Without Salary

Neither Harley L. Clarke, W. C. Mitchell nor S. W. Burns, as officers of Fox Film, draw salary from the company.

Although with Fox and devoting all their time to that company's interests, none so far has received or taken a dollar in payment.

Mitchell is v.p. and treasurer of Fox; Burns is v.p. and secretary of the corporation.

Paramount's contract with Walter Wanger is in the throes of adjustment. In Paramount's home office it is officially admitted the company's producing studio at Astoria, Long Island, will close entirely by Oct. 1 next, meanwhile finishing up a few full-length talks with shorts in production meanwhile.

Another authentic report is that Sid Kent as general manager of Paramount Public is asserting the authority conveyed by the title to assume the general direction of the company's operation.

With Long Island out as the eastern production end for Paramount, Jesse L. Lasky will continue as the head of the Paramount producing forces, with B. F. Schulberg second only to him, in charge at Par's Hollywood centre. Disposition of Par's foreign producing studios, remains indefinite, but possibly also removing foreign makes to Hollywood eventually.

Wanger's agreement, lately entered into at \$2,500 weekly and giving Wanger for its three years duration the title of general manager of production, involves a settlement of around \$400,000. It made at present upon a 100% basis. Wanger is reported demanding the full 100%. His counsel is Nathan Burkan. Burkan passed upon the new Wanger contract with Paramount for him before it was executed.

An alternative by Paramount in the Wanger matter is to assign Wanger to the European studios, principally at Jeddah near Paris. Robert Kane, head of that studio, is ill at present. He may have to return to New York for treatment, sooner or later, from the report.

Cecil De Mille

Kent, says the account, has taken a controlling role in all the P-P business. Few if any in the trade ever thought of a "title" in connection with Paramount and Sid Kent. It is not even known if he has one of these numerous v. p.'s that so fluently have flooded his business of recent years. With days of stress and acute operation called for in the production of the new pictures, he have stepped right in, on all counts, consulting only with Adolph Zukor in T-P moves.

An unconfirmed report in association with the new business line-up for Par is that Cecil De Mille, upon returning from a contemplated trip abroad, may again align with Paramount as a studio business executive. De Mille is still with Metro. He formerly was with Par for many years.

With De Mille on the studio's business end, and Lasky-Schulberg on production, the other end of the studio will continue to be Dick Rowland on stories, it is said.

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GRIND'S \$2 TOP BY UFA GOT \$4,500 1ST WK.

Probably the smallest top gotten by any grind picture house is the \$2 being asked for at Ufa's (German) Metropolitan, New York. House is scaled from 35c to 45c for weekly matinees; 50c to \$1.50 for evenings. That goes from 7c to 42c for Saturday, Sunday and holiday evenings. First week of the theatre under these prices, with 1,100 seats, grossed a little under \$4,500, far from capacity for Ufa's first American house. With a slow climb toward the end of the week it is figured that gross may build in the next two weeks.

A German made talker is current.

Par to Concentrate Its Economies on Shaving Prod. Costs

Hollywood, June 8. Paramount-Public salary are will spare the coast studio as a result of the Denver meeting between B. F. Schulberg and S. P. Kent. Wages cut still in line for envelopes considered too fat, but at studio's discretion, and contract people immune.

Difficulty of cutting contract salaries is thought to have won Schulberg's point with Kent. Par's production head figures on spreading the studio's economy over the seasonal program by pressure on negative costs.

L. A. NEWSPAPER BUNCH RAZING "PASS" RULE

Hollywood, June 8. Newspaper bunching copying Hollywood, now that the pass rule no longer has continued for over a month with little indication of abatement, is planning a more effective concerted campaign for the studio execs on the silly formality.

General trend, according to the local press, (news syndicate and Hollywood exclusively) is that the pass rule thing is an even greater barrier than "time in a lobby."

More looking toward the publisher (the word Broadway's publisher and writer H. is quoted).

Obsolete Legit Houses

Several obsolete, partly equipped and partially broken-down legit houses, should get secondary use in the picture picture production. The big grind would be of primary importance on the studio, generally, it is reported.

Coast's Nite Ball Games, Exhibs' Bugaboo, Floppo; Radio's Squawk

Los Angeles, June 6.

Night baseball, figured to be a pest to the picture business, has been turned out to be a flop from all angles.

Cool nights here make it uncomfortable to sit in a ball yard between the hours of 8 and 10 p.m. In addition to this, in spite of the elaborate lighting system, the brand of ball played under the lights is packed with errors and fumbles of all kinds.

Running time of most of the games played is well over three hours. Several games played here have run into four hours with one going nine. When the latter game was called, there were less than 100 people in the park to witness the finish.

Radio too is squawking over the time consumed in broadcasting the games. With advertisers being squeezed out of their regular hours in order to accommodate the drawn-out games. Two stations broadcasting the games are looking for an out to get rid of the program. One that there never was an exciting broadcast of a ball game.

Los Angeles, Oakland, San Francisco and Sacramento have all adopted the night playing.

Coast League figured that the after-dark games would draw the patronage that could not attend the matinee.

So far, none of the clubs has pulled out of the red caused by the installation of the lighting systems.

Davenport, Ia., June 8.

Night baseball here is added to theatre headaches with the field touted as one of the best limited in the country.

The latest is Coconut Grove. Patrons are invited to drive in and see free motion pictures while sipping refreshments.

NEW FOX LAW FIRM; NO ROGERS SETTLEMENT

Sam Rogers has been officially succeeded as general counsel for Fox Film by the law firm of Hughes, Schuman and Dwight, downtown legalists. Chief Justice Charles Evans Hughes of the U. S. Supreme Court formerly headed the firm.

No settlement of any kind has been made with Rogers by Fox Film, although Rogers is reported as having some kind of a contract.

This contract is said to have been made for five years dating from January, 1930, at an annual salary of \$150,000. It was shortly after that date Rogers switched allegiance from William Fox to the Halsey, Stuart bankers in the then financial tangles of William Fox.

Represented in the firm of Hughes, Schuman, Dwight is Otto E. Koegel, formerly of the law firm of Matthews and Koegel, personal attorneys for the Harley L. Clarke interests and counsel for numerous corporations and utilities.

For the past year or so Koegel has been doing most of the Fox legal work, with others like the Hughes, Schuman, Dwight office. For the past two years he has been doing general legal work for Fox Film. In the firm's capacity as general counsel it is likely that Koegel will spend much time on the company's business.

STUDENTS' CUT PRICE FOR FOREIGN TALKERS

Converted effort is being made by several of the foreign film houses in New York to bring out a school and student trade for foreign language talkers. Little Carnegie and 4th Street are two of the houses making a play for the student trade. Little Carnegie gives students a cut rate, 25 cents off the b.o. price for the kids. Professors are given passes. 4th St. also cuts for scholars.

Kennedy Again Away

Joseph P. Kennedy, back in New York for a brief time, has left for the summer.

He's come to the Kennedys' summer home on the Cape Cod coast.

Silent Foreign

"Chapman de Paille d'Italie" (CA) Lechman Inc., silent French film made by Rene Clair, director of "Le Million," goes in the Eighth Street Playhouse, New York, after the run of the silent film there. "Arthur" will not be shown completely silent, with a live orchestra in the pit playing accompaniment.

To further carry out the idea of silent film here and live music, George Vidor's concert pianist will play two shows a day.

Title of the film, for the New York showing, will be changed to "The Horse Ate the Hat."

ADVERTISING FOR MORE BIZ IN SUMMER

Theatres may be expected to generally increase advertising over the summer on the grounds that in bad times the value of advertising is greater than in good. Tendency to whittle down in the amusement industry is contraindicated by the contention of big business outside the theatre, that this is the time when more advertising is needed to stimulate sales, particularly true of department stores and other retailers.

Public is beginning to nibble at the thought of stepping up advertising budgets, meanwhile attempting to affect economies in staffs, etc., and spot its advertising where it will do the most good.

The first instance around the east where Public is raising its ante on advertising is for the advance campaign on "Night Angel" (Fox) coming into the Rivolt tomorrow (12).

For three days it jumped its customary budget on advance with daily newspapers by around \$600. It results show this was warranted. Public may be expected to follow suit elsewhere in the chain, if not all the way down the line.

3-WAY SET-UP FOR TIFF NOW BEING WORKED OUT

Burt Kelly, assistant to E. W. Hammons on the distribution end, is leaving for the coast this week to look over the situation and contact with western exchanges.

Plans are going forward for complete set-up of combined Educational, Tiffany, World-Wide production for 31-32.

Grant L. Cook has returned to New York after conferences in the coast.

With 10 Film Smashes or 1½c More Per Admission Last Season, No Chain 'Red'

Chain theatre operation in 30-31 generally fopped. This is based on a statistical survey made on behalf of one of the affiliated circuits and given as applicable to all. Two reasons indicated are the economic depression and inferior quality of film product. Latter is handed as the paramount of the two.

And the combined studios of the industry formerly produced 10 smashes last season, chain operation could have been lifted from the red. This is less than an average of two from each.

The average admission price among the 2,700 chain-operated theatres is 25 cents. Had this been raised 1½ cents, the non-red result could have been attained. The survey is taken from a 29-week period ending May 18.

From actual business done the survey shows the chains of chain houses altogether were filled around 83 times. But was around 7.3 of the time empty. Hence what was needed to have the chains break even. The average admission total received for each seat amounted around \$2.50.

This may or may not tend to indicate that this oversteering cry looks overdue while it may bring out other observations. It's given as one of the reasons for the chains dealing with letting go of some of the theatres.

The latter, it is figured, are better judges of how that extra 1½ of one time capacity can be taken in and more; or the extra 1½c per admission be secured.

1st Runs on Broadway

(Subject to Change)
Week June 12
Paramount — "Newly Rich" (141)
Roxby — "Daddy Long Legs" (140)
Fox — "Glad to Be Here" (141)
Capitol — "Just a Gigolo" (141)
Globe — "Not Known Monday" (141)
Globe — "Night Angel" (141)
Strand — "Big Business Girl" (141)
Mayfair — "Not Known Monday" (141)
Hollywood — "Chances" (141)
Winter Garden — "Maltese Falcon" (141)
Central Park — "Tabu" (141)
(14th wk.)

Week June 19
Paramount — "I Take This Oath" (141)
Roxby — "Annapolis Affairs" (141)
Capitol — "Trader Horn" (141)
Globe — "Night Angel" (141)
Strand — "Not Known Monday" (141)
Hollywood — "Chances" (141)
Winter Garden — "Marked Money" (141)
Central Park — "Tabu" (141)
(15th wk.)

32 Pictures
"Smiling Lieutenant" (Fox) (Criterion) (4th wk.)
"A Free Soul" (M-G) (Astor) (2nd wk.)

Foreign Films
"Zwei Heere im 34 Takt" (Supremis) (German) (Lubom) (4th wk.)
"Die Schwalbe" (Securite) (12)
"Die Frau im Plaisir" (Amkino) (Russia) (2nd wk.)
"Der Grosse Tenor" (Ufa) (German) (Cosmopolitan) (3rd wk.)
"Le Million" (Tobis) (French) (Little Carnegie) (4th wk.)
"Trau dich" (Sie) (Meine Schwester) (Associated) (German) (Warner) (12)

L. A. to N. Y.

Max Shacter.
Jude Smith.
Charles Bohann.
Cecil B. De Mille.
Lodge Alsop.
Ruth Harriet Louise.
Max Kravetz.
Harry O. Oshrin.
Joe Fitzgerald.
Joe Marchewicz.
Hermin Gumbin.
A. P. Waxman.
Ginger Powers.
Joan Castle.

N. Y. to L. A.

Sol Lesser.
Miriam Hopkins.
Louis Milestone.

Newsreel's Full Week

A full week's run is now on at the New Trans-Lux newsreel house on Broadway.

When recently opening the playing policy was a split week. It was found rather difficult to piece out the newsreel twice weekly with a complete change.

Hollywood

Briefly rewritten extracts from "Variety's" Hollywood Bulletin, printed each Saturday in Hollywood, and placed as a wrapper upon the regular weekly "Variety."

The Bulletin does not circulate other than on the Pacific Slope.

News from the Dailies in Los Angeles will be found in that customary department.

Barnstorming Femmes' Jam

Hollywood Bloomer girls and Movie Stars are somewhere in Nevada barnstorming, reduced to one place, one place, one place, and half the baseball team. Gag is an afternoon ball game by the girls and a "dance-with-the-stars" ball in the evening.

Pauline Garon, Virginia Pearson and a couple of others are back in town barnstorming in suit box, the promoter. They have the D.A. after these missing salaries.

Ray is said to be still advertising Dean, also Theda Bara, Trivellia Dean and Molly O'Day, who never started. Three men who put up \$1,000 each for advance jobs are stuck here.

May is known as Ray Jackson in Montreal, where the letter 112 Bureau inquired about. Columbia Amuse-Talkie Picture studio promotion.

Calif. Proofing
Old California studio in the heart of Poverty Row is sound-proofing after long darkness.

Indies under name of Western Electric Sound Studios.

Usual Palaver

First get-together on cutting production costs was held under the auspices of the Academy. Talk which was held by the Academy, economics with every one suggesting and every suggestion getting the works. But no doubt that something would have to be done other than salary cutting. Other meetings of similar nature coming up.

Eltinge in Co-op Revue

Julian Eltinge has been added to the Canadiana Revue, comprising Edna Wallace, Al Herman and Edna Borden, who are co-opting on a 9 o'clock revue, to open at the Music Box June 15. Tentative title is "Pour la Gang," with a scale of either \$1.50 or \$2.

U's 'Virgin' Again

"Impatient Virgin" is on the fire again at Universal. Adele Rogers St. John has been assigned to do a treatment when it comes from New York. Studio has no access in mind for the story, but will ready it just in case.

F-WC Dropping Fan Mag

In their clean-up of side stuff, Fox West Coast will drop the fan mag "Screen Mirror." Publishing company was notified the sheet is out at the Chicago and New York Circles in six months. Other houses will drop at once.

Davies May Shelve

Feeble dialogue and story reported liable to shelve Marion Davies' "Live and Let Die."

Robert Mayo, ex-WB Caster, rephases Harold Ladd as asst. in the Radio room office

H-F's on Corner

Hughes-Vidor's third Hollywood theatre will be the Showhouse at Hollywood and Vine street corner. General Ad. Halsey and Co. House will be first-run-Hollywood with UA, RKO and Universal product.

Local Kid Makes Good

Sherwood Bailey, age 7, of Long Beach, Cal., for five years with Our Gang.

2½ Lbs Per Marv

"Monkey Business" with the 4 Marx Bros. is in its seventh week production at Fox and Norman MacLeod, managing the last 10 pounds weight. Picture may be funny, but it's chief now.

Jr. Laemmle Back 15th

Carl Laemmle Jr. returns to Universal, 15th, bearing his new title of 2nd v. p.

Locals' Good Breaks

Silver lining in the studio predicament from the local talent angle. The one-picture basis now general. From Blumfeldt and the home-towners of more work than they're enjoyed for some years. Eastern players, writers and directors are out of the picture for the time.

Wheeler-Woolsey Leaving Radio

Too much comedy seriousness sourced Radio on Wheeler and Woolsey pictures. No more home-engaged comedies for the lot. Bert Wheeler's contract expires Jan. 1, and he may return to musical comedy.

Shuffling 'Greeks' Blonds

Shuffling Blondes Howard Hughes has made a deal with the studio for "Greeks Talk a Word for It" instead of Joan Harlow.

O.K. for Sound

First English talking part for Louella Parson is in "The Girl in the Red Velvet" at Columbia. She still has that Spanish accent, but it goes here as a Mex. maid.

Metro's Slice

Second slice in Metro's white-hot look of Lillian Seymour, P. O. Wodehouse, Australia, Roversal and Cyril Hume; also 30 technicians and several clerks.

Strictly Biz-Col

Slightly biz program marked Columbia western sales meet Saturday to Monday (18). Studio visits, star appearances, social functions were omitted.

New 900-Seater

New 900-seater theatre is planned for Hill street in the block between the Paramount and Warner's Downtown.

Dancing Too Tough

Tedden Roderick, dubbed by candy makers "the sweetest girl in America," found being a dancer too strenuous and quit a Vamp and Marie hue after two years' rehearsal. She'll look for something sweeter in pies.

Selman, Megger

Dave Selman won his meg at Columbia for the Spanish version of "Gloria Hail" directed at Hollywood director two years on the lot.

Coast's Legits' Move

"Tomorrow and Tomorrow" plays a fourth week at the Helms and goes to the San Francisco Circuit June 15. Helms at Helms by "Bad Girl," Lou T. Wiswells production, which after two weeks goes to the P. O. C. Coast. Helms is rephrasing to follow "Bad Girl" here.

NOT A RACKET, SAYS MALOY

Chicago, June 8.

Stalling for time to dig up further evidence, the state's attorney has been postponing arraignment of "conspiracy" charges allegedly lodged by certain small exhibitors against the operators' union. Next hearing is now scheduled for Tuesday.

Following the police raid on union headquarters in which books and records of the organization were seized, Judge Harry M. Fisher ordered their return said to arouse the ire of Chief Justice McQuinn, who originally ordered the seizure. Judge McQuinn, again, issued a subpoena to have the books brought into court, which union officials have refused to do. Hearing coming up will decide who's right.

Meanwhile, fresh angles are entering the exhibitors' fight. One belief is that the Exhibitors Ass'n. of Chicago is making a concentrated move to break up labor organizations in town and is using exhibitors as a wedge on the operators, whose union is conceived the strongest of them all.

Another theory is that the exhibitors are leading the charge with the operators in an effort to ward off any yielding to terms. Union's decision to award a free week of service to all theatres, it is believed, was made by some exhibitors as a sign of weakness and the ensuing conspiracy charges was merely lodged against the union to catch the operators on the run.

Seeking for the union, Thomas 12, Maloy stated his organization has been in existence for 30 years and is not a racket. To prove it Maloy is ready to go into court. Assistant State's Attorney Charles Lousbury suddenly raided the picture bureau of the municipal electrical department, headed by Joseph Mayer, brother of Tom Maloy. Prosecutor said he found records of apprenticeship affidavits among other things.

It is said the exhibitors are not in a hurry to get into the coming fight.

Lester Back at U

Hollywood, June 8.
Sol Lesser, in the east consulting with the Lane, taken on as a director, is expected here Friday & 121. He will start gathering the pieces in.

PICTURES' FAULTS

Neither Columbia, Universal or RKO Want New Booking Deal

A reversal of last year's film booking policy, which embraced entire Columbia and Universal programs under a basis setting a minimum in production costs by both companies, is reported in line for RKO. It is hinted from the inside that for the coming season RKO will pick from the open field.

Options for renewals with Col and U on the same basis as current season have been permitted to lapse. It is reported RKO will use some Col's, up to half if a deal can be worked out, providing percentage arrangements are not as high as under the past deal. The same, it is inferred, goes for U.

Col and U are said to be of the opinion that they don't want a renewal of their recent RKO deal except under different terms.

RKO has its own radio, and the RKO-Pathe program of between 65 and 60 pictures jointly, it will get Paramount and Metro in more spots next season, filling out, if necessary with small B pictures, and pick here and there, in only three or four towns will RKO be pinched for spot bookings.

'MICKEY MOUSE' CONVENTION

More than 30 Wisconsin towns sent delegates to the first Mickey Mouse convention held in Milwaukee at the Hotel Schroeder Saturday (6). Between 3,500 and 4,000 children up to 16 years of age attended the festivities, mostly from the 12 Milwaukee Mickey clubs. The convention was promoted by Fox-Milwaukee Theatres. Although Fox has organized similar clubs throughout the country, Milwaukee was the first city in which a state convention was held.

Activities began at 9:30 Saturday morning with an "extra special" show at the Wisconsin theatre, with Punchon and Mousie. Mickey Mouse idea, as a feature. Show was followed by a parade through downtown streets at 11:30. Floats representing Milwaukee business houses and children's organizations, with the Boy Scouts drum and bugle corps leading with color bearers were prominent, as were bands from various schools, including the Milwaukee Kluge Glee band.

A Mickey and Minnie Mouse for the state were elected at a banquet at the Hotel Schroeder following the parade, with visiting delegates were taken on a tour of the city.

SI FABIAN STORY IN NEWBUD DISCREDITED

Newark, June 8. A surprising story to the effect that Si Fabian is buying the proposed site of the new Warner theatre here and intends to revive the Stanley-Fabian company, broke in the local papers and aroused much comment.

In the Newark WB offices nothing can be said about the real estate side of the story as real estate is not handled from here. Story in general is given no credence.

Reviving the Stanley-Fabian company sounds foolish as it is owned by the Stanley Company, which is an integral part of the Warner organization; unless, of course, WB intends to sell-back its Jersey properties, quite improbable.

Fabians sold their good will and ran but build or operate a theatre in this vicinity.

It is possible that Fabian may be buying land for other purposes or for another effort.

2 CLOSING IN NEWARK

Mosque and Newark Theatres—Left Downtown Over Summer

Newark, June 8. Mosque closes this week leaving Warner with only one important downtown; use open against four regularly running.

House will reopen in August. The Newark closes at the same time with only four first run houses left open for the summer.

LOEW'S ALDINE IS CLOSING

Pittsburgh, June 8.

Loew's Aldine pictures will close this week for the summer due to a combination of poor business, recent and lack of product. First time in history that site has ever shut save when wired.

Aldine, at one time the town's biggest money-maker, started to decline with the arrival of deluxe houses, but has nevertheless managed to turn a neat profit consistently until about three or four months ago. At one time grosses here regularly touched \$20,000 and \$25,000. Even as recently as six months ago, Aldine was doing in and around \$10,000. Of late, takings have fallen off to \$2,000 and under, houses yielding it \$4,000 to \$6,000 weekly consistently.

This was the Loew house where Louis K. Sidney got his start, Sidney taking the spot over when it was losing plenty and turning it into a real money-maker with presentations. Aldine will probably be remodeled and outfitted with new seats inasmuch as Loew leases still has several years to run.

Fox Not Closing Any Of Its 165 Houses for Summer—Repairs Made

Pow, if any, of the Fox eastern theatres will go dark this summer. Management has disposed of what-over houses that might have been otherwise shut down to India. Altogether around 22 theatres that way.

Exclusive of Midwest branch the circuit runs to around 166 theatres at the present. These have all been reconditioned and reconstructed where needed.

Fox spent something like \$3,000,000 on this reconditioning work, just about completed after 18 months under way. It was figured at first that the work would take around two years.

The work done under the direction of Charles Cabellero, head of the maintenance department, with Harry C. Arthur supervising from above.

No P-P Execs' Vacations

Paramount—Publix department heads are voluntarily dispensing with vacations this summer.

In the cases of many executives the temporary absence of secretaries during vacations are not being replaced.

"Turn To Right" Again Sold

On top of buying ticket rights to "Turn to the Right" Metro has taken another play, produced by John Golden, "Three Wise Men," by Austin Strong.

Story was done as a silent by Sam Goldwyn in 1923.

ONLY 40 OF 390 STICK ON SOUND

Small Chance for Comeback

Once the Writing Points—Some Try Writing or Acting, but Most Disappear Completely from Show Business

ALWAYS NEW CROP

Hollywood, June 8.

The past year has seen a number of first line directors pass out of the picture. Some of them have taken up writing, others acting. Still others have dropped from feature directing to meager shorts.

Ranks of writers having seen harder hit than those of the actors. An actor who has been out has a chance of coming back in talkers. The director, who by this time is in talkers, has no chance of ever getting one to direct.

Del Andrews, Emmett Flynn, Tim Wheelan, Tom Buckingham, Lambert Hillyer and others are now writing. Donald Crisp, Joe and Ralph Ince and Alan Hale have returned to acting.

King, Baggett, Lucian Hubbard, Chester Franklin, Elmer Clifton, J. Stewart Blackton, Leo Medan, Sidney Olcott, Richard Rosson, Victor Seastrom, Cliff Wheeler, Fred Windemere, Dallas Fitzgerald, Dimitri Buchowetzki, Burton King, all formerly first line directors have been without a production for the past year.

Chester Bennett, Scott Dunlap, David Hartford, Herman Raymaker, Willard Wright, Frank O'Connor and Russell Birdwell have also been without their megaphones for some time, as have Ernst Laemmle, Rupert Julian, Reginald Barker and Howard Bretherton. James Cruze has been supervising his productions, which have for the most part been directed by Walter Lang.

Some of the former big shot directors have left the picture field to try other vocations. None have gone back to assisting. Most of the brief of writer bodies have left the ghost. In the scenario end only half a dozen have made good.

After a year out of mezzing, it is almost impossible for a director to stage a comeback. A scant few made good after a long time lay-off.

With the cut down of production, there are now about 40 directors on weekly salary here, and 390 directors listed in Hollywood. With only 400 pictures scheduled to be made this year that gives them a little over one each to mezz.

With the major studios advancing assistants and writers to directors and bringing in stage directors to meg pictures, old line directors are completely out of luck.

CASE-FOX FRIENDLY, MAYBE FOX-W.E. BREAK

Renewal of friendship between Fox and Case, the inventor, also the return to the Fox ranks of A. E. Spionable, white film scientist under whose fox regime is pending confirmation to reports of a breach between the present Fox organization and Western Electric.

Fox is one of the few Western Electric members who has not been out of the electric's noiseless recording device.

Fox is also replenishing its recording apparatus with Case tubes. For a time it was reported during the war with Case that Fox would be forced to go to W. E. for this article. Now, it appears, the Case trouble was healed when Fox had purchased its last dozen of Case tubes and would have been forced to rely upon Western.

Big Ohio Park Plays Sound Shorts, No Admission for 40-Minute Show; Films Bought in Trade Channels

RKO LEAVING GLOBE

May Take Gaiety on Next Block, Seating 800

Notice has been given all employees of the Globe, New York, effective June 15. The RKO lease does not expire until June 27. RKO pays \$6,000 weekly for the bare walls.

G. B. Dillingham is now on the details of a musical production he hopes to have ready for early fall presentation at the Globe. Otto Harbach and Oscar Hammerstein, Jr. are working on the production. RKO intends the clearing with Brainerd's for tenancy of the Gaiety, 300-seater, with the deal hanging fire until Brainerd agrees to make certain changes asked by RKO.

Gaiety has two balconies with the top shelf holding 150 and hard to sell, virtually cutting the capacity to below the 800 claimed.

Columbia is playing "The Dreyfus Case" at the Gaiety.

REFUNDING ON COMM. SHORTS

Public is refunding money to screen advertisers who were ahead of schedule in production. With some of the commercial material public is now knocking off the head credit and will release the same as regular short subjects. This is true of three "Movie Memories" which were to have been released for Chesterfield.

It is estimated that not over \$50,000 is being returned to advertisers; all of whom had been required to meet production costs in advance.

Hollywood and Garden WB's B'way Run Spots, Outsiders at Warner's

Warner Brothers is looking for available outside product, including independents, foreign-made, etc. for the Warner theatre. In addition to "The Viking" made on the Varick Frisk expedition to Labrador, which is in mind for the house, WB is figuring on booking any outstanding silent if around.

The Hollywood and Garden Garden June 18. It's down tentatively for 10 weeks. Under the plan the Strand becomes the WB spot which will get what is the best of its way. With either the Hollywood or Garden (as, making the picture that look strongest).

"Smart Money," with Edward G. Robinson comes into the Warner Garden June 18. It's down tentatively for 10 weeks.

Under the plan the Strand becomes the WB spot which will get what is the best of its way. With either the Hollywood or Garden (as, making the picture that look strongest).

Home Projection Cos.

Two companies, the Chicago Projection and the National Photo-Optical, have been organized to produce first-class projection equipment.

They will manufacture a projector for motion pictures in the home.

Arthur F. Schuchman, Chicago, president of the former company, and Fred F. Schuchman, Chicago, president of the latter, are the heads of the venture.

Columbia, June 8. Glean many the widest and greatest of the Ohio outdoor amusement parks; has put in outdoor talking picture equipment. This is the first time anything of this type has been attempted at any outdoor park in the country. For the present the free programs are limited to 40 minutes, with park patronage invited to view the canned vaudeville. Subjects consist of either two two-reel comedy shorts or a two-reel and two one-reelers.

Park announces that they have substituted "canned" vaudeville for vaudeville in the park, the latter having been part of the entertainment in the past put on by amateurs.

Films are secured through the usual trade channels. Openers consist of a Vitaphone short, bouncing ball song, comedy and indie two-reel. Buying being done locally and in Cincinnati, with no one of the big picture houses. Shows are changed four times weekly and run from dark to closing. An outdoor theatre formerly used for vaude is the scene of the showings.

Permanent Screen. The screen is a permanent affair worked on a lift on the small shell-like platform. Benches scattered about act as the seats.

In comparison to RCA Telephone, with stage loud speakers of the dynamic cone type. Range of the speakers, which use directional baffles, is said to be much wider and more uniform than that of any other speaker.

The equipment is all electric operated. No batteries or generators used. It is hooked up just like the modern radio with directional connection, and is the first talker equipment of this type to be placed in use in Central Ohio.

Public response to the innovation has been gratifying. Shows were begun only last week and idea has captured the town by storm. No kicks from theatres in downtown district, due to type of programs put on.

Nothing definite yet regarding possible showing of features, although it is believed the management may go into 60-minute shows shortly, meaning, announcements state nothing serious is to be tried.

The park has been using an all-over Operadio broadcast system to send "dance band" music into every nook and cranny of the grounds. This has been shifted about so as not to interfere with the "theatre" beneath the trees.

SHEEHAN'S SUIT ON AGAINST WILLIAM FOX

Winifred F. Sheehan's suit against William Fox for \$110,350, she asked for trial before Justice Peter Schumker in the N. Y. Supreme Court today (9). Additional count had been added to the Sheehan suit, the product of Justice Daniel Schumker and the law firm of Hughes, Schurman and Dwight. Last named firm is general counsel for Fox Film.

The way the trial when it is a long and way looks to be restricted for fireworks. William Fox is represented by Samuel L. Warner.

The amount of the former Justice Schumker's value of 4,000 shares of Class A Fox Film stock is at market value around January 1929. It was subsequently purchased by William Fox and is now owned by one in common.

Five witnesses, including John F. Sheehan, the suit is scheduled to be heard. The suit is scheduled to be heard in the Supreme Court. The suit is scheduled to be heard in the Supreme Court.

DADDY FLOODS FOX-DETROIT FOR \$45,000

DETROIT, June 8.—"Daddy Long Legs" about the only film able to compete against the field day, which drew 350,000 people away from the city. "Fubbin'ners" and "The Millionaire" out after two weeks.

Estimates for This Week
Michigan—"Lawyer's Secret" (Par) (4,046; 35-50-75). Good stage show with Florence Heit may help wind up for \$37,000. Last week "Laughing Sinners" (M-G) okay for \$36,500.

FOX—"Daddy Long Legs" (Fox) (5,000; 15-25-50). Playing to big attendance and should net \$45,000. Last week "Up Pops the Devil" (Par) and Jean Harlow on stage very well at \$21,100.

Fisher—"Big Business Girl" (WB) (2,300; 35-40-75). Going along to fair business at about \$17,500. Last week "Up Pops the Devil" (Par) and Jean Harlow on stage very well at \$21,100.

Downtown—"Donovan's Kid" (Radio) (2,750; 15-25-50). Weak title further worried by weather; maybe \$13,000. Last week "Fubbin'ners" (U). In second week, poor at \$11,000.

United Artists—"Millionaire" (WB) (2,018; 35-50-75-90). Class and not holding well on week and week; will get about \$11,000. Last week same film, \$15,500.

Paramount—"The Public Enemy" (WB) (3,300; 35-50-75). After a big first week dying away and will only get about \$12,000. First week, \$17,800.

State—"Laughing Sinners" (M-G) (3,000; 15-25-50). John Crawford, after a week at Michigan, doing okay and will be about \$10,000. Last week double billing in six days did for poor \$4,600.

PROV. SMILES—STATE AT \$17,000—PAR \$8,000

PROVIDENCE, June 8.—(Drawing Population, 315,000). Business is looking up this week. Except in one or two instances all stands along the main stem are working out of slump brought on by the heat.

Estimates for This Week
Low's State (3,900; 20-50-75)—"Laughing Sinners" (M-G). Although John Crawford always is big here, Michigan, for week, will be around \$17,000, good but not as big as other Crawford features. Last week "Never the Twain" (M-G) only \$10,000, poor.

Majestic (2,200; 15-25-50)—"Always Goodbye" (Fox) and "Six Cylinder Love" (Par). No real competition as twin features liked in this town will reach \$13,000 easily, excellent. Last week "Millionaire" (WB) and "The Gift to Women" (WB) handled heat for \$11,000, largely because of A-lis.

Paramount (2,200; 15-50)—"Lawyer's Secret" (Par). This is one likely to bring house out of slump of week; feature rated fairly well and should do at least \$5,000, about \$2,000 more than recent average. Last week "Up Pops the Devil" (Par) just managed to get \$5,500.

RKO Albee (2,500; 15-50)—"Everything's Rosie" (Radio). Rated poorly and had pointing from critics; no indication it will do over \$5,000 very bad. "White Shoulders" (Col), last week, poorest in weeks at \$3,800.

RKO Victory (1,600; 15-50)—"Beyond Victory" (Radio). This one possibly a low \$3,000; panned by papers and word of mouth. Last week "Donovan's Kid" (Radio), second week, about \$2,500.

Fay's (1,000; 15-50)—"Lady Who Dances" (WB) and "Vaude" stage show will pull theatre through; at least \$6,000 indicated. Last week "Finn and Hattie" (1,500) another helped by vaude at \$5,500, okay.

Col Reviving Explot. Dept.
Columbia is to re-establish its exploitation department, ditched several weeks ago. Joe Gallagher will again be in charge of the promotional activities in 10 important centers. Al Selig is Col's pub and ad head.

Col figured excessive exploitation efforts were expensive beyond net returns, but put the matter up to those attending its recent sales convention.

Note was in favor of the restoration of the exploitation department as a sales aid.

Comparative Grosses for May

Table of grosses during May for towns and houses listed as previously reported weekly. Where title and gross of picture omitted, frequently is "sex" film or picture played in "sex" film style for that week.

NEW YORK

	May 2	May 9	May 16	May 23
CAPITOL	High \$109,286 Low... 30,000	"Secret Six" \$16,500 (1st week)	"Secret Six" \$69,000 (2d week)	"Wise Child" \$66,000
PAR-AMOUNT	High \$95,000 Low... 19,100	"Ladies Man" \$56,000 Stage Show	"Hell Bound" \$55,400	"Pops Devil" \$45,500
FOX	High \$173,658 Low... 45,000	"Three Girls Lost" \$66,300 Stage Show	"Young Sinners" \$70,000	"Six Cylinder Love" \$67,000
STRAND	High \$75,800 Low... 12,000	"Public Enemy" \$72,000 (2d week)	"Public Enemy" \$72,000 (3d week)	"Public Enemy" \$72,000 (4th week)
MAYFAIR	High \$42,800 Low... 11,700	"Born to Love" \$24,000 (2d week)	"Born to Love" \$18,000 (3d week)	"Bachelor Apt." \$15,500
GLOBE	High \$15,300 Low... 10,000	"Subway Express" \$10,000	"Virtuous Husband" \$11,000	"Good Bad Girl" \$7,500

CHICAGO

	May 2	May 9	May 16	May 23
CHICAGO	High \$7,300 Low... 35,000	"Tarnished Lady" \$38,200 Stage Show	"Day Break" \$39,900	"Young Sinners" \$36,800
McVICKER'S	High \$55,000 Low... 13,000	"Trader Horn" \$27,000 (1st week)	"Secret Six" \$24,700	"Secret Six" \$23,300
ORIENTAL	High \$52,500 Low... 20,000	"Kick In" \$28,400 Stage Show	"Finger Points" \$28,500	"Dude Ranch" \$26,900
ROOSEVELT	High \$36,500 Low... 8,500	"Millionaire" \$20,400 (1st week)	"Millionaire" \$17,800 (2d week)	"Svengali" \$10,500 (2d week)
STATE	High \$45,300 Low... 14,300	"Iron Man" \$23,100	"Bachelor Apt." \$20,200	"Last Parade" \$20,100
UNITED ARTISTS	High \$49,100 Low... 10,700	"Indiscreet" \$20,000 (2d week)	"Front Page" \$19,000 (1st week)	"Front Page" \$19,000 (2d week)

LOS ANGELES

	May 2	May 9	May 16	May 23
LOEW'S STATE	High \$48,000 Low... 15,000	Daybreak \$21,700 Stage Show	Quick Millions \$15,500	Shipmates \$30,000
EGYPTIAN	High \$14,000 Low... 2,000	Prodigal \$2,300	Skippy \$4,200	Lemon of Orange \$2,000 (New Low)
PAR-AMOUNT	High \$57,800 Low... 12,000	Ladies Man \$19,000 Stage Show	Kick In \$15,000	Dude Ranch \$15,000
UNITED ARTISTS	High \$38,700 Low... 3,000	Front Page \$15,000 (3d week)	Front Page \$10,400 (4th week)	Dishonored \$18,000
WARNER'S BOWTIN	High \$38,800 Low... 8,000	Millionaire \$17,000 (1st week)	Millionaire \$12,000 (2d week)	Public Enemy \$12,000
WARNER'S HOLLYWOOD	High \$37,300 Low... 7,500	Millionaire \$12,000 (1st week)	Millionaire \$12,000 (2d week)	Public Enemy \$14,000

BROOKLYN

	May 2	May 9	May 16	May 23
PAR-AMOUNT	High \$36,000 Low... 10,000	Ladies Man \$36,000 Stage Show	Hell Bound \$47,200	Tarnished Lady \$48,500
FOX	High \$34,000 Low... 10,000	Doctors' Wives \$34,000 Vaude	Three Girls Lost \$28,000	Young Sinners \$29,000
STRAND	High \$31,300 Low... 10,000	Public Enemy \$25,500 (1st week)	Public Enemy \$25,500 (2d week)	Devil to Pay \$19,100
METRO-POLITAN	High \$25,500 Low... 10,000	Strangers May Kiss \$25,500 Vaude	City Lights \$27,300	Secret Six \$25,000
ALBEE	High \$25,600 Low... 10,000	Iron Man \$25,600 Vaude	Born to Love \$27,500	Bachelor Apartment \$16,600

LOUISVILLE

	May 2	May 9	May 16	May 23
ALABAMA	High \$11,600 Low... 4,200	Quick Millions \$4,400	Dude Ranch \$5,000	Virtuous Husband \$4,200 (New Low)
BROWN	High \$8,400 Low... 2,500	Subway Express \$5,500	Finger Points \$5,500	Laugh and Get Rich \$5,500
STATE	High \$28,000 Low... 7,900	Secret Six \$11,200	Shipmates \$12,500	Front Page \$11,800
STRAND	High \$15,500 Low... 3,700	Skippy \$6,500	Millionaire \$6,700	Public Enemy \$5,100
RIALTO	High \$14,750 Low... 3,278	Ladies Man \$10,000	Hell Bound \$9,500	Tarnished Lady \$7,700
NATIONAL	High \$17,000 Low... 5,100	Cohens and Kellys \$5,200		

MINNEAPOLIS

	May 2	May 9	May 16	May 23
MINNESOTA	High \$45,200 Low... 15,000	City Streets \$21,200 Stage Show	Millionaire \$24,500	Shipmates \$19,700
RKO-ORPHEUM	High \$25,000 Low... 5,000	Bad Sister \$17,000 Vaude	Born to Love \$14,000	Iron Man \$12,500
STATE	High \$28,000 Low... 3,000	Trader Horn \$11,000	Secret Six \$17,600	Indiscreet \$9,400
				Daybreak \$7,100

BALTIMORE

	May 2	May 9	May 16	May 23
CENTURY	High \$29,000 Low... 9,000	Tarnished Lady \$21,000 Stage Show	City Streets \$21,000	Finger Points \$19,000
STANLEY	High \$33,500 Low... 11,000	Stepping Out \$3,000	Secret Six \$23,000	Daybreak \$15,000
VALENCIA	High \$11,000 Low... 1,800	Stepping Out \$3,000	Trader Horn \$3,800	Shipmates \$3,500
KEITH'S	High \$20,000 Low... 4,000	Bachelor Apartment \$9,000	Dude Ranch \$9,000	Kick In \$8,000
				Finn and Hattie \$10,000

SAN FRANCISCO

	May 2	May 9	May 16	May 23
WARFIELD	High \$48,000 Low... 8,200	Men Call It Love \$18,000	Stepping Out \$27,000	Kick In \$10,000
PAR-AMOUNT	High \$36,000 Low... 6,200	Tarnished Lady \$17,000	Kick In \$10,000	
CALI-FORNIA	High \$39,000 Low... 6,000	Dude Ranch \$9,800	Lady Who Dares \$8,000	
GOLDEN GATE	High \$20,000 Low... 9,800	Laugh and Get Rich \$14,500	Hell Bound \$20,000 (Record)	

BOSTON

	May 2	May 9	May 16	May 23
METRO-POLITAN	High \$66,000 Low... 19,500	Tarnished Lady \$21,700 Vaude	Kick In \$24,800	Svengali \$29,000
STATE	High \$40,000 Low... 10,000	Secret Six \$24,000	Trader Horn \$22,000	Shipmates \$19,200
KEITH'S	High \$34,500 Low... 12,000	Born to Love \$12,700	Iron Man \$17,000	Bachelor Apartment \$15,300
				Seed \$21,300

NEW HAVEN

	May 2	May 9	May 16	May 23
PAR-AMOUNT	High \$21,000 Low... 3,000	Tarnished Lady \$14,400 Stage Show	Kick In \$13,200	Hell Bound \$14,300
FOX-POLL	High \$26,000 Low... 7,500	Shipmates \$14,300 Vaude	Daybreak \$10,500	Young Sinners \$11,000
COLLEGE	High \$9,000 Low... 3,500	Quick Millions \$4,000 (6 Days)	Seed \$5,500 (8 Days)	Never Twain \$5,000
SHERMAN	High \$16,000 Low... 4,500	Public Enemy and Hot Heires \$11,200	Svengali and Divorce Friends \$11,500	Born to Love and Laugh and Get Rich \$7,500
BLUJOU	High \$12,600 Low... 1,600	Ten Nights \$3,800	Spy \$4,000	Drums of Jeopardy \$3,700
			3 Girls Lost \$4,000	Meet the Wife \$3,600

COLUMBUS

	May 2	May 9	May 16	May 23
OHIO	High \$15,100 Low... 4,000	Wise Child \$15,100 Stage Show	Secret Six \$17,200	Tarnished Lady \$15,500
PALACE	High \$10,200 Low... 2,000	Born to Love \$10,200	Ladies Man \$10,700	Seed \$10,600
BROAD	High \$16,000 Low... 10,000	Trader Horn \$16,000	Shipmates \$10,200	Front Page \$16,200
GRAND	High \$16,000 Low... 10,000	Millionaire \$16,000	Hot Heires \$14,000	Public Enemy \$14,200
MAJESTIC	High \$16,000 Low... 10,000	Saps Work and Sin Ship \$14,100	Ten Nights \$14,100	Dude Ranch \$14,100
				Quick Millions \$14,100

BIRMINGHAM

	May 2	May 9	May 16	May 23
ALABAMA	High \$12,000 Low... 4,000	Reaching for the Moon \$12,000	Secret Six and Stepping Out \$20,200	Indiscreet and Shipmates \$19,000
RITZ	High \$12,000 Low... 4,000	Born to Love \$12,000	Cracked Nuts \$12,000	Lemon of Orange \$12,000
STRAND	High \$12,000 Low... 4,000	Millionaire \$12,000	Daybreak \$12,000	Tailor Made Man \$12,000
EMPIRE	High \$12,000 Low... 4,000	Extravagance \$12,000	Doctors' Wives \$12,000	Public Enemy \$12,000
TRIANON	High \$12,000 Low... 4,000	Behind Doors and Beyond Victory \$12,000	Sidway Express and Virtuous Husband \$12,000	Kept Husband and Mary a Ship \$12,000

Continued on page 13

NDS				
Year	11%	12%	15%	20%
1970	66	75	62	54
1971	66	75	171	71
1972	57	71	62	54
1973	57	71	62	54
1974	44	54	41	34
1975	44	54	41	34
1976	44	54	41	34
1977	44	54	41	34
1978	44	54	41	34
1979	44	54	41	34
1980	44	54	41	34
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2022	44	54	41	34
2023	44	54	41	34
2024	44	54	41	34
2025	44	54	41	34
2026	44	54	41	34
2027	44	54	41	34
2028	44	54	41	34
2029	44	54	41	34
2030	44	54	41	34
2031	44	54	41	34
2032	44	54	41	34
2033	44	54	41	34
2034	44	54	41	34
2035	44	54	41	34
2036	44	54	41	34
2037	44	54	41	34
2038	44	54	41	34
2039	44	54	41	34
2040	44	54	41	34
2041	44	54	41	34
2042	44	54	41	34
2043	44	54	41	34
2044	44	54	41	34
2045	44	54	41	34
2046	44	54	41	34
2047	44	54	41	34
2048	44	54	41	34
2049	44	54	41	34
2050	44	54	41	34
2051	44	54	41	34

Boston Can't Find Bottom, 'Kid' Has \$20,000 Chance

(Drawing Population, 850,000)
Boston is beginning to wonder when bottom will be reached. Grosses, unless sold further last week, must build down to nearly half their usual average. Business for this week may be better in spots, as radio starts things off at a fair pace.

Estimates for This Week
Met (1,350; 50-75)—"Lawyer's Secret" (Fox) may bring things back a bit with \$25,000 outlook, but that is still way off. Last week "Young Sinners" (Fox) took it plenty for \$22,400.

Loew's State (1,400; 50-100-250)—"Laughing Sinners" (M-G) should do pretty good \$18,000. Last week "Wise Child" (M-G) got poor \$11,500.

Keith's (1,400; 30-50-60)—"Donovan's Kid" (Hindu) May climb to \$20,000 fair. Last \$16,000 on second week of "Seed" (Fox) last season.

Keith Boston (1,300; 40-60)—"Many a Slip" and "Vande" possibly fair \$15,000. Last week "Bugs" took \$14,000 with "Happy Husband" for him.

Fenway (1,300; 30-50)—"Young Sinners" (Fox). "Wont go over \$10,000. Had \$3,200 last week on "Quick Millions" (Fox).

Uptown (1,700; 30-60)—"Women of All Nations" (Fox), second week for \$7,500; got good \$8,000 on first. "Scollay" (Fox) (Fox), second week for \$7,500; got good \$8,000 on first. "Scollay" (Fox) (Fox), second week for \$7,500; got good \$8,000 on first.

TWAIN WEAK, SEATTLE; ORPH O.K. ON \$10,500

(Drawing Population, 500,000)

Vande is doing consistent biz of the hour this week. "Phury of hand" without at the Paramount seems averted. "The Liberty is back up" doubles this week, advertising "The greatest show that has ever been seen." Change in policy again at the Coliseum where switch is now twice weekly instead of once. "Madge" theatre doing 50% better business than with past two guest stars, and looks as though this stock-house may run longer. "Powers and Howard Miller, local fans responsible."

Estimates for This Week
Paramount (Fox) (3,700; 25-35-50)—"Imprudence" (M-G). In view of warm days seems headed for fair \$13,000. Last week "City Streets" (Fox) landed for around \$12,500.

Fifth Ave. (Fox) (2,400; 25-35-50)—"Never the Twain" (M-G). Off in \$10,000. Last week "Women of All Nations" (Fox) \$12,000.

Muscle Box (Harrick) (250; 25-35-50)—"Audience" (M-G). "City Streets" and the indicators good \$5,000. Last week second of "Public Enemy" (WB) fair at \$3,000.

Liberty (Jenson-variety) (250; 15-30)—"Secret Kitty Rollin" (Tif) and "Oldhama Cyclone" (Col). Back to dual policy this week, going back to "City Streets" (Fox) and "Public Enemy" (WB). Last week "The Flood" (Col) \$6,000.

Orpheum (RKO) (2,500; 25-35-50)—"Beyond Victory" (M-G). "Audience" Johnson get the majority of billing; parade on streets helped business; looks neat at \$15,000. This week last week "Seed" (Fox) did a good \$10,000.

Celiseum (Fox) (1,500; 25-35-50)—"Tide" (Hindu) and "Gun-smoke" (Fox). Spill week policy should click at \$10,000. Last week "Quick Millions" (Fox) pulled after four days to make way for new policy.

CHICAGO

(Continued from Page 9)

Woman (Col) added the usual bill to Sunday gross \$25,000.
Roosevelt (Public-L & K) (1,500; 50-75-85)—"Laughing Sinners" (M-G). After an excellent week at the Chicago, Chicago, picture by Gessels comes into spirit run house, where it will continue nice pace, but held by seating, vaudeville and building up to Sunday to around \$18,000. Last week "Tahiti" (Fox) disappointed the critical review by doing at \$15,000.

State Lake (RKO) (1,700; 50-75-85)—"Donovan's Kid" (Hindu). Notices good enough, and appears able to take a fair first week of \$22,000. "Seed" (Fox) failed one day less than two weeks, pulling down \$17,900 for the last six days.

United Artists (Fox) (1,100; 70-80-75-55)—"Women of All Nations" (Fox). Looks like a fortnight is the limit. After fair opener at \$24,500, doesn't look like it'll better \$18,000 for second. "Black Camo" (Fox) probable substitute late this week.

Comparative Grosses for May

(Continued from page 10)

SEATTLE

	May 2	May 9	May 16	May 23
PARA MOUNT	Finger Points \$10,500 Stage Show	Shipmates \$15,500 (1st week)	Young Sinners \$10,500 (3d week)	Prodigal \$11,500 (1st week)
MUSIC BOX	Millionaire \$15,000 (1st week)	Millionaire \$15,000 (2d week)	Millionaire \$15,000 (3d week)	
FIFTH AVE.	Strangers May Kiss \$17,000 (1st week)	Strangers May Kiss \$17,000 (2d week)	Strangers May Kiss \$17,000 (3d week)	Tarnished Lady \$8,000
BLUE MOUSE	\$50 Million Frenchmen \$5,500 (1st week)	Girls Demand Excitement \$5,500 (New Low)	Today \$3,000	Public Enemy \$5,500
ORPHEUM	Born to Love \$10,900 (1st week)	Subway Express \$8,200 (1st week)	Iron Man \$11,000	Bachelor Apartment \$4,000

MONTREAL

	May 2	May 9	May 16	May 23
PALACE	Strangers May Kiss \$16,000 (1st week)	Millionaire \$15,000 (1st week)	Shipmates \$15,000 (1st week)	Trader Horn \$14,500 (1st week)
CAPITOL	Man of World and June Moon \$3,000	Paid and Woody \$13,000 (1st week)	City Streets and Finn, Hattie \$11,000 (1st week)	Cracked Nuts and Bachelor Apartment \$12,000
LOEW'S	Lemon of Orange \$10,000 (New Low)	Men Call It Love \$12,000 (1st week)	Tailor Made Man \$12,500 (1st week)	Wise Child \$12,500 (1st week)
PRINCESS	Lonely Wives \$8,000 (1st week)	Indiscreet \$12,000 (1st week)	Indiscreet \$12,000 (1st week)	Front Page \$15,000 (1st week)

PHILADELPHIA

	May 2	May 9	May 16	May 23
MASTBAUX	Shipmates \$10,000 Stage Show	Daybreak \$39,000 (1st week)	Party Husband \$37,000 (1st week)	Business Girl \$37,000 (1st week)
EARLE	Sin Slip \$23,000 (1st week)	Bad Sister \$21,000 (1st week)	Laugh and Get Rich \$21,000 (1st week)	Lady Refuses \$19,000 (1st week)
BOYD	Indiscreet \$20,000 (1st week)	Indiscreet \$13,000 (2d week)	Seed \$22,000 (1st week)	Seed \$13,500 (2d week)
FOX	Doctors' Wives \$25,000 (1st week)	3 Girls Lost \$25,000 (1st week)	Charlie Chan \$26,500 (1st week)	Young Sinners \$29,000 (1st week)
STANLEY	Svengali \$10,000 (1st week)	Svengali \$10,000 (2d week)	Public Enemy \$15,000 (1st week)	Public Enemy \$15,000 (2d week)
KEITH'S	Tarnished Lady \$12,500 (1st week)	Tarnished Lady \$12,500 (2d week)	Tarnished Lady \$12,500 (3d week)	Tarnished Lady \$12,500 (4d week)
STANTON	Trader Horn \$15,000 (1st week)	Trader Horn \$15,000 (2d week)	Trader Horn \$15,000 (3d week)	Never the Twain \$9,500 (1st week)
KARLTON	City Lights \$8,000 (2d week)	Born to Love \$5,500 (1st week)	Svengali \$5,500 (1st week)	Indiscreet \$5,000 (1st week)
ARCADIA	Royal Family \$2,500	Disheveled \$3,500 (1st week)	Skippy \$3,500 (1st week)	Skippy \$3,500 (2d week)

NEWARK, N. J.

	May 2	May 9	May 16	May 23
BRAND	Iron Man \$10,000 Stage Show	Svengali \$15,000 (1st week)	Public Enemy \$18,000 (1st week)	Seed \$19,000 (1st week)
STATE	Parlor, Bedroom \$15,300 (1st week)	Strangers May Kiss \$12,000 (1st week)	Tailor Made Man \$13,000 (1st week)	Ladies' Man \$13,000 (1st week)
RKO	Subway Express \$16,000 (1st week)	Born to Love \$15,000 (1st week)	Bachelor Apartment \$15,000 (1st week)	Painted Desert \$13,500 (1st week)
MOSQUE	Sey and Captain Applejack \$3,000	Finger Points and Cracked Nuts \$5,000 (1st week)	Millionaire and Lady Dared \$4,500 (1st week)	Connecticut Yankee and Too Young to Marry \$2,500 (1st week)

PITTSBURGH

	May 2	May 9	May 16	May 23
ALDINE	Gentleman's Fate \$2,500 (1st week)	Men Call It Love \$2,500 (1st week)	Quick Millions \$2,000 (1st week)	Wise Child \$4,000 (1st week)
ENRIGHT	Millionaire \$12,000 Stage Show	Subway Express \$8,000 (1st week)	3 Girls Lost \$8,000 (1st week)	3 Girls Lost \$8,000 (2d week)
FULTON	Born to Love \$7,000 (1st week)	Dude Ranch \$3,000 (1st week)	Tarnished Lady \$4,500 (1st week)	Beyond Victory \$2,000 (5 days)
HARRIS	City Lights \$3,000 (1st week)	Flood and Tex Ranger \$3,000 (1st week)	Strangers May Kiss \$3,000 (1st week)	Bachelor Apt. \$2,250 (1st week)
RENN	Shipmates \$25,300 Stage Show	Kick In \$24,500 (1st week)	Trader Horn \$22,000 (1st week)	City Streets \$20,000 (1st week)
SHERIDAN	Born to Love \$1,700 (1st week)	Dude Ranch \$2,500 (1st week)	Tarnished Lady \$2,500 (1st week)	Beyond Victory \$2,500 (1st week)
SQUARE	Iron Man \$22,000 Stage Show	Seed \$22,000 (1st week)	Young Sinners \$22,000 (1st week)	Party Husband \$22,000 (1st week)
WARNER	Millionaire \$13,000 (2d week)	Svengali \$13,000 (1st week)	Svengali \$13,000 (2d week)	Business Girl \$1,000 (1st week)

DENVER

	May 2	May 9	May 16	May 23
DENVER	Finger Points \$13,500 Stage Show	Daybreak \$18,500 (1st week)	Kick In \$11,900 (1st week)	Secret Six \$16,000 (1st week)
PARA MOUNT	Men Call It Love \$4,000 (4 days)	Indiscreet \$6,700 (1st week)	Tarnished Lady \$11,000 (1st week)	Tarnished Lady \$11,000 (2d week)
RIALTO	Cracked Nuts \$3,500 (1st week)	Father's Son \$2,500 (1st week)	Gun Smoke \$3,500 (1st week)	Hot Heirloom \$2,500 (1st week)
TABOR	Widow from Chicago \$8,500 (1st week)	Not Exactly Gentlemen \$10,000 (1st week)	Public Enemy \$10,000 (1st week)	Svengali \$10,000 (1st week)
ALADIN	God's Gift to Women \$4,500 (1st week)	Millionaire \$9,500 (1st week)	Born to Love \$6,000 (1st week)	Seed \$8,000 (1st week)

PORTLAND, ORE.

	May 2	May 9	May 16	May 23
PARA MOUNT	Shipmates \$17,000 Stage Show	Daybreak \$15,500 (1st week)	Young Sinners \$11,000 (1st week)	City Streets \$14,000 (1st week)
ORPHEUM	Bad Sister \$12,700 Vande	Born to Love \$7,700 (1st week)	Iron Man \$7,000 (1st week)	Seed \$8,000 (1st week)
UNITED ARTISTS	Trader Horn \$5,500 (1st week)	Indiscreet \$6,500 (1st week)	Tarnished Lady \$5,000 (1st week)	Ladies' Man \$5,000 (1st week)
BROADWAY	Skippy \$8,000 (1st week)	Dishonored \$7,800 (1st week)	Secret Six \$9,000 (1st week)	Charlie Chan \$7,000 (6 days)

CINCINNATI

	May 2	May 9	May 16	May 23
ALBEE	Vande \$30,900 (1st week)	Behind Doors \$23,500 (1st week)	God's Gift (New Low) \$17,000 (1st week)	Dude Ranch \$20,000 (1st week)
PALACE	Connecticut \$22,000 (1st week)	Front Page \$15,500 (1st week)	Kick In \$17,000 (1st week)	Kick In \$17,000 (2d week)
CAPITOL	Seed \$13,000 (1st week)	Ladies' Man \$10,000 (1st week)	Indiscreet \$12,000 (1st week)	Indiscreet \$12,000 (2d week)
FAMILY	Beyond Victory and Lightnin' Flyer \$5,160 (1st week)	City Streets and Sin. Ship \$5,000 (1st week)	Dishonored and Sky Raiders \$4,000 (1st week)	Dishonored and Sky Raiders \$4,000 (2d week)
LYRIC	Strangers May Kiss \$20,500 (1st week)	Strangers May Kiss \$11,750 (1st week)	Svengali \$10,500 (1st week)	Svengali \$10,500 (2d week)
KEITH'S	Call It Love \$5,000 (1st week)	Gun Smoke \$4,500 (1st week)	Kiss Again \$4,000 (1st week)	Kiss Again \$4,000 (2d week)
STRAND	Man to Man \$4,000 (1st week)	River's End \$4,000 (1st week)	Bad Sister \$4,000 (1st week)	Bad Sister \$4,000 (2d week)

KANSAS CITY

	May 2	May 9	May 16	May 23
LOEW'S MIDLAND	Easy Millions \$7,800 (New Low)	Front Page \$17,300 (1st week)	Young Sinners \$14,500 (1st week)	Secret Six \$14,500 (1st week)
MAIN STREET	Born to Love \$19,500 (1st week)	Iron Man \$17,200 (1st week)	Seed \$17,500 (1st week)	Bachelor Apt. \$17,000 (1st week)
NEWMAN	Body and Soul \$13,000 (1st week)	Ladies' Man \$17,000 (1st week)	Public Enemy \$17,200 (1st week)	Millionaire \$16,000 (1st week)
ROYAL	Gun Smoke \$4,200 (1st week)	Seas Beneath \$3,100 (1st week)	Dude Ranch \$3,800 (1st week)	Lemon of Orange \$2,000 (1st week)

BUFFALO

	May 2	May 9	May 16	May 23
BUFFALO	Front Page \$21,800 Stage Show	Millionaire \$23,800 (1st week)	Tarnished Lady \$17,200 (1st week)	Doctors' Wives \$26,700 (1st week)
CENTURY	Ten Nights in a Barroom \$7,700 (1st week)	Kid (New Low) \$5,200 (1st week)	Public Enemy \$10,500 (1st week)	Bad Sister \$7,500 (1st week)
HIPPO DROME	Prodigal \$5,300 (1st week)	Dude Ranch \$11,700 (1st week)	Ladies' Man \$12,200 (1st week)	Lemon of Orange \$12,000 (1st week)
GREAT LAKES	Shipmates \$16,000 (1st week)	Secret Six \$15,000 (1st week)	Young Sinners \$13,000 (1st week)	Daybreak \$13,000 (1st week)
LAFAYETTE	Behind Doors \$14,000 (1st week)	Heil, Bound \$15,000 (1st week)	Lady Refuses \$11,000 (1st week)	Drugs of Jeopardy \$11,000 (1st week)

WASHINGTON

	May 2	May 9	May 16	May 23
FOX	3 Girls Lost \$23,000 (1st week)	Tarnished Lady \$21,000 (1st week)	Young Sinners \$20,000 (1st week)	Six-Cylinder Love \$17,000 (1st week)
EARLE	Millionaire \$19,500 (1st week)	Public Enemy \$17,500 (1st week)	Realty Husband \$15,000 (1st week)	Maestro Falco \$14,000 (1st week)
KEITH'S	Born to Love \$11,000 (1st week)	Gun Smoke \$7,500 (1st week)	Subway Express \$8,000 (1st week)	Don't Care \$7,000 (1st week)
PALACE	Secret Six \$24,000 (1st week)	Shipmates \$23,500 (1st week)	City Streets \$19,000 (1st week)	Ladies' Man \$18,000 (1st week)
COLUMBIA	Trader Horn \$23,000 (1st week)	Trader Horn \$23,000 (2d week)	Dishonored \$8,000 (1st week)	Stranger \$7,000 (1st week)
RIALTO	Iron Man \$9,000 (1st week)	Mother's Millions \$8,000 (1st week)	Seed \$7,000 (1st week)	Heil Bound \$7,000 (1st week)

(Continued on Page 23)

"AN IMMEDIATE HIT"



**ROXY
NOW**

SUCCESS!

"Early summer days have been gladdened by the arrival of at least one highly diverting little photoplay. This is 'Daddy Long Legs' and it finds itself an immediate hit. Its success is perfectly understandable; it has the sort of plot that appeals to a large majority of the movie public and it is played by an unusually skilled cast headed by Janet Gaynor... What sets it apart is the charming and altogether excellent performance contributed by the wistful and competent little Janet Gaynor."

—William Boehnel, N. Y. World-Telegram

SURE HOLD-OVER ENGAGEMENT!

"Ideal movie play for Gaynor. Most sympathetic role of her career. Brand of entertainment that is certain to justify a hold-over engagement at the Roxy... Director Santell has extracted every last laugh and every single sob from the story and star and cast have co-operated in enthusiastic support... Baxter at his best."

—Regina Crewe, N. Y. American

"Certain of success."

—John S. Cohen, Jr., N. Y. Sun

SIMPLY CAN'T MISS!

"Janet Gaynor adorable every minute... Heart rending story which simply can't miss... Most suitable Gaynor role since '7th Heaven'... Baxter grand... Splendid casting... This movie will satisfy your romantic soul. Delightful."

—Irene Thirer, N. Y. Daily News

"Picture of charm and sentiment."

—Mordaunt Hall, N. Y. Times

DADDY LONG LEGS GIVES JANET HER PERFECT ROLE!

"Charming. The best Gaynor in years. 'Daddy Long Legs' is delightful entertainment."

—Bland Johanson, N. Y. Daily Mirror

DADDY LONG LEGS

JANET

with

GAYNOR

WARNER

BAXTER

UNA MERKEL

John Arledge

Claude Gillingwater, Sr.

Kathlyn Williams

From play by Jean Webster

Directed by ALFRED SANTELL

FOX

FAST SHOW STUFF

No Room in Show Business Today for Nervous Nellies or Gloomy Gertrudes. Ditch Gloom and Fly the Banner of Pep and Speed!

RKO-Radio Turns Loose a Squadron of New Hard-Hitters...All Pre-sold in Every Nook and Corner of the Nation by Newspaper Advertising and Radio Broadcasting.



FOR SUMMER PROFITS

PRESS! ON AIR!

All RKO-Radio Attractions Are Sold in Advance Every Friday evening by the RKO-Theatre of the Air . . . 45 Coast-to-coast Stations . . . Greatest Broadcast Promotion in Show Business . . .

NOW CLICKING OR HEADED FOR FIRST RUN SCREENS

KAY FRANCIS...RICARDO CORTEZ...in HERBERT BRENON'S
"TRANSGRESSION"

JACK HOLT...MARY ASTOR...RICARDO CORTEZ...in REX BEACH'S
"WHITE SHOULDERS"

RICHARD DIX and JACKIE COOPER, star of 'Skippy', in the timely smash
"YOUNG DONOVAN'S KID"

ROBERT WOOLSEY in . . . **"EVERYTHING'S ROSIE"**

BETTY COMPSON . . . ROBT. AMES . . . CONRAD NAGLE in
"THREE WHO LOVED"

COMING WITH BELLS ON...RICHARD DIX in **"The MILLION DOLLAR SWINDLE"**

CHICAGO

Whoopee! Here's Lupe!

PALACE

RANDOLPH 424 S. SALLE ST.
[20-10-45 to 51]

**GREET THAT FASCINATING
MADCAP OF THE SCREEN!**

Singing, dancing, cutting those
nippy capers that made for the
talk of Hollywood. You've
never seen this Lupe before!

Make Whoopee with Lupe Today!

Lupe VELEZ
IN PERSON!

Headline **PAO VAUDEVILLE Show**
with **ROSCOE AILS**
Featuring Comedist **WIMPEY DAIL**

JOE MARKS — **CHAR. CARRER**
Blonde Toss — **Centrose Too**
JOHN RANDALL & CO.
Barney Dapper-Dancers

—Screen Laugh Fest—

Folk, meet Dr. Droop. He's
a sure cure for the blues
with antics and witt-cracks.
His First Starling Comedy
— Joe McKeate Productions —

ROBT. WOOLSEY
ANITA LOUISE
JOHN DARROW
in
**"EVERYTHING'S
ROSIE"**

By Epes W. Sargent

Lobby Lightening

These hot days keep most of the family under the marquee rather than in the lobby, and taper off the lights toward the rear. Particularly if the lobby is spacious. Give the impression of a cool recess. Keep the foyer well-lit but not brilliant. It will save pines and tickets.

There is more to suggestion than most managers realize. There the suggestion of a stoatohold, people will react unfavorably. sidewalk space and as far as box office should be well lighted, beyond that use smaller, blyfus if possible a light blue of green rather than straight white.

Instinctively the mind associe heat and light, and darkness v lower temperatures.

Patrons Balloting

fully, it is a good idea to remember the old device when the revol-

The manager would book what he thought was able to repeat and these and some other pictures, generally not quite as strong, offered the sheets to the public and asked them to mark the pictures they were most anxious to see.

After a week of banting management would announce pictures already engaged, perceiving it to be inferred that these choices of a majority of the patrons and sub-consciously influencing those who had voted for other titles.

If in a town where there is Public theatre, it might be well recall that Lenn Stewart is educating Public managers to use "core" in preference to "revival".

Similar words. Better,
Maybe Yet Louisville
 Brown-theatre always hust
 exploitation has two contests
 ready. One for a trip to the
 low-one Park and the other f
 seekin
 Suggested locally that event
 they will give away the the
 But not while they keep hustlin
Tickled the Saps Philadelphia
 Management of the Logan t
 tre admired the old stink men

ship card idea to promotion for
cooling plant. Vietnam is asked
a nickel and then handed a
reading "Thanks for your nice
Mr. E. Z. Mark. You are not
member of the Fish Club,
you say, hite! Don't get sore. You
not stuck. Pass this along.

the urge "Don't be a sap for summer's heat waves. Keep cool the Logen," with additional cash the cooling system which brings "Perfect cool comfort," a new

Because it was worked in a neighborhood where they like those cards were passed along and got plenty of circulation. It all depends on the tempo of the town whether the sting laugh or growl. It got the kids here too, it helped.

Cutting Out Old Stuff
Los Angeles
Show business' earliest form
advertising, the use of tack on
window posters and snipes, is
the way of outdated tr
Economy has finally caught up

the so-called cheap way of advertising. Fox-West Coast's public department is issuing orders to theatre managers to pass up free papering of towns.

Gabe Yorke, F-WC publicity advertising head, believes this of advertising is not so much

going on for so many years there is so much of it. It has little value recently. With enough further axes to look into all mers, it was found that the poster was not making his pay. Depending from this free distribution, the poster was not making his pay.

Yorker's, orders, will not attract attention.

Traveling Youngsters

...and his wife were
...the first to be completed
...that were not
...the home office.
...of popularity has
...in the Northern Railroad
...continued on page 231.

BEHIND THE KEYS

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26



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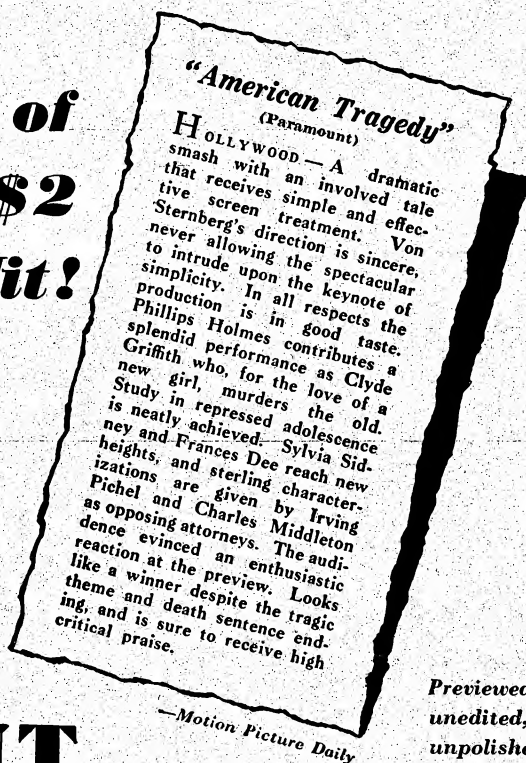
"THE SMILING LIEUTENANT"
 .. sell-out every show, Criterion N. Y.
 .. largest advance sale in
 \$2 picture history
 .. biggest agency buy on the
 Main Stem.

With CHEVALIER- LUBITSCH "SMILING LIEUTENANT" \$2 S.R.O.

**Now Comes News of
Another Great \$2
PARAMOUNT Hit!**

**THE BUY WORD
FOR 1931-2...**

PARAMOUNT



"American Tragedy" (Paramount)

HOLLYWOOD—A dramatic smash with an involved tale that receives simple and effective screen treatment. Von Sternberg's direction is sincere, never allowing the spectacular to intrude upon the keynote of simplicity. In all respects the production is in good taste. Phillips Holmes contributes a splendid performance as Clyde Griffith who, for the love of a new girl, murders the old. Study in repressed adolescence is neatly achieved. Sylvia Sydney and Frances Dee reach new heights, and sterling characterizations are given by Irving Pichel and Charles Middleton as opposing attorneys. The audience evinced an enthusiastic reaction at the preview. Looks like a winner despite the tragic theme and death sentence ending, and is sure to receive high critical praise.

—Motion Picture Daily

Previewed in
unedited,
unpolished
form at that!

Exploitation

(Continued from page 21)
sent 35 most popular youngsters for test runs to Hollywood.
(Co-operating with the Amerop Travel Bureau, she sent 10 high school students to Washington and by way of an essay contest, with the subject, "contacted by Alvin Karpis," to World Progress.
Didn't cost Public a dime other than the letter and envelopes.

In On Spelling Book

Although "WLD" "Karpis" all goes the Paramount theatre shared in the publicity and rewarded the winners from the contest. Dorothy Hawkins, 11, won the contest, but her mother got the Norton washing machine, first prize.
L. B. Nye, publicity man for the house, worked with the Horton company on the general program, and the secretary to Dorothy and the results were so good that he plans to include spelling bees in his next season's publicity campaign.
The publicity given in the newspapers to a number of similar events, some of them in the States, makes this a natural just now for theatre use, with the idea already planted and the theatre able to pick up all the loose ends.
(Antests generally limited to children, but no reason why a series should not be used, graded according to age.)

Banners Next Door

Terminal has taken over the top of the building, next door to banner for "Wagon of All Nations," which is the banner for the park. First time this has been done by a theatre, though banner house fronts are popular in the political campaign.

Gets Space with Organ

Local plugging for a cartoon strip gives the Minnesota, 100, 100 inches in the Tribune, split over four days.
Newspaper was trying to build "Froxy, the Sailor," out of the theatre's publicity, arranged to stage an organ novelty with a special song written about the comic, plugged by the organist.
In return, the "Froxy" not only ran the four ads in both morning and evening editions, but gave much extra reading space to the theatre's program as well as the song.

Free for the Children

Carl Porter, of RKO, has teamed up with the "Telegrams" junior baseball league in which he gives frequent free shows for members of the league in advance of the regular Saturday showings. Uses inexpensive features but lines up around 2,000 children for each show.
"Telegram" carries heavy stories about the "Froxy" and tosses in plenty of mention of the regular shows as well as the special programs, making the stunt worth while to the house. Helps to recruit for the league.

Gangster and Cop

Loew's Hillside got plenty of attention with a two-man perambulator for "The Public Enemy." One man dressed as a young tough, wore a black sign, "I am the public enemy," while the other, in police uniform, was backed, "I am the public protector." The latter was easy to borrow the uniform and also to get letters of endorsement from police officials.
The latter were displayed on a lobby board with a background of newspaper headlines relating to crime, including the "Public Enemy" and the "Public Protector," which were used to be borrowed when the crime cycle was new.

Animates the Auto

Mifox, for "Six Cylinder Love," used a painted landscape covering the entire front of the house. Against this a miniature roadster, with wheels turned by a motor, giving the effect of motion against a stationary background. Animation more than doubles the effect of the banner.

Saving Trade

One of the neighborhood houses in saving some of its trade by advertising it has certain pictures held while they are playing in the first-run houses. They may a month or more before the pictures come again, but the regulars wait, content to save money by going to a second gang if the exchange and the first time say nothing.

Motion to Dismiss Is Made on Indictments Against 8 Union Men

A motion to dismiss indictments against eight officials of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators Union of Local 306, New York, filed by the Grand Jury a week ago, was made Friday (5) before Judge John J. Lewis in General Sessions. After hearing arguments by counsel Supreme Court Justice Jeremiah S. Mahoney, counsel for the defendants, and Assistant District Attorney Richard O'Brien, Judge Freschi reserved decision.

Mr. Mahoney argued that the civil courts have held that unions cannot be the things that are alleged as crimes in the indictments, such as picketing by union men on strike. The defendants are charged with conspiracy. The lawyer declared the indictments were found secretly and that his clients had not been given the opportunity of a Magistrate court hearing. He also claimed that the charges were based on conclusions and not facts, and that the fact that the members of the union had got together to protect their interests did not constitute a crime.
Mr. O'Brien in opposing the motion declared the things alleged in the indictment constituted conspiracy and that it was up to a jury to decide whether the charges were true.
Lee A. Oels, owner of a chain of picture houses in Manhattan and the Bronx, is the complainant. He alleged that the defendants conspired to ruin his business when he refused to meet their demands.

2 Theatres Robbed Same Night Same Way—\$1,250

Syracuse, June 8.
Founding off the combinations and pushing in the lumbars, burglars last night (7) robbed the safes of two Syracuse neighborhood theatres of a total of \$1,250.
Method of operation was identical in each instance. The safe in the second large office of the Recent theatre yielded \$750, according to the manager.
Toot obtained from the strong-arm in the first office of the Palace amounted to \$400.

Comparative Grosses for May

(Continued from page 12)

DETROIT				
	May 2	May 9	May 16	May 23
MICHIGAN	Tarnished High \$55,100 Low \$20,000	Ladies Man \$36,300	Never the Two \$35,300	
FOX	Quick High \$41,000 Low \$24,000	Young Sinners \$29,400	Hell Bound \$24,000	
FISHER	Stepping Out High \$29,000 Low \$12,000	Kick In \$14,400	Bad Sister \$17,900	
PAR. AMOUNT	Secret Six High \$40,100 Low \$5,500	Secret Six \$13,700 (3d week)	Svengali \$9,900	
DOWN TOWN	Born to Love High \$31,000 Low \$12,000	Iron Man \$10,500 (New Low)	Seed \$19,000	
UNITED ARTISTS	Front Page High \$39,000 Low \$7,000	Front Page \$6,000 (5 days) (3d week)	Indiscreet \$9,500 (3d week)	

PROVIDENCE				
	May 2	May 9	May 16	May 23
STATE	Shipmates High \$29,000 Low \$10,800	Secret Six \$17,800	Men Call It Love \$10,800 (New Low)	Drumhead \$13,500
RKO VICTORY	Lonely High \$13,500 Low \$2,800	Ten Nights \$6,100	Triton's Husband and Single Sin (New Low) \$2,800	Drums of Jeopardy \$3,200 (16 days)
PAR. AMOUNT	Tarnished Lady High \$18,000 Low \$5,000	Kick In \$9,300 (4 days)	Wise Child \$7,000 (New Low)	Gentleman's Fate \$7,100
MAJESTIC	Vivienne High \$15,000 Low \$5,500	Sit Tight and Woman High \$12,000	Conn. Yankee and 3 Girls Lost \$12,000	Finger Points and Mistaking Ladies \$11,700

PROF. MENDELSON!

He's Going to Tell U. of Chi. How to Distribute Pictures

Chicago June 8.
College classes continue to evince a strong interest in the business of the motion picture. University of Chicago, school of commerce, last week appealed to the Film Board for an exchange manager who would come down to the campus to give the students the low-down on how films are distributed. Felix Mendelsohn, Metro exchange head and president of the Film Board, consented to deliver the speech.
Talk included an inside and comprehensive survey of the field, talking in points of order on production, finance, the exhibitor, organization, booking, relation of distributor to exhibitors, circuits and indie operation. In fact, so comprehensive that many of the boys on the row are going to ask Mendelsohn to lecture to them about film business.

TIFF LIQUIDATING ON PRIOR-SOLD FILMS

Liquidation of Tiffany contracts entered into by Tiffany on pictures that were not released up until the time it swung under the E. W. Hannon's banner in Educational's liquidation, is being made in "Hell Bound," which had its first run showing at the Paramount, New York.
This picture was sold to various independent circuits around New York for second run showing. Following the week it was to get at the Paramount, with that first run set by TIFF before the Educational deal. In selling the picture second run to RKO and for subsequent exhibition by Loew's and Fox in the Greater New York area, TIFF had to liquidate contracts with others. From reports it found no difficulty in making the proper arrangements, although invariably in cases of contract liquidation the district has to make some concession.
While forthcoming TIFFs are not yet slated for liquidation, several are expected to be put through that process as they are ready for release.
When RKO took over Pathe the latter also liquidated numerous contracts previously closed on forthcoming product. With some pictures sold, off schedule entirely.

Publix Not Bringing in Former Operators of Circuits Purchased; Sparks and Dubinskys Exceptions

L. A. HOUSES TRYING TO FIGURE FOR SUMMER

Los Angeles, June 8.
Deluxe picture houses downtown and in Hollywood are facing a shortage of product that threatens to pile up additional grief. Pull off in studio production and switching of matter at the Chicago are mainly responsible.
Fox West Coast with Metro and Fox product tied up can use about 30-40. Houses are trying to supply Loew's State, the Criterion and Chinese. Change of policy at the latter house will cut the runs at the Criterion with both houses having a day-and-a-night policy. Several pictures on the available list will not be strong enough for the two houses. It will mean taking the sure fire out of the State and placing it in the Chinese and Criterion.
Radio, for the Orpheum and RKO, has 16 pictures available and can use 40. Houses are using Radio, Radio, Columbia and a few Universal.
Warner's Own
Warner Brothers, using nothing but its own the WB Downtown and Hollywood theatres, have 21 available. Half that number not strong enough for a day-and-a-night booking at both houses, the policy later. Without outside help, the Warner houses are in a spot.
Paramount and United Artists theatres are in the same boat with only the Bar and U.A. takers at their call. Former houses get the choice due to the overhead, with the U. A. suffering through getting the stuffs.
The Los Angeles has a few Fox and Metro releases and the X on the Tiffany output, which leaves nothing but the indie product, suitable mostly for double bills, for the other houses to choose from.

DOWNTOWN DELUXER PLAYING MUSICAL TAB

Los Angeles, June 8.
Swank Los Angeles theatre, H. Z. Cantor, has taken a new line, with musical tab starting June 15 in addition to pictures. Maurice Kussel will produce with Summer (picture) picture comic, and Walker (picture) in the financing with Kussel.
First bill is "Good News" with Bobby Agnew, picture juv, Naomi Branson and Sugar Glee in the picture. The picture, an orchestra, comedy of the Dole's (Helen's) Blossom Bloom, will be in the pit.
Deal is with the receivers for the house with the tab going in on a package basis. House expenses, including the picture and production, will run up to \$12,000 before there is any percentage split.

Mrs. MacNeilly Saves Child

Onida, N. T., June 8.
Presence of mind of Mrs. Jeannette MacNeilly, wife of William T. MacNeilly, manager of the Madison theatre, saved the child of Jean Neilly, 22-year-old daughter of Mr. and Mrs. Harry J. Northrup, from drowning yesterday.
The two families were at their summer homes at Sylvan Beach, bordering on National Lake. Jean and the MacNeilly children were playing opposite the camps along the waterfront.
Jean ventured out to the end of a dock and fell about 16 feet into the water. After being by the cries of her children, Mrs. MacNeilly plunged into the lake and grabbed the Northrup child as she was sinking, swimming to the shore with the child.

Fox's Zane Grays

Hollywood, June 8.
Fox getting started early in the Zane Gray phase, has landed Robert of the Range Sage, leading in the list of Westerns. It is a tale of Western romance, one of the

WITH THE TEACHING, THIS WEEK OF THE SUMMER closing deadline of 113 theatres, 27 more than last year, Paramount-Publix, determined to keep the rest of its entire circuit in complete operation, is making what is described as a final effort to arrive at a happy medium of theatre control from the home office.

At least 80% of the chain will continue under division. Directorial management advancement. This was declared yesterday in "contradiction of P-P tendencies to let its various independent circuit acquisitions, which are 30 weeks, to supply Loew's State, the Criterion and Chinese. Change of policy at the latter house will cut the runs at the Criterion with both houses having a day-and-a-night policy. Several pictures on the available list will not be strong enough for the two houses. It will mean taking the sure fire out of the State and placing it in the Chinese and Criterion.
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The Dubinsky arrangement is a partnership manager whereby Publix gets a 50% interest in 15 additional Dubinsky theatres. The deal becomes effective July 3.
The Florida situation, the reason for Sparks being placed in the captainship of its former properties. It is admitted Sparks can handle the situation in its own best manner economically than Publix even to the point of getting cheaper rentals.
Through the rest of the country the Publix condition is one which, it is claimed, cannot be bettered from the managerial point of view.

Comerford's
The Comerford name properties is an outstanding illustration of this. It is declared. When that circuit, which has been in the hands of the Comerford family, had effected economies which could not be improved upon. Publix has followed them and the circuit right now is one of the most money makers in the Publix properties. It is conceded.
The return of Mike Comerford this would have no purpose, it was said Monday in response to reports to a contrary which were present "absurdity" by Publix executives.

In going over the component parts of their circuit various arms are mentioned. These, in the estimation of the circuit money makers is the most of them, it is the present belief, could not be improved upon were shifts effected.
Great States with about 50 theatres now in operation is practically under the direct control of F. Reuben, who is a district manager.
Finkelstein and Ruben, with both of the original properties deceased, is having approximately 100 houses running around the country, a present system of joint home office and field control. It is stated.
Waller-Riggs, New Jersey, chain is a big surprise to the Publix organization. It is mainly due to the close to the books to be exceeding expectations right now and making money.

Bigger theatres in the E. and K. chain are admitted causing worry, but a per cent on program is underway for the 30 of these which are in Chicago and the 20 in Detroit.

DICKS WATCH EXHIBS FOR MONKEY BUSINESS

Dallas, June 8.
Appearance of a couple of Copyright Bureau dicks on local film mart creating lot of dissection among Texas indies.
Cops are said to be detectives, and their first step was to check the film-exhibitors' looking charts and consequently discover numerous entries where pickers were held over a day but not specified by the exhibitor. After being by the cries of her children, Mrs. MacNeilly plunged into the lake and grabbed the Northrup child as she was sinking, swimming to the shore with the child.
Warnings have been issued by the exhibitors in their town council sessions, regarding strict by the exhibitors, but no result and also no keep these things in mind? In four days with exhibitors. Which in turn, the exhibitors had a bad time of it.
The exhibitors are taking care of one of the

Countrywide Lessening of Fire And Building Stringent Laws With Approved Revised N. Y. Code

National impetus is already being planned for country-wide standardization of fire and building laws affecting theatres, studios and exchanges.

Success of the revised fire provisions in New York, with their final approval last week by the Board of Aldermen, after an industry battle waged nearly two years, is lending additional confidence in the passage of the theatre building code which comes up for formal presentation next October.

Both measures are of equal importance in the estimation of the theatre leaders. Where New York houses and studios faced millions in losses were the old fire laws, dating from 1913, enforced to the letter, the broadening of the building code will mean additional millions in valuable property over theatre auditoriums which is now forbidden.

New York theatre men have been so pinched by the now old fire regulations that their annual toll on insurance policy penalties alone last year aggregated \$150,000.

Violations

Paramount and Warners have been on the carpet over studio violations. Warners were fined four times and were faced with permanent closure of the studio for the latest count. The reversionists, however, start both companies off with a clean studio slate.

At the same time the fire commitments permit 50,000 instead of 5,000 feet of film in the projection booth. This stipulation automatically washes up the city's test action against a theatre violating the same. This was the Mecca, downtown.

Newsreel assembly rooms may now expose at a single time 550 reels of film where until last week they were limited to 10,000 feet.

F-WC BRINGING UNION WAGE AVERAGES DOWN

Los Angeles, June 8.

Becoming statistical, Fox-Wien Coast is out to bring down the average for union labor from \$61 per week to be more in proportion to the \$23 average per week which obtains throughout the organization for remainder of the manpower.

The \$23 average takes in executives' earnings, including Oscar S. Oldknow, and is explained by the many \$15 and \$18 salaries and small part-time employees.

Managerial instructions are to shave the overtime and not let an extra minute cost the theatres for a full hour extra.

Also, with union help essential, hours between 10 a. m. to 1 p. m. often cost more for overhead than the theatres take in between. Perhaps it would be better to switch the policy and create a 1 p. m. opening time, it is stated.

These and other wrinkles are Oldknow's ideas to keep down the cost and generally improving efficiency.

R & R Selling 3 Left

Dallas, June 8.

Robb & Rowley announce sale of their remaining three spots. (See Hillburo and McKinney, dissolving former R. & R. wheel in toto and restricting its execs, Hal Robb and Ed Rowley to H-R activities.)

McKinney and Cisco houses sold to their managers, R. L. Breckman and K. N. Greer, while G. V. Jones, R. & R. auditor, takes Hillburo. All three small towns.

WALKOUT IN SPOKANE

Death, Men Leave Grombacher's Houses Flat—They Reopen

Spokane, June 8.

Spokane Theatres, Inc., operating the Liberty and Andean under the direction of Ray A. Grombacher, has gone non-union, following a walkout of organized operators. First trouble, the local chain, has experienced in the 13 years of its operation, embracing the larger picture houses of the district excepting the HKO Orpheum.

A prolonged cut in wage scale, the cause of conference differences between local and Grombacher for more than two weeks, culminated in the walkout. "Eight operators were affected. All turned in the keys at 11 a. m. today instead of opening the houses, which was the first hint of open warfare between local 185 and Grombacher."

By mid-afternoon both houses had opened and will continue operation under a non-union policy. Grombacher stated.

MUSICIANS' WALKOUT, SEATTLE, DIDN'T LAST

Seattle, June 8.

After Owen Sweeten band had been out for a week at the Fifth Avenue, the band at Paramount, also a Fox house, was ordered out by order from President Douglas of local musicians' union. Later came countermanding telegram from Jos. Weber, A. E. M. press, setting two weeks for negotiation.

Walkout came with no prior notice. It made Bob Bender step fast in new plans for the Paramount, as it looked like carrying out with the orchestra the Fanchon & Marco stage show.

Lower price was advertised in the morning paper: "Lost Intelligence," 25-35; then in afternoon, when trouble was over, price went up to 25-45-50.

Manager Jim Clemmer was ready to admit anyone for the first advertised price, but no one asked.

Musicians' jobs rather scarce these days and walkout rated a novelty at any rate these days.

N. J. Indies Not Strong for Allied; Don't Like Its Coin-Getting Tactics; Hold Meetings and May Split Away

Threatened split between Allied States and one of its most important units, the Motion Picture Theatre Owners of New Jersey, is reported on the inside as widening following a meeting in New York last week at which insurgents precipitated a sudden postponement by adding oil to the real-time fire at a previous meeting. They meet again today (Tuesday).

Rift among the New Jersey ex-

LOEW'S WELL SET FOR TALKERS THIS SUMMER

With the product it has on, Loew's own, for the New York houses and others, Loew is not feeling a shortage of product. In that respect the chain is probably the only one not having to shop around for product at this time to keep theatres going.

The Capital Loew's big Broadway first run, will get through the summer with its own unreleased pictures on current schedule, without needing any one else's. All other big first runs are expected to go into pre-releasing before Aug. 1; new 31-32 season starting date, with Paramount already certain.

Releases scheduled up to August for the Capital are "Just a Gigolo," Friday (12); "Trader Horn," June 18; "Laughing Sinners," June 26; "Politics," July 3; "Five and Ten," July 10; "Man in Possession," July 17 and "Son of India," July 24.

One extra picture on current schedule, "Horseflesh," as an emergency.

New season (31-32) will probably start off with "The Modern Age," a Joan Crawford. A Crawford item has started off new programs the past two years.

hibitors, who are divided over the question of withdrawal of that state's body from Allied, is mainly over the advertising-sponsored newswear which the Allied organization and his lieutenants are alleged attempting to force on theatres.

While all members attending the last meeting were cautioned not to say anything, it is learned on authority from the inside that indications point to a battle between Allied and the exhibitors who, in refusing to use the Allied newswear, claim they are trying to protect the best interests of their serenity.

Resistance

Somewhat dissatisfied in some inner ranks over the contract situations and resale contracts in the face of Allied's supposed watchfulness over these matters, the insurgent exhibitors are quick to find themselves for battle when the advertising newswear came in, despite they can book it for penalties. Their resistance is based largely on the fact they feel there is public resentment toward advertising on the screen and, secondly, to the philosophy that Allied is forgetting to serve as a protective agency through concentration on the feed and other schemes to raise money.

At the first get-together, the question of the reel is reported to have been kept down as much as possible and side-stepped in a maze of other matters until Leon Rosenblatt, recalcitrant, blew up against Allied itself.

Rosenblatt, for years on the old arbitration board and an expert on contracts and other intra-industry matters, charged Allied with ineptness. It is said, with the meeting quickly adjourned to avoid discussion.

PUBLIX PRESENTS THE INCOMPARABLE

RODION DANCERS

Week June 5, PARAMOUNT, Brooklyn

Week June 12, PARAMOUNT, New York

FRED EVANS' UNIT, "ON ZE BOULEVARD"

"VARIETY SAYS:

"The Rodions are billed as fine dancers and live up to the billing. They don't sing as other dancers in flash acts. They are immediately commendable for sticking to business. Very really fine dancers. A rare combination, a man and two girls. Adagioists open with a waltz and close out with a whirlwind adagio, the man swinging both partners at finish."

SPRINGFIELD, MASS.

"Excellent dancing by the G. Rodion dancers, is far and away the outstanding feature of the bill this week at the Fox Palace Theatre. This talented outfit is both clever and graceful, and their program is decidedly pleasing to the eye. The highlight unquestionably is a beautifully executed adagio dance performed by G. Rodion with the graceful assistance of two women partners, Rima and Marianne."



HOUSTON "POST-DISPATCH"
Says
Is Dancing Marvel

"Nothing lovelier than the Rodion Adagio Dancers has been seen here. This is a trio of three women and a smooth minded long haired Adagio who has the strength of a giant and the grace of an ancient one."

Personal Manager HARRY SANTLEY, WM. MORRIS OFFICE

"I'VE SEEN ALL PROGRAMS OFFERED BY
EVERY COMPANY FOR NEXT YEAR AND

COLUMBIA LOOKS *the* BEST

—I'M PROUD TO BE ONE OF
THE FIRST TO SIGN UP!"

Wires A. C. Hayman,
New Lafayette Theatre,
Buffalo, N. Y.



RECEIVED AT
160 WEST 48th ST.
PHONE: BRYANT 9-1346-72

Postal Telegraph

NEW AMERICA
CABLES

COMMERCIAL
CABLES

0 From
160N

NB122 90

F BUFFALO NY 200P JUNE 1 1931

JOE BRANDT

PRES COLUMBIA PICTURES CORPN 729 SEVENTH AVE

I'VE SEEN ALL THE PROGRAMS OFFERED BY EVERY COMPANY FOR NEXT YEAR AND COLUMBIA LOOKS
THE BEST AND I'M PROUD TO BE ONE OF THE FIRST TO SIGN UP STOP COLUMBIA MADE MONEY FOR
THE LAFAYETTE THEATRE THIS YEAR KNOW THAT IT WILL REPEAT AGAIN THE COMING SEASON STOP
YOU HAVE A HAPPY FACULTY OF MAKING PICTURES THAT KEEP THE CASH REGISTERS BUSY AT THE
BOX OFFICE THE NEXT SEASONS LINEUP LOOKS VERY GOOD TO ME KEEP UP THE GOOD WORK
CONGRATULATIONS

A C HAYMAN NEW-LAFAYETTE THEATRE

227P

BE AS WISE AS HAYMAN—GET
SET WITH COLUMBIA NOW!

Take It From One Who Knows



BIG! BUSINESS GIRL

*is a bigger
box-office
attraction
than "Office Wife"*

with

LORETTA YOUNG

RICARDO CORTEZ
FRANK ALBERTSON
JOAN BLONDELL

BIG BUSINESS

At Warner, Pittsburg;
Oriental, Chicago;
Mastbaum, Phila.

OPENS AT N. Y.
STRAND THIS WEEK.
PLAY IT DAY AND
DATE WITH B'WAY.

DOUGLAS
FAIRBANKS, Jr.

in his first star hit

CHANCES

with

ROSE HOBART
ANTHONY BUSHELL

DOROTHY
MACKAILL

in

PARTY HUSBAND

with DONALD COOK
JAMES RENNIE

DOROTHY
MACKAILL

in THE

RECKLESS HOUR

with

CONRAD NAGEL
H. B. WARNER
WALTER BYRON

JOE E.
BROWN
in
BROAD MINDED

with

ONA MUNSON
MARJORIE WHITE

*Exhibitors
Who Know
Are Banking
On These*

FIRST NATIONAL HITS *to beat the heat!*

Publix Laying Out Talkers for Its B'way Houses on Squeeze Schedule

By pre-releasing two or three "17-22" pictures for the Paramount and taking "Smiling Lieutenant" out of the Criterion in July to make it available for the Rivoli, run house, Publix will barely squeeze through the summer on product. After several operating and booking luddes the schedule has been pretty well worked out for both houses, now that the Rialto as a run house is no longer a worry.

"Lieutenant" is slated to withdraw from the Criterion July 11 or 13th, house going dark. Picture will follow the successor of "Nite Angel" at the Rivoli, opening tomorrow (10).

Between "Angel" and "Lieutenant" Publix will book in either "Newly Rich" (10) or "The Charming People" made in England by British International for Par release.

The first of pre-releases at the Paramount is tentatively set as "Honey-moon Lane," another outdoor-produced picture, made by Sono-Art, slated to come in July 17. From those on Publix will be forced to use its new product, not yet scheduled.

Up to July 17 it will release for the Paramount "I Take This Woman," "Confessions of a Co-Ed," "Women Love Once," "Girl Who Had It," "The Secret Call" and "The Magnificent Lie," these following current "Vice Squad" for week each in order named.

Publix looked at "The Ringier" as a possibility for either the Rivoli or Paramount but walked. It's a B1 picture, made in England.

Saving a Trip

Fairmont, W. Va., June 8. Harvey Reed of the Gus Sun office at Springfield, Ohio, wrote a letter to a local newspaper asking for information about a theatre site.

Reed declared he had a man who wanted to build a theatre in this city.

National Screen Service Trailers

are the backbone of Talking Picture Advertising

New York—126 West 46th St.
Chicago—810 South Wabash Ave.
Los Angeles—1922 S. Vermont Ave.

EDDIE PEABODY

NOW PLAYING
PLAZA THEATRE
London, England

TRANS-LUX SITE

Empire State Building and R. R. Stations Reported

A number of new sites for Trans-Lux houses in the Manhattan zone are under consideration, including spots in the Pennsylvania and Grand Central terminals. Former Governor Al Smith made an offer of space on the grounds of the Empire State building, with either a Fifth avenue or a 34th street entrance, but from reports Courtland Smith is holding up a decision.

Smith is quoted as figuring the magnitude business would warrant a house in the Empire State, the architecture of which resembles in its modern aspects that of the three Trans-Lux houses already opened, but was not on a sanguine of possibilities at night.

Exhibs' Resolutions

Means O Unless B&K

Stops Double Films

Chicago, June 8. Whether this town will get rid of double features this coming season is still a question down on the map in spite of the resolutions of indie exhibs to discontinue them. It's agreed that it'll be a cinch to gather the necessary 80% exhib signatures to put the double feature clause which sends all two program houses into the eighth week of release into the contract. But the problem is, will Publix-B. & K. agree to cut out the bargain films. Exhibs and exhibitors both admit that B. & K. wants to continue two features that there's no way of stopping them.

Publix-B. & K. has made money with the double feature idea. In fact, their success is plain reason why the indies now want to go back to single features. D. & K. was the last one into the double feature epidemic, and demonstrated at once that they could make the indie house every time when it came to delivering bargains. Indie immediately found themselves back where they started from, with no greater intake but a larger expense. So they went into a session declaring their willingness to go back to singles.

Publix-B. & K. will probably agree to return to the single-feature picture, according to official word from New York. Indie exhibs are hot for the return to normalcy. They've found that it hasn't bothered business, but has merely placed them at the mercy of the exhibs, forcing them to use every strip of film, whether good or bad, and without having an opportunity to use any selective judgment in proper product. Pictures that were formerly left on the floor without the hitting of an eyelash were hastily picked up and shipped on the screen.

As presently arranged, the fate of Cook County on the matter of double features rests entirely in the hands of Publix-Balaban & Katz.

RECEIVERSHIP AS RELIEF

Quincy Bank Applies, Though All Washington Theatre's Bonds Paid to Date

Quincy, Ill., June 8. Frank M. Mellors, receiver for the Quincy Ricket National Bank, filed suit Saturday (12) against In-Strap, Burke & Co., asking for a new receiver for the trust fund created several years ago when Quincy Theatre, Inc., owner of the Washington theatre, was about to go on the rocks.

Bonds totaling \$75,000 were then issued and a trust deed given the Quincy Theatre, Inc., owner of the Washington theatre, was about to go on the rocks.

All falling due so far, \$17,000, have been paid. Final payment some years away.

Local bank is seeking to be relieved of further responsibility to wind up the affairs of a defunct institution.

FILM BOOKINGS A STALL SO FAR

Though the national trade with Warner Brothers to cover all spots where available, where interestingly taken, has been agreed on with Paramount Publix N.Y. going for a heavy commitment on Par product, Publix has not yet bought a single picture among those offered 21-22 pre-releasing schedules, according to an inside check.

Par has not yet closed national deals with other distributors, including Metro, Fox and United Artists. Neither has Metro nor Fox started talking to E.P. for the Par pictures. UA is still fighting with Par over some of the current season's product, with no hope when a deal to take in its franchise spots with Publix will be entered into.

Col Deals
A possibility of Publix making a deal for the Columbia program of half of it for the coming distributing season is mentioned from within, with Publix already trying to make deals on some Col pictures. It wanted "Love Come Back," on current season, but Col couldn't get it release from RKO, which, under its blanket deal with Col for last season, has first call.

RKO-Publix Adjustment Set for Four Towns

Chicago, June 8. Four cities will be affected by an RKO-Publix adjustment. They are South Bend, Des Moines, Sioux City and Cincinnati. In the latter city RKO, who control the town 90%, will take over and operate the Paramount.

In South Bend, where both circuits have a number of houses, it is understood one of each will go dark. At the Capitol, Davenport, RKO will get pick of pictures in return for giving vaude to Publix. A similar exchange for Sioux City is in prospect.

With its not-so-choice pickings on film features, RKO is willing to shed its vaudeville in barrier for superior celluloid.

Rialto Situation Brings Comment Within and Without Paramount Of Any Impression Held by Public

Paramount-Publix' justification of the policy of the Rialto, New York, conceived even Monday to have been the wisest consistent money making in the entire circuit at one time, has caused a storm within as well as without the organization. Representatives who are planning over what they term ill-advised statements, these particularly in view of the false alarm closing excuse that Paramount and United Artists did not have any features available and there was nothing worthwhile to those from, from all other producers.

At a series of conferences and with ads discontinued in some of the daily newspapers, following stories that the house would close last Wednesday (3), the Rialto started a revival series Saturday (6). On the opening day of "Whoopee" at 22-50, the Rialto take, it is estimated by insiders, was slightly over \$100, between 8 a. m. and 4:30 p. m.

Monday Publix home office sentiment was swinging toward the old policy of new pictures and long runs at the original dollar top. It was admitted that a cheap grind

policy of pictures that had shown over on 10th Avenue did not shape as an act and that probably the Rialto will suffer in close with the four Marx Brothers' "Monkey Business" early in July.

Publix Criterion was refused to do the most dramatic move it could, an alleged sacrifice of one of their product actually exists. Why not have moved "The Smiling Lieutenant" from 400 to 2,000 available seats? No one would have noticed the difference, and the direct interference against entire filmhood would have been avoided. It is claimed—Or, it is further argued outside, why not have kept such a representative theatre as the Rialto open at all costs and then, if a quick change became necessary, reverse the policy rather than pull the curtain?

How It Happened

Paramounts close to the inside situation have this to say:

Sam Donbow of Publix was responsible for the closing order. Milton Felt, division director, was out of town at the time. When Felt learned of it, he got Donbow on long distance and objected strenuously to the darkness.

Felt returned hurriedly and meetings were held, with nothing accomplished at the first meeting except what was described as preliminaries.

A number of pros and cons surrounded the Rialto announcement, among them being several involving the Paramount theatre.

Should the Paramount revert to runs (from two to five weeks) and the Rialto open immediately on a grind or second run basis?

Should the Rialto remain dark until July and then return to its former status, with a big ballyhoo surrounding the opening of the Marx Brothers' "Monkey Business"?

Allied and Other Exhibs Get Together, Texas Looks All Cold

Dallas, June 8.

Proposed merger of the two Texas indie factions, Allied and Theatre Owners' Protective, all off, at least for now. TOPA's directors met here recently to consider peace on suggestion of their leader, Roy L. Walker, but preferred to play a lone hand.

Meet revealed that Allied execs prompted the union following Will Horwitz' sudden resignation as prey and understanding that if A. Cole would also drop out as manager, if TOPA would merge, Cole's old Texas indie for several years, before Allied entered this territory.

Seems that new exiles from horowitz forgot Allied's unfavorable stand in the Horwitz mess last winter, which resulted in their (TOPA) organization. Subsequent defeat of Horwitz's legislative, economic and taxation proposals has promptly rated them ace with show business in this section.

F-WC Emulating Roxy's On Plugging Stage Shows

Los Angeles, June 8.

Fox-West Coast advertising department is advising theatre managers to adopt a policy similar to that in effect at the Luxy on advertising stage shows in relation to week pictures.

Profitable policy allows theatres to advertise stage shows, 50% with pictures that look wobbly on their opening day display.

This has been indicated among western Fox houses.

More laughs in 6 minutes of

Mickey Mouse

Than in Scores of Feature Length Comedies

Walt Disney's "Silly Symphonies"



Too, will tone up any serious program.

VICTOR CAESAR

HERAS and WALLACE

Featured in F. & M's "ICY HOT" IDEA

June 5
Fox, Washington, D. C.

BILLY CREEDON Presents

ORIGINAL AND ONLY

VIOLET DELL

FOUR QUEENS

ROYAL INTERPRETERS OF RHYTHM

NOW PLAYING RKO PALACE, NEW YORK

(Week June 6)

Producers, Note:—No Show—No Spot—No Production Can Be Slow with the FOUR QUEENS. See Them for Yourself and Be Convinced

JACK WEINER, Representative

DAISY TURQUE

EDITH DELANEY

Indies Break Union Contract as Men Refuse to Take Cut of 20%

Miami, June 8. After attempts of the International Alliance, parent union of New York, to effect peace between operators and independent owners of seven local houses, by sending in Fred D. Raulo, special representative, the State Capitol, Tower, Dixie, Baltimore, Plaza and Coconut Grove. Saturday (30) discharged both men, going non-union. Wolfson-Meyer made interests, controlling the Capitol and Baltimore, more important of indie houses involved, he said to have led the fight in insisting on a reduction of 20% in wage scales.

Wolfson-Meyer is a former affiliate of Universal in Miami, claimed Raulo but this year then, ever before through depression. The view of contracts to Sept. 1, the indie theatres are openly violating these agreements in tossing out the operators after payableness of latter to stand for a 20% slash.

Budky, operating several features in Miami, is not affected. That chain signed a new contract last January, effective up to Sept. 1 this year, to cover the Hippodrome, Community, Fairfax and Olympia theatres.

INDICTMENTS ON B. O. CHEATING IN EASTON

Easton, Pa., June 8. Three men arrested some time ago for the theft of tickets from the Reville theatre here have been indicted on charges of conspiracy and larceny. They are Edward Zehner, former ticket taker at the Reville; Jendore Reif, and Alexander Karawan.

Zehner, it is charged, failed to put the tickets in the box when handed to him by patrons, but returned them to Reif and Karawan, who, it is alleged, disposed of them. They will shortly be tried.

BOMBERS IN AKRON

Three Theatres, Stenched—Labor Fought for Two Years

Akron, O., June 8. Three local theatres were stench-bombed Friday night (5) in a renewal of the labor warfare that had boiled for the last three months following the posting of a \$1,000 reward by a group of first-run theatres.

Targets for the bombing were the Ophelium, 1st run, and Palace and National, 2d runs.

An answer to the National followed Edward Whittman, 19, from the theatre and pointed him out to detectives who arrested him on suspicion. He later was identified by three other persons all from the audience.

One other alleged bomber, captured three months ago, is awaiting trial on a charge of malicious destruction of property.

The bombing warfare has raged in theatres intermittently for two years, dynamite often replacing the stink bombs.

Dubinskys' 1st Runs in K.C.

Kansas City, June 8. Announcement of the merger of the Publix houses in this district with those of the Dubinsky circuit caused more interest and drew more newspaper publicity, than any similar happening in years.

Publix houses, including the Newman and Royal, here, are turned over to the Dubinsky Brothers to solely operate.

Edward Dubinsky, general manager of the new Publix-Dubinsky Brothers Theatres, states that the Liberty and Newman, which are in the same block, and almost door to door, will be operated as first runs with prices 25-50, while the Royal will go to 2d runs, taking over the present policy of the Liberty.

FOREIGN FILMS OUT

Change May Come at 8th St., N. Y. Under New Management

Washington Square Theatres, Inc., has given up its lease on the 8th St. Playhouse, New York, Martin C. Anson, president, retires in favor of his legal partner, with Jos. Fleisher, vice-president, continuing running the theatre on his own.

For the time being, Fleisher is running the house on a percentage basis for the landlords, an estate. Theatres may give up its policy of foreign language talkers, when Fleisher takes hold and revert to a stand with English language talkers.

HOUSE MGR. SOLE HOUSE RUNNER

Newark, June 8.

Harry Kalman has made every manager the sole operator of his own house with his own books to keep.

This is a step towards decentralization with WP's idea to put their managers in a position to meet the independents on their own ground, with each manager really running his own house.

PAR SCRAPS ONE, TAKES ANOTHER ALL-FEM FILM

Hollywood, June 8.

Paramount will release Liberty Productions' "The Mad Parade" having an all-femme cast, the indie-made picture taking the place of "Stepdaughters of War," which Paramount shelved after big pre-emption expense.

Par is adding the cost of the shelved negative onto the indie picture in arranging the exhibition value of "Parade."

This picture is the second made by Liberty to be taken over by a major distributor, the other being "Mother's Millions," which Universal has retitled "The She Wolf."

LE BLANC ET LE NOIR

(Continued from page 19)

with pages reading "1st Act," "2nd Act," etc.

Story is of a married couple—childless. The husband, rather highly, leaves his wife in a mountain resort. Feeling lonely in her loneliness, she is struck by the tenor voice of an entertainer in the garden, and by a servant sends him a note of appreciation, requesting him to come to her room.

Turning on the light before he comes in, she never realizes that he is a colored slave.

Sequence ends and the screen shows a program reading "Act 2—Nine Months Later." The married couple with some friends are in a box at the theatre. The woman is obviously in a delicate condition. Half feeling she is taken home and gives birth to a black child.

The husband attempts first to hide the fact from his wife and also from the public, arranging to place the child in an orphanage, exchanging him for a white baby.

When his wife is well again and he realizes she still loves him, that she never knew of the exchange of children and how much he himself loves the adopted baby, instead of breaking with his wife, as he intended, he makes up with her.

Photography is irregular and at times rather poor. Sound fair. Director, excellent. Music, scenes have been sedately treated.

Acting good. Raulo is the father, scrappingly funny. He is very well supported by Almer, who acts as his best friend. They are in the habit of acting together and are currently together on the stage in "Les Messieurs de la Soutie." Rest of the male cast is excellent support.

Femme is done by Suzanne Dantes, currently doing the South American view in "Sex Paule." She is good looking, has enormous legs, which rampancy on the screen, but has not been always photographed right.

Balance of the femme cast is comparatively unimportant, apart from Irene Wells, who acts both as star of the show given by the Jackson troupe, and as the wife of the husband's best friend.

Though the film, even for France, is rather risky, it is never unpleasantly crude to a French audience, and seems due for good business. As to its international possibilities, just screening it for the censor would either be a waste of time or a little private fun.

LAWLESS WOMAN

Chesterfield production and release. Story by Harrold General. Richard Thorpe, director. In cast, Carroll Nye and Vera Reynolds. At Warner's Theatre, New York, week June 6. Running time, 55 minutes.

Newspaper reporters are, and more hold up as screen material in a Chesterfield talker designed only for independent screens throughout the country.

"The Lawless Woman" has all types of screen reporters in it. The wind-up finds a better than the average reporter saving a girl who is bordering on gang delinquency.

Rushing police wagons, tough-looking detectives, and bad-will girls filled at repertorial angles afford the atmosphere. There is little real plot. What has happened has all gone before the picture begins to unravel.

Through the hedge dodge that follows, Vera Reynolds maintains her form sufficiently to merit the attentions of a super-genie reporter. Their happiness and security and the story uncertainly for the audience and brings some very strong transgression of "Front Page" to a close.

GOD'S COUNTRY

Subtitle production, starring in a new, featured in J. L. Atcherson. Story by Wells Tolman. Features Tom Tyler, Betty Mack, Al Theiler and George Hayes. At Law's New York one day, June 2, to half month only. Running time, 61 minutes.

A western of the old school with plenty shooting and fist stuff. Full of action from start to finish, but of the impossible sort, with the hero taking on six men at one time and making them all cry uncle. Can shoot it out with 10 men and yet not get scratched, while he puts a bullet through the main organ of each.

Tom Tyler is sent across the southern border to a city harboring outlaws to get evidence against a man wanted by both governments for killings. There he meets the girl, with the villain hankering for her. She won't give him a trifle, because she's a government agent under cover.

Tyler is a good looking and pleasant speaking hero.

Should be one for cow opera fans, for they go for the impossible in a big way, and this has plenty, but still red-blooded action.

JOHNNY PERKINS

Now in his 10th consecutive week

STANLEY THEATRE JERSEY CITY

and continuing indefinitely

Personal Direction O. L. Oz

KEEP KISSABLE

in 1931-32!



Miss
Prosperity

HERE'S HOW TO GET THE SMACKERS NEXT SEASON!

Following is Revised List of M-G-M Pictures in 1931-1932

30 STAR PICTURES

MARION DAVIES (2)
NORMA SHEARER (2)
GRETA GARBO (2)
JOAN CRAWFORD (2)
JOHN GILBERT (3)
WILLIAM HAINES (3)
BUSTER KEATON (2)
ROBT. MONTGOMERY (3)
RAMON NOVARRO (2)
WALLACE BEERY (2)
LAWRENCE TIBBETT (1)
LUNT-FONTANNE (1)
LAUREL-HARDY (1)
COSMOPOLITAN (4)

Special Information Forthcoming About
**Marie Dressler
Productions**

13 EXCEPTIONAL PICTURES

FLYING HIGH
THE CHRISTIAN
BOARDING SCHOOL
THE AWAKENING
NIGHT COURT
RED HEADED WOMAN
BRIDGE VS. BRIDGE
AFTER ALL
ARSENE LUPIN
THREE WISE FOOLS
GUILTY HANDS
THE SQUAW MAN
HONOLULU

5 "MARQUEE" Productions

Five Big Productions attuned to the
psychology of the entertainment hour!

The Crowning Glory of
METRO-GOLDWYN-MAYER (M.G.M.)

The Rare is On!

A real Hit Ballad by Real Hit Writers —
Dubin & Burke gave you Tip-Toe-Dancing With Tears—
Kiss Waltz—For You etc. etc. NOW they give you
Another Smash Hit!

MANY HAPPY RETURNS OF THE DAY

besieged by requests, we are compelled to take
this page to present your professional copy as
material is not off the press as yet, but will be by
the time we receive YOUR request!

LEAD SHEET

Valse Mod to (Espress.)

MANY HAPPY RETURNS OF THE DAY

LYRIC BY AL DUBIN
MUSIC BY JOE BURKE

ONE YEAR HAS PASTED SINCE YOU WALKED UP THE AISLE, TIED,
I CAN RE-MEMBER THE KNOT BE-ING, TIED,
YOU SAID, "I'LL BE BY YOUR DO, SIDE;
I'LL STILL HEART-BROKEN BUT
YOU STILL CAN SMILE, SO I SEND THESE GREETINGS TO
RE-AT THE BRIDE, BUT NO-BOD-Y GREAT-ENES TO KNOW I YOU
REFRAIN: MANY HAP-PI RE-TURNS OF THE DAY AND THERE
IS-AT MUCH MORE I CAN SAY;
TEAR, YOU'VE BEEN MAR-RIED A YEAR, BUT I STILL WISH YOU LUCK,
HEART THAT'S SIN-CERE; I WON'T BRING AN-Y PRESENTS TO YOU,
I GAVE YOU UP, WHAT MORE COULD I DO?
SEND A BOU-QUET, WITH A CARD THAT WILL SAY: "MANY HAP-PI RE-
TURNS OF THE DAY."
1. 2.

write
wire
call

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IRA SCHUSTER, PROF. MGR.

BOB MILLER, RADIO ORCH. MGR.

M. WITMARK & SONS

 1657 BROADWAY, N. Y. C.
CHICAGO LOS ANGELES.

Looks Like Sectional Indie Leaders Do a Lot of Kidding About Things

Minneapolis, June 8. At the same time that Allied States is proceeding with its campaign against buying of new season film product, it became known that not only are the organization's officials purchasing pictures, but also that Bernie Berger, president of Northwest Allied States, actually accompanied the Columbia sales staff to Chicago, attending the convention there. It is said, for the purpose of buying product for the three houses under his ownership or supervision.

The latest gesture of W. A. Stoffes, manager of Allied States here, is to mail out placards to all exhibitors and exchanges in the territory. The cards read: "Mr. Exhibitor: Please hang me up in your office and read daily. Mr. Film Salesman: We are not buying pictures today on account of reduction in admission prices by producer circuits, on account of the un-

reasonable protection demanded by producer circuits, on account of the double feature policy of the producer circuits and on account of the most unfair contract ever used by producers, despite the general depression, wide-spread unemployment, closing of many theatres, poor class of products and poor business. Disregarding these adverse factors, the film companies again have announced, for the tenth consecutive year, an increase in film prices. Therefore, we will not buy pictures until after the Allied's convention in Minneapolis, September 9 and 10."

In connection with the matter of admission reductions, film row is recalling that Stoffes was one of the first Minneapolis exhibitors to reduce admission prices at his own uptown theatre, forcing competing houses to do likewise.

Exchange managers declare that the Allied campaign is proving a flat failure and that exhibitors are going right ahead, the same as usual, contracting for the new season product. A number of the exchanges announce record sales to date, despite the present poor seasonal conditions throughout the territory.

No Sale

Los Angeles, June 8. Cut-rate book peddler offered "Hiss and Pettibone" "Theatre Magazine" tome, priced at \$6, to Bern Bernard for \$2.

The RKO w.c. vaude booker exclaimed: "What? Must I read a \$6 book to find out how to sell two features for 25 cents?"

EUROPE NEEDS AMERICAN TALKERS

European box offices of their own accord will drive the demand for American-made pictures. Despite the reports from certain of the countries, especially England, that home-made productions are more popular now than American, representative U. S. producers term the claims pure bluff and say that Europe is starving on its attempts to force native made pictures upon its own countries.

Until the foreign picture starvation period, reaches the turning point American film executives can see no way in which they can regain their former status abroad.

Every conceivable angle has been discussed at the Hays organization meetings. It is reported, with the same outcome—little or no favorable reaction.

The claim of British International Pictures that England is now going 75% for British pictures is, in the minds of Americans who know conditions abroad, the best proof that England cannot make money in England with English films.

SEIDER MAY TAKE OVER MIKE GLYNN'S HOUSES

Joseph M. Seider, who within the past two days has bought up a circuit of 29 theatres on Long Island and in New Jersey, is heading for independent supremacy on the island through a deal now in negotiation with Mike Glynn for the merger of Glynn's remaining theatres into his circuit.

The Glynn houses are one each in Southampton, Greenport, and Sag Harbor, all on Long Island, and all in straight picture policies.

Another deal on the part of Seider and Glynn would involve their partnership in the acquisition of a house in Port Jefferson, in which neither at present own an interest.

Under plans, Seider would operate the Glynn houses, with the former influential Long Island indie retaining an interest in the four under consideration as additions to Seider's string.

More vaude on the island may result from further expansion by Seider, who has found combination policies profitable in Patchogue, Bay Shore and other spots.

Seider has 21 on the island at present and eight in New Jersey, his first stronghold.

\$1,000,000 Saved Theatres by Cut Of Union Men's Wages by Locals; 430 Locals Vote Yes; 140 No So Far

To Sidney R. Kent, v. p. of Paramount; Sam Katz, Public operating chief; and Nicholas M. Schenck, president of Loew's, as a committee goes the credit of the industry for an approximate saving of \$1,000,000 by major chains and independents from reductions in union costs during the summer. This trial test their fate to William F. Cavanaugh, president of the I.A.T.S.E., who within two weeks has obtained votes of 430 local unions to come through for the theatres.

The reductions will amount to 5% up to a \$60 a week salary for other operators or stage hands and 7½% above that regardless of what figure the salary reaches. The date on which the reduced scale becomes effective at all points, excepting where locals later determine on Saturday (6) or Sunday (7) or Monday (yesterday).

The estimate of a \$1,000,000 saving for the 10 weeks over which the reduced union wage will spread is based on a saving of an average of \$6 a man for 9,000 stage hands and operators. For the 10-week period, this is calculated as meaning a lump sum payment of between \$150,000 and \$500,000 for the six chains, Public, RKO, Warners, Fox, Loew and Universal.

While the independents are not concerned in the original referendum to locals, the I. A. expects the local unions to make the same concessions to all local indie houses as a matter of fairness. There are about 2,300 chain houses standing to benefit from the cuts, with the greater number of indie, getting some break, bringing the total saving to theatres up to around \$1,000,000.

If anything it is felt in I.A. quarters that the total saving by indie will be greater than that of the six major chains.

It is also regarded as probable that there may be several additional local breaks, bringing the total saving to theatres up to around \$1,000,000.

L. A.'s Road Show Houses Suffer Product Shortage

Hollywood, June 8. Producers' holding back some of their best currently completed product until next season leaves the local Grauman's Chinese and Carthay Circle in a fix for product.

Fox is withholding "As Young as You Feel" (Wm. Rogers), normally a good proposition for the Carthay Metro's "A Free Soul" (Shearer), now at the Astor, New York, is similarly unavailable for the moment.

through with a 13-week cut. Number voting "no" up to now is 140, with these locals mostly located in zones which are either untouched by six major chains or are not so badly affected by depression. Those pointing through were those highly in action which are currently hard hit.

A total of 21 locals had previously volunteered to cut, thus including Buffalo where Public got 10-week reductions from \$125 hands and 12-week cuts from operators. The I.A. has not yet heard from 78.

Beyond Estimate. Membership of the 430 "yes" locals is 19,228, the membership of the "no" group 5,346. These figures mean that more than half of the gross membership of 20,000 have agreed to lower wages over the summer months.

The clubs as well as the I.A. expected a battle, both sides agreeing the results in such a short period of time were far beyond expectations. Locals have made various odd suggestions in lieu of a weekly out. One suggested that the amount of the cut be taken out of the local's surplus and given to the theatres to help them out.



A Fox Theatres Unit
Now Available for Independent Exhibitors
GARY COOPER
Paramount Pictures

Foremost Film Writers and Dialogicians

HOWARD J. GREEN

Represented by
ARTHUR M. LANDAU

Six Top Money
Directors for 1930

and

William Slavens Grover

McNUTT-JONES

Wrote for FOUR of Them

RALPH SPENCE

R-K-O

EVE UNSELL

Screen Play

"Up Pops the Devil"

A Paramount Picture

WALDEMAR YOUNG
FIRST NATIONAL

TEXAS' NEW LAW ON BOMBINGS

Dallas, June 8. Following labor sayings during past couple years in Texas, with resultant stench bombings, Gov. Sterling recently signed bill making the bombers liable to \$1,000 fine or year in the housework.

Most troubles, involving nabe houses, with the unions often making it sort of wholesale affair in many cases, as many as four bombings in one night.

Is first legislation in this state giving theatres the breaks regarding labor disputes.

HIP, CLEVELAND, NOW BIG ALL-FILM HOUSE

Cleveland, June 8. RKO Hippodrome, which has made theatrical history here for a quarter of a century, becomes one of the largest straight film theatres in the country as result of extensive alterations and rebuilding that has been going on for a year without stopping the show.

Theatre this week is celebrating completion of work with a gala celebration week, aided by local merchants and RKO officials.

Reconstruction of theatre, now managed by Doc Ellett, said to cost \$750,000.

Brilliant with Col. Lately with Universal, Arthur Brittain has joined Columbia as advertising man in Al Seiler's department.

He will handle advertising for the trades.

EDNA TORRENCE JOHNNY

YOUTHFUL EXPONENTS OF THE DANCE

NOW PLAYING PARAMOUNT-PUBLIC THEATRES

Week June 5, Oriental, Chicago
Week June 12, Uptown, Chicago

Week June 19, Paradise, Chicago
Week June 26, Tivoli, Chicago

Week July 3, Fisher, Detroit, Mich.
Week July 10, Minnesota, Mpls.

Direction: MURRAY FEIL-WILLIAM MORRIS OFFICE

Opening July 12 at THE DELLS, Morton Grove, Ill., for Indefinite Engagement. Management: Music Corp. of America

FIRST NEW YORK APPEARANCE

THREE BLUE BLAZES

This Week (June 5) PARAMOUNT, NEW YORK

OPEN FOR PROPOSITIONS

Director GARY SYLVIA WILLIAM MORRIS OFFICE

The Actor Must Decide

The N.V.A. has been maintained for the actor by the managers as a charitable institution for ailing and helpless performers. This was the N.V.A.'s purpose, to aid ailing performers, and still to be the purpose.

The N.V.A., to some actors has been a source of social recreation, with its New York clubhouse a hangout for those who wished to hang out. These have always been a small minority of the vaude actors. The working actor has always pushed up the N.V.A. club when working.

The managers have contributed their aid to the N.V.A. in its social activities as well as its philanthropic, but now they find they can no longer—not for themselves, personally, or through their theatres, but from money collected for the actor from the public—support the social as well as the charitable end of the N.V.A. and do justice to the latter.

Opposed to this action is the same small group of N.V.A. social charges, led by a self-appointed guardian who has built up something of a following amongst those who look upon the N.V.A. clubhouse as their own hangout.

That following has been built by Henry Chesterfield upon his acts of goodness. His goodness from Chesterfield has been with the N.V.A.'s money, collected by the managers through their theatres from the public, with the public informed that its contributions are used to aid the needy professional.

The public does not walk into the N.V.A. club to see where its money goes. The public is shown pictures of the Saranac sanatorium and graciously contributes to that most worthy cause.

Managers say the clubhouse can no longer exist. That it must be abandoned. That the money collected for the N.V.A. from the public as money for the needy or ill actor, is needed for that actor and not for expensive social functions. That the tubercular actors at Saranac and the aged, infirm and sick actors on the N.V.A. weekly charity list can better use the public's contributions.

This year the N. V. A. collected \$600,000 from the public, with the public again informed the money was for the sick and needy. The talent was contributed by picture actors and picture producers. How many of the picture names in the N. V. A. talking short have ever set foot in the N. V. A. clubhouse?

The same actors who are protesting the managers' action in closing the clubhouse have done little in the past to support the N. V. A. Some have paid their dues. Some have walked into their own clubhouse with what little money they possessed, to be forced if by a bunch of cheap charlatans, bookmakers, who are not N. V. A. members but for some unknown reason were permitted to prey on actors in their own club.

The public doesn't know about the bookmakers, either. Nor about loyal N. V. A. officers who send non-professional relatives to doctors for treatment and send the bills to the N. V. A.

These actors seem to seek control of the N. V. A. That may be just what the managers want.

For 15 years the N. V. A. has been a burdensome collection for the managers. Because of inevitable public reaction, they have desisted from washing the whole matter up all the while. They have devoted their theatres and their own time and efforts toward the N. V. A.

If Chesterfield and his followers want the N. V. A. they may get it and without much of a fight.

Chesterfield has engaged an expensive law firm to get the money and the club. Whether or not the question ever reaches court, it will cost plenty in lawyers' fees, taking more money from the actors who need it.

Perhaps if Chesterfield asks for it in the right way, he'll get it. Maybe the managers would feel relieved. And the club would go to the actors. Then the only matter to take care of is its support.

Can the actors support the N. V. A. themselves? They can. That will they? Can they do it without the co-operation of the managers, with their necessary good will lost through the Chesterfieldian campaigning? If they have a way to do it without the managers and their theatres, they can proceed immediately.

Can they secure a percentage of the working actors' salaries for the N. V. A.'s social upkeep? If they get 10% of a \$400 actor's salary, they would be \$40 a week. But they get \$40 a week from that actor when in the past he has refused to pay \$10 a year for membership in the organization? Or the \$400 making actor paying \$4 every week he would to the N. V. A.?

The actor, socially and charitably, is now on his own, if the voice of the N.V.A.'s social experts is the voice of the profession.

And the actor must decide for himself. That is, such actors as are interested.

And all those actors will hate to answer sooner or later to the consumptive and ill and needy actor, those at Saranac or who should have gone there; and to those now on the weekly charity list or who will get there under proper N.V.A. operation.

With all advice wanted to find out if there is anything they know, not now behind the rather immaterial "we must have the clubhouse" agitation. There may be. It looks that way.

The Actors' Fund for Years has been operating in a business office. It is supported by the least actor, manager and public, without needing a club house. The N.V.A. could also get along with a meeting place only instead of an expensive building of which only one floor will be used for the actors to gather around.

The variety managers now in control of the N.V.A. Fund did not willingly continue with the support of the N.V.A. following Allen's death. They had to be persuaded upon humane grounds. If the vaudeville actor relieves the managers of that ground, the manager may accept the invitation to keep apart from the actors' welfare.

RKO PILL CHASE WITH A. K.'S GIVEN AN EDGE

On Thursday and Friday (12) about 75 RKO and Radio Pictures golf nuts will stage their twice weekly pill chasing exhibition. This one will be at the Westchester-Biltmore. It's Brown's home course, near Fox. Entrance fee is \$15, with free entrance for good golfers, but no good golfers entered.

This year the "slays" will get a better break, with the field split into two classes. For those whose bones creak, nine holes a round is the limit.

The golf tournament for the boys means two days off.

Mgr. Says Never Ran NVA Reel or Made Collection

Complaint of Pat Casey, acting for the N.V.A. fund, against Jack Allen and his New State theatre, Newburgh, N. Y., is denied by Allen. "Complaint charged that the N.V.A. picture, 'Stolen Jewels,' was shown at Allen's theatre and a collection was taken up for the fund, but that neither the collection nor the print was ever returned to the N.V.A. office."

Allen claims the picture was sent to his theatre and run only at the first performance, and then taken off at his direction, due to playing Chaplin's "City Lights" and doing a flock of shows each day. House manager put the N.V.A. picture on the bill on his own initiative, according to Allen. Collection for the N.V.A. was never taken up, says Allen, who also states that he has affidavits from the mayor and other citizens of Newburgh to prove his claim.

Helen Gahagan's Dates

Helen Gahagan, going vaude, will play two RKO weeks, the Palace July 25 and the Albee, Brooklyn August 1. Booked through Harry Brown.

Miss Gahagan, sails (tomorrow) (Wednesday) for Europe and will return in time for the vaude dates.

Vaude Advice for Beginners

Hello, kid, 1931's try out the new comedy act yet? Yeah? How did you do? Oh, so he told you to stick to your hoofing, well, homie tell you something. Don't pay any attention to managers. They're only office boys.

Charles's right, son. Say if the wife and me had paid any attention to those mugs we woulda split long ago and never played this Palace we're standing in front of. They will steer you all wrong, because they are sore at seeing you collect all that dough on closing night while they get crullers.

How did those laughs go we gave you last week? Good, eh. Well don't let anyone tell you that stuff belongs to Herb Williams, because I did it with Sam T. Jack's California Girls show when Williams was playing piano in a nickel joint in Philly. Those eggs are dynamite. If you sell 'em right.

Where did you break in? Holy mackerel, at that old joint. No wonder your laughs laid eggs. I mean in spots, kid. Don't get me wrong, we're trying to help you, not knock you like a lot of other guys around here who don't like to see new faces get along.

You said it, Roy. When I started down on 14th street at the old Keith's Union Square a few years ago, every wise guy tried to make me quit. They was gettin' theirs but didn't wanna see anyone else born in. That's the trouble with some actors, selfish. Not me. I'm always giving some kid a lift, get no thanks but believe me my conscience is clear.

So the monkey out front told you to go back to hoofing? Well you seem to be a smart kid. Why should you twist your neck doing taps and ankle breakers when you can grab off that heavy dough with eggs. All you need is a few light ones to replace those McGees. I've got some T is saying for my new act, but will sell them to you for 20 bucks. But remember I return the right to buy 'em back any time I need 'em.

How was the wife in the act? Oh huh, I figured that. I coulda told you last week she would get sore 'cause you was set for all the laughs. Wimmen are dippy, especially wives, in this racket. Don't let her stop you from becoming a Broadway comic. If she gets too tough hop into one of these night clubs and grab off a young, snail looking to work with. They're dumb but reasonable.

Got any more breakins lined up? The lay off won't hurt ya none. Come around here every afternoon about this time and I'll run through the stuff. Keep going over it so as not to get stale. I'll set a big route on the Orpheum once that way. I laid off two weeks and forgot the act. A disappointment time in, in a hurry and there I was. That's the time the wife eased out with that acrobat.

And there's a tip to you, kid. (Continued on page 35)

STAGE SET DISPLAYS AT SCENIC ASS'N ROOMS

Various designs of vaude sets, executed by Wood MacLane, are being exhibited to the public by the United Scenic Artists' Ass'n at its exhibition rooms. Designs from various acts in vaude will be on exhibit until June 30.

MacLane is one of the better known scenic artists in the east. During July the U.S.A. will exhibit paintings by Joseph Teichner and decorative and theatre designs by Eugene Dunkel. In September designs for next productions by A. Dodd Ackerman go on display, while in October it will be models, lights, etc. used in picture making.

Ethel Merman at Pars

On a directing booking, Ethel Merman will play the Brooklyn and New York Paramounts the week of June 19-25.

Miss Merman hits the Brooklyn house first. She closed last week with "Girl Crazy," musical.

Those Publicity Campaigns

In "Variety."

Try 'em.

Show business demands a stage and must have a stage.

No substitute has been found to replace the stage and live talent.

A "Variety" Publicity Campaign keeps a name continuously before all of the show business.

When the hunt starts—and it's going to start any day now for the talent the stage of the show business must have—see that your name is in type for everyone to see.

Put it in "Variety."

A Publicity Campaign runs for three or six months or a year.

At a special rate.

Write in about it.

"Variety" is the best 24-sheet.

"Variety" for Summer

Place a subscription for "Variety" over the summer. From now until Labor Day, \$1.50.

Mail remittance with name and summer address.

Indie Time Shot

That indie vaude time around the New York area is shot to pieces is evidenced in a survey of the small lists of houses at present playing acts and which anticipate playing the summer if the heat doesn't prove too serious.

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

Reno's Dirty Brother

(Continued from page 1)

social evils. Right now the town is bone dry but everything else goes.

A summer temperature of 130 keeps the divorce seekers out of this part of the state. About the only people the town attracts are bums. If they are not bums when they get here the process of making them such is short.

Doubledam attracts the laborers. Two days on the job in that heat and they quit. Into Las Vegas they come and there they stick. Labor turnover at the dam is close to 70% weekly.

Population is close to 4,500. With the exception of a few, the entire town stands on the sidewalk all day. Five gambling joints operate 24 hours of the day. The sidewalk mob are hoping that someone will make a killing and throw out a few dollars. That's their meat and fish.

Gambling is on the square. Squeezers on a wheel, phoney dice, marked cards or dealing seconds will get a crookie 14 years in the pen. Dice are all leveled on the deuces to aid the percentage but that's within the law. Roulette hazard, blackjack, poker and craps are the games with the latter getting the big play. Everybody plays. Kids going to school are taught never to play the field at craps.

With the exception of one house,

125 is the limit. Anything over a time is 3-bet.

Last Sunday a laborer walked into the Double. With a healthy but not 12. After 15 hours of crap at the four other gambling joints he was \$15,000 ahead of the game. A crowd of 100 bums followed him around the town picking up silver dollars he was throwing in the street. Drunken gamblers, too. So is the practice of throwing dough to the bums. Every winner is expected to shell out to the tough boys who, if you don't come across, give you the works plenty.

A Las Vegas

Critch line is reminiscent of New Orleans 20 years ago. Girls have a two-by-four room that costs them \$2 a day payable in advance. The city collects \$2 weekly from the girls for a weekly once-over. It's a battle to pass the girls with the girls hustling in a knock-out-down and drag-in manner. For every girl there's a pig 120 of each.

Girls range in age from 16 years up. Average life of a prostitute in the critch is four months. Then it's the gallows. Not a few of the girls were brought to this burg on "hostess" advertisements published in middle west papers. Few are making tight expenses.

Pajamas—Best Seller

Stores in town are all squawking

over the gambling, claiming that the joints grab off all the dough. Town looks like it with nothing but overalls and house aprons in sight. Critch stores beach pajamas. That's about the only thing that sells in town.

One class spot is the Meadows, combo gambling casino and hotel. Looks like a miniature Caliente. Dinner at a buck in the come-on with a floor show thrown in consisting of six line girls, Johnny and Charlie Trigg as m.c.'s and Jack Liddell's orchestra, not bad and not good, but okay for this town. Dining room is crowded nightly, but the play at the casino is light. Carneiro Brothers, owners, are just getting by, but hope to cash in this winter with another 100 room hotel near the Meadows which will go after the divorce seekers and plug the town as a winter resort.

As it is now, about 600 bums sleep in the single block park that the city sports. They'll keep any money that might come here out. You have to kick your way through them to get from the depot to the main drag. When you hop off the train, the bits starts and never stops.

Only way to get rid of that mob would be to corral and ship them out of the town. As long as they can pick up a few times, Las Vegas is their capital. With this element eliminated and the community played up as a winter resort, it has a chance. Otherwise it's the world champ malooka burg.

MAGICIANS ELECT

W. W. Durbin Again President—Stunts in Columbus

Columbus, June 8.

W. W. Durbin of Kenton, O., was re-elected president of the International Brotherhood of Magicians at their convention here Friday (5). Durbin has served as president of the organization since its inception seven years ago.

Other officers elected were Howard Thurston, New York; S. S. Henry, Wilmington, O., and Henry P. Saal, vice-presidents; Leslie P. Guest, Toledo, secretary, and Durbin treasurer.

Five members composing the executive committee were also elected: Inez Blackstone, Colon, Mich.; John Van Gilder, Knoxville; Jesse L. L. Hargner, Harrisburg; S. S. Henry, Wilmington, O.; Dr. J. G. Holston, Zanesville, O.

Escapes from the county jail, blindfolded drives about town, blindfolded golf, amateur competitions and three shows were the highlights of the session.

Locally Staged Shows For Saenger, New Orleans

Publix is figuring on locally-built stage shows for its Saenger, New Orleans, with that lone Southern de luxe spot the last of Publix's middle-western and Texas time operations to be settled on.

The local shows for New Orleans will become effective June 25, when the last of current schedule of stage units from the north, "Personalities," winds up.

No mention of who'll put on the shows.

Benefit Proof

A vaude show, staged as a benefit in the Broadway theatre at Kingston, N. Y., by Billy Cloanan, was such a success that the house will return to vaudeville early in the fall.

Cloanan took up a show, headed by Charles Ray, which netted \$1,000.

Cut-rate Food

(Continued from page 1)

from observation as the light stretches, look to have the better of it with business obviously on the increase. Situation has caused several of the drug store emporiums to try to retaliate to keep business by offering soda fountain drinks free with meals.

For theatre folks the price cutting war which, if continuing, looks to strike at hotel dining rooms as well, may offer indication of general Broadway sentiment recent conditions.

So far there is no indication of any reduction on theatre admissions looming.

Earle Switches from Units to Spot-Bookings

RKO's four-act units are out of Warner's Earle, Philadelphia, but with RKO spot booking four acts weekly, in the change the Earle goes under a summer budget for the four acts of \$2,000, against the \$3,000 average cost of the unit bills.

In addition to the four RKO units the Earle plays four more acts a week, booked from New York by the Warner office. It will continue the eight-act policy.

Earle, formerly in-band presentation units commenced to play RKO's unit shows a month ago and became the opening date on the unit route. Likely the house will resume with the unit bills in the fall.

Under the spot booking the Philly stand is on Harry Kalcheim's book at RKO.

Mann Replaces Nelson

Jerome Mann has replaced Bob Nelson with the Anxiole-Friedland review.

Mann will also take over the single spot Nelson occupied ahead of the review.

Vaude in Fall

Vaude will be played at the Paramount, N. J., starting Labor Day.

Frank Gerson, in association with Henry Boger, took over the Carport house, recently.

DE VITO and DENNY with DOT STEVENS

Spare No Expense to Produce Laughs for RKO

BLONDELL & MACK ATTRACTIONS

BOMBY AND HIS RADIO GANG

June 6, Scranton, Pa.

Henry J. Kelly

R-K-O THEATRES

TRACY and VINETTE

SAM SHEPARD PRESENTS THE

5 Hot Shots

June 6, Chester & Madison

TRIXIE FRIGANZA

R-K-O THEATRE, PORTLAND, ORE.

CHAS. H. ALLEN, Personal Mgr.

DAVE GENARO

And His "YOUNGSTERS OF YESTERDAY"

June 15, Winnipeg, Can. PLAYING RKO CIRCUIT Direction: HARRY FITZGERALD BOOKED SOLID UNTIL FEB., 1932

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

FANCHON & MARCO Presents

ZELDA SANTLEY

Headlining "VACATION DAYS" Idea

Personal Direction HARRY FENTELL

SIDNEY

TRACEY AND HAY

BESSIE

Assisted by PAUL HUMPHREY

At Loew's Metropolitan, Brooklyn, July 2, Concluding 96 Consecutive Weeks Resting month of July.

THIS WEEK (June 6) RKO HIPPODROME, NEW YORK

Our thanks to officials of RKO and Loew for their splendid treatment

RKO Agent and Pk. MILT LEWIS

Loew Agent JOHNNY HYDE, Wm. Managers Office

SAILING AGAIN SOON

B&K Play Shorts with RKO Acts, While Acts Are in Person Nearby

Chicago, June 8. RKO here is burning over the actions of Publix-B. & K. in spotting shorts at their theatres to conflict with vaude personal appearances at the RKO Palace.

When Smith and Dale appeared for RKO two weeks ago with their vaude skit, "S. S. Malaria," Publix spotted the same short at the McVickers, with the result that many Palace patrons registered squawks. Last week the same thing happened to Herman-Timberg, who showed at the Palace, while his short with much of his vaude material was cavorting on the screen at the United Artists.

AD STAGE UNITS NOT FOR F.&M. STAGE SHOWS

Contrary to any reports Fanchon & Marco figures its ban on commercial value as permanent.

Info at the New York office direct elicited the comment the office had never figured on a swerving from that policy against commercialized entertainment.

F. & M. can't move into commercial vaude without the sanction of the Fox Theatre execs who are rigid against even considering the commercial stage units.

Return Engagement of

FRANK

MITCHELL

and
JACK

DURANT

JUNE 5, LOEW'S PENN
PITTSBURGH, PA.

LOEW'S NOT SET ON 4 ACTS FOR SUMMER

Loew's is still undecided either way over the proposed cut to four-act bills for the summer. Its execs are continuing discussion and probably will settle it this week.

Proposed for the cut are all Loew vaudeilms, excepting the State, New York, and Metropolitan, Brooklyn.

The five-act bills are playing under a budget reduction in all Loew theatres.

NO-STRIPPERS, COOCHERS

The Peonys Don't Want Them in Organization

No Oriental or strip dancers is permitted to become a member of the Professional Entertainers of New York. Several have applied for membership but have had their money returned.

The entertainers' organization, known as the Peonys, claim 90% of all club entertainers, the membership now totaling around 400. The Peonys have banded for the general welfare of all club entertainers but no death benefits are provided.

The entertainers have everything set for the annual outing at Glendale, L. I., June 22 (Monday).

F. & M. MGRS.

Los Angeles, June 8. M. C. Howe, of Fanchon & Marco, assigned George Witherspoon as company manager of "Tomorrow's Stars" unit and Arthur B. Benson in charge of the "North, South, East and West" idea.

Col. Bob Evans, with the "Olympic Games" show in St. Louis, suffered a sunstroke attack and has been replaced by William Moxon.

When Louis Lissner finishes with "Moonlight Revels" at New Orleans, where the unit closes, he will take charge of the "Carnival Idea" at St. Louis.

Day Off Wkly.

Relieving among the Loew Circuit house managers. The execs have decreed that each theatre manager will get one day off each week.

The impression outside the circuit was that the managers had always had had a mid-week day off.

NATIONAL, LOEW, DROPS VAUDE—FILMS ONLY

Loew's National at 149th street and 3rd avenue, New York, discontinues vaudeville, Friday (12). It will go straight pictures.

Prices will be reduced over the summer to 10c for any seat from 11 a. m. to 1 p. m., afterwards the price stays at a dime for kids and raises 5c for adults. Night prices will be 15-25c for double features. The National has been playing Loew vaudeville for years.

RKO Royal, across the street, will continue with vaudeville.

Loew's Boulevard in the Bronx may shortly also eliminate vaude.

Vaude out of the National leaves nine weeks of vaude time for Loew acts around New York City.

Lincoln Sq. Site Open

The comparatively large piece of property on the west side of Broadway at 66th street, now holding up the remains of the old Loew's Lincoln Square, is on the market as the site for a new theatre.

RKO, first offered the plot, after due consideration, has turned it down through previous plans to reopen the old Colonial, which had been leased out to Walter Hampden for four years. Meanwhile the Lincoln Square spot is being offered to others on a long-term lease.

Loew's is not interested in rebuilding from accounts. It has Loew's 83rd.

Publix-RKO Vaude Battle May Push Loop's Oriental to Vaudfilm

Chicago, June 8.

Loop de luxe houses are showing a sudden renewed interest in stage shows with a battle for stage attractions now being fought between Publix-B. & K. and RKO. Fight follows the success of vaude these past few months at the Palace, where five acts headed by standard names have delivered remarkably steady business in a wobbly era.

Both B&K ace houses, Oriental and Chicago, are now billing their stage shows above their pictures. Oriental has had a succession of

screen feature players for personal appearances, and next week going to try a new idea, by billing its Publix unit as a vaudeville show.

It's a regular New York production, headed by Benny Davis, song writer. Imitate these units in the Chicago, but local headquarters, believe that the Oriental will respond to vaude phlegm. If the idea clicks, the Oriental may go into a regular vaudeville policy, which has been suggested off and on since the decline of the house as an ace spot. Many show business jenders loyally believe that house would make a prize vaude theatre. The old Keith-Orpheum circuit originally wanted the house, but lost out to B&K in a bidding contest.

Chicago also gone stage show in a big way, with three strictly vaude names in as many weeks. Currently Lester Allen is on the stage, followed immediately by the Hon. Arpaiz Cuban orchestra and Molly Picon. Both of these latter acts have played the RKO Palace; Miss Picon having appeared twice, once in two-day and later with the picture policy.

VAUDE OUT OF 4 FOXES FOR SUMMER ONLY

Fox is pulling vaude out of four outlying theatres. Houses affected are split time and, according to understanding, the stage layoff is only for the summer.

They include Fox-Poli, Meriden, Conn.; Walker, Brooklyn, and the Palace, Worcester. Later playing one-day vaude on Sundays. Besides the State, Houston, where Loew's operated under Fanchon & Marco policy, goes film grind around June 11.

Only houses retaining vaude are Fox time through summer are in New York proper. These are all the Fox deluxers or about that: Audubon, Academy, Hempstead, Elizabeth, Savoy, Crotona, Ridgewood and the Republic.

ILL AND INJURED

Gene Schwiller was operated on for appendicitis last week in French hospital, New York, recuperating.

Tyrell with Grady

Phil Tyrell is an addition to the Billy Grady agency staff.

Irving
Yates

PRODUCTIONS

Lefcourt-Alan Building
1619 Broadway
NEW YORK CITY

CHICK

ROSE

YORK AND KING

COMPLETING 52 WEEKS—RKO CIRCUIT

THIS WEEK (June 6) PALACE, NEW YORK

NEXT WEEK, RETURN TO LONDON, ENGLAND

TO OPEN AT

VICTORIA-PALACE

JENIE JACOBS
NEW YORK

REEVES & LAMPORT
LONDON

PALACE six boys in
Duke and

in such a way that the songs would drop in the middle, with double cordons on each end. They lie well and show good taste in cloth-

House Gyppers

511

having been able to detect crookedness among the small help.

In Frances Williams, the love comedian clown didn't have such a tough predecessor as perhaps anticipated. The pop singing star of 1960s musical moons has done fa-

predecessor as:

took 30 of the 58 minutes allowed to the stage end. On the late Countess Marone (New Acts) a

of dancing acts now besieging the
bookers. *Mark.*

JEFFERSON

... ..

Frankie turn good comedy. "The van Kid" (Radio) feature.

Click here to download [Click Here to Download](#)

Bill never gets started. What the public's reaction will be is questionable. Today there was considerable patron comment on the cutting of the bills. Business was above

day there was cons

mean little of the B. o. Pathe
clips and Ferris short round

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

Countess Marone (New Act): a

"Kid" (Radio) feature.

Broadway

Stockingless legs repeating.
Chevalier sails for Paris July 1.
Mieland Hopkins off to the coast.
C. B. Maddock off to Europe soon.
Haskell is itself again, depression or no.
Jeanne Arnet going bye-bye to Paris.
Missy Raines is moving this time.
Al Woods due back from Paris June 20.
Hilvers Lane is now a licensed air pilot.
Mr. and Mrs. Benny Meroff New Yorkers.
Mother of Joseph De Milt died last week.
Arthur Sinclair's real name is Jackson.
Marcel Achard, French play-wright here.
Abie Lincoln on the Street for two days, then Chi.
One girl has married so often she has rice marks.
Joe Pottinger handling Queens district for Low.
Doe Steiner on Broadway with left arm in a sling.
Benjamin Holzman gained 22 pounds. Just stopped smoking.
Barbara Sheldon, film actress trying to get next year's sunburn in only two hours of tanning.
Col. Nuttiger, the Paris attorney, is in New York on a visit.
Lester Love of the Woods office in hospital for fist removal.
George Kaufman remained home for the "Band Wagon" opening.
Edwinton Stoddard's father, his musical comedy. It's being typed.
A. G. Astor of London, who came in to see the "Band Wagon" at the Clifton Webb, operated on for double hernia at Madison hospital.
Emily Lathin an urban gardener.
Edwinton Stoddard's father, his musical comedy. It's being typed.
Pete and Allene Dixon, NBC broadcasters, on the lookout for the second.
A fighter is named Ray Meyers. No relation of the agent of that name.
Lee Gilman back to Public Health quarters on the Coast after seeing the town.
The "Shore" has co-written, "Arcadia," an opera, with Tito Ruffo, opera star.
Harry Wingard, featuring on Capitol Island this summer, is dead of beriberi.
Rachel Crothers, at "As Husband as Father," in the balcony and making notes.
Nights at Hobbs' Field, Wednesday night, Carnegies feet and Redmond hands.
Dick Maury is p. for "Crissy Quilt," while Ted Harris is preparing to produce.
Low Goldie jumped in from the coast to give his teeth to the film business.
Chester Lake lines on Low de-barkers being increased from 16 to 21 cents each unit.
One can play pool free for one on Long Island coast while having your pants pressed.
Joe Oldman, Gus Hill and Al Bookers, were mentioned as a Palace booking. Just a gag.
Sam (Berne) Fishman has left for the Coast with a dog and without Sam.
Paul Berger is ordering several film cubs, to be delivered to the dog and without Sam.
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The Althea Fanchies had their wooden wedding last Friday. Billy and Edna had a two-seater. One Silver brand.

son, was given a lavish birthday party Sunday (7) on her sixth birthday.

The late Jeanne Arnet is named as the main look in play making the rounds for fall production. One copy of the piece had no author, and one still have no author. Just who was the oldest vaude artist in point of actual years of service and one still have no author. Just who was the oldest vaude artist in point of actual years of service and one still have no author.

Major Wallace unofficially viewed the Palace bill last week from stage box. No one knew the mayor was there until Jessup saw him and mentioned it. Applauded speeches. (George said Jimmy stole the show on him).

Sophie Auek, killed by a falling bar in the club theatre, was there with Lionel Salvoy, film reviewer for the Allied service. In the seat beside Miss Auek was Mordant Hall of the "Times." The bar just missed Mordant.

Sister Mary Norma, 99, a nun who had been at the head of Holy Angels Academy, Fort Lee, N. J., for 60 years, had become acquainted with a number of theatrical women while in the convent during her school years. Among the latter were Blanche Cavers, daughter of Lillian Russell, and Althea Auek, Miss Brady, upon hearing of the nun's death, sent floral bouquets daily until the funeral.

William Morris is still wondering the why of that French decoration conferred on him by proxy in Paris last week. All he knows about it is that it was a reward for his work. He must kiss Bill on both cheeks. Bill Junior will be referee. Last night, the honor at a function in Paris because senior was not there. In turning over the decoration the rules are adamant in regards to the kissing bit.

Toronto

By Gordon Sinclair

Fancy drinkers of fancy drinks paying fancy prices.
Love, killing pretty, who models scandals as Helen's Irene French.
Miss Maugie Young, who won \$75,000 in the Derby, is in New York already.

Kingsley Brown, editor of "Hull-buster," vacationing here and showing off the bride.
Edythe Shattlesworth, mezzo, gets summer engagement at Higgin Inn.

Billy Hewitt, "Star" sports ed, will manage the new Maple Leaf sports page.
Lloyd Fraser, map illustrator, and Ed Hartman, big ether and scalpel man, will be wed next week.

Edna's summer picture, "valley car," "Mildred," after his sister, wife of U. S. Ambassador Heridge.

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London

Most people subnormal.
No news from Arthur Dean.
Vivian Martin, a vague, vague, Albert Skinner, at home at Gaiety.
Sam, McKinnon, back from the States.
Elmiras' old studios up for auction.

Syd Bernstein and Will Evans starting.
Mr. and Mrs. C. B. Cochran giving reception.
Ed. Martin also much publicized columnist.

BILL is the latest film players' haunt in town.
Jack Hubbard up as sole producer of the "Herald."

Mrs. John Maxwell presented at the Royal Court.
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don party in the Royal Palace grounds.

John Pajor divorcing her husband, Patricia, banker's daughter.
Moln's new play complete. No one has seen it except Reinhardt.
B. Shaw travelled through Europe, but remained asleep in his sleep.

Irene Zilahy and Maria Pargor for musical comedy in German, in Vienna and Berlin.
Nicholas Roosevelt, U. S. Minister, looking for a place to camp in for summer week-end.

S. K. Swift here, establishing "Step-Brother" branch of "Wide World" Photo Service.

Stephen Barany, fastest swimmer in Europe, engaged to marry Magda Gerschlager, tennis champion.

Wander-Bar here and in Italy, engaged to do the same in various South American states next autumn.

Prunel Gail acting in new play of her divorced husband, Lestyan. Together they went from a restaurant to the law court to hear the divorce pronounced.

Eugene Holst, ex-president of Budapest, and producer of Budapest theatre, won 2,000 pengos with a stake of 5 pengos at the races last week. He is spending the money in London at the Democrats' Congress.

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Berlin

By Max Maenzer

John studio wired.
Tod Browning here.
Dr. Clugge in America.
Thornton Wilder here.

Cecil B. DeMille expected.
Loyal Allen back to the States.
Phil Meinhard will again stage.
Reinhardt, Schenkel will direct.

Paul Graetz in auto accident. Not hurt.
Maria Faudler bowed out. Dr. Zickel.
Robert Stolz, composer, with Supple Film.

Robert Nelson temporarily at Kattowitz.
Abel-Gaue intends to make two films.
Arthur Franckel, Universal's asst. mgr., resigned.

Bona von Jordan coming back from Hollywood.
Rosa Ader will sing at the London Covent Garden.

Reinhardt Schenkel and Guntner Stappenhorst in Paris.
Next Ufa production will mostly be in English versions.

Untermyer Scher in Rome with wife and daughter.
Maria Mueller going to America in September.
Wallner theatre closed due to depression. Reopening film-house.

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Winnipeg

By M. Corbett

Government cutting off the air mail.
Richard Hansen still feeling her beauty to the stage.

Jimmy Cochill main favorite at Dominion. Jimmy thinks so.
M. C. Chapman and F. L. Williams, officers, rock back in the ring.

George Kaye of the "Green" says show business is hard work these days.
Lillian Newman, Thomas, short story club holds first meeting for the year.

Canadian Government, hitting stage of 100,000 pound on magazines.
Harry Gray, club manager for one of the Famous Players theatres, here, back to the footlights again.

George Secord, Jr., producing the "Performance" series. "Show is a performance" basis. "Sharing" topics are.

Alice Little, elevator driver, (last night) wins husband every week. "Show is a performance" basis. "Sharing" topics are.

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Mexico City

By Doug Graham

Billy season.
The "Shore" has co-written, "Arcadia," an opera, with Tito Ruffo, opera star.

Harry Wingard, featuring on Capitol Island this summer, is dead of beriberi.

Rachel Crothers, at "As Husband as Father," in the balcony and making notes.

Nights at Hobbs' Field, Wednesday night, Carnegies feet and Redmond hands.

Dick Maury is p. for "Crissy Quilt," while Ted Harris is preparing to produce.

Low Goldie jumped in from the coast to give his teeth to the film business.

Chester Lake lines on Low de-barkers being increased from 16 to 21 cents each unit.

One can play pool free for one on Long Island coast while having your pants pressed.

Joe Oldman, Gus Hill and Al Bookers, were mentioned as a Palace booking. Just a gag.

Australia

By Eric Corrick

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Budapest

By E. B. Jacobi

Oszt Dancs to act at Jamboly's.
Robert Horvath invited dozens of stage people to his annual big gal-

Melodrama with Trimmings While Eating on Alamac Roof—3-Hour Show

Hotel Alamac Roof, Broadway and 121st street, inaugurated a system of late time melodrama on Tuesday for dinner theater night (2). A cast of expert incompetents presented an abbreviated edition of Lincoln Carter's "The Fast Mail," fashionable drama of the late '20's. With this as the feature of its dinner entertainment the Alamac augmented the show with a sprinkling of modern specialty work.

It's the first of a series of such shows which the Alamac will play during the summer with the plan so far being to change shows weekly, or so. Performers participating in the melodrama are known as the Alamac Players. Four short acts and specialties with lightning effects on a miniature stage with settings.

It's a persuading change in time. (Continued on page 45)

8TH AVE'S MANY MITT JOINTS ARE NUISANCES

Eighty-fourth avenue is suffering from gypsies' agents. In these times, many joints in stores along the avenue between Penn station and Columbus Circle and merchants along the street are considering ways and means of getting rid of them.

West Side Association of Commerce, formerly the Eighth Avenue Association, has sent out letters to all landlords on the street asking them to keep the wandering fortune tellers out.

The fortune tellers, according to the association, not only are a nuisance to other business men on the street, but often manage to do the landlords out of rent. They arrive suddenly out of the powdery and rent a number of stores, giving a small cash deposit. Then they move in, forget to pay rent and it's next to impossible to chase them out. The store is left in a state of confusion and the customers for the stores show up.

Margaret O'Neill Pleads Guilty of Shoplifting

A woman who said she was Margaret O'Neill, actress and writer, 32, of 34 West 123d street, pleaded guilty in Special Sessions Friday to shoplifting. She was continued under \$500 bail for investigation and sentence June 12.

Miss O'Neill was arrested by Florence Cuyler, store detective, on April 6, after the defendant had attempted to leave the Franklin Simon Fifth Avenue store with a hat worth \$12 without paying for it. When the case was first called in Special Sessions an attempt was made on the part of the store to withdraw the charge, but the Justice denied them. Miss O'Neill thereupon pleaded guilty.

Carrie Edwards, 23, night club entertainer of 166 West 123d street, pleaded guilty in Special Sessions of shoplifting and was given a suspended sentence.

The girl was arrested May 9 after stealing small articles worth \$11 from McCro's at 123d street.

Dry Agents' Rise

(Continued from page 1) Latus has made considerable work of the district attorney. Legal counsel ruled that the marathon violated labor laws which state that a woman must have nine hours' rest between any two days of work. A first trial would be held to determine whether the defendant had violated the law, but changed his mind after seemingly much pressure was brought to bear. Much protest against the marathon in his circles. Only laws in relation to the other fellow get the blue douch. Stunt was seriously opposed to future but, but few picture men joined in outcry against it. Child support was local duty, which suggests a warning since they of its own every year on Labor Day.

SAN PEDRO'S STAGES

Los Angeles, June 8. Juanita Conners' band and three specialty acts opened Sunday (7) at the Fox Cabaret, San Pedro. The band will play three days a week with acts booked by the Fanchon-Margro vaude department.

Optimism Note

Hollywood, June 8. Business is picking up here. The boys who never pay off are beginning to pay again.

4-to-1 for Jessel as Friars' Dean—Opposish With Cohan Wins Out

In a spirited election the Friars elected George M. Cohan, Abbott, and George M. Cohan, as their new officers. The opposition (Jessel) and regular tickets.

General membership declined to accept the officers named by the nominating committee and the opposition ticket rode in by a margin of more than four to one.

Charles Stewart, nominated for Dean on the losing ballot, headed his ticket by a satisfactory count, but his running mates were rather in the lurch. Into office with Jessel, Emmett R. Callahan, "Dino," Harry Hershfield, secretary, and William C. McWhorter, treasurer. Newly elected governors are Jay C. Rippen, Martin L. Perkins, L. H. Herk, Roy Laurie, Jr., Walter J. Moore and Ben Piccinetti.

LOVE NUT ANNOYING. RUTH ETTING-PINCHED

Ruth Etting, appearing in the new Zigfield show, appeared in West Side Court and narrated to Magistrate Martin J. Gough how she had been annoyed by a crotchety and threatening letter sent to her by Leslie Roy McEllison.

McEllison, 30, stated he was a wireless operator and sent his address as 312 West 130th street. The latter address is the City Temple house of prayer. The defendant was arrested by warrant officer Tom Nall of the City Court.

The defendant was taken into custody as he emerged from City Temple. He carried a small brief that contained newspaper clippings with photographs of Miss Etting.

The defendant is far from a shrike. He is slender and almost emaciated. He wore a celluloid collar and differing trousers and coat. He still admitted his love for the singer when arrested.

The defendant was arrested almost two years ago on the complaint of Miss Etting. The defendant's relatives asked Miss Etting to withdraw her complaint as they intended to send Leslie to a mental institution. This was done, and the defendant admitted he spent five months in an asylum on Long Island.

Recently he came out. He began to send letters containing poetry and expressions from the Scripture. "I want to take you with me to eternity," was one expression and the one that prompted the Magistrate to hold the defendant for trial in Special Sessions. But for \$500 was fixed. The defendant asked that his brother in New Rochelle be notified.

When McEllison was arrested the first time he was spotted carrying a small large baguette box containing one letter. "You are no only mine," he would attach to the long letter. At the time he was in the British more than 200 letters and telegrams.

During the court arraignment McEllison looked wistfully at the actress.

Harry Cooper, formerly of the Empire City quartet and an old friend of Miss Etting, came to court with her.

Audience-Stage Debates

Prix, May 29. A new act in a small Montmartre wind-uphouse. It is a debate on current topics between the audience and a person on the stage. Idea was originated by Andre Arvieux, who, with a "Cousin" Cousineau, discussed a daily debate were devotees on a kind of soap-op. They may become a regular feature on the bill.

WRONG CAR PARKING MAY BE RENO-SERIOUS

Reno, June 8. Blazing guns and booming bullets in an alley resort has set Reno on its toes and started a grand jury trying to find out why two gamblers should shoot each other.

But, Graham, a San Francisco hustler town boy, who came to the desert and piled up a million bucks since prohibition is quick on the draw and got his man after losing a bullet.

Reno was large some kind of a charge yet to be determined. He was in more serious trouble once when he parked his 1924 Roylee too near a life place.

Reno was shunted off the front page of the metropolitan press for a few days, but Graham's sure shot at J. J. McCracken, another gambler out Reno back in the headlines.

WB Players Are Ruled Ineligible, Cancels Two Games

First two games played by Western Brothers in the N. P. Athletic League have been ruled out through unorthodox use of ineligible players. These games will only be replaced if these players are out of the final league standing.

Strand of games Saturday was the 14 strikeouts for Gibson of Baltimore in the Pacific Coast League game. Won by the Cubs, 9 to 3. Other scores were RK 9 to 2; Columbia 11, Warner 9; and N.Y. Yankees 10, Boston 7.

In a double play, 6 games, RK 9 to 2; Columbia 11, Warner 9; and N.Y. Yankees 10, Boston 7.

WB players are ruled ineligible. WB players are ruled ineligible. WB players are ruled ineligible.

New standings now place WB players in the N. P. Athletic League standings, including Saturday's games.

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Coast's Spanish Gigs

Hollywood, June 8. Spanish actors who were in a local hotel when multi-linings went out of fashion found the pickings so good they've gone into the biz on a wholesale scale. Their operations are now under the aegis of a Spanish speaking school.

Boys opened a hall on Hollywood boulevard and are teaching the minutia shows intricate steps and what would they like in the privacy of the hotel.

Nichols of the customer list the building, waitresses, they met when hotel began.

Inspectors' Kid Kops Keeping 'Em On the Run Around Times Square

Theatre and night district inspectors are being bagged with consistent regularity since the advent of the kid cops. Young plainclothesmen attached to the staffs of Deputy Chief Inspector James S. Bolin and Tom Walsh.

The ousted main alley sleuths attached to various inspectors' staffs were almost on the verge of tears to think how soon our fair city would be enmeshed in corruption of all kinds. They lugubriously told how it needed years of experience to get hoodlums, loose ladies, shill peddlers and miscellaneous offenders.

Commissioner Mulrooney cleaned up the entire staff of inspectors' men. He called for bright young men. At first, the call was unproductive but soon the inspectors had more than their quota. Now they have a waiting list.

The young inspectors' man is doing far more effective work than his predecessor. While he lacks the

Ed Sullivan's 1st Column

(Reprinted from the New York "Graphic")

Ed Sullivan moved June 1 on the New York "Graphic" from the athletic to the aesthetic or despoiled desk. Entertainer of Broadway, Sullivan is on a job. His initial outburst sounds as though he intends to do a great opening.

A Broadway columnist somewhat different may be a bit.

THE MAIMED STERN

SOME MANY have asked me my sensations in turning from sports to Broadway that I will answer them in this introductory column. I feel frankly that I have entered a dark writing which offers as much as a field of writing which runs so low dry, yet difficult to distinguish any one columnist from his rival companies.

Other writers in other departments of a newspaper must offset themselves by their own bootstraps. The Broadway columnists have lifted themselves to distinction by borrowed bags, gossip that is not actually and by looks that too often reveal what might better be hidden. I yield to no one in my affection for Broadway, for I am a native New Yorker.

As a kid, I blinked at its lights and was fascinated by its suggestion of romance and throbbing life. Today it has been changed in its externals, but the lights still paint romantic scenes in the skies, and the glow of the star beckons to the Main Street.

(Continued on page 41)

L. A. HAS DEPRESSION IN BLACKJACK DEALERS

Los Angeles, June 8. L. A. is suffering from a depression in blackjack dealers. Local gambling houses have found the game on the upswing and are looking for additional help.

Last weekend two L. A. gambling spots sent a request to Las Vegas for 10 dealers. They pay for the boys at the Nevada resort in \$12.50 per day. Local houses offered them \$15 to make the change.

Most of the gambling house work has left these parts for Reno, which is also trying to build up a dealer personnel but is sticking to the \$12.50 rate.

HOODLUMS IN CABARET

Four of them start something at Oakland—Months Esch. "Swearing chairs and other port objects menacingly and getting caught generally caused four youths to be sent to the Workhouse by Magistrate Gough after they went wild in the basement of Will Oak's Tropic Tarrar, 20 West 51st street.

Waiters, custom help and cops caught the youths. Patrons also outside. The fight occurred after the last floor show when the defendants sought to enter and were stopped. They gave their names as Frank Haney, 21, 501 East 104th St., New York; 22, 161 York; 23, 161 York; 24, 161 York.

Police Sergeant Harry Holter had the four knocked out during the fracas. Detective Harry Kehoe went to the aid of Rohrs and they soon put a quietus on the quarrel.

Over at the Garden last week there was an affair between Vince Dundee of Baltimore and Ben Healy of the pastider. The boys were supposed to argue it out for the first shot at the mileweight (160 pounds) title, same as declared vacant by the several boxing bodies. Mickey Walker was the champ but there were no attractive prospects.

Against each other they seemed too even and the award while correct was a matter of points. No knock-downs and not much damage.

Dundee collected an early lead but he lost it and the game was on a tie. It was not until the sixth (Continued on page 62)

WESTERN DUDE RANCH IDEA AROUND NEW YORK

The dude ranch thing, which is a scouted like handouts over the west, is beginning to penetrate the east. With the new district of New York city, least to open is at Towns, in Westchester county, near Carmel.

This one is known as Cabin Campfire. At its head is Carl A. Gordon, many years an editor of the New York Herald. Anderson retired a wealthy man. He is president of the Westchester dude ranch proposition and the heaviest investor.

Cabin ranch is open only to members. It has a large cabin and a head of western pony stock, with full western riding regalia. A western type corral and a riding ring around which beginners may take their first lessons on horseback.

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15 YEARS AGO

(From Variety and Clipper)

George Edwards Price, then a member of J. C. Edwards' act, had just graduated from the professional children's stage school at the Princess theatre, New York.

Court action brought against Joseph LeBlang by Norman Sterne, his former manager, showed LeBlang was doing a business of \$229,000 yearly in our rate tickets.

Independent Baroque circuit had opened offices in the Knickerbocker theatre building, New York. Ten principals and 18 chorus girls besides a stage crew the idea.

Julia Sanderson was married in Greenwich, Conn., to Lieut. Bradford Barnett, U. S. N.

Olive Thomas, now deceased, was in Ziegfeld's "Midnight Frolic" and had signed a contract to make pictures with International Film Co. as leading lady for Harry Fox.

The old Dewey theatre on 14th street was purchased by Solomon Schindler, cigar maker, for \$150,000.

Picture board of trade was wiped out by the picture interests.

B. F. Keith, E. F. Albee, Percy Williams and J. J. Murdoch were accused by the White Rats in advertisement in Variety of having broken a signed agreement made between them in 1907. The ad stated Albee as saying "Business men don't keep promises."

Scarcity of men in London due to the war had producers worried. Stage hands and actors were few. Only hope was in men over the army service age limit.

50 YEARS AGO

(From Clipper)

Of all the American actors who went to England to play, only Edwin Booth was acclaimed by the British. John G. Raymond was a flop and John McCullough severely criticized.

General Grant, then the ex-president, attended a church service on 5th avenue by invitation of the pastor. Always looking like a backwoodsman, Grant was seated in the rear by an usher until found by friends.

The inventor of a new fangled steamer yacht tried it out on the Hudson river. Instead of a serene propeller it had a blade or pusher moving 100 strokes a minute. Test did a fiasco.

Small boys were barred from variety theatres by law if under 16 in New York City. They overcame the law by standing on their tip toes to fool the willing ticket sellers.

A judge in England ruled in the case of Gilbert and Sullivan versus a theatre operator, that a show contracted for the run of the season could not be moved to another theatre for any reason.

The question of whether to wear whiskers or shave was before the public population. Women wanted clean faces while the boys fought for grey jaws and all salaries.

"New good shows do not promise to be very dignified, this coming year," said the "Clipper." It advised all owners of current legit hits to take them off at once for full retooling.

New York City was very quiet theatrically at this time with few theatres open. Coney Island, with its bear pits and free shows getting the big night play.

Inside Stuff—Pictures

With the producers taking headaches over the foreign talkers, "El Cid" the Spanish film weekly, has it figured all out for them in an editorial, and it liked the idea so well it paralleled the remarks in Spanish and English. The latter reads:

"It seems that the producing companies are beginning to understand that they have committed many mistakes as far as their Spanish production, yet we producers must convince themselves that the Spanish their mistakes before long.

"It is impossible to expect wonderful results of what were mere essays, some lucky and others unlucky. Producers must convince themselves that the Spanish talking countries have been wonderful films in English, superior by all means to the ones spoken in Spanish. This inferiority has caused an unfavorable opinion for the Spanish ones.

"Another thing impossible and absurd is to expect that the expenses caused by the unit adapters and artists brought from Europe be refunded with half a dozen pictures.

"Impossible because although the Spanish talking market—superior than the French, German, Italian, etc.—it is inferior than the English than it is, because the mistakes made by the ones that hardly know what they are doing should not spoil a determinate sector of the business.

"After so many misfortunes made not only in Hollywood, but also in Joinville, in this place bigger each day the producers should convince themselves that Spain is the ideal country for Spanish talking films.

"Why not make a trial now that the money exchange is so favorable?

"This is the ideal moment to invest money in Spain."

In view of the recent revolution, it is perhaps as well that no producer accepted the suggestion that this is the ideal moment in Spain.

All kinds of bull, including a real bull and a new sales manager's antipathy toward bulls resulted in so much throwing of the bull in a publicity director's office that a few people came near getting their jobs. A year ago just a salesman bullying the indie exhibitors this gent, now an exec on his first trip to Hollywood saw his company in the midst of making a real bull fighting picture.

When he got back East he did all he could to shelve the bull angle in the picture, but it went through the cutting room.

Walking into this man's office he beheld a massive painting of a charging bull and a forehead with a gallery of people in oil ecstasy. The point job had cost the pub director \$750 of the company's money, but the exec told him he couldn't sell bull pictures ad to cut the bull out of the advertising or else.

The floor closed suddenly and for a couple of hours thereafter the stenographers studied records of the bull's death pangs were being reproduced.

Verdict: Bull stays in the picture and the advertising and the new exec is beginning to feel a little ago.

Censoring has become so tough in Pennsylvania, the M.P.T.O. of Eastern Penn. has written the governor protesting at the least cost of time and of which they declare are unnecessary and serve only to ruin the picture as entertainment without serving any moral purpose.

And to put it up to Governor Pinehot, they add: "It has come to the attention of some of the members of this organization that certain members of the Censor Board have indicated that you have issued orders to these drastic methods of censorship and drastic eliminations be made."

Following his election, Gov. Pinehot fraternized with the exhibitors at a banquet and evinced a desire to be a good fellow, but since his installation the films have been slashed ruthlessly. Most exhibitors incline to the belief Mr. Pinehot is the real moving spirit of the slaughter, but they are too polite to mention that.

Mutilation of talker features in Penn. has become a serious matter.

Although American talker equipment patents have been thrown out of German courts with that country recommending to German exhibitors they use Vatecland products, complaints from Teutonic theatre owners are reported as so numerous that J. G. Otterson, head of Electrical Research Products, has decided the time is opportune to approach exhibitors overseas collectively.

Officially, Otterson is sailing for Europe in July with a vacation in view.

Unofficially, but coming from within Western Electric, is the interpretation that Otterson sees a chance to elixir the overseas talker situation and possibly wedge in an angle which will, through the inefficiency of apparatus abroad, open up European talker channels which right now are closed to America.

A fairly big distributing shot in New York who's the type that has thick rugs in his office to absorb the tears of crying exhibitors, and one of his company's accounts aren't talking to each other. It's all because the distrib had the nerve to say that the exhib was an unethical business man and besides that, through gyping on percentage was just a crook.

When the exhib heard about it he had his lawyer phone the distrib pistol. Latter went over to the lawyer and repeated what he thought, lawyer then serving him with a letter stating that if no apology in the next mail, a suit for \$150,000 for slander, defamation of character, etc., would be started.

Distrib stuck, saying witnesses or no witnesses to his slurring statements, he'd prove everything he said. So far that's the last chapter in the lit.

Situation with the flock of Warner Bros. and First National writers turned loose several weeks ago is a peculiar one in that the studio still is waiting for the writers to come back. Writers cannot contract with another studio, or if they do, can only do so for short periods. Scribblers must be ready to return to Warners-FN on certain dates.

Most of the contract writers are taking their layoffs on the six weeks or more vacation time clauses. Some have fewer weeks, and some must be ready to return anytime.

One writer has a six weeks' layoff clause. At the end of this time he has three weeks to an optional renewal date. He now has a job at another studio on a weekly basis and may have to return to Warners in the midst of working on the picture at the other studio.

Despite producers' opposition to put anything on the screen that would do free advertising, several companies in the east are still canvassing the big national advertisers, stating they can manage to get such free places.

They sell the advertisers on the gas that advertising material can be inserted in scenes. One of these companies sent a list this week to the studios, listing a group of several hundred advertisers whose product would be advertising the studios can have free for insertion in scenes during production.

RCA will build three experimental stations for television in the next year, one to be located on the Pacific Coast, according to a formal statement by David Sarnoff, president, issued on the coast. Other two will be on top of the new 60-story RCA Building at 570 Lexington avenue, New York, and on a still higher building in New York City. Height is declared an important technical factor in the transmission of sound pic-

Inside Stuff—Legit

A convention of International Telephone and Telegraph executives including Postal Telegraph people was held in Cleveland two weeks ago. It was announced that every Postal employee would receive a share in all increased business this year over the mean of last year.

The total increase is to be divided, not merely the profit. Understood to be the first instance of a utility company sharing with employees in that fashion. Included are those who are in Postal's theatre ticket branch operated under Leblang management.

Because of the ticket selling hook-up with a femme organization, an unusually heavy attendance of non-professionals at the dress rehearsal of "Gasoline Gypsies" at the Lyric Friday night. Although the scenery did not arrive until around midnight, most stuck, many slipping out for hot dogs, to while away the wait.

It's going to be difficult to get some of them to another dress rehearsal.

The current bookings of Jane Cowl in "Art and Mrs. Bottle" are under the management of Warner O'Hara. The tour was under the management of McGowan and Reed, the latter turning the show over to O'Hara, who extended the season five weeks. Added bookings include seashore spots.

Play offering, usually good at this time, is off. Brokers, admitting poor biz, offer as one reason current demand for foreign plays.

Another reason for slow season is money tightness among producers. Indicating a trend for next season is the present play for actors in preference to others.

Willie Howard going with the new White "Scandals" stopped "Girl Crazy" from making a summer try in Chicago. It closed Saturday. Sort of continuation of the battle between Aronson and Freedley and George White.

Jack Wallon of the Selwyn box office had a lucky recovery from broken neck. Several weeks ago he fell downstairs at home. It was not for a month later that X-rays disclosed a fractured vertebrae. He remained on the job, pain and all.

Among the writers of the new "Follies" is Mark Hellmuth. He contributed five skits, all or none of which may be in the show after it opens in Pittsburgh next week.

Hugh Cameron was operated on for mastoiditis. Within four days he opened with "Unexpected Husband" which is current at the 43rd Street.

Inside Stuff—Vaude

The order to vacate their rooms in the N. V. A. clubhouse revealed that Joe Schrode, the animal man, had made his home in the club ever since it opened.

Others who have spent much of their stage time living at the N. V. A. club includes Blanche Latell, Josephine Shabel, Ben Smith, Ray Meyers, Frank Walters, Ernie Van Goyens Hornum, Edwin Gull, Anna Hart, Al Rickard and wife and Jack Hart and wife.

Frankie James, now a member of the Chicago board of film censors, for many years was a single act in vaudeville. She was appointed to the censoring spot about three months ago.

During the campaign Miss James spoke often over the radio, in favor of Chicago's new mayor. She made quite an air impression.

Additional experimental stations may be located in other sections of the country, Sarnoff says.

When Television emerges from the trial stage it will be switched from RCA to NBC.

Reason given by leaders of the indie field for not cashing in on the gangster cycle is the fear of censorship and banning. They point out that where a major company can afford to lose out in the spots, where the boom-booms are taboo, an indie, figuring his state rights closely and apportioning his revenue accordingly, can't gamble on losing key titles or states.

Newly organized 16 mm. Board of Trade has established its own indie organ known as "Miniature Movies." First copy is out. It's a tab size of 12x18, running to 8 pages of four columns each.

A. D. V. Storey, executive secretary of the organization, is editor. The paper is issued monthly according to plans and goes to members only.

Stanley Bergerman, Carl Laemmle's son-in-law and head of shorts production at the studio now promoted to associate producer title, is beginning to complain about credits, according to the indie. The shorts lead supervisor has been in the picture business a short time, having come from May's department store in Los Angeles.

Paramount-Public has found that the only side commodities on sale in its theatres that have made money have been turned in by the candy and vending machines.

As the result the circuit is calling off phonograph records, music, etc., in practically all theatres but the Brooklyn Paramount.

Public has sent a form letter to theatre managers warning against unclean advertising copy and exploitation material. One angle of the P-P organization is that too hot advertising may keep away the very people the theatres are after—kids and their mothers.

When the Governors of the miscellaneous States hold their annual get-together, Will Hays never passes up the invitation to be present. He was at the one held in West Baden, Ind., last week, returning a few days ago.

Exclusive of the Canadian circuit controlled by it, Public has around 875 theatres on its present list. Of these about 130 are closed, with some under sub-lease to other operators.

Canadian circuit is of about 200 theatres in the Dominion.

Richard Dix thought he owned 75 acres on the Jersey shore the other side of the new Manhattan-New Jersey bridge, but a survey disclosed his count to be 78 acres. He paid around \$200,000 for the property and since the new bridge is said to have had big offers.

Warner Brothers' contracts on the coast with players now carry a clause obligating the individual to give all services contracted for to First National or any other affiliated or subsidiary company as well as to the contractor.

Show Societies Mean to Check Illegitimate Demands for Charity

Through so many applications for financial help, so many needing immediate assistance and others trying to chisel in for weekly amount without entitled to consideration the theatrical bodies dispensing charity went into a huddle in New York to discuss ways and means to meet the unprecedented increase.

Robert Campbell of the Actors' Fund, sent out a call for all theatrical organizations to send representatives to a conference in the Fund's rooms in the Hanover building at 311 am. Friday (5).

Joining Campbell were Edward Kelly and Father Leonard, Catholic Actors' Guild; Louis Haskell, Jewish Theatrical Guild; Walter Kelly, Henry Clatterfield and William Sullivan, N.Y.A.; Joseph J. O'Neill, Actors' Equity; and Percy Moore, Episcopal Actors' Guild.

All the charity funds are being heavily drained at this time with the cases on the increase daily.

Heretofore there will be a joint conference or report every first and third Friday of each month, according to the number of cases.

Imposters seeking aid from theatrical sources will be weeded out; a record of each professional case will be kept so that none of the organizations will duplicate distributions and a question blank will be given each applicant kept on file.

The combined bodies will interfere with producing concerns and the casting brokers to engage professionals as doormen, etc. An indexed list of deserving members of the profession will be kept to help supply immediate calls for such help.

CLARKE BEHIND CHI'S REP FOR FOX FILMS

Chicago, June 8. Fox organization is backing the Chicago Repertory Players. Idea credited to Harley Clarke, personally is to continue Shakespeare and other for the time being but to shortly work into staging modern plays suitable for adaptation to the screen.

George Vivian, New York stage director, has been engaged by Fox to have supervision of the legit enterprise. He is expected in Chicago this week.

The move, it is understood, will be concentrated here at first and if successful will spread to other cities.

No New Permits—Equity; Pitman T.A.R.A. President

At the elections Thursday (1) of the T. A. R. A. (Theatrical Artists' Representatives) a resolution of Robert Campbell and Pitman was adopted. Mr. S. Benham, vice-president; William Blumkin (Rothen & Richards) secretary; and David, treasurer and Arthur S. Lyons, chairman of the council. Tom Rooney, Benham and Lyons form the council.

Report that Equity's permits having expired June 1, new permits would be issued only to T. A. R. A. members and that all other casters would have to join the organization was denied by Equity.

No Equity meeting on the issue question has been held. Meetings casters are allowed to operate on permit extensions.

Men with New Show

For the Grilling I miss Gender and Martin Thompson musical comedy have been engaged Robert Chisholm, Alvin Karpis and Paul Greys.

Negotiations were on for Gene Grapard, of English musical comedy as a light comedian, to come over for the show. But it's doubtful if Grapard's engagements over here will permit. Grapard asked \$1,500 weekly for Broadway.

SHUBERTS' NEW LOW

2 Legits, 1 Each in N. Y. and Chi—1 Show—4 This Time Last Year

The smallest number of Shubert shows in one time in years, both in New York and touring, happens after Saturday (13) when "Melo" closes. Total will then be one on Broadway, one in Chicago and a show company in St. Louis.

Next Shubert show is not due until August or later. It will be an adaptation of a foreign musical of the short cast type, "Meet My Sister," another Shubert musical, the sole Shubert piece in Chicago.

At this time last year the Shuberts had four on Broadway and one in Chi.

OVER \$3,000,000 LOST ON LEGIT LAST SEASON

That's on Shows Only—Theatre Losses Not Estimated

Based on figures of 105 flops for the 30-31 legit producing season, producers' estimates for the total loss on productions alone runs to \$1,575,000. Amount does not include a figure near the same amount dropped on failing musicals nor red caused on losing legit theatre properties.

Anywhere from \$1,300,000 to \$2,000,000 is known to have been lost in major musicals that remained nothing for their backers. Season was replete with this type, including "Smiles," "Princess Charming," "Gang's All Here," "Luana," and "Ballyhoo." Producers state the best average figure to be used with dramatic shows is \$15,000. With each production different, some breaking in with out-of-town tryouts and others, shoeing the \$15,000 red, per is the unhappy medium. Plenty of shows are known to have gone above that amount. "Stepdaughters of War" and "Long Road" as examples, each judged for \$70,000. Latter and two more others, however, balance cheap productions of the "Honor Code" and "Cinderella" type.

Theatre Losses

No telling as to theatre losses, paper or actual. One possible method offered, but for Broadway alone, would be figured on the basis of 40% of the total property valuation as a minimum. While darkness alone means loss, even some of those open went into the red.

"QUILT'S" SALARY CUTS AND MATINEES OUT

"Crazy Quilt," first of the summer musicals to open, was also the first to make salary cuts. Reported reduction of 25% for principals and decrease in chorus pay was agreed to by the players. Billy Rose is the producer.

Cuts are effective this week with both Wednesday and Saturday matinees dropped.

Ted Healy, Danny Brice and Phil Baker are starred.

Bank Reopens—Pay Off

Reopening of the Cuckoo Bank as the Mercantile Trust instead of the Cuckoo Bank, the first cast of "Stepping Sisters," "Acting Against Albert," producer, were settled when Equity met an assignment against his account in the reopened bank.

Danaher still has to settle on claims on the Boston "Sisters" showing when he and Shuberts took the show out with an incomplete payoff after the fall.

Ethelyn Terry Sails

Ethelyn Terry sailed June 3 for London to appear in a company with her in Lee Ripman's production of "Nina-Rosa." Show is due to open July 1.

Erlanger's 20 with Shuberts' 3 for Road Next Season, Now Lined Up

EQUITY MEMBERS OFF 33 1/3% PAST SEASON

The legit field's bad season just ended is plainly set forth in record of Equity season. Its membership has dropped off 33 1/3%. There were about 1,200 active members during the past year, but its surplus is paid on members was approximately 7,000.

There is no data as to what the more than 2,000 non-paying actors and actresses. The percentage of those in the active division who have engagements, has dropped away down lately, though some are in pictures.

Nearly all of Equity's paid up membership is legit and stock and more than 200 being in field and reps. Very few new members have joined.

Equity is reported to have operated at a loss of \$8,000 during the last season, but its surplus is more than \$300,000.

MURPHY MOVES FROM SHUBERT TO ERLANGER

"Old Man Murphy" moved from the Royale to the Fulton, New York, Monday with the switch from a Shubert to an Erlanger house.

Differences between Robert V. Newman, who produced the show, and the Shubert office led to the walk-out. Newman was able to more because of a contract clause stipulating a \$12,000 stop limit. The manager retained the provision in the booking contract, figuring he might want to give notice. Shuberts insisted that the show be booked in their theatres on the road later.

Arthur Sinclair, playing "Old Man Murphy," was indisposed one evening last week, the curtain had dropped, and the tickets were refunded. Sinclair claimed it must have been the hot weather.

8 Shows Out

Eight attractions are off Broadway, including five more or less sudden closings Saturday.

"America's Sweetheart," presented by Schwab and Mandel, closed at the Broadway after played four weeks. Rather a disappointment, but with a \$19,000 average is said to have nearly earned the production cost.

"Girl Crazy," presented by Arons and Freedley, closed at the Alvin after a run of 31 weeks, spanning the season. One of the most successful of the musicals. It consistently held to good grosses until recent heat wave.

"The Mayor," presented by the Shuberts, abruptly closed at the Alvin early last week. Played 11 weeks. Although business had dropped might have stayed. Illness of Al Jones, the given reason for stopping.

"House Beautiful," presented by Crosby Calzav, closes at the Apollo this week. One of its 11 weeks. Did well enough with average takings over \$10,000. Dived two weeks ago.

"Melo," presented at the Ethel Barrymore and last showed, will withdraw Saturday. Has played five weeks. Is announced to re-open the "Vineyard Tree," presented by Dwight D. Davis, will fall in a season at the Ethel, completely 30 weeks. Rated among most successful of season's comedies, holding a pace over \$10,000 in earlier months.

"Tonight or Never" final production by the late David Belasco, closed at the Belasco last Saturday after a run of 11 weeks, completely money almost through and averaged over \$19,000 in earlier months. Was a hit.

"Mrs. Moonlight," presented by Charles Hopkins, closed at the Little Saturday. Offered at the small Hopkins. Made money throughout a six months' stay.

"Three Men in a Boat," presented by Max Gordon and Erlanger Productions, will close with a goodly run, too, of 34 weeks. It was the revue stunt-out and probably the first of the musicals to climb out of the red in production. It averaged \$14,000 weekly for months and until recently drew impressive money.

What is regarded as legit's strongest line-up for touring shows, as well as the best possible set-up to be gained under present conditions, is on tap for fall booking through Erlangers. It may mean the expected booking battle between that office and Shuberts, if not settled already, will be heavily aided against Shuberts.

To date, 20 or more shows, nearly all hits, are expected for Erlanger booking. "Mount Hood," Shubert's booking, is not expected to tour until later, leaving "Once in a Lifetime" and "Girl Crazy" as hits for that circuit.

Erlanger's list includes "Green Pastures," "Three or Four Times the Distance," "Friendship" for George M. Cohan, "Tonight or Never," Arons' Gilbert and Sullivan revivals, "Auldland Crooked," "Private Lives," "As Husbands Go," "That's Gratitude," and "House Beautiful," latter four considered certain to each have two or more troupes playing.

On the Erlanger hinterland time will be the Stratford-on-Avon English Shakespearian company and "Tomorrow and Tomorrow."

Under Erlanger's hand with the Theatre Guild, Erlanger's has the subscription outfit's shows, plus four indicies. Chester Eskin is producing three for the same office, with two or three "The Merry Men" shows, most likely not booking with Shuberts.

Shuberts produced no outstanding during the past season.

BELASCO'S NAME AS PRODUCER ALSO PASSES

With the closing of "Tonight or Never" Saturday (6), the production organization of the late David Belasco came to a full stop. No further producing will carry the Belasco name. The famous theatre will probably be leased by the executors.

Several plays which the late showman was working on, and in which he had a financial interest, under option will be turned back to the authors. First indications that the Belasco enterprises died with him are thereby confirmed.

It is hard to tell what his bills and all specific bequests in the Belasco will will be paid. What the estate will total is not yet certain, but a fair approximation of the residuary estate, it may be expected to be arrived at some time this week.

TOWN HALL TROUPE OF PROS AND AMATEURS

Broadfield, Mass., Ann 3. An experiment in professional theatrics, new to the east if not the entire country, and the first of its kind, has been set on foot by Louise Talbot, actress, presented a company for four months beginning June 2.

This "roadside" playhouse, based on the Little Theatre, will attempt to draw patronage from Worcester and Springfield.

The Broadfield town hall seats between 400 and 500. The stage was a double-width, 10 feet high, low, although a few road companies have appeared there. In late years it was given over to pictures and church plays.

The company is recruited from the professional stage and amateur talent.

Rose Budick, Lester New, Albert Burke and Dick Cornell are at the company. Just recently, Budick was known in amateur theatrics as one of the players.

Security is gained by Albert Burke, who conducts a school of drama, who conducts a school of drama.

First play was "The Road to Rome."

London Show World

London, May 30.
Edmund Goulding is here from New York, conferring with Robert T. Kane and "Jaycee" Graham about Paramount's European production plans.

Fewer Dark Theatres
Signs here suggest the London b. s. slump is ending. Number of theatres dark is less than it has been for some time, while West End film business looks on an upgrate.

Among the foreign talker stuff around town this week is "La Douceur D'Almer" (French), "Avalanche" (German), "Le Million" (French), and "Song of the Alps" (French), while some of the suburban spots are showing Russian silent.

Mrs. Henry King, rich authoress who wrote "The Unforeseen," current at the Prince of Wales, is so confident of the piece, despite a tear-up it got from the scribbs, she is taking the theatre for a month and is determined to last the play out.

Legits
London show world's pulse can be described as fairly healthy, considering weather conditions and things look as if they'll be set against it for some time.

Leaving aside the holiday traffic, which always helps with transient trade, receipts are perhaps better than has been usual lately.

Adelphi, "Evergreen." Cochran's musical rather light than heavy. Argentina coming in for matinee. Aldwych, "Turkey Time." Ralph Lynn-Tom Walls team again, in a new farce, just opening.

Apollo, "The Church Mousse." Du Maurier's healthier since moving into more spacious theatre.

Coleman, "White Horse Inn." Terrific, and making Stoll go all Continental.

Criterion, "After All." Quite a hit, but, quietly.

Daly's "Belle of New York." Successfully good to be transferred to the Winter Garden, letting revival of "The Gelsina" in.

Drury Lane, "Land of Smiles." New piece settling down after rather hectic opening, culminating in Solly Joel's death.

Duke of York's, "London Wall." Like phone exchange it's named after, rather difficult to get right number.

Gaiety, "Millionaire Kid." New musical, just opened, containing dictionary of every gag ever cracked. Garrick, "My Wife's Family." Nothing to blurb about. Heavy advertising.

Globe, "Improper Duchess." Still one of the leaders, but not so hot as before.

Hippodrome, "Stand Up and Sing." They can afford to.

His Majesty's, "The Good Companions." Unusually good. Priestley's novel. Rather doubtful, and new, but looks promising.

Kingway, "Man and Superman." Revival of snappy little one-acter by the Shaw man.

Little, "Black Coffee." Agatha Christie thriller just turned 30, after meant for an out-of-town house for a fortnight's bill.

Lyric, "Autumn Crocus." Looks like justifying till its title at least.

New, "Tempting Waters." Herbert's operetta, imported from the suburbs, and getting acclimatized.

Piccadilly, "Folly To Be Wise." On air other night, very high most nights.

Playhouse, "Crime at Blossoms." Brought from suburbs. Maybe.

Prince of Wales, "The Informant." Happier at home, but guaranteed for month by its authoress.

Queen's, "Barretts of Wimpole Street." Top of its class, still.

Royalty, "Three Act Farce." Revival due this week with Edith Evans and Robert Lorraine.

Savoy, "Wonder Bar." Cast on cut. Going out.

St. James, "Parment Defiance." Charles Lounsbury in Lyric, but he won't hit the wrong house, but nevertheless.

St. Martin's, "Lean Harvest." Not on long and doubtful.

Shakespeare, "Mr. Pitt-Hearst." Usual Shakespeare crowd in usual Shakespearean farce, drawing usual Shakespearean audience.

Strand, "It's a Boy." It's a hit.

Whitehall, "Good Lovers." Still

STUDENT AUDITIONS

Idea in Paris to Cut Out Cheating Agents

Paris, May 29.
Attempting to give American musical students here a trial before an audience, without having to submit to exorbitant demands from chiselling agents, an organization has been created which will use the Champs Elysee theatre as a stand for performances to be given by American musical students-in-act. Painted by American art students. Venture is promoted by a group of resident Americans with the co-operation of Walter Straham and Ganna Walska. Orchestra will be under Gabriel Grollez, former conductor of the Chicago Opera.

Practical management is under Sampson Robert Diamond of New York, with Maurice Favre of the Paris Opera and Conservatoire Nationale directing the vocal coaching.

Auditions will begin in June and performances in October.

FRENCH INSIST ALIEN BANDS MUST STAY OUT

Paris, May 29.
No more working permits now for foreign performers with dance bands nor will the temporary ones be renewed when expiring. This means that within a short time all dance orchestras will be French, with results on the business easy to anticipate.

Noble Sissie's permit at the Ambassadeurs is only for six weeks, and that providing only half his orchestra plays.

Anticipating difficulties, the Morris agency had brought in Lud Gluskin's band from Germany, their permit being still good. Idea was to shoot them in the Ambassadeurs if Sissie had to walk at once. Gluskin currently at the Chateau de Madrid and in pictures.

Good Playing a Hit

London, June 3.
"Marry at Leisure" at the Haymarket is a light, inconsequential comedy. It is redeemed only by splendid acting. Mary Tempest leads and is great.

Miss Tempest's popularity may attract audiences for a limited run.

Legit Terrible

Paris, June 3.
Legit biz is terrible.
Poor new shows propitiate Variete's reviving Pagnol's "Topaze" and also Ambigu reviving a 30-year-old meller titled "Breadcrumb."

Colonial Exhibition is very detrimental to the shows, despite showery weather.

Lastlogel Returning

London, June 3.
Abe Lastlogel is sailing for home June 16 on the "De France."

margin of laughs left over for Martin Lane.

Wyndham's "The Old Man." Last week's Wallace play. Doubtful.

1st Early Opening

Empire started English innovation of opening at 9:30, and on Wednesday its 14-hour program at 10:00. Fled in on the opening morning. After a couple of days it looked as though there would be plenty of early trade in the town.

Other West End managers are seeking permission for the same privilege.

Anglized Page

Much talked of Anglized version of the "Front Page" at the "Fid" was taken off after three days, not because it didn't draw, but because it was only one-act, and it was getting out.

Change of plot and the pulled in meant the show was not ready for the night. Which, opening at around \$15,000, still to \$11,000, and last week, although helped by a falling in the 8-cents, drew in \$2,000, about \$1,000 away from the house's debt line.

Picture will be off this week, after a month's stay at the Lyric, but following.

COMEDIE'S "BLACKLIST"

Lugnet on "It-Can't Leave Legit Company Without Permission"

Paris, June 3.

Andre Lugnet, who resigned from the Comedie Francaise to go to Hollywood, is on the "blacklist," just sent by the management of the Comedie Francaise to warn stage and picture producers against signing any member of the Comedie Francaise who leaves the company without obtaining its full freedom.

According to this document, picture producers are considered as legit managers.

MISTINGUETTE PROTECTED BY DUTCH COPS

The Hague, June 3.

Despite official opposition, foreign artists are making a strong invasion here the current week, with Mistinguette and a company of players from the Paris Casino de Paris heading the list.

Mis was given a stormy reception at the station on arrival here with a police escort arranged to protect her from the crowds.

Here now is the Russian Don Cossack choir directed by Jaroff; also two German legit companies, one from Bavaria and the other from Reinhardt's Berlin theatre. All have long tours scheduled in Holland.

5 NIGHTS FOR REVUE, WITH ONE NITE \$172

London, June 3.

Internal rows are largely responsible for "Seven Dials Revue" closing Saturday (6) at the Cambridge after five nights. Third performance drew \$172.

When the show was nearly ready, Bertie Meyer, manager of the theatre, interpolated Seymour Hicks with two sketches, one of which he played twice as long as intended, and the other a gloomy old fashioned skit of the Grand Guignol type. When Elizabeth Pollock scored with imitation skit at the opening performance she was relegated to precede Hicks in the Grand Guignol number, whereupon Archie De Bear, the original producer, walked.

George McLellan, formerly Shuberts' English rep, has taken charge of the Cambridge with the five Shubert theatres sold to Sir Harold Werner, who built the Cambridge.

4 Closing in London

London, June 3.

Four shows will fold Saturday (13).

"Tantivy Towers" at the new theatre, "My Wife's Family" at the Prince of Wales, and "Wonder Bar" at the Savoy.

The Shaw Idea

London, June 3.
George Bernard Shaw is writing new play, "Too True to Be Good." He states it's a comedy, a cross between a sermon and Edgar Wallace.

BKO BOOKER, LONDON

London, June 3.
James Blake, BKO theatre org, with handling of agents at RKO's Leicester Square theatre. House starts film variety play July 3, with Gladys Fields playing "Sally in Our Alley" her own (old) trick.

Butts' Principals

London, June 3.
Alfred Butts' principals for "Vivian and Her Husband" opening at the Lyric in early September. Among them: Julian Jayne, Victor Mallet, Reggie Purdy, Oranville and Jip.

Later two new plays: "The Day After Tomorrow" and "The Day After Tomorrow."

Gov't Operated Sole Show Agency In Berlin Seems Flopping Hard

TED SHAPIRO'S TONSILS

Makes it Off and On for Saph-Ging to Paris Now Tex is Out

London, June 3.

Sophie Tucker has been compelled to abandon her one-night stand tour of the summer resorts because of her tonsillitis, sudden illness. Shapiro, her accompanist, is suffering from septicaemia. He sailed on the "Lythian" Friday (5) for New York.

Meanwhile, Shapiro's going over to Paris to console the natives on their loss of Texas Quinn.

AUSTRALIAN EXCHANGE CUTS INTO U. S. AGENTS

Los Angeles, June 3.

Rate of exchange, government tax on money leaving the country, and money transfer monopoly in Australia has local agents who book acts there working for their health.

Bert Levey office, which handles a number of acts for the Union Theatres in Australia, recently got a check for the same amount. After all the deductions it was cut from \$790 to \$483.

Australian government gets a 20% tax on all money leaving the country. Only method of transferring money is through a clearing house for that purpose. House charges 10% for the service. Cable rates account for the rest of the headache.

Savoir's Play Rights

Paris, June 3.

"La Petite Catherine," by Alfred Savoir, has been definitely acquired by Kenneth MacGowan for a MacGowan & Reed production in N. Y. next fall. Gilbert Miller has acquired the option to "Coco d'Azur" which he recently relinquished.

Delighted with the manner in which Chester Erskine rewrote and adapted "Lulu" for the Theatre Savoir has granted the young producer now in Paris, the rights to his plays for five years. Erskine is here searching for plays for Eranger Productions and for the Guild.

Guild also has interest in "Donogoo" which will be presented by Rory Osso as another associate producer for the organization.

2 Lightweights

London, June 3.

"A Knight Passes By," infant comedy from the Dutch, opened at the Ambassadors, June 6. No public appeal.

At the New Theatre repertory players gave a single performance Sunday (7) in "In the Garden," American highbrow comedy by Philip Barry. Unlikely to be seen again.

Naylor Follows Tauber

London, June 3.

Robert Naylor, English actor, will replace Richard Tauber in "Land of Smiles" at the Drury Lane.

Tauber is the German tenor brought to England especially for the Drury Lane piece at a \$4,000 weekly salary.

Hyde's London Click

London, June 3.

Alfred Hyde and his girl band are exceptionally at the Palladium today (Monday). The show, which is the principal feature of the summer week-end.

Indian Band Out

Paris, June 3.

Indian (recreation) band is leaving for the States July 3. The band is American, but it is to spend the winter in London.

Berlin, May 30.

Again the usual yearly onslaught of unemployed actors is taking place in Berlin. There never have been as many unemployed actors as this year. According to the statistics of the State union, there are only 3,000 unemployed actors, but if all those are counted who do not belong, this number is tripled.

Entire employment agencies for Berlin were centralized Jan. 1, 1931.

All private agencies were forced to close and in its stead came the official agency. During the first months all went along satisfactorily, but very soon it became obvious this centralization made it easier for the theatre managers, but much worse for the unemployed actors. Due to this centralization, no matters are settled through the mails. Its branch offices in the Rhineland and Bavaria are unable to cope with the work.

If an actor is without work, he must accept the risk and come to Berlin at his own expense.

Again and again it is shown that the central office is not meeting the demands. On many days up to 600 people applying for work.

There are two men in charge of the Berlin department, two men for the Reich department, one man for opera and one for operetta. Inadequate to take care of the business.

Muddled

The employment department for the film industry is in a terrible muddle. Many of the film managers have been changed and the department when the law went into effect. This department of film actors and actresses is controlled by the central employment office and the work connected with it done along with the other work, which is impossible. These conditions are insupportable.

SIR HAROLD'S WEALTH NOW IN SHOW BIZ

London, June 3.

Sir Harold Werner, who has dashed into the theatrical limelight through getting control of the five West End Shubert theatres, is the son of Sir Julius Werner, South African, British consul, and millionaire, who left him a fortune on his death some years back.

The son married Lady Zita Forbes, daughter of the Grand Duke Michael of Russia, who is now 21. He has numerous city and sporting interests.

June and Divorce

René, June 3.

Conflicting views of divorce laws in Nevada and England has Lady Wyndham, British actress, ready to start in a divorce. She wants to get rid of John Burns, titled husband, to marry someone and have children, but unless Burns says O. K. she can't get married again even with a Renard decree.

June has filed suit and gone back to Beverly Hills to await developments. Lothar Mendes, m. p. director, probably greeted her on her return to Cal., but she still a married woman.

Her contract to appear in England in musical comedy, held by Julian Vyverley, British actor, must wait, until such time as her marital troubles are settled. Meantime she is, an actress without a job, and trying to get rid of a husband.

Imported Scenic Artist

Hollywood, June 3.

Ronald Malcolm Scott, designer, American artist, came to New York and left for London on the "Olympic" June 5 to assist Albert H. Johnson on the set plans for "Coriolanus." This drama has been scheduled to do two more shows for Corbin.

Critics on Run

London, June 3.

William Pollak, former dramatic editor of the "Daily Mail," has been appointed dramatic critic of the "Express."

He follows Gordon Finkler, who followed William Steward.

ARE SONGSTERS TRAILING

Ellington's Mgr. Pulls Band From NBC, Claiming Mismanagement and \$2,500 Loss Wkly on NBC Bookings

Claiming NBC mis-managed Duke Ellington's band, Irving Mills, manager of the band, will remove Ellington from NBC's direction after his current Lincoln Tavern, Chicago, engagement is completed Aug. 10. After that date Mills will book the band himself, as he did previous to the NBC agreement.

During the 18 weeks that NBC has been booking Ellington, Mills claims network underpaid the band. Mills declares that 18 weeks ago he entered into a verbal agreement with NBC to let NBC book Ellington's band. This was done, he declared, because with its prestige he believed NBC would be able to book the band at better terms.

Mills says that NBC sold Ellington to Publix for 18 weeks for \$3,500 weekly, of which he had to pay NBC 5% commission. Mills states he was negotiating prior to the NBC agreement with Publix for a much higher figure. Mills says he is now completing negotiations himself and part of the buy on the listings of the counter numbers, thus giving the publisher a big break on sales without much plugging effort. Counter songs were considered a part of the buy on the listings of each catalog. Today such a procedure is considered impossible by the publishers as they feel that in those days to push over the counter type tune with only a well-plugged hit selling.

Another idea advanced by a publisher is that it took 10 organizations in those days to push over the time music. This is impossible today due to economic conditions. Staffs and branch offices are small due to no demand of any consequence from the stage performers who have had their numbers cut down with the closing in of vaude. Radio is the only big outlet the publishers have and the radio artists only plug the hit tunes giving all others the go-by.

Royalties to writers would have to be cut in two and the cost of printing and engraving also considered to make the music possible according to another publisher. Costs are so high all around and with practically no mechanical royalties to slip on the nut, it is almost a hopeless task to attempt the time angle.

Consensus of opinion among publishers opposed to the dime music idea is that the hope of the music business lies in the future getting together of publishers and radio station execs under which a fair royalty basis of all published music played on the air can be arranged for.

Dime Music Hasn't Got A Chance with Only Big Plugged Numbers Selling

The question of 10¢ music to some music publishers is considered not feasible due to many reasons they say they will not be in favor of making the drastic change at present or possibly in the future. One publisher points out that the 10¢ music in the old days was successful when they had what was called counter numbers. These were songs never meant to be plugged via the stage, but printed up with flashy covers and planted all over the dime store counters among the hit tunes. A customer would buy one or two times and seven or eight of the counter numbers, thus giving the publisher a big break on sales without much plugging effort. Counter songs were considered a part of the buy on the listings of each catalog. Today such a procedure is considered impossible by the publishers as they feel that in those days to push over the counter type tune with only a well-plugged hit selling.

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FOREIGN MARKET FOR PUBLISHERS

Native Songwriters Following Same Ideas—Lack Originality in Music and Lyrics—Germans Especially Taking International Lead

NON-COMMERCIAL

Music publishers declare American composers, with the exception of a few axes, have become too stilted in their compositions. Publishers claim failing native songwriters follow but one pattern, unable or fearing to show originality in either melody or lyrics. Hearing one fox-trot is to hear a hatfull nowadays, the publishers say. Same with any other type of popular song. All are molded along old familiar song make-up ideas, lacking any freshness, insist the publishers. This is a huge factor for the present apathy of the American public toward sheet music, is another published statement.

More and more publishers state they are turning toward Europe, especially Germany, for future song material. The foreign numbers have it all over the domestic songs, according to the royalty papers. The commercial angle does not influence the continental writers as it seemingly does Americans. They write what they feel abroad is the belief of American publishers who have studied conditions. Germans have no use for American syncopated fox-trots, saying they are all the same.

More German Songs

In the past months there have been more German tunes among the best songs ever here than ever before. Among others were "Two Hearts in Waltz Time," "Dime Music," "Thriller in Love Again," etc. English tunes, "When the Organ Played at Twilight" and "King's Horse" also among the best sellers here.

German talking pictures on this side with native songs have been one means of interesting the American public and publishers in Germany's song ideas.

Accordingly, U. S. publishers expect the foreign market will supply more songs than ever before for the market here.

Back to Old Price for Sheet Music Threatened by Publishers if Dealers Don't Get Down to 25c Retail Price

May's Click Tunes

According to "Variety's" survey, six best sellers for the month of May were:

"Moonlight Saving Time" (Feist).

"Please, Don't Talk About Me" (Remick).

"Whistling in the Dark" (Abe Olman).

"When Your Hair Has Turned to Silver" (Joe Morris).

"Waltz You Saved for Me" (Feist).

"Wabash Moon" (Berlin).

Publishers will return to their former prices on sheet music if syndicates and dealers refuse to sell at 25c retail. This is the decision of many who are disgruntled with the turn of events things took under the cut price. Instead of benefiting by establishing a 15¢ price, as they believed they would, they say that they are suffering.

Reason for the ill feeling among the publishers and for their return to old prices is the situation isn't straightened out, is that sheet music is being sold for the pre-cut prices, whereas the publishers believed that by cutting they would establish a 25¢ standard price as a sales stimulant. With the old prices still in existence in the majority of spots, the publishers are suffering. They claim they are not selling any more sheet music than formerly, meanwhile taking 15¢ less. This additional profit goes to the dealers or the syndicates where the old prices are still in existence.

Contrary to promises of the music trade of syndicates, the syndicates did not cut to 25¢ retail in all stores. They cut in many of their stores, but some of these were spots that always sold sheet music for 25¢, even under the old scale. There are still many syndicate counters where the old prices prevail, including the Warner music counter and Kresges, although Hitecheck, of Kresges promised the publishers to establish a 25¢ price in his store immediately after the 1926 was put in effect. Majority of these syndicate counters where the old prices still prevail are where there is barely any competition.

It is reported that both Warner music sales and Kresges give as their reason for retention of the old prices that they are still selling over-out sheet music and cannot afford to lose on it at 25¢. Publishers state that if the syndicate were so loaded with pre-cut sheet music they would not be buying the sheet music the way they have been for some time.

(Continued on Page 63)

AFM LICENSES TO BOOK BANDS?

The American Federation of Musicians, at its annual meeting this week in Chattanooga, will adopt a resolution to license all band and orchestra agents, it is reported.

Only those agents licensed by the A. F. of M. hereafter will be permitted to book union bands, under the plan. The Federation intends to investigate all b. and o. agents before licensing them.

It is said that by adopting this move the A. F. of M. expects to eliminate many bands in New York playing under the scale. Agents found by the A. F. of M. to be booking orchestras under scale or those which have had reputations in the band field will be refused licenses. This would force those agents, if still trying to remain in the b. and o. biz, to book only those spots which are non-A. F. of M. of the scales.

All resolutions to be adopted by the Federation at its annual meeting will go into effect August 1.

75c RECORD HIT HARD IN EUROPE AS WELL

According to reports from Europe the 75c record is as hard hit there as here. The cheaper record is now getting most of the sales.

The three-shilling English records, equivalent to 75c over here, formerly the big sellers of England, Germany and France, are crumpling rapidly. In England the big record sellers are those who sell for two shillings (50¢) or 1.6 shilling (35¢).

The three-shilling records were harder hit in England than in the U. S. because the English market was formerly concentrated on three-shilling discs, recently discontinued their manufacture. It is now selling the two and the 1.4 shilling discs.

\$1,000 from 2-Year Suit

Cleveland, June 8.

A bump on his nose caused by a falling gasoline can was worth exactly \$1,000 to Mervyn Davidson, local song writer, although he had to wait two years for it and didn't get it until he was 60.

Davidson brought suit against a local paint company April 6, 1929, when he was 58, claiming he was accidentally hit by a gasoline can falling off his head while painting a theatre sign.

Davidson in his lawsuit asked for \$25,000, claiming he was no longer able to work off Tim Linn's 1929 ditties as a result of the accident. Jury, however, decided that his total ability was worth only \$1,000.

"Taps" Goes Referee

"Taps" b. and o. booker, has been appointed official fight announcer for the Long Beach Stadium, which opens June 26.

During former years "Taps" has long been known for various fight clubs, including Hints Point, Olympic, St. Nicholas and New Star.

Pluggers Torched at NBC for Repeat Ban

Song pluggers are squawking to beat murder because NBC's ban on song repeats.

Pluggers say that they hang around a band leader all day to get a plug on the air and the leader includes that song in his list, but that often it is later cut out of the program. Pluggers claim because the same song is on an earlier program.

Song pluggers say that the entire situation is due to publicity. They claim that a song published by Radio Music is never out of an orchestra leader's song list because of repetition.

Radio's 14c Price Cut

Radio Music's introductory price of 14c for the first 30 days songs are out has been eliminated. They claim that a song published by Radio Music is never out of an orchestra leader's song list because of repetition.

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50 Grand Already Spent on Fighting Illegal Music Vending; Will Be More

The music industry's fight against illegal song sheets has cost the publishers \$50,000 to date and will cost more. With warm weather favoring street vendors, the number of illegal song sheets in the numbers has become prominent again, even though the American Society is still battling to rid the streets of these peddlers.

Music Publishers Protective Society was the first to take up arms against the song sheet vendors, printers and distributors. It started the campaign in October, 1929, continuing it until September, 1930, during that time it had spent \$25,000 in attempt to halt this practice through printed matter, extra personnel, legal measures, etc. It was all to little avail and with the M. P. A. not in a position to shut most of its funds into the battle, it turned the matter over to the society. Latter organization has been handling it since September, 1930, and from that month until the present it has sunk as much as the M. P. A., \$25,000, in the crusade against bootleg song sheets.

The way things look at present the society may be called upon to spend double that amount before it is through. The Society has taken on extra men to police the country and has printed and distributed much printed matter against the song sheet trade. It has also enlarged its legal department for the purpose of pressing charges against all vendors who are nabbed with the goods.

Besides this, it is attempting to locate the vending, printing or distributing of bootleg song sheets in a number of the states laws in many states, as in New York, where already passed and now in effect. In a number of states, including California, Pennsylvania, and Massachusetts, similar measures are awaiting the signature of the respective governors.

Mr. Society is already wondering whether or not the crusade is more costly than it is worth. The battle turned out to be more expensive than the publishers originally believed it would be.

The A. S. P. may decide to play the question of whether or not to continue the fight against illegal song sheets before its Board of Directors.

M. C. LET OUT IN N. W. GETS UNION CALL-OUT

Seattle, June 8.

Dropping of Owen Sweeten and his band at the Fifth Avenue, N. W. house has won the Musicians' Union calling out the musicians at the Paramount, also P. W. U. operated. Latter house plays Fanchon & Marco units.

In retaliation, circuit announced the dropping of stage shows and cutting of admission at the latter house. Stage bands upon not into the argument and brought pressure on the musicians' union which ordered the band in again at the Paramount pending negotiations.

In the meantime musicians and stage bands are working on two weeks' notice.

Van in Roadhouse

Gus Van and Arnold Johnson's orchestra open June 12 at the Woodmanster Inn, New York.

The roadhouse added a floor show that night.

It doesn't matter to the audience how often there's a phone in front of the shell. Except that it does tend to their name better known. I direct financial results except the publishers may be enough to give them gifts donations for special orchestra

SHOW MOB'S BAD HABITS

Food Merchants Best NBC Air Time Buyers, Drugs Second, Oil Third

A list of 194 NBC advertisers that last year (1930) spent \$20,088,887 for time on NBC, has been compiled by the network into the 21 industries they represent with the amount each spent shown.

The list shows that the food business, comprising 43 different advertisers, represented nearly 25% of NBC's total advertisers. These were nearly twice as numerous as the second advertising air-buyer, drug and toilet goods. Food industry spent \$4,448,062 with NBC last year. Drug and toilet goods, consisting of 22 advertisers, spent \$2,496,885.

Following is the list with amount of advertising in each industry shown, and the sum each devoted to the network for advertising time, and not including talent costs:

Machinery (1)	\$684,804
Garden (1)	91,644
Sporting Goods (2)	81,070
Paints & Hardware (3)	58,118
Travel (3)	81,027
Building Material (4)	545,945
Cigars & Cigarettes (4)	1,265,313
Publications (5)	749,229
Clothing (5)	346,217
Jewelry (5)	313,728
Financial (8)	1,034,664
House Furnishings (6)	572,163
Miscellaneous (6)	769,155
Confectionery & Soft Drinks (10)	676,637
Shoes (10)	676,774
Soaps & Cleaners (10)	424,821
Radios & Musical Instruments (11)	1,571,058
Automotive (11)	1,327,874
Petroleum Products (19)	1,245,135
Drugs & Toilet Goods (22)	2,496,885
Food (43)	4,448,062
Total	\$20,088,887
Total clients, 194.	

This survey shows that although there are but four advertisers of cigars and cigarettes, they rank fifth highest as an industry for the most money spent with NBC. It is ahead of soap and cleaners, which contributed 11 advertisers.

NAMES WHOLESAL IN NEW COMMERCIAL

When Ted Lowie's band goes off the Valspar program with NBC in two weeks, which will complete the band's 13-week contract, Valspar will switch to a new style of program. It will have two or three different theatre names each week.

Charlie King has been engaged to m.c. all the programs. Frances Williams, Gene Austin and Roy Smock will be on the first program. William Winkler, orchestra, will be used.

Just of artists who will be used by Valspar at different times, either two or three on each broadcast, are Helen Kane, Evelyn Preber, Johnny Marvin, Bernice Clark, Robert Halliday, Alvin Hart, George Jessel, Ann Roth, Countess Albani, Healy and Cross, Lenny Glazier, Ralph Klose, Marie, Scott, Ben Landers, Grace Hough, Little Jack Little, Val and Jennie Stanton, Gus Van and Julia Sanderson.

WLWX Gets Stay

Although the Federal Radio Commission has ruled that WLWX, Long Island City, must go off the air because the station operated off its proper channel and at times without the supervision of a licensed operator, John A. Thayer, owner, has received a stay from the Court of Appeals, Washington, to operate until a hearing is given.

The Commission recently refused to grant Radio Pictures a permit to erect a station in Long Island City.

Cartoon Strips Disiked For Radio by Hearst

Chicago, June 8. Local William Morris office has taken over the sales and distribution for the Chicago area of the King Features comic strip disc recordings. Dialog programs built around such strip characters as "Bringing Up Father," "Tillie the Toiler," etc., are being turned out by the Camco Recording Co., Hearst subsidiary.

Tieup with Camco imposes on Morris office the task of selling the programs direct to the advertiser. Customary practice has been to sell the disc program to the radio station, leaving it to the outlet to get a commercial hookup for it.

KYW, operated by the Hearst "Herald and Examiner," will provide the Morris office with audition facilities and co-operate on the selling end.

DECISION TEST ON LICENSES BY RCA TRY

Washington, June 8. National Broadcasting Company with three other subsides of the Radio Corporation of America has filed a petition for an injunction in the Supreme Court of D. C. to prevent the Federal Radio Commission from revoking 1,409 radio licenses issued to R. C. A.'s companies. The subsides named as petitioners are RCA Victor, RCA Communications and the Radio Marine Corp.

Federal Commission had set a hearing June 15 relative to such license renewals as may be coming up, besides revocation of existing licenses. It is an outgrowth of the recent U. S. Supreme Court decision which held that one of the RCA contract clauses with tube dealers violated the monopoly laws.

The argument is whether or not such a decision comes within the construction of Sec. 13 of the U. S. Radio Act. This section compels the Radio Commission to revoke all licenses of any company and its affiliates where any may have been found a federal court to be a monopoly.

The reason for seeking an injunction to prevent such revocation is looked upon as a means more or less of mixing a legal test of the efficacy of the particular section of the Radio Act.

In U. S. ruling RCA and NBC have taken a march on the Federal Radio Commission which, according to test, had decided to make a court test of its own through a simple revocation of licenses.

NBC and its allied companies are given as feeling that the situation is one that needs immediate change by the courts as the uncertainty over the meaning of the Radio Act in this instance it is causing damage to RCA's business and that of its subsides; the petition states.

Cost's 50,000-Watter

Los Angeles, June 8. KFI local NBC outlet, goes from 5,000 watts to 50,000 latter part of June. When the new power transmitter is in operation, KFI will be the strongest this side of the Mississippi.

KCN, which originally had no permission to go on the air, was authorized by the Federal Radio Commission. Station will still retain the channel permission granted by the Radio Commission.

KFI's sister station to KFI, has applied for permission to switch to KFI's old 5,000-watt position. Station is now operating on 2,500 watts.

VICE-PRES. HOGUE TALKS FRANKLY

Advertisers Only Deal with

Theatrical Agents as Last Resort Because of Chisel-ling—Cites Numerous Instances—Networks' Stability vs. Lazy Ignorance of Show Mob, with Latter Making Little Effort to Learn Radio Facts or Render Intelligent Service

CRAZY SALARIES

Chicago, June 8. So far the Broadway mob has proved itself nothing but a nuisance in trying to sell talent for radio presentation. That's how the advertising agencies feel about it, says one of the kingpins of the lineage tribe, who, at the same time, aims to point out the way to redemption and usefulness.

Before the booking agents can get a foothold in the field of other entertainment, they'll have to do three things:

1. Get the acts they're representing to put a fixed price on their other services.
2. Tie up the acts for exclusive representation.
3. Lay off the chisel-bling when dealing with advertising agencies.

On the mike end of this trade advice broadcast is Gordon Hogue, vice-president of Young & Rubicam, Inc., Agency among the first line network commercial impresarios. Hogue, when not supervising the firm's dozen or so air shows (Continued on Page 63)

RADIO AD HEADS TALKING ON ADVERTISING

Advertising heads of the radio industry have secretly scheduled a series of conferences to lay plans for retarding the popularity of paid ether waves.

Most of the biggest factors in radio advertising will lay cards on the table in the get-togethers June 14-18 at the Pennsylvania Hotel, New York, just one month after, in the same place, the American Association of Newspaper Publishers discussed ways and means to shut down advertising from air lines to type.

The radio conferences are a private part of the 27th annual convention of the National Association of Broadcasters. They will be held under the direction of J. F. McQuist, general advertising manager of Westchester Radio.

Speakers

Kenyon Suckow, of the Armstrong-Cook Company, will talk on the methods by which an advertiser checks program effectiveness from a sales and popularity point of view.

Radio troubles from the advertiser's agency's point of view will be the contribution of S. P. Cannon of Edwin Wasy Co.

Frank A. Smith, of National Broadcasting Company, is slated to speak on "What the Public Thinks of Radio."

"Spot" broadcasting will be the topic of R. K. White of Chevrolet.

Other speakers include: William S. Hodges of the National Association of Broadcasters; H. K. Blythe, president of Columbia Broadcasting.

Chicago Baseball Broadcasts Socked Evening Circulation; U.P.'s Air Scores Withdrawn

CBS Talent Auditions Out for the Summer

CBS has discontinued all talent auditions, specially arranged until after Labor Day. Auditions for neophytes and all others are out for the summer.

Reason given is that CBS is now overboard on talent. Also that results from auditions, excepting specials, were unsatisfactory. CBS does not believe it necessary to continue searching for stray talent over the summer.

NBC will continue all auditions as usual.

Chicago, June 8. Yielding to pressure brought by the anti-radio mob among its newspaper membership, the United Press has started to break away from all other entanglements. First of the U. P.'s broadcast hookups. Even the one in the Chicago news was that maintained with WLX, the "Prairie Farmer" outlet, for the past year and a half. Abolition of the practice of occasional feeding of big news flashes to the Columbia network on the New York end is indicated to be in immediate prospect.

Following U. P.'s withdrawal of its news bulletin service, WLX tied up with the Chicago Evening Post-Letter, an Associated Press member, is now shooting news bulletins over the rural weekly's transmitter twice daily for the next few weeks.

With service members being divided on what attitude the newspapers are to assume in their relations with radio, the U. P. has decided on a neutral stand and thereupon passed word out to its branches to disavow any further direct broadcasting. Procedure has been to tie up with a non-news paper outlet, either not broadcast the bulletins direct through a mike installed in the news bureau; in most instances U. P. went to the expense of hiring a job to handle the clipped news clips.

No explanation for the cutting off of service was given to WLX, other than for reasons of convenience it was thought advisable to discontinue the arrangement to take effect June 9. Of pertinent interest to the move is the fact that the U. P.'s local office is the Daily News, operating its own outlet, WMAQ.

DEEP POLITICS IN WIS. RADIO BATTLE

Chicago, June 8. Seized to Wisconsin's battle of radio stations between the two principal candidates for governor, in the last election was written by the Federal Radio Commission when it put the stamp of approval on the merger of WIRA and WISJ, both of Madison. Consent order eliminates WISJ the Wisconsin "State Journal" to be brought into existence to give Eugene Henry Kohler's campaign a helping hand.

In stratagizing out the jam of air channels created by WISJ's hurried coming in the last year, the picture last fall, the commission agreed to the assigning of both outlets to a holding corporation organized for the purpose, called the Indgor Broadcasting Company, 52% of the company's stock to WIRA and the remainder to WISJ, with the former in complete authority over operation.

When the campaign broke Philip La Follette, the winning candidate, had tied up with him the Madison "Capital Times" and its other ad agency, WIRA. That put the then Gov. Kohler in a tough spot, and the result that he got the Wisconsin "State Journal" published to file an application for a 500-watt permit.

Without calling a hearing on the matter, as is customary, the Federal Radio Commission issued posted a license assigning the wave length of 14.7 to the applicant.

Caught between in the battle of radio stations was WPMH (Chicago), which was only 16 kilocycles distant from the signed wave length. The Chicago outlet put up squawks with the other supervising quintet, charging that the assignment was against the Radio Act and that WISJ's air channel proximity was interfering with WPMH's broadcast reception. Complaint got no action until after July 1st when, when the matter was argued, it was ordered to wait out a continuing agency to it. The move was necessary because of the Radio Act's prohibition against the use of the same wave length by two stations in the same territory.

Neutrality

It is doubtful whether the United Press will take any steps to stop a publication member from giving the bureau's news the air, although all such broadcasting will be done through the U. P.'s permission. Four years ago the Chicago Tribune went to bat with the Associated Press over the issue of broadcasting election returns through its wires. It won and got a favorable decision. Since then none of the press associations has been inclined to attempt another such move. The extensive news broadcasting of a type in effect newspaper sales is shown in the slump the sporting editors of Chicago papers have taken. When the outlets have a play-by-play report of either of the two local baseball teams and results of other big league games, the evening newspaper have taken a stiff sucking blow in the direct sales of later editions.

Baseball broadcast service for the season, with one exception, is sold to a commercial for a lump sum, with much of the outlets getting just enough to cover the program's expenses. Prices obtained this season for the four-months stint brought WMAQ \$10,000; WISJ \$8,000; WISN \$3,000; WGN \$10 a game.

Detroit Band on Chain

Detroit, June 8. The Police's band, at Johnson, Mich. road house, is broadcasting from June 8 to 10. WJLB, local NBC outlet, has been the station's only outlet.

The band is the first one to be broadcast from a road house in the state since the prohibition era.

Dodge Twins Released

Dodge twins have been released from their CBS contract.

Twins were placed under contract by CBS after Arthur Hays Sulzberger, president of Columbia Broadcasting, had seen them in a performance.

Clay's Song Recital

Clay's song recital will be on a regular basis on the CBS radio network.

Their Stage Training Worthless On Radio, Stage Veterans Going Ether Must Learn Over Again

The reason why many performers engaged for radio turn out to be flops, although their records have been judged and passed on at auditions, is due to the fact that radio people when hiring performers often do not realize they have come carefully prepared for the audition. Therefore their audition performance is likely to be far superior compared to what they can do with new stuff at short notice on a broadcast.

Most performers coming to auditions have less reverence for the mike and are so anxious to do their stuff with ease and without self-consciousness, they have taken one or ten minutes and rehearsed them for weeks. They have gotten these numbers down to a science, put in all the tricks, inflections of voice, and through long study can put them over in the most confident and best possible way.

But such periods of long rehearsal are not possible on the air. Artists who need and have been accustomed to advance study and rehearsal seldom are good on the air. Radio has a different technique, and if the artist hasn't the personality or ability to adapt himself to that technique, he never has any good. He must be a born reader without requiring long study to bring expression or finish to his lines of material. In the opinion of some people that have been singing talent for recording and direct broadcasts. And because of this fact it is said that theatrical people who have had that radio needs is showmen, are wrong. Show people are not needed in radio, it is believed by some now in radio just because most of them have always depended upon long rehearsals. This is particularly why so many vaudeville people have failed on the air.

A vaudeville act is rehearsed at great length and built up to perfection, after which it may run without much change for years. An entire technique goes into the building up of the act along with it. Vaudeville personalities are built up. This vaudeville or stage technique is not suited to the air. Where an act may start off slowly and rely upon building itself up and upon a punch line for the finish, in the theatre, the same act on the air with its slow start may be a twist of the dial be left minus an audience almost immediately.

Few Register
Few stage personalities register upon the air, even some of the finest on the stage, because stage people have so many things to depend upon to get their effects. They try to use their stage personalities on the air and they are flat.

Their expressions, mannerisms, all the "business" which has made them on the stage, is lost. They have to be retrained for radio. The fact is that a stage player who has had stage training for perhaps 25 years and has become a stage stylist, may be poorer material for the air than a mere novice because of the difficulty he meets in attempting to change the technique developed in years of stage training.

Instruction Needed
Many stage artists have fallen down on the air because they have not realized these things and because the radio people have not known how to train them in order to bring the best out of them. It is thought that many vaude and stage people could be built into fine radio personalities with the proper direction. However, they must first have a certain quality.

It is because most stage people need rehearsal and direction that recorded programs are often successful in radio, as they are direct broadcasting.

"Variety" for Summer

Place a subscription for "Variety" over the summer. From now until Labor Day, \$1.50.

Mail remittance, with name and summer address.

AFM Convention

Joseph Weber and executive staff have gone to Chattanooga to attend the 34th annual convention of the American Federation of Musicians. Sessions started yesterday (Monday).

Prior to their departure the report spread that the musicians' federation of the United States and Canada would also call for a proportionate voice reduction for the same period of 10 weeks.

So far nothing has been done regarding such a step, but it may come up for discussion at the convention.

It is conceded Weber will be re-elected to the presidency.

\$1,000,000 ON AIR FOR CHI FERTILIZER

Chicago, June 8.—Phillips' Lead's rural characters "Uncle Abe and David," return to the air in the guise of "The Stebbins Brothers," June 22 in a hookup of 34 stations over the NBC network. Swift's Vagaro, now a Sunday afternoon concert feature over NBC, is handling the characters' comeback.

Appropriation of \$1,000,000 has been made by the meat packers and side products manufacturers for the fertilizer's new advertising campaign, with at least two-thirds of this amount due to go for radio time and talent.

"The Stebbins Brothers" act will have a 15-minute run daily for 52 weeks. Locals of the script, written, staged and acted by Phillips' Lead, will be set in a Maine village, with the characters a pair of easy-going, philosophizing country doctors.

Radio Superstition

As "Uncle Abe and David" the act was carried over the same chain for almost two years, with the pay checks then coming from Goodrich Bros. When the contract was about to expire the first manufacturers announced its budget had been set aside for the air show's continuance. At the time it was generally predicted in broadcast circles that the act's eccentric distinctiveness and previous long-run for Goodrich would prevent its getting a commercial successor, unless the characters and type of script were completely revamped. That has been done in confecting "The Stebbins Brothers."

Talent is now on the west coast for the show, but is expected to clean up his future obligation in time to get back to New York for "The Stebbins Brothers" ether debut.

As part of the Swift advertising campaign a spot recording of the first Stebbins episode will be distributed among the company's salesmen to regale the customers on the approach.

Society Tax on Hotel Radios Up for Fixing

The American Society of Composers, Authors and Publishers, and the American Hotel Association are arranging a conference to discuss what the society's future tax on hotels equipped with radios will be. Power to the tax on the hotels which have their rooms equipped with radios was passed in the American Society through a recent decision of the United States Supreme Court.

Tampico Cabarets Folding

Folding of the cabarets in Tampico, Mexico, about 100 miles from the border, has been reported. The cabarets, which were the center of the night life in Tampico, have been closed down by the government of the state of Tamaulipas.

Making It Dumber

Chicago, June 8.—Probably no conception as extensive as any of carrying the radio to extremes is the conception of a company that sells phonograph records for broadcast use. But they'll never admit it. Under the heading: "What is Electrical Transcription?" they make it much clear.

There are two types of radio transcription. In both the same electrical principles are used. In one case sound waves are converted into electrical impulses and instantaneously transmitted. In the other the program is performed in advance of transmission and is then available for radiation through any combination of stations.

L. A.'s 3-Cornered Hotel Scramble for Name Bands

Los Angeles, June 8.—With the Lyman and Burnett orchestra out of the Roosevelt and Baltimore hotels, respectively, and the Rhythm Boys out of the Ambassador due to contractual difficulties, radio around Los Angeles is without any name attractions. As far as the hotels are concerned, this air representation is the hotels' best advertisement.

The free plugs given the hotels through their bands working on commercial programs is a proved business getter. If the hotel is without an ace band, the commercial hours won't buy and the other fans won't listen.

Baltimore, Ambassador and Roosevelt are in a three-cornered scramble to grab top name combos for the fall. Hotel business locally is away off due to the lack of tourists. Hotels figure that they will struggle through the summer months with what talent is available locally, bringing in eastern bands around the end of September.

Hotels in Washington and Oregon are also recognizing bands as a strong big getter for the hostesses and are planning on bringing name combinations west as soon as the hotel business picks up. Northwest has never been a hot spot for bands, due to lack of radio outlets, but several of the stations in that section have recently had their power increased and others have joined the coast networks, in both cases getting increased coverage.

Osterman Leaves Cafe

Both Chellis opened at the Paramount cabaret, New York, Thursday (4).

Replaced Jack Osterman, out.

Cut Rates on Oil Leases to Clothing Can Be Had by Coast's Radio Staffs

Los Angeles, June 8.—

County newspapermen of taking anything in trade for advertising space is threatening the commercial stability of southern California's radio stations. Small-town radio stations, and some of the largest hereabouts, station owners are keeping out of the red by taking in on the credit side—furniture, clothing, shoes, tires, rental on apartments, and about everything else offered except groceries. They are on the credit side because they are not only true of the little housewives, but some of the biggest merchants. Station owners are keeping out of the red by taking in on the credit side—furniture, clothing, shoes, tires, rental on apartments, and about everything else offered except groceries. They are on the credit side because they are not only true of the little housewives, but some of the biggest merchants.

Depression has the double-edged sword of making it possible to get credit and also making it hard to get out of the stock and bond market. One of the largest local radio stations has a large stock and bond department, and it is a hard job to get out of the stock and bond market.

One of the largest local radio stations has a large stock and bond department, and it is a hard job to get out of the stock and bond market. One of the largest local radio stations has a large stock and bond department, and it is a hard job to get out of the stock and bond market.

Thousands of 5c. Music Boxes Are Important Market for Discs

Buys German Song

Stunt Bros. has the American publishing rights to the German song "Eine Marzschmelz" (April "The Darling") from Anton J. Benjamins of Berlin. Stunt paid a \$2,000 advance on the song and will publish it in July.

Thornton Black will write the English lyric for the song.

MILLS STOPPING BANDS ON HIS OWN MELODIES

Jerry Mills, owner of Gotham Music for which Jack Mills, Inc. acts as a selling agency, is seeking to restrain all bands from using any of the songs which he is publishing.

Mills claims the special arrangements and material which he publishes and which his bands feature, have been a large factor in making them famous. Among the bands handled by Mills using this special melody arrangements are Duke Ellington's and Cab Calloway's.

Some of the songs which Gotham publishes and the Mills bands feature are "Croole Rhapody," "Minnie the Moocher," and "Black and Tan Fantasy." Mills complains other bands are now using this same material and cashing in on the Ellington and Calloway built-up through the tunes. Since Mills is not a member of the American Society, Mills cannot restrict the use of these tunes through that source.

Life is now seeking advice to determine the proper method of action to bar Gotham's songs from being used by any bands but his own.

Biltmore Trio Hops

Chicago, June 8.—Earl Burnett brought on the Biltmore Trio from Los Angeles by airplane to join him at the Lincoln Theatre Town Club. Harmony team composed of Paul Gibbons, Craig Leach and William Seckler, were wired to move eastward in time to open at the roadhouse Saturday (5) night.

When Burnett came on here he left the three boys behind, with the intention of picking up a harmony act in Chicago. Candidates tried wouldn't do, and he decided to import the lads who worked with him at the Biltmore, Los Angeles.

Wholesale Rate

Phonograph, emulation, which once looked on this business as just by-the-way, are now considering it one of their best sources of revenue. Where once the coin-operating machine firms had to pay the full retail price, the music box magnates are now deciding which wholesale offer they prefer.

There are three grades of mechanical boxes, the standard by the music box business. There is the nickel machine for the general run of trade; the dime organs for the ritzy mob and the two-bit contraptions for the average crowd. The dime and more law-abiding rooms, such as the ice cream dens and the sandwich hideaways. In the speaks and female flats, the spoke can buy enough alcohol to make more than to make music lovers out of other suckers. With the speak business, the way it is at present, the chance for plenty of soft cash as its share of the music box market makes it a toss-up which is more profitable.

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CIRCUS USING MUSIC PLAYED FROM DISCS

Starkes had lunch with the Sparks circus this Sunday. All the music will be given by discs, played from a special music wagon operated by one name. Sparks have been associated with the circus with the Sparks playing pickup acts that formerly went by the name.

Another act composed of a quartet of musicians is coming in to play at the circus. The quartet is composed of a quartet of musicians is coming in to play at the circus. The quartet is composed of a quartet of musicians is coming in to play at the circus.

On Air in Summer

As the summer months draw near, many radio stations are planning to have special summer programs. Some of the stations are planning to have special summer programs. Some of the stations are planning to have special summer programs.

Crooks' 2 Widows Want Showman's Estate—His Death Revealed Wives

Utica, N. Y., June 8. Two widows of Edward Tanager Crook, long in charge of concessions for the Ringling-Barnum Circus, faced each other in Surrogate's Court here, each seeking settlement of the former showman's estate.

Mrs. Mary Ruth Crook, 38, of Utica, applied for letters of administration. Her application was opposed by Mrs. Helen Ruth Crook, 32, of New York, who claimed she married Crook in Boston June 19, 1912. The Utica woman asserts she became Mrs. Crook in New York on April 17, 1918. The second Mrs. Crook has two children, made parties to the proceeding.

Both widows were ignorant of each other's existence until the death of Crook March 8 last in Miami. The Utica wife claimed the body and it was sent here. The second wife also advised of his death, phoned from New York to claim the remains and learned of the Utica wife.

The deceased and wife No. 2, according to testimony at the hearing, separated four years ago. Subsequently, a suit for divorce was instituted but never brought to trial. At the conclusion of the hearing, Surrogate Evans announced that, unless the second Mrs. Crook could establish that the first wife had been legally divorced, she had no interest in the proceeding. A two weeks' adjournment was granted to enable the second Mrs. Crook to check reports that Crook actually had been divorced from his first wife.

FIRE HITS EVANS SHOW; LOSS \$40,000-\$50,000

Massillon, O., June 8. Fire of undetermined origin wrecked the winter quarters of the J. J. Evans Circus here Thursday (4), damaging beyond repair all canvas, properties and other equipment. J. J. Evans, owner, estimates the loss at between \$40,000 and \$50,000, with show covered by insurance.

Show was to go out this week. It had a long line of eastern and midwest parks and fairs booked. Twenty-five head of trained horses, ponies, dogs and monkeys were taken safely from the burning buildings by employees.

Salt Lake's Event

Salt Lake, June 8. Over 100 business men of the city meeting today to discuss the affairs, planning and preparing for the first annual Covered Wagon Days celebration on July 24-26. Louis Marcus is director. The event, the idea originated with Fred Hamlin, Public Ass., through his membership with S. S. Ad Club. It followed Hamlin's big "Know Your Salt Lake and Utah" campaign, which went over with a bang April 15 to May 12.

Promoter Disappears

St. Louis City, Mo., June 8. Heavy Yalots, Sioux City, Entertainers, disappeared without accounting for funds for the Dutton circus. Yalots promoted the Dutton circus at the Sioux Yards baseball park under the auspices of the Old Bull Bullies.

Nellie Dutton, owner of the show, said that all the money she received for the Sioux City performance was \$200.

K. C.'s New Muny Aud

Kansas City, June 8. Plans have been outlined for the new town and a half million dollar municipal auditorium, which will be included in the \$10-million bond issue.

The new building will occupy a city block opposite the Convention hall and close to the downtown retail district.

E'way People on Show Outdoors in Canada

Toronto, June 8. Show biz depression is enough on the actor, but roadshows are enabling the hitherto-lazy to get more for their nickels and dimes than at any time in theatrical history. One Broadway contingent has come up today to offer an open-air pay-off show at Sunbury, Canada's equivalent to Coney Island.

Billed as the Merry-makers, the boys and girls are at least contentedly enjoying and putting their heads in as always music to their ears, even if the acoustics are provided by the great outdoors.

"Three of the boys are billed as the Whoopee Trio and claim they were with Eddie Cantor in 'Whoopee'. They are Don Hudson, who is in the screen productions of Helen Morgan's 'Applause' and Ruth Chatterton's 'Laughing Lady'; Tommy Lamb, who played kid parts with Mary Pickford; and later appeared in 'Hit the Deck' and 'Fiddler on the Roof'.

"Middle Rogers, acrobatic juggler, is also in the troupe. 'Played the Juvenile' in 'Tomb Raider' and was billed in 'The Student Prince'. 'The Student Prince'.

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"Morley Whitsett, jockey of the 'Circus Revue', a Canadian and his supervisor, his brother, Al, and Red Newman, are also in the line-up.

TEX. FAIR TICKETS ON SALE: 5 FOR \$1 A CUT

Dallas, June 8. For the first time in its 42-year existence, the Texas State fair tickets are on sale now at five for \$1. Not taking chances of another poor season, fair officials decided on advance ticket campaign, with every child getting the four-but-attempting 5 for \$1. Campaign tied up with all R. T. stations in Texas.

Fair opens Oct. 10 for 15-day run. Tickets are being sold on tap for midway and concessions. An amusement angle will be heavy. "Three little girls" in auditorium, and football as gate pullers.

CIRCUSES

At G. Barnes. June 8. Houston, Tex. 10. Moscow, 11. June 9. Dallas, Tex. 10. June 10. Houston, Tex. 11. June 11. Houston, Tex. 12. June 12. Houston, Tex. 13. June 13. Houston, Tex. 14. June 14. Houston, Tex. 15. June 15. Houston, Tex. 16. June 16. Houston, Tex. 17. June 17. Houston, Tex. 18. June 18. Houston, Tex. 19. June 19. Houston, Tex. 20. June 20. Houston, Tex. 21. June 21. Houston, Tex. 22. June 22. Houston, Tex. 23. June 23. Houston, Tex. 24. June 24. Houston, Tex. 25. June 25. Houston, Tex. 26. June 26. Houston, Tex. 27. June 27. Houston, Tex. 28. June 28. Houston, Tex. 29. June 29. Houston, Tex. 30. June 30. Houston, Tex. 31. June 31. Houston, Tex. 32. June 32. Houston, Tex. 33. June 33. Houston, Tex. 34. June 34. Houston, Tex. 35. June 35. Houston, Tex. 36. June 36. Houston, Tex. 37. June 37. Houston, Tex. 38. June 38. Houston, Tex. 39. June 39. Houston, Tex. 40. June 40. Houston, Tex. 41. June 41. Houston, Tex. 42. June 42. Houston, Tex. 43. June 43. Houston, Tex. 44. 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but oil rates aren't selling these days and the brokers won't get any calls for it. Kauf



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VAUDEVILLE'S NEW HEADLINER

RKO PALACE NEW YORK, This Week, June 6

AL TRAHAN Takes This Occasion to Thank European Managers for Their Courtesies and Kind Offers for Return Engagements. Also FLORENZ ZIEGFELD for His Offer to Add Him to the Celebrated Cast of His Forthcoming "Ziegfeld Follies"

AL TRAHAN

"THE KING'S JESTER"

Ably Supported by MISS YUKONA CAMERON

WHAT THE CRITICS SAID:

New York American

AL TRAHAN GOES BIG

"The very American Mr. Trahan has come home from England where he made the king laugh. Even before King George countless of his own countrymen have laughed at the antics of the same Mr. Trahan, but the comedian never did gain the prominence really due him. Now, thanks to the king's laughter (and how could that noble personage refrain from laughing, as you would know if you know Trahan, he returns as 'The King's Jester,' and Trahan is a name for all to remember. Even though Jessel was saying it as master of ceremonies, he was right when he called Trahan America's best 'low comedian.'" —S. G.

New York Herald Tribune

Al Trahan Shows Why King George Called Him Funny

"James Albert Trahan, aided and abetted in his attacks on the low risibility points of Palace audiences by 'Lady' Yukona Cameron, proves conclusively that King George was right when he said: 'That American, Al Trahan, is very funny.'"

New York Times

AL TRAHAN BRINGS BACK HODGEPODGE COMEDY

He, Who Made King George Laugh, George Jessel and Frances Williams Illuminate Palace Bill

New York Sun

New Bill at the Palace

"The ghost of the famous command performance not so long ago at the London Palladium inhabits the Palace this week through the mediumship of Al Trahan, who, if one is to believe his billing, so put the British monarch in stitches that he fell upon Queen Mary's bosom and laughed until he cried.

"Be that as it may, this royal affair gave birth to a good idea, and thus the Palace audience this week witnesses an epilogue, performed by the bill's entire talent, travestying the Palladium spectacle that makes the preceding acts seem like preliminaries."

Management CHAS. MORRISON, 1560 Broadway, New York City

"How Scenarists Keep in Chauffeurs For Life," by an Expert Plot-Copper

Hollywood, June 15.

Writing for the screen is a laugh. Anyone who has acquired a memory and knows how to use it can be a successful scenarist. The main "it" is to make a studio connection. After that it's a matter of being without a conscience.

These are the opinions of a screen writer who has made and is still making money in Hollywood. His utter frankness prohibits revealing his name, but he has turned out several hit pictures.

"My standard plot," says this screen writer is taken from "The Three Musketeers." I have written this story several times and have sold it in each instance. Once for a little additional variety I changed the musketeers to girls; but basically the plot was the same. Anyone who will stoop to copy an idea will be most successful with this one."

At this moment a major studio is doing one of the writer's "Musketeer" versions.

"An attempt at originality in writing for pictures is just a waste of time," continued the writer. "Every worthwhile idea has been used successfully thousands of times, and if there's a plot that sounds new, the answer must be that it was abandoned long before as worthless."

"The Good Old 'Nights'"

"When I'm particularly hard-up for ideas I turn to the 'Arabian Nights.' Some time ago I rewrote one of these tales into a murder farce which was rather excellent example of original screen writing. "There are enough good plots in these tales to keep a screen writer in chauffeurs for the duration of his eyesight. Change them just enough to remove the stigma of plagiarism. If the protagonist is a girl, make it a man in your version, but stick to the situations and story content. If you story flop, 'back from the proven ground' you'll flop."

Asked about the originality of a supposedly novel type of mystery story which he demonstrated its boxoffice worth, the writer asserted: "That guy beat me to the public library," he said. "I was all set to rewrite those classics about the rascally detective myself. In fact, I may do it yet, but I'll have to make the lead a girl."

"Right now I'm busy converting 'Hamlet' into a murder mystery. It's so easy I'm using intact situations by the carload."

"They have screwy ideas in Hollywood recently completed the screen script of a fine novel which, incidentally, had a copied plot. The copying job was so well done that I saw no need to change it for the screen script. And when I turned in the producer said: 'It's pretty good, but you followed the book.' "So I changed it into another version of the three musketeers, as gangsters, and he was satisfied."

HUSBANDS NOS. 1-2

Story of Lost Job and Sore Wife of Ike St. John.

Hollywood, June 15.

Husband No. 1 not only got husband No. 2 out of his job but got the ex-wife so sore she threatened to quit her writing job on a publication.

Ike St. John is now West Coast editor for the Woolworth fan publication. Dick Hyland, former football star, is out of his job. Mrs. Adela Rogers-St. John Hyland has let the Woolworth house off to which she is a contributor, know what she thinks about it.

Mme. Chanel's Return

Gabrielle Chanel, French costume expert, now back in Paris, is returning to the U. S. for Sam Goldwyn's "Sensations."

She is sending over one of her eunuchs who will report to the west coast on fashion shortly.

The first costume designing work of Mme. Chanel to be used by Goldwyn will be a single gown in the Eddie Cantor picture, "Tulny Days."

Man was born to sorrow when he gets too old to fall in love he gets out.

MR. AND MRS. JACK NORWORTH
130 West 11th Street
New York

Walked Right In

Publix Rialto, New York, during the first week of its 25c grind policy got plenty of squeals from the public. People bought without looking at the marquee. Finding the picture an old one, they demanded their money back. House personnel had its hands full with some but in no instance was there a refund.

CONTRACT LIST SHY 46 AT WB

Hollywood, June 15.

Warner Brothers-First National revised combined contract list shows 46 players, writers and directors off within the last few weeks.

Those still remaining are on the Hollywood stock exchange studios during the slump period after the completion of the present cycle of five pictures now in.

Players off the list since issuance of the last list are:

John Barrymore, Frank Fay, Olsen and Johnson, Noah Berry, John Halliday, Robert Elliott, Edward Morgan, Dolores Costello, Barbara Weeks, James Rennie, Joe Donohue, Fred Kohler, Otto Schirmer, Robert Allen, Walter Pidgeon, Sidney Blackmer, Oma Munson, Dorothy Peterson and Lila Lee.

Directors off are William Seiter, Clarence Badger, Frank Lloyd, Howard Hawks, John Francis Dillon and Hobart Henley.

Writers dropped are Charles Kenyon, William K. Wells, Oliver H. P. Garrett, Ben Verschiller, Dan Toth, Edgar, Edward T. Lowe, Jr., Florence Ryerson, Robert Fernald, Huston Branch, Roland Pertwee, Byron Morgan and S. S. Van Dine.

Only two writers left on the list are John M. Bright and Kubec Glassman, who refused a layoff since their contracts did not call for it.

Studio "manwhipe" has signed new contracts with James Cagney, Joan Blondell, Loretta Young, Marian Marsh, Donald Cook and Polly Waters.

After Negri Story

Hollywood, June 15.

After three stories concerning Negri were almost set for Pola Negri's first talker, Pathe is still dissatisfied, and has taken options on three more.

Determination to relaunch her importantly is proving troublesome.

SAILINGS

July 9 (Paris to New York) Noble Sisale and Band (Paris).

July 3 (Paris to New York), J. J. Rascoe (Olympic).

July 2 (Paris to New York) Jenie Jacobs, Pauline Cook (Lafayette).

July 2 (Paris to New York) Chester Deskin (le de France).

June 25 (New York to Paris) Count de Monenegro, Ramon Navarro (le de France).

June 23 (Paris to New York) Hal Sherman, Mr. and Mrs. P. Gene Schwartz (Bremen).

June 20 (London to Australia), Josephine Turk, Two Bascois, Neil McKay (Olympic).

June 19 (New York to London), John Murray Anderson (Majestic).

June 19 (Paris to New York) Wm. Shore (le de France).

June 19 (New York to London), Lester Crawford and son (Carson).

June 17 (Paris to New York), William Garland (Empress of Britain).

June 16 (Paris to New York), Payette Alport (le de France).

June 16 (Quebec to Liverpool), Earl Laid, David Brown (Empress of Austria).

June 13 (New York to Hamburg), Mr. and Mrs. Henry Schilling (St. Louis).

June 12 (New York to Paris), Francine Larrimore, M. D. Schlesinger (Paris).

June 12 (Bremen to New York), Ossip Gabrilowitch (Europa).

June 12 (Capetown to London), Alf Thomas, Jack Payne (Armadillo Castle).



WILL MAHONEY

The Philadelphia "Public Ledger" said: "Will Mahoney is in a class by himself. He wins for himself the wholehearted applause of the audience, and his Mahoneyphone invention, the last bit in the show, awakes gales of applause that kept up through the entire finale."

Direction

RALPH G. FARNUM
1550 Broadway

Anderson Drew \$275,000 From Universal, Doing One Talker, 'King Jazz'

Hollywood, June 15.

After 18 months at \$35,000 weekly and doing only "King of Jazz," John Murray Anderson has left Universal. He sails for London June 19 to arrange, with Charles Cochran for films "Bitter Sweet" with Evelyn Laye.

Anderson has gone East.

Agent Charges Ass'n Exec Tried to Steal His Client

Hollywood, June 15.

Artists' Managers' Association comes up against its first serious rift with filing of a formal resignation by Leo Morrison, unless Ruth Collier of Collier, Finn and Frank, resigns as an officer of the association.

Morrison charges that Miss Collier went after a male star everyone in the industry knows is under contract to him. Board of governors took up the chiseling charge and are placing it before the body's open meeting.

One of the most important rules of the AMA is protection against chiseling and client stealing.

W. Hollywood Bank Folds

Hollywood, June 15.

Bank of West Hollywood folded Thursday (11) with deposits of \$150,000.

In the heart of the residential section, the bank had few picture people as depositors.

FOOTBALLERS AS ACTORS

Have Their Own College Campus Style of Temperament

Hollywood, June 15.

All the temperamental picture players are not in Hollywood. They're the Notre Dame football stars according to Al Kelly, who directed the wind-bag toters in a pugskin series for Universal.

They never show up on time, won't take directions and don't care anything about the picture's box-office future, said Kelly. They don't walk off the set when they get burned, they tell the director.

It's all because the studio wasn't allowed to pay them, Kelly added. If they received money for their smothering they might even yes the director, but that's not probable.

Chaplin's Discovery

June 15.

Maria Martin, Czechoslovakian, is said to have been hired by Charlie Chaplin when he was on the Riviera. Her real name's Milczai Mullett. She won a bathing lassie contest in Nice four years ago.

Here Lies Hollywood

By Sadie Gush

Double Plug

Hollywood, June 15.

Local drug company is trying to sell Drinkwater's "Life of Carl Laemmle" to studio execs by mail. Sales letter sent with a picture of the actor.

"In addition to this book we carry a complete line of perfumes and cosmetics."

MELODRAMAS ON THEIR WAY

Story buyers in the east are searching for everything in the melodramatic story line. Orders are to read everything bearing the meller stamp.

Demand to a large extent brought about by gangland pictures. The present propaganda against gunplay items is having an effect on the producers a realization that in the future action pictures will have to take a new slant. They're still wanted with new situations.

Mysteries, mollers, detective yarns, etc., are expected to fill a part of the gap.

AGENTS DEMAND EXEC ATTENTION ON PLOTS

Hollywood, June 15.

Dissatisfied over the manner in which stories by wellknown writers have been kicked around by low-salaried studio readers, several agents are now submitting plot material to producers and execs only on condition that the readers don't pass on them.

Execs are asked to pass on the material themselves or pass it on to some one of influence and in some cases, the story peddlers insist that they be allowed to bring the author with them to point out the yarn's good angles.

Double Feature Origin Traced Down in Boston

Boston, June 15.

Jacob Lourie is denying "Variety's" statement he is the natural and official father of the double feature, a picture which was born in the local Park theatre 15 years ago. He wasn't the papa. He found it on a doorstep and brought it home to the Modern and Beacon theatres, also local, and raised it to be a rather troublesome child about which the neighbors all complained along Celluloid Alley.

Back in 1916 Walter Green and several associates then young in the picture industry, during a dull week at the Park theatre which they were endeavoring to get out of the red, announced a "dual bill" consisting of an independent feature and a re-issue of a Pickford. It drew some business and the experiment was repeated, cutting so heavily into Jake Lourie's two houses that he had the corner theatre. From there it spread well into New England and was always supposed to be Lourie's idea.

After when Paramount took over the Park, Lourie is reported to have attempted negotiations to call the whole thing off but could make no headway with Paramount, which apparently thought there were no motives. Now that Lourie is treasurer of the Netelec chain of Paramount he hasn't so much to say about the Paramount angle.

MacArthur's Renewal

Metro has signed Charles MacArthur, playwright, for another year to adapt, write dialog and continue new and other services in the editorial department.

Under the contract, the year's term is not continuous but must be completed within 21 months.

Other contracts Metro are three additional months for George Kelly as author and director, and pick-up of six months' option on Jean Herschell.

Hollywood, June 13.

Good morning, faulst wanderer! As you dip into your grapefruit this sunny morning, I know you'll be glad to know that Joe Blow, assistant production executive at Audible-Flashback Productions, has just signed that famous German cinema star, Willy Nilly, to a 10-year contract with options. Mr. Nilly has already left for America, sailing on the new English liner, the S. S. Van Dine. His first picture here will be "Young Youtths," and a little bird tells me it has to do with the rise and fall of an adagio dancer.

Studio Cop Crabbles

It was while standing under the window of August Kipper, Jr., at Kipper City, that I learned that their next big production was to be "Purple Ear Lobes," taken from the stage play "The Cow Herd." One About the Traveling Salesman? Young Kipper was very enthusiastic about the story, and, were it not for a studio policeman who was along at the moment, I would be able to tell you who is in the cast.

Balky Manicure

Had lunch this noon at the Purdie-Kedzie with the grandmother of Isobel Ring, Evergreen Isobel. She is the manicurist at Gorgeous Films. Well, Isobel's charming grandmother tells me that Gorgeous is not going to renew the contract with her. Her director, Fung Shun On, whose latest picture, "Broken Dishes," is still on the shelf. However, Mr. On is said to have had some nibbles from the Platinium crowd and may go there to make shots for kiddies.

A Nice Boss

Things are in a hub-bub at the Subsequent Studios. No sooner did the director, Thornton return from the east than he sent out call for talent. Seen going into the executive's office during the day were Osbert Upjohn, the writer of "Three Bad Checks," Dolores Tabasco, lawyer little brother from Uruguay, and Hector Pupp, who, it will be remembered, directed "Traffic in Passion." Mr. Thornton's very efficient and lovely secretary, Olga Later, is also said to be in line for the same job, since her boss has returned.

Pretty Margie

Why someone has not given a thought to pretty little Margie! Buttermilk is beyond me, but she is one of the cleverest little comedienne in the business. She just returned from a long vacation among the Canadian Mounted Police and managed to pick up a little gift of emergency but she is priceless. Our old janitor, Eddie, was quite overcome by her dazzling radiance and went right out and bought himself a new necktie. There, Mr. Producer, is an indication of Margie's dravling power!

Pardon Granted

Success seems to go to the heads of some of our younger players. It seems just a little while ago that Wilbur Slobe had graduated from Keely Institute and came to Hollywood to try his luck. Wilbur was a simple, well-meaning soul, but now he seriously takes his friends at their word in elevators. Since playing the lead in "The Making of Mary," he has acquired a double for his film interviews. Careful, Wilbur, the public is fickle, and "the transit flora." If you will pardon my slang.

Oh, You Sadie Payroll!

Seen, heard, smelt and felt around Hollywood: Max Schnell, supervisor at First Option Studios, calling at the Pineapple Plantation of the Envoy Hotel. Cecil Celery, star of "Where Were We?" receiving the congratulations of his secretary, saint and children on the success of his picture, Marcel Croquignolle, petite Gallic star, conversing with a big raw film man, Guydos Boyvines' Rolfe Royce in front of the door, and ten James Elliott containing a takes for friends at the beach by opening pop bottles with his teeth. Jarlene Optimo and her charming Hawaiian husband, who is learning English by reading this.

(Continued on page 47)

WORLD'S BEST LOANERS

Player Immunity, 7-Year Contracts Get Calif. Okay

Hollywood, June 15. Two new state bills, one each of benefit to the actor and to the producer, have just been passed. The producer gets the break on contracts and the actor is protected on immoral performance charges. Producers can now secure talent for terms of seven years. Heretofore the limit was five years. The producers, especially around the studios, contended that sometimes five years have been inadequate when developing a new line of young talent. Some competitor would capitalize the discovery just when he or she attained the heights. Equity was behind the Hollywood assemblyman, Milton M. Golden, in the play raid. He specifically provides that actors must be warned first by the authorities that through participating in a questionable play they are subject to prosecution. Practice heretofore has been to raid allegedly immoral plays immediately, and whether or not the charges were dismissed the performers arrested were finger printed, jailed, etc., with no further redress when and if the charges against them were dismissed.

OAKIE LOSES AGENTS; RETURNS TO PAR'S LOT

Hollywood, June 15. After two months' absence from the Paramount lot due to differences arising over his involved contractual obligations with agents, Jack Oakie has patched up his troubles and Paramount will renew his option, at the same time buying off the Wesley Ruggles personal contract with the comedian. In consideration Oakie will sever relations with all of his army of agents and deal directly with the studio in future. Oakie returns to the lot today (15). It is expected he will go into the east of "Is Zat So?" Following Oakie's walk, the studio reset the picture with Stuart Erwin and Eugene Pallette, but did not go into production. With Oakie back the original plan can be put through. Oakie has been working for Paramount under a personal contract made between himself and Ruggles. He claimed he was underpaid when Paramount made salary adjustments, but the flock of agents who persuaded Oakie to make such fixings for him complicated affairs to the point where Oakie walked off the lot.

Wedding bells for Jack Oakie, reported in New York. Insiders believe it may be Mary Brian, also of the Fox family. Oakie and Miss Brian have been reported as threatening to be willing.

James Dunn, Ex-Extra, Rates Aces Up at Fox

Hollywood, June 15. James Dunn, picked from the extra list at Paramount's eastern plant is set for a buildup by Fox. He was spotted in the top male part in "Bad Girl" and will get the same spot in "Soh Sister." Execs say he is the most likely looking youngster in a decade.

Radio's Halliday

Hollywood, June 15. After signing John Halliday on loan for two pictures, Radio has bought his contract from Warners. Next in "Consolidation Marriage."

75% Cut a Bargain?

Hollywood, June 15. A director making a cut of 75% in his pay per picture received a term contract renewal from the producing company. The director had been receiving \$75,000 a picture from the producer. He had failed to turn out a money talker under that agreement. With option time arriving, the studio stated it would not renew unless the director consented to accept \$25,000 instead in future. Director agreed without discussion. The studio says it's a bargain if the director now turns out "better pictures." If he doesn't, it's accepted it will be no bargain, as this director usually uses up around \$300,000 or more for any talker he directs.

Too Much Don'ting on Coast, Says Jim Tully; Give Writers Chance

Jim Tully's in town. Now he thinks it's more fun, besides profit, being an actor than a writer. What's wrong with pictures? Do you sympathize with the Nathan death proclamation in another five years? Jim is taking this kind of interrogating good naturedly. At the time he hadn't been in New York long enough to work up a fighting spirit. Hollywood has either got to cut down on its "don'ting" and give the writers a chance or things just can't improve. But Tully doesn't think that the public is gaining in mentality. Looking back over the past 20 years he calculates that the decrease in the number of morons buying into picture shows is less than 1%. Folks, generally speaking, like the boy to win the gal, the same as they did 20 years ago, thinks Jim. Producers can keep rich, says he, by sticking to the established formula. But, he warns, Hollywood is in the throes of a fear complex, which must be overcome, or pictures are bound to get the reaction at the box office.

Milestone Goes on Salary As Supe for Caddo Trio

Hollywood, June 15. Lewis Milestone's new arrangement with Howard Hughes calls for supervising three pictures, first of which is "Sky Devils." He is on salary while acting as supervisor, but will return to his 50% of the profit arrangement when directing a picture himself. The more than ordinary number of Caddo films in production or about to start made necessary addition of Milestone to supervising, along with E. B. Derr and Charles Sullivan. Milestone will supervise "Rivets" and "Queen Republic" before he again directs.

GENE CASTLE'S TRIPS

Hollywood, June 15. Taking his father's body from New York to San Francisco, Gene Castle, head of Castle Films (industrial shorts), last week held services and burial in the latter town. The father died in New York of heart trouble.

Castle will be in Hollywood for several days with his mother before returning east.

MEET MRS. POWELL JUNE 26

Hollywood, June 15. William Powell and Carole Lombard will be married June 26.

Savo's 1st Short

Hollywood, June 15. Jimmy Savo is making his first short at Radio under a contract calling for six.

BANKRUPT BUT PLENTY OF CASH

When Creditors Get Nasty, Big Shots Park Rolls in Front of Bankruptcy Courts—Retain Servants, Yacht and Homes to Ease Misery

FRONT NEVER FADES

Hollywood, June 15. Hollywood is suffering from an overdose of majestic bums—paupers who ride to and from the bankruptcy courts in Rolls Royces. Those who go broke in the cinema capital do so with the style and pomp of a Roman holiday. Officially they may be subject to charity, but to Hollywood they remain big shots. They may have admitted that they are unable to pay their debts, just or unjust, but the front remains.

Of the several hundred picture producers who have admitted bankruptcy during the past year, none looks as if he has ever missed a meal and quite a number is able to hang on to the Beverly Hills home, chauffeur, servants and cars. How they get around the bankruptcy laws is a question, but they manage to blindfold somebody.

One of the goodtime lads who admitted recently that he couldn't pay off \$75,000 in debts with \$10 still throwing weekend parties on his yacht. Where the coin comes from no one knows. He doesn't work, but neither does Death Valley Scotty.

The credit may be cut off at most of the town's stores but they still wear class scenery and spend a few days every now and then at Palm Springs or Santa Barbara. Occasionally they make a payment on the chariot and that keeps the finance company satisfied. A picture colony bankrupt never walks, nor does he patronize the street railroads.

One of Hollywood's best known paupers owes over \$100,000 alimony. He owes the government back taxes for several years. He lives in one of the town's best looking homes, has a kennel of dogs, two cars, a chauffeur and several servants. When Hollywood bores him he goes to his beach house. He has no credit, hasn't worked in several years and remains a best dressed man. No one knows the answer, but he throws good parties.

'SECRET SERVICE' WITH DIX

Meanwhile Star and Radio in Negotiations for Contract Extension

Hollywood, June 15. Radio Pictures has purchased William Cullen "Secret Service" drama of the Civil War for Richard Dix. This will be Dix's last picture under his present contract. Unless disagreements between the star and Radio are adjusted, it will be his final Radio picture. "Frontier," underlined for Dix, off temporarily and probably out if Dix quits the lot. Dix also has been considered for "Marchetta." This probably will go to Ricardo Cortez, should Dix do a fadeout.

Negotiations between Dix and Radio not finally off, but the situation looks dubious.

Bert Wheelers Oke Again After Short Separation

Hollywood, June 15. The Bert Wheelers (Hernie Spear) have kissed and made up. Wheeler is eastbound for a short stay, accompanied by Bobby Woolsey and Eddie (Blackout) Welch. Mrs. Wheeler and the baby remain at the Malibu house.

Memphis Weakly Defends Itself As America's Worst Show City

Greek Influence

Hollywood, June 15. New York stage producer, brought here under contract to Metro, refuses to attend any conferences on the grounds that he knows more about show business than anyone on the lot. Studio has fixed things up by giving the writer a runner who sits as go-between on all production matters, hot-footing it from the writer to excess and vice versa.

Pickford and Fairbanks As Talker Producers And Directors for U. A.

Mary Pickford and Douglas Fairbanks may give up acting to become independent producers with United Artists; making pictures with other stars for U. A. release.

Their idea of acting at U. A. currently. The big idea seems to be that Pickford and Fairbanks will produce and direct talker revivals of their old silent successes, in which other players will star.

It looks like the present company trend to remake silents for talker consumption. Pickford and Fairbanks to produce independently is an old one, but on direction it emanates from the fact that the two have done most of the meg suggesting on their own films, anyway.

If the idea goes through, Miss Pickford will add a couple of extra laurels as one of the two women directors in the film biz. Other best known is Dorothy Arzner.

Juanita Hansen Will Wait Further for That \$100,000

Albany, N. Y., June 15. Juanita Hansen, former screen star, scalded while taking a bath in the Lincoln hotel, New York, met a new delay in her effort to collect her \$100,000 award. Court of Appeals refused her appeal to dismiss the defendant's request.

Miss Hansen originally was awarded a verdict of \$157,000 against the Theatre Zone Realty Co. and the Hotel Lincoln Properties, Inc. Suit against another defendant, the United States Realty Co., was dismissed.

Appellate Division reduced the award to \$100,000 and the defendants then asked for permission to appeal. Court refused on the grounds they already had the right to appeal. To protect her judgment Miss Hansen asked the court to dismiss the appeal which request the Court of Appeals refused.

Extras' Happy Days

Hollywood, June 15. Three big sets cheered the extras and aided in lifting the previous week's total by 1,000 to 4,475 for last week.

Jojo Butler, on "The Plutocrat," used a flock of 380 Arabians while Bill Wellman's "Star Witness" called for 81 Coney Islanders and 129 courtroom people.

Fixes for number of extras used with John Ford's "Foul" helping to swell the total by a night police court set.

From Extra to Lead

Hollywood, June 15. Mark Bennett is giving another extra girl a break. Newest is Irene Thompson, often in the mob but never in the mob with a bit. She rose into the next Andy Clyde sort as femme lead. With the part goes a train ticket for more leads.

Memphis, June 15. This city is still snarling under "Variety's" charge against it of the leader of the three worst show towns in America. Birmingham and Toledo are the others.

The Memphis "Evening (Commercial) Appeal" carried a front page story this week on the subject. It struck the show people of the town as a rather weak defense of the accusation. Only showman quoted in the story is C. A. Ellis of the local Auditorium. There are several variety theatres here.

The Auditorium has played legitimate attractions when it played any at all. Six are mentioned as having appeared here during the 40 weeks of last season. Mr. Ellis did not distinguish between the real shows and the "turkeys" amongst them.

"The Evening Appeal's" story ran:

Description of Memphis as "the worst show town in America" by "Variety" has been so widely and so accurately published, drew a storm of protest today from civic, theatre and Chamber of Commerce officials.

"Memphis is the worst show town in the country," is the opinion of all showmen who have ever played it. "Variety" declares on its front page. The statement is in reply to a letter by President W. R. Herstein of the Chamber of Commerce, objecting to "Variety's" assertions concerning Memphis.

"Contrary to Facts" "The evidence shows that such a statement is clearly out of line with the facts," C. A. McElwain, managing director of Ellis Auditorium, said in reply to the "Variety" statements.

"We need only to refer to the six big productions that were here last year through arrangements with such men as Roy Henderson, Joe Demitt, the Erlanger booking office and the Shubert booking office and the Theatre Guild."

"Up until the past two years New York booking offices have been reluctant to send productions here. But now they are offering shows here as readily as ever."

"The Shubert offices, for instance, has offered us for October the 'Three Little Girls' Company, probably the biggest of its kind ever here assembled. These shows easily contradict such statements as are being made about Memphis."

"That Memphis is in the hill country may be partially account for its attitude toward entertainment charging omission, but that it is a six-day town is the most deadly charge against it." "Variety" says.

"Until Memphis grows modern it (Continued on Page 24)

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WARNERS LET SUBSIDS GO

Trans-Lux May Place Its Theatre Operation with RKO—High Costs

Trans-Lux may place the four-unit capacity short-show houses it is now operating around New York with the RKO theatre department. That will also take in other Trans-Lux houses if and when opening.

Trans-Lux walked into its first weekly loss at the newsreel house on Madison avenue Decoration Day week. Net deficit was \$75. There is nothing reported as to the gross or net on the two Trans-Lux houses on Broadway. The overhead of those two houses is said to be \$6,500 weekly. The other Trans-Lux theatre is in operation at the Playhouse park, at Rye Beach, in the suburbs.

Overhead is reported having been increased for the three Trans-Lux Manhattan houses through the cost of construction for each exceeding the original estimate of not over \$15,000 per house. Each Trans-Lux is said to have cost an average of \$150,000 or \$160,000, with that price averaging nearly \$1,000 a seat. Average cost per seat in construction for regular sized theatres is graduated from \$140 to \$150. The Trans-Lux construction cost is allocated over a period of five or 10 years. A weekly office overhead is charged against each house of \$300.

Committee For 45-Min. Show

Report of RKO taking over the theatre operation, through Trans-Lux, to a Radio Corp. of America subsidiary, was caused by the resignation of John Zantoff as the Trans-Lux theatre operator last week. Zantoff joined the Trans-Lux organization after leaving Fox Theatres; Courtland Smith, who heads Trans-Lux, was also with Fox and left.

Two of the Manhattan houses play newsreels only with the other two on Broadway playing a program of all shorts. Major Thompson of the RKO headquarters staff is booking the shorts into the Trans-Lux. He is said to be aided by a booking council of James Turner and H. Van Buren. The shorts performance runs 45 minutes.

TOO MUCH CODE TALK NOT GOOD, SAYS HAYS

Quietness on code talk is being encouraged by Haysites. Too much complaining about the formulas by people in the trade unfamiliar with their workings is not good. Hays picked up by the public, with an impression of over-censored pictures as the result. The codes, production's especially, are far more elastic than a first reading of their clauses would disclose, it is claimed. They permit an interpretation from any angle and, according to production heads themselves, hamper screen material little.

Jack Cohn Joins Harry On Columbia Production

Hollywood, June 15. Jack Cohn, here for Columbia's sales convention, will remain on the coast for some time handling distribution from New York. He will also sit in on production deals with his brother, Harry. Jack Cohn's family will join him in a few weeks, coming from the east.

Exhibits Inform Walker

Various theatre owners, headed by Charles O'Reilly of the P. O. C. C. were invited to give their criticisms on the new New York film regulations to Mayor James J. Walker, yesterday. O'Reilly was largely instrumental in getting the ordinance drafted.

U'S 3 1/2-REEL SUBSTITUTE

Another Maker of Expanded Short — In Place of 2d Feature

Hollywood, June 15. Universal will follow Sonnet's lead and make featurettes to fit on feature and a half bills, a contemplated answer to double features. After finishing the first Sim Summerville short of this year's program, execs figured it could be blown up logically to three reels and a half. Part of the cast was called back and added scenes made. Title is "First to Fight."

Local Drama Club Playlets as Stage Fillers, F-WC Plan

Los Angeles, June 15. One-acters produced by local dramatic clubs are being suggested by the Fox-West Coast home office to their house managers as a possible solution for live entertainment and also jacking up of weak nights. In towns supporting more than one dramatic society, little theatre contests are advised with prizes for the winners. Houses in the same district are told to get together and book each other's one-acters, forming sectional tournaments, with miniature circuits of the tab drama.

FIREWORKS EXPECTED AT SHEEHAN-FOX TRIAL

Plenty of fireworks from both sides are expected when the trial of Winfield R. Sheehan's suit against William Fox for \$210,852 opens today at the New York Supreme Court after several delays. Jury was picked yesterday. (15) Fox is represented by Samuel Untermyer. Sheehan's lawyers are Nathan Burleson and former Judge Daniel Cohan.

BOYD, PHILA., GOING DARK

WB's 2d House Over There May Close for Summer

Philadelphia, June 15. Unless a last minute miracle emerges from the front office, the Boyd theatre, 2400-seater in the Stanley-Warner chain, is due for a summer of blackness. "Decision" to close house was reached Tuesday, but on return of William M. Goldman, WB's local gen. mgr. from a trip abroad, ways and means of keeping the theatre open were discussed. At this writing, however, the Boyd will join the Aldine among the darkies on the WB list. In addition to poor recent business, shortage of product is also blamed. Usually devoted to rent pictures, the last three months has found only one or two films strong enough to stand up at the Boyd for over a week. Building of the product for the house has produced a film shortage.

House is located at 19th and Chestnut streets, suffering from the competition of the Alhambra, 4,000-seater, two blocks away, and the Stanley, 3,700-seater, one block away. It was built by Al Boyd three years ago, and next to the Alhambra is the most luxurious WB house here.

'EXCESS BAGGAGE' AND VALUATIONS

Warner Bros. Bought Brunswick and Others with WB Stock or Bonds — First Owners Can Have Them Back at Market Prices

MUSIC AND BRUNSWICK

Warner Brothers is unloading all subsidiaries that have not a direct bearing on show business. With the decision to get rid of excess baggage is also revealed a unique financial maneuver in show business. For the first time it is learned that of \$50,000,000 invested in theatres and side enterprises, Warners laid out in actual cash only around \$10,000,000. The remainder was paid in WB stocks and bonds.

No time guarantee was given with any of the certificates issued that they would remain at or around the market value at the time of issuance.

One of the largest deals was for Brunswick. This involved \$9,000,000, but now it is officially revealed, the money was 100% in WB stocks and bonds. The same goes for the music companies which the Brothers scorned. All were paid off in WB issues. If they didn't cash their securities at the time, instead of \$4,000,000 the music interests have depreciated with Warner securities accordingly or to less than 10% of the original principal paid.

Need No Sympathy

Warners, on the real inside, are laughing at those on the outside who are sympathizing with them for taking it on the chin. Had the Brothers guaranteed any market figure then, they fully concede, there would be some occasion for condolences.

Original owners, like the Brunswick people for instance, it is cited, can have their properties back but for no more than the current market value of the WB stock and bonds they may be holding. One of the subsidiaries, among the first to be let go, is National Advertising, Inc., Chicago. This went in for electrical transcription over the specialty radio line, sink any more money in it the Brothers released it, liquidating expenses and giving the company back to its president, Raymond A. Sont.

Warners has gotten along without actual banker assistance since the \$16,000,000 flotation of a year ago. Hayden-Stone and Goldman-Sachs positions on the Warner directorate until a few weeks ago were just perfunctory, it is claimed.

The Brothers right now, according to authoritative sources, are through with bankers. They feel that they can travel along on their own, especially with less outside weight as represented by some of their multi-subsidiaries.

WARNERS N. Y. STRAND TAKING METRO FILMS

New York Strand (WB) will play its first Metro picture this week, "Gentlemen's Fate," opening Friday (19). Following week (26) and other Metro film comes in at the same house, "Men Call It Love." The John Gilbert picture, "Gentlemen's Fate," has been bubbling around for some time awaiting a chance to break into the Capitol on Broadway, but with the Strand booking the picture, Metro's situation is eased by Warners wanting to retain what films it has on hand for the Winter Garden and Hollywood theatres. One of the few times other than WB for WB reels have reached the Strand screen.

Open Shop Exhib Taken for Ride, But Released After Bad Beating; Columbus Unions Deny Reports

Worried to Death

Around Film Center It's the accepted belief that Sam Yawitz, 33, who died recently, worried himself to death over what might happen to the film business.

While young in age, Sam Yawitz was old in film exchange work. He was one of the pioneer exchange men in New York and founded the Yawitz Exchange, besides v. p. and gen. mgr. of Unique Films and Cosmo Exchange.

When his brother, Charles Yawitz, died a year ago it affected Sam strangely. Sam had done much exporting of film and had sold more independent pictures to England than any other indie distributing source in New York.

NEW OKLA. TRUST SUIT CITES GRIFFITH STRING

Oklahoma City, June 15.

Charged with a trust conspiracy the Griffith Amusement Co., biggest Oklahoma indie wheel, faces a court wrangle hatched by the county attorney in Shawnee.

The e. a. insists that the Griffith string, via Par and U. A. alliances, has made a definite move to squeeze the indies out of that section of the state by controlling picture bookings. Cases principally affects three houses in Shawnee, the Bison, 10th and Central.

Court is asked to close these three stands during the trial or place them in hands of a receiver for checking. Also that in case of a conviction the chain be barred from the state, heavily fined and all properties confiscated.

This is the second anti-trust squawk in Oklahoma during the past three months. Momand Theatres, another indie chain, filed suit against practically every major film producer recently.

Canada Film Investigation Develops Into a Puzzle

Ottawa, June 15.

One of the local mysteries is what has happened to the report of Commissioner Peter White on the Federal investigation into the moving picture business in Canada. This was ordered by the Canadian Parliament last September.

White was commanded to cut short the inquiry in April by the report of the film investigation body stating that the country was being run into bankruptcy by investigations. According to parliamentary regulations, as prescribed by statute, the report should have been tabled in the House within two weeks after it had been received by the Minister of Labor. The time limit has long since elapsed and both Parliament and the people are wondering what has developed in the meantime.

No official excuse has been offered and on a strict interpretation of the Cominves investigation Act, the report of the film investigation cannot now be tabled in the House. If it is, there is the likelihood of a member moving that the report be not considered. There are two other courses—no to let it rest and the people are wondering what, in such cases he might be instructed to prepare a new and probably different one.

In any event, film men in Canada no longer are losing sleep over the inquiry.

Columbus, June 15.

Taken for a ride and alive to tell the tale was the experience of J. Neal Neth, operator, of one downtown and four neighborhood theatres, here last week. Police and social investigators are still trying to find the theatre owners' kidnapers.

Two bandits kidnaped Neth as he was placing his car in the family garage in the late hours, drove him about 50 miles north of this city, robbed him and beat him about the head and body, leaving him in a country lane. They informed him they had come 800 miles "to get him." This led police to believe they were from Chicago.

Neth has maintained an open shop policy at his theatre and has had previous trouble, but none such as his abduction. The Clinton theatre, one of his houses, was bombed some time ago, causing damage of \$5,000. On several occasions the Grand, his downtown house, has been stench-bombed.

Labor troubles were blamed for the outrage, but local union leaders emphatically disclaim any knowledge of the affair. Pamphlets urging theatregoers not to attend the Grand were distributed on the street in front of the house the night of the abduction. These were believed at first to hold the key to the attack.

No Publicity Gag

After his release by the kidnapers they attempted to run him down and had previously threatened his life. Neth reported. He was forced to walk several miles before meeting a farmer, who directed him to a town. There he chartered a cab and paid the driver off only after reaching his theatre and opening his safe to obtain the money.

Story ran more than two columns front page in local dailies after Neth had been examined by physician and X-rays as proof that he had been badly battered by the kidnapers and the usual publicity scare was set aside in rush manner. His head had been battered with a blackjack, examination proved.

Neth told police his kidnapers had warned him that he should abolish his open shop policy or it would not be long before they would return. No union shop has as yet been instituted.

Over-Golfed

Hollywood, June 15.

Henry Fink is at the Pawley hospital, on the edge of the desert at Pawley, Calif., recovering from a severe dislocation induced by over-strenuous golf. It threatened him with paralysis but he is recovering.

Fink is George Dancroff's personal man.

Stillman Dark

Cleveland, June 15.

Loew's Stillman will close June 15 for the summer. It is a straight picture house.

Starting Saturday (13) Loew's Alhambra here moved its opening day to Saturday instead of Sunday.

Ad Reel in August

The Allied advertising network, Kinetograph, is living in a personnel claimed now to contain 46 staff members and 100 free lance photographers. First issue of the reel will not be released until the end of August.

Previews Padded with Pet Bits, Bad Ideas, as Salve for Genius

Hollywood, June 15.

Length of features when previewed locally are being padded by the studio mob, who claim that the merits of a picture are lowered plenty through everyone connected with the picture, from producer down, wanting to see his particular ideas on the screen for audience reaction.

Few pictures are previewed here which don't run over 90 minutes at their initial theatre showing. Few of the bits that are fought over ever remain in the picture when it is released. Business in question rarely pertains to the story.

Example:

Pathe's "Common Law," previewed last week, is an example of padding to please everyone. Feature run 95 minutes, with plenty of walk-outs, who figured that every glinch near the end was the finish.

In release form the picture will probably have 1,700 less feet than at the preview. Studio was pretty well aware of what was to come out before the picture was previewed, but had to let everything remain in so as not to offend anyone.

Most cutters at major studios spend the day before the preview cutting out and putting back in again pet scenes of the big shots. And the same cutter can tell just what will come out the following day.

Also sure to get plenty cutting are the credit titles, with the exchanges taking care of that. At one time everybody on the picture wanted a separate title. Now they all want their names on the main title, knowing it won't be eliminated.

Hays' Objection Makes "Goldiggers" Just "Gay"

Hollywood, June 15.

Objection of the Hays organization has caused Pathe to switch the title of the "Goldiggers" shorts series to "Gay Girls."

June MacClory, Marion Shilling and Gertrude Short are featured, latter being engaged by the studio for the entire set of six.

William Goodrich and Donald Gallagher alternating on direction.

L. A. to N. Y.

Archie Mayo.
Bobby Woolsey.
Bert Wheeler.
John Murray Anderson.
Pat Collins.
William B. McCurdy.
Joe Phillips.
Eddie Welch.
Harry Green.
Al Lewis.
Herman Webber.
Carrington North.

N. Y. to L. A.

L. S. Han.
Mrs. Charles Wilsin.
Mildred Wilsin.
Hal Horne.

W. E. SUNG STEFFES

Minneapolis, June 15.
Western Electric is suing W. A. Steffes, general manager of A. States for northwest, claiming money still due for sound equipment and service at his local neighborhood house.

PARKER HOLDING OVER

Hollywood, June 15.
Austin Parker, novelist, will handle "Lady With a Past" for Pathe. Ann Harding is to star.
Pathe brought the writer here for "Dangerous to Love" for Constance Bennett, retaining him on the new one.

AL LEWIS' STORY TRIP

Hollywood, June 15.
Al Lewis, Fox story head here, left yesterday for New York.
His two weeks in New York will be spent looking for and talking about stories.

In On Six Westerns

Hollywood, June 15.
Robert Hill, director, said "Blood Trail," his original, to Pathe as first of six westerns starring Tom Keene.
Hill is engaged to meg the six.

ST. LOUIS SHORTS

George Bowers' Daily Change 475-
Bester at 15c. Scale

St. Louis, June 15.

A theatre devoted exclusively to short subjects or featurettes, as he calls them, is the plan to be tried here by George Bowers. Latter was for many years connected with the Skopans Brothers in an executive capacity.

Bowers' plan is newsreels and other short subjects. Program will run about 90 minutes and will change daily. Admission will be 15 cents at all times.

St. Charles theatre, formerly a cheap second run spot, is being remodeled for the purpose. It will seat 475.

TOM MIX FILMS BETWEEN CIRCUSES

Universal announced yesterday Tom Mix and "Tony" will make six westerns for it, commencing in October, next.

Contract was closed Saturday (13) in Bridgeport, Conn., where the Sells-Floto Circus was playing a day's stand. In the agreement Mix is to receive, from report, a guarantee and a percentage in the picture's profits.

The westerns will be made by Mix between circus seasons. He is likely to return to the circus lot next summer, where he has been for three seasons as the big draw for the S-F show. Mix's salary with the circus has run between \$7,500 and \$10,000 weekly.

First circus contract signed by Mix for Sells-Floto was with Muggivan, Bowers & Powers, which firm then operated it. After the three-firm sold the show with its others to John Ringling, Mix entered into another circus agreement with Ringling.

When previously in pictures, Mix was the Fox acrobat western star. His seasonal touring with the tent show has proven how indelibly the name of Tom Mix has been impressed upon the general public, especially children. Circus people call Mix the King of the Kids.

Universal is going after Mix on the basis of the sort of action pictures he leads are the kind in demand always. Since Mix left the screen his place as the foremost western hero had remained vacant.

1st Runs on Broadway

(Subject to Change)

Week June 15

Paramount—"Confessions of a Co-ed" (Par).
Rox—"Annabelle's Affairs" (Rox).
Capitol—"Trader Horn" (M-G-M).
Rivoli—"Night Angel" (Par) (2d week).
Strand—"Men Call It Love" (Metro).
Mayfair—"Sweetestakes" (Radio).
Hollywood—"Chances" (WB) (2d week).
Winter Garden—"Smart Money" (WB).
Central Park—"The Vikings" (Metro).

Week June 22

Paramount—"Forbidden Adventure" (Par).
Rox—"Black Camel" (Rox).
Capitol—"Laughing Sinner" (M-G-M).
Rivoli—"Night Angel" (Par) (3d week).
Strand—"Gentleman's Fate" (Metro).
Hollywood—"Chances" (WB) (3d week).
Winter Garden—"Smart Money" (WB) (2d week).
Central Park—"The Vikings" (2d week).

\$2 Pictures

"Smiling Lieutenant" (Par) (Criterion) (4th week).
"A Free Soul" (M-G-M) (Astor) (3d week).

Foreign Films

"Zwei Herzen im 3/4 Takt" (Superfilm) (German) (Europa) (37th week).
"Le Million" (Tobias) (French) (Carmelo) (3th week).
"Five Year Plan" (Amkino) (Russian) (4th week).
"Die Privatsekretarin" (Tobias) (German) (Belmont) (2d week).
"Der von der Tankstelle" (Ufa) (German) (Cosmopolitan) (19).
"Versuchen sie Meine Schwester" (Associated) (German) (19).
"The Black Sea Mutiny" (Amkino) (Russian) (Cameo) (19).

Metro's "Great Lover"

In Again for Retakes

Hollywood, June 15.

Metro's "The Great Lover" is back again for more patching. Picture has had several sets of retakes.

New scenes made it necessary to call back Irene Dunne (Radio) to work with Adolph Menjou.

Writer Lands Two Ways

Hollywood, June 15.

Christine Johnson, formerly a staff writer with Metro, has sold "Rich Men's Wives," original, to Metro.

She gets a term contract with that company.

Inside Stuff—Pictures

RKO will pay a weekly rent for the Globe, New York, of \$6,000 until after June 27, although the house closed Saturday (13). The day following the fatal accident there recently when a bolt from the foot struck a young woman in the balcony on the head, the gross was \$100. It happened after the morning papers had briefly reported the accident, but it decided the RKO people to darken it.

The Globe is a Dillingham theatre, formerly playing legit, mostly musicals. RKO has had it under lease for about two years. Last year the house lost for RKO around \$75,000. It's doubtful if it has made any money so far this year.

The high rent included nothing but the four walls, with plenty of annoyance for RKO besides in having to retain some of the Dillingham staff, one member of which is said to have caused the sidewalk booth for the grind picture theatre to be removed by the authorities. This left a Broadway grind with no ticket outlet sale except the inside lobby's regular box office.

RKO has dropped all negotiations with Erlanger's for the Gaiety on Broadway, through the small capacity of the latter house, not over 650 seats. It's a three floor theatre. The Mayfair at present will be the 'single Broadway house' operated by RKO in the Times Square section.

P. G. Wodehouse in an interview on the west coast upon getting through with Metro as a \$2,000 a week writer, with little writing to do, is quoted as stating he is somewhat dazed at the idea of having collected \$104,000 for the past 52 weeks of slight activity. He sets forth how, with some 20 novels and 20 plays to his credit, plus a flock of St. Ivespot short stories, he wound up being assigned some dialog rewrites.

In connection with this, Wodehouse's manner of handling the Metro supervisors, has long been a topic of wonderment on the M-G-M lot in that the writer stalled the supers in more ways than one. They'd want him for a story conference at 11:30, for example, and he'd say that was a bit too early. They'd inquire politely of their \$2,000 a week literary star how would it do, and Wodehouse would come back: "Tell you what—let's make it 3:30 the day after tomorrow." He'd get by with this as blandly as the other little things.

The manner in which the studios change players' parts during production has the Coast actors burning. Conrad Nagel at a public Asadown meeting gave an example, stating, "This is one of the reasons why people are staying out of the theatres."

He told of being given a part, which he rehearsed and was in his dressing room waiting to be called to the set. Assistant director told him that they had postponed the shooting of his part until the next day and handed him completely rewritten lines. Nagel told of learning this and being back at the studio the following day, when the same thing happened again and he was given still another version of his part. He claimed this happened three different times until Nagel refused to learn any lines, telling the director he would wait until he finally was called to the set for camera work, which he did.

An unemployed newspaper man has better rating on a studio lot in Hollywood than a working newspaper man under the present pass system. Douglas Hodges, who had been working on a trade paper, arrived at Warner Bros.-First National studio to keep a lunch appointment with Ben Lyon.

"Sorry," said the information girl, "but you can't go into the lunchroom. We don't allow newspapermen on the lot except in the publicity office."

"But I've just been fired," said Hodges.
The girl then okayed him in.

Recent info through the trade that Harley L. Clarke struck a policy of no cutting on salaries in the Fox organization is old. Clarke made the original statement on the no-cut angle to his execs during the Fox sales tour in New York over a month ago.

While the order sticks on salaries it does not refer to budgets generally in the course of business. Fox budgets which have been pruned generally are still rounding corners. In the theatre end Fox managers have been advised on both costs to watch expenditures and avoid waste. Production costs were clipped around \$3,000,000 last year.

A deluge of Cosmopolitan releases in Pittsburgh the last few weeks has lured the "Sun-Telegraph." Hearst stuck here, into something approaching a walking ad directory. Bull pages, half pages and quarter pages have cluttered up the "Sun-Tele" amusement pages for almost a month now and more are on the way.

It started four weeks ago with "Shipmates" at the Penn. "It's a Wise Child" being plugged at the same time for the Aldine. The next week the Penn got "Six Six Six," with "Never the Twain" running simultaneously at the Aldine.

So far as the Coast knows, Ruth Chatterton has a contract with Warners which she, her attorney and her agents are under the impression is 100% valid. Whatever arrangements Paramount and Warners might have made in the east are unknown generally to the star, nor do both studios profess to know much about it on the Coast.

Wil, meantime, has not announced any Chattertons on its next year's program.

A Western theatre circuit is ready to go to the mat with the unions about high scales since a set of figures comparing salaries was compiled. Circuit found that the average union wage per week was \$62, against the average for all other employees of \$22. Latter average includes everyone from executives down to cleaning women.

Cases of theatres paying as high as 30% of their gross in stakes for union salaries were cited. Lowest percentage of gross for union pay is 12%.

Producer is burning at a Los Angeles picture columnist who also does screen writing of a sort on the side. Chatterton's agent asked the studio head for a job and was refused it, and two days later planned that studio's picture at a preview. All of which the producer regards as something beyond a mere coincidence.

In turning down the newspaper firm Chatterton the indie producer told him he (the writer) has been drifting around among eight other studios, so why come to him finally?

Jerry Brandt, son of Joe Brandt, proxy of Columbia, is planning to follow in the early footsteps of his dad by studying law. A graduate this year of the Columbia Grammar School, a preparatory branch, young Brandt will enter the U. of Penn in the fall and take up a law course.

Joe Brandt practiced law before doing trade paper work, from which he stepped into pictures.

Harry Williams, millionaire Louisiana sportsman and husband of Mat

(Continued on page 24)



ALLAN DWAN

who directed "Chances," a First National Production, now current at Hollywood Theatre, New York, is preparing "Wicked," a Fox Special Market in the interest of the...
For years Dwan has been one of Hollywood's leading directors, his prices always being well toward the top in the list of big money-makers. Among his outstanding productions are "Robin Hood," "The Iron Mask" and "What a Widow," with Gloria Swanson.

Gumbins' Film Sales to Par and U Stir Coast Indies and Upset Routine

Hollywood, June 15. Indie producers, encouraged by the cut in major studio production, are walking around town with their features under their arms. Hope is to sell the stuff for major release.

Sale of "She Wolf" to Universal and "The Mad Parade" to Paramount by the Gumbins brothers, indie producers, was the spark igniting the flames of ambition in the indie producers. Gumbins sold the picture to U for \$100,000 and a percentage. "Figure is about \$100,000 over their production cost. "Mad Parade" deal will get the brothers over \$200,000 from Paramount.

Majors, never over-friendly to the indies, are looking at everything offered. So far no indie has unlocked to the majors with exception of the Gumbins, although Ned Martin spotted his "Tahiti" with Paramount.

Meantime indie producers are moaning that the indie producers are putting them on the spot by holding up release of pictures. The distributors say their business is tough enough without having to contend with the producers who delay, in fact, every major releasing source has turned it down.

Distributors also take the angle that after handling a lot of junk it's not exactly exciting for the indie producers to withhold the features that might make the distributor a little dough.

WARNER STUDIOS WILL START AFRESH IN AUG.

Hollywood, June 15. With Jack L. Warner and Darryl Zanuck denying that the Warner studio will shut down, there is an air about the studio that everything is being done with a view to clearing the decks. Even the insiders are wondering why certain pictures are being speeded up, others abandoned, and still others held over to the usual seasonal let-outs and lay-offs, enforced vacations and other retrenchment moves.

While the studio won't be shut, there's a suspicion of heavy production until next August, when things will start moving and shooting again. Interval will be devoted to story preparation and casting.

Status in Booth Men's Conspiracy Case Same

Chicago, June 15. Latest development in the local motion picture industry is the holding of a grand jury investigation into the affairs of the labor organization and a contempt fine of \$100 which was suspended pending the union's appeal to the state supreme court.

Pine was imposed by Chief Justice McGoorty when union officials ignored a subpoena calling for the appearance before the grand jury of the operators' books and records. Case is looked upon as a test of the power of such a subpoena.

Union has agreed to bring in its records and files before the grand jury for examination, but stipulating they do not leave the union's possession. Agreement was concluded by the state's attorney's office prosecuting the case, on behalf of certain indie theatre owners who allegedly charge the union with conspiracy and forcing them to employ two operators instead of one.

Although the state's attorney claims he has affidavits to this effect nothing has been disclosed in court so far. Meanwhile, investigators from the state's attorney's office have been examining operators in all theatres with questionnaires as to how they got into the union, how much it cost them, where they are paid or permit members, etc.

Using Climax of Old Feature as One-Reeler

Hollywood, June 15. Talking Picture Films is selling a one-reeler, "Naked Man in Brass," consisting of the scene in "Slings," where African natives attack and kill him.

Some company released "Slings" in eight reels.

Ferri's Personal

Los Angeles, June 15.

It happened at a ritzy opening. An announcer was broadcasting the names of celebs arriving.

"Here comes Janet Gaynor, here comes George O'Brien, here comes Victor MacLaglen," he chanted.

Just then diminutive Roger Ferri, editor of the Fox house organ, stepped out of the car and somebody yelled,

"Here comes Mickey Mouse."

Par Production Activity Makes Heavy Summer

Hollywood, June 15.

A rush of production started at Paramount last week that will keep the studio busy for the next three months. Scheduled to go into production within that time are 23 features.

Currently, "Daughter of the Dragon," "Monkey Business," "Murder by the Clock," "Silence," "Huckleberry Finn" and "The Magificent Lie" are in work. That's the biggest simultaneous production array the studio has had since the first of the year.

Eight features are slated to start next month, with at least two now in production holding over. The octet starting are an untitled Barret, "Ladies of the Big House," "The Marines Have Landed," and untitled "all-star" Par production, untitled "Machete" (Dietrich), "24 Hours," untitled western with Arlen, and an untitled Gary Cooper feature.

Schedule as laid out will have Par on top of production activities during the summer, usually the slack season at all major studios.

RKO'S 2ND CHOICE OF PAR'S FILMS FOR NYC

RKO expects to secure the second choice for the new season on Paramount talkers in Greater New York. Loew's holds the Par franchise and first choice.

Last season RKO used the remaining Pars in the metropolitan district. With the new season through, Fox having made several theatre trades, it will not require all of the Par's second choices for its houses.

"Tragedy" at \$2

"An American Tragedy" is due for a \$2 run at the Criterion, New York, to follow "Smiling Lieutenant," current.

There may be a lapse following closing of latter, originally scheduled for July 11 or 18 but now expected to hold through that month.

Par has "Tragedy" down for general release in August.

Serial Loses Leads

Hollywood, June 15. Neither John Mack Brown or John Wayne, announced for Universal's serial, "Battling with Buffalo Bill," will be in the cliff hanger.

Brown is considered more valuable for a feature, but the spot is not yet set. Wayne's name went off the cast list when as promised, he studied in New looking for a new Buffalo Bill.

Snuffin' Rosson

Hollywood, June 15. Arthur Rosson, former director at Columbia, slated to produce, is out before producing his first. Was to have written "Smiling Lieutenant," which now will go to another Columbia supervisor to make.

Douglas Fairbanks, who wrote the script for Rosson, is also off the payroll.

WILLIAM HAMM DEAD

Last of Three F. & R. Partners—All Died Within 4 Mos. of Heart Disease

Minneapolis, June 15.

William Hamm, 72, third partner in the firm of Finkelstein & Ruben, operators of the northwest's largest beer chain prior to its sale to public for a reported price of more than \$7,000,000 three years ago, is dead.

The death of Mr. Hamm followed that of I. H. Ruben, another member of the firm, by less than a month. M. L. Finkelstein, who, with Mr. Ruben, founded the F. & R. theatre chain, died only four months ago. In all three instances, death was due to heart disease.

Mr. Hamm was reputed to be one of Minnesota's wealthiest men.

An estate valued at more than \$100,000 was left by I. H. Ruben, veteran Minneapolis theatre man and partner and co-founder of the Finkelstein & Ruben theatre chain. Rose G. Ruben, the widow, inherits the bulk of the estate.

She is to receive \$25,000 a year for 15 years from the income of a trust fund to be created. The remainder is to be divided into equal shares for the five children for the same period. At the end of 75 years, the investment principal is to be divided, one-half going to the widow if she is still living and the other half to be divided among the four sons and a daughter.

Goodwill proceeds for a number of charitable bequests.

Clarke's Opinion Over Non-Salary Slashes; Saving on Production

Fox will effect economies in production by lowering operating costs rather than reduce staffs in the cast or in the sales department, according to a letter Harley L. Clarke has written stockholders. Believing that heavy curtailment of staffs or cuts in salaries has had effect on the industry, the Fox president makes it clear there will be no salary slashes in Fox.

Letter went to the stockholders in the thought that it is important at this time to retain public goodwill and confidence in motion picture industry not only as an industry but from the investment angle.

Clarke seems to have opinion reductions in salary down the line may prove a move of greater danger than monetary aid. Through the public publicity given the slashes by others, the public gets the impression the picture industry business is in a weaker position than it actually happens to be.

Thus far there has not been a staff let-out by Fox at the home office. The same sales force is also being maintained.

COAST AD DEPT. IDEA NOT GIVEN A CHANCE

Hollywood, June 15.

Howard Dietz stepped on Pete Smith's idea quick of building up an ad. dept. out here, following the Metro studio's p.a. engaging Monroe Randall and an art staff to assist on adv. campaign on the bigger M-G pictures.

Smith and Randall prepared the "Secret Six" campaign for Fox West Coast out here. When Dietz heard that Smith was taking home on it, the eastern p. and a head put his foot down on it pronto.

Par's Coast Pub Dept. Participating in Cut

Hollywood, June 15. Classified as part of the distribution department and not of the studio, Paramount's publicity department has been notified it is included in the five to 25% salary cut.

Previously H. H. Schulberg stated no studio cuts applied to contracted players, directors or writers.

"Alice" Talking

Polard Productions will make a six-reel talker of "Alice in Wonderland" for United Artists. The adaptation is by Edith Parnell. It will be made in the Metro studio, New York.

William Fox and His Relatives May Be Dropped Off Fox Film's Payroll; \$605,000 Yearly Salaries—No Work

102,018 Deadheads

Cincinnati, June 15.

Local theatres have heavy deadhead opposition.

Street railway company reports that it carried 102,018 free passengers during the past month. Annie Oakley riders are firemen, police and traction employees.

Ask Blanket License Fee For Prints

Chicago, June 15.

Idea to save the picture industry between \$20,000 and \$30,000 annually in the Chicago area will be presented tomorrow (16) to the members of the Film Board by Dave Dubin, manager of the local Columbia exchange. Plan concerns the saving on censor board permits on the excess number of picture prints used by the exchanges here.

Under the present censor system each print must receive a permit from the board. The license charges figure at \$3 a reel for the first print and \$1 a reel on each additional print. Understand that Chicago is the only city that has this unit system of licenses. Other localities have a blanket permit which takes care of every print of any particular film.

Dubin's plan is that the Film Board petition the mayor and city council for an ordinance doing away with the additional print charges and to institute a ruling giving a blanket fee for the ordinary number of prints used and to allow, without extra fees, the borrowing of additional prints for the general release theatres.

It is generally believed that the other exchange managers will quickly agree to Dubin's proposal.

COAST FILM CUTTERS TALKING OF UNION

Hollywood, June 15.

Film editors are again hot for a union, following engagement by Fox of six college boys as assistant cutters replacing several regulars. Boys are reported sent out by Winnie Sheehan.

Cutters are now in process of organization, led by the disgruntled Fox bunch.

No Fox-W. E. Split

Fox Films isn't breaking with Western Electric, not considering such a move. Reports current that way are kayoed officially.

Reported break with W. E. gained weight through the mending of a supposed strained relation with Case, the inventor. On that assumption the report was current that A. E. Sponable, wide film expert, had left Fox. The latter, however, has never been away from the company and is still there.

Twelvretres' "Pick-Up"

Hollywood, June 15.

While Helmer Twelvretres is starting on "Mad Marriage," HKQ-Tuthe is mauling "Pick-Up" as her next picture.

Joseph Flop is treating the story which is by Elinore Chapin. Ralph Murphy is supervising the writing and may possibly direct.

HKQ-Tuthe is now awaiting decision from the Hays office in "Dis-honored Lady" for Nora Kerr. If Hays finds it down again, as he did once, it means another long wait for a story.

When William Fox was taken off the Board of the film company that bears his name it was not nearly as surprising as the likely action of the new management which means to sever all affiliation with the former magnate. That severance will take in William Fox's former execs, some of whom are relatives. Together their combined salaries run around \$605,000 annually.

When and if the cutoff happens it will be due to the demand of certain stockholders who have been pressing the new management to do so. Some such action, from the report, is threatened against Fox Films to achieve this aim. This same action, however, is given as what had compelled the removal of William Fox from the Fox board.

Those former execs who will be included in the severance order when and if taken place are Joe Leo, Ben Leo and Alex Kemper. The Leos were formerly in charge of Fox eastern territories. Kemper formerly handled the real estate department. Their salaries in the order named are \$100,000, \$25,000 and \$30,000. These figures are approximate, and no settlement has been broached.

The break when occurring means the loss of post of chairman of the Fox advisory committee negotiated by William Fox as part of his agreement with the new management in May, 1930, at \$500,000 per year, which was vacated. William Fox has been paid monthly at the rate of around \$4,666.66.

No Work

Reported complaint from the stockholders when and if coming will be on the grounds that William Fox and the execs to be named are not active in the management of the company or its interests. In the case of William Fox the extra allegations are he did not fulfill his role as chairman of the advisory committee.

It is expected that through letting William Fox out in the face of his agreement of May 1, 1930, is likely to hazard court action on his behalf to compel payment of his salary. This salary and post on the advisory committee, so far as could be learned, was actually a part of the selling price of William Fox's interest, including the voting stock control in Fox Film to Hays and Clarke.

The question of whether William Fox's subsequent action or lack of action as chairman of the advisory committee, affected this portion of the agreement, is open to legal definition. It is claimed.

By the same token that Fox has been taken off the Fox board, all rumors relative to his returning to the company he once led are laid at rest. The new company by the present action is fully Clarke-controlled.

\$3,000,000 More

In the selling agreement whereby Clarke came into control, William Fox received something like \$18,000,000 in cash besides the five-year contract as chairman of the advisory committee. This has an additional four years and 10 months to go. In addition Fox was given an option to certain stock in cash prices, but which he turned in to the new management for a cash surrender value of \$3,000,000.

William Fox at the time owned about 6% of the capital stock of the company, represented by the Fox B. common, its only voting stock, that he was able to receive what he did for his interest was largely due to the business and legal acumen of his attorney, Samuel L. Warner, who negotiated the deal. When Fox Films was on the verge of a receivership early in 1930 and after a long and drawn out series of court battles.

GERING'S SECOND

Hollywood, June 15.

Marlon Gering, former legit performer, has received his second meagre assignment at Paramount. He will direct "Twenty-four Hours," with the Louis Armstrong book, with Rex Brown and Kay Francis.

Los Angeles Shows Improvement; State and Pan Front on \$28,000 and \$15,000—WB's Dual Film Mondays

Los Angeles, June 15: Business picking generally with Crawford and Montgomery repeating their strong personal pulls at the State and Paniques. Little's anniversary week celebration, with Montgomery's making personal appearances, will hit over \$15,000, or around \$5,000 better than last week. The State's "Laughing Sinners" is equally hot at \$28,000.

Sensational \$14,000 pace at the United Artists for "Forbidden Adventure" is another draw evidence, as is "Wm. Lighter's" combined \$26,000 for both Warner houses in "Gold Dust Gertie."

Chinese criterion day and date time isn't working out so well. "Trader Horn" is a repeat for the Chinese, where it world premiered originally, and will do under \$5,000, as against the Criterion's fifty \$11,000 for the same picture downtown at a smaller capacity and reduced scale.

Paramount's "Forbidden Adventure" is a kid picture despite the title and has the theatre and proved to be a misnomer. The picture at \$11,000 pace is very poor. Orpheum and RKO are up with "Seed" at the former.

Warner houses will dual film Monday nights, reviving old features in conjunction with current pictures.

Estimates for This Week
Cartney Circle (Fox) (1,500; 50-55-60). "Daddy Long Legs" (Fox) (3d, final week). Under \$17,000 and departs; "Rebound" (Pathe) opens Erly (13).
Chesapeake (Fox) (1,025; 50-75). "Trader Horn" (M-G) (1st week). Under \$5,000, not closed; final six days at \$4,000.
Criterion (Fox) (1,600; 35-65). "Trader Horn" (M-G) (1st week). Strong at over \$2,000, and six days at \$1,000.
Orpheum (2,570; 25-50). "Seed" (U). Okay at \$13,500. Last week \$11,000. "White Shoulders" (Radio) very bad at \$2,000.

Pantages (Fox) (2,700; 20-40-65-90). "Shimlans" (M-G). Anniversary. Little's personal appearance setting fast \$15,000 pace. Last week "Hollywood" (TIF) \$6,000. Last week "Hollywood" (TIF) \$6,000. Last week "Hollywood" (TIF) \$6,000.
RKO (2,950; 30-65). "Up for Murder" (T). Okay at \$11,700. Last week "Lover Come Back" (Col) \$11,000.

State (Loew-Fox) (2,024; 35-61). "Laughing Sinners" (M-G). Fair at \$28,000. Last week "Charlie Chan" (Fox) on six days \$17,000. Wednesday opening inaugurated this week for big weekend. Last week \$28,000 and \$28,000, sub. substitutes switch.

United Artists (Pub-UB) (2,100; 35-41). "Indelible" (U) (1st week). Fast start at \$14,000. Last week "Tarnished Lady" (Par) \$7,700 and only one week.
Wilshire (Fox) (2,285; 35-60). "Secret Sin" (M-G). Strong at over \$15,000. Last week "Young Sinners" (Fox) fair \$3,500.
Downtown (WB) (1,800; 25-50). "Gold Dust Gertie" (WB). Fair for \$12,000. Last week \$11,000. Last week \$11,000. Last week \$11,000.

Hollywood (WB) (2,750; 25-50). "Gold Dust Gertie" (WB). Fair for \$12,000. Last week \$11,000. Last week \$11,000. Last week \$11,000.

Buff. Spots Down; Love
\$18,000—Gig \$16,000

P'TLAND SQUAWKLESS; ORPH CHASING \$14,000

Portland, Ore., June 15: (Drawing-Population, 400,000). Business is pretty fair, weak pictures taking the count with exploitation hypodermics failing to register. Stage show houses are late, but not steady income, with the rise or fall due entirely to picture merit. Fox-Paramount thinks stage shows good for five grand regularly.

Patrons are shopping carefully. Tendency to pick over past pictures of merit at suburban houses rather than go for unguaranteed first runs that may turn out a flop. Lessening of public confidence in plays and fancy exploitation is most noticeable. Several houses going out for direct hits, or results with partly tie-ups. "The Sign of the Cross" (M-G) (1st week). Okay near \$10,000. Last week "Women of All Nations" (Fox) (2d week) fairly for \$6,000.

Broadway (Fox-Portland) (2,000; 25-60). "Daddy Long Legs" (Fox). Going well in view of hot weather. Okay near \$8,000. Last week "Women of All Nations" (Fox) (2d week) fairly for \$6,000.
Orpheum (RKO) (2,000; 25-60). "Trickie Frizzena", vaude, featured with lower billing to "Everything's Ready" (Radio). In line for good week around \$14,000. Last week "White Shoulders" (Radio) fair at \$10,000.

May Box (Hamrick) (2,000; 25). "Svenigali" (WB). In line for good \$5,000. Last week "God's Gift to Women" (WB) only \$2,500 on five days.

COLUMBUS DIPS; \$6,500 FOR 'VICE SQUAD,' WEAK

Columbus, June 15: (Drawing-Population, 475,000). Nothing exceptional in the line of star draws this week, and if the heat continues as according to forecast, it looks as though this will be one of the slowest weeks of the year.

Ohio and Broad will undoubtedly hold, but even these houses won't be up to par of several weeks back.

Palace (RKO). "Vice Squad" (Par) (3,000; 25-50). Maybe \$6,500, not so handsome; picture picture played out. Last week "Donovan's Kid" (Radio) closed to \$5,000, poor. Ohio (Loew-UB). "Never the Twain" (M-G) (3,074; 25-50) and Ohio. Regulars will come, but outside draw hardly worth mentioning; should do about \$14,000. Last week "Up for Murder" (T) (1st week) (Col) \$16,500, holding up till close.

Broad (Loew-UB). "Daddy Long Legs" (Fox) (2,500; 25-50). Doesn't look so tough film as it is, but anything like it should; hardly better than \$10,000. Last week "Lawyer's Secret" (Par) fell off way at \$2,200.
Grand (Nett). "Six Cylinder" (Loew) (2,500; 25-50). Last week \$2,200. Last week \$2,200. Last week \$2,200.

Great Lakes (Fox) (25-50-50). "Just a Gigolo" (M-G). Intimations going to make business in the first week. Last week "Daddy Long Legs" (Fox) strong at over \$22,000. Last week \$22,000. Last week \$22,000.

NEW HAVEN STEADY \$12,500 for "Vice Squad" and "Daddy" Headed for \$15,000

New Haven, June 15: With all the noise about a depression joining the grounds, there is still some good trade to be picked up by worthwhile attractions. The Fox College has closed until student trade resumes in the fall.

Paramount (Public) (2,550; 65-70). "Vice Squad" (Par) and unit. Will get near \$12,500. Last week "Party Husband" (FN) down at \$10,400.
Fox-Pol (Fox) (3,000; 65-70). "Daddy Long Legs" (Fox) (1st week). Looks like nice \$14,000. Last week "Laughing Sinners" (M-G) good on \$13,000.

Roger Sherman (WB) (2,200; 60-70). "Widow From Chicago" (FN). Looks like nice \$12,500. Last week "Maltese Falcon" (WB) Jones and "God's Gift" (College) (1,555; 50-55). Closed for summer. Last week (M-G) "Donovan's Kid" (Radio) got nice \$2,000.

Bijou (Fox) (1,535; 50-55). "Black Camel" and "Lover Come Back" (College) (1,555; 50-55). Closed for summer. Last week (M-G) "Donovan's Kid" (Radio) got nice \$2,000.

CINCY SUMS DWINDLE, 'CYLINDER'S' \$6,000 O.K.
 Cincinnati, June 15: (Drawing-Population, 700,000). Tough weather breaks costing plenty and grosses are expected to be the slimmest in weeks. No outstanding product, either.

Albee (RKO) (3,300; 35-75). "Stepping Out" (4d) and "Vice Squad" (Par) (1st week). Despair above average bill house looks due for a bad \$18,000. Last week "Plenty Million Frenchmen" (RKO) (1,400; 30-50). "Young Sinners" (Fox). Melkhan down to \$10,000. Last week \$5,500 for "Party Husband" (FN) very bad.

Palace (RKO) (2,000; 30-50). "Women of All Nations" (Fox). Rained pretty hard by critics; \$12,500 in line for a good \$18,000. Last week "Vice Squad" (Par) (1st week) (Col) \$16,500, holding up till close.

Family (RKO) (1,140; 25-50). "Vice Squad" (Par) (1st week) (Col) \$16,500, holding up till close.

"5 and 10" Letting Mich. Down, \$30,000; Freak Weather in Det.
 Detroit, June 15: Freak weather over the weekend prevented anything like normal grosses. When it wasn't snowing, it was raining. Long Legs (Fox) (1st week) (Col) \$16,500, holding up till close.

Estimates for This Week
Michigan (Fox) (2,500; 35-40). "Vice Squad" (Par) (1st week) (Col) \$16,500, holding up till close.

Painting the Loop Red "Vice Squad," Oriental, \$21,000—Chi the Exception at \$46,000

Chicago, June 15: Another film competition from the heartlands will put a dent into downtown grosses this week. Chicago theatre seems the only exception with the powerful Hearst newspaper blasting on the Marion Davis picture and Dan Aspiroz's Havana orchestra on the stage. Should be good for an easy \$46,000.

Film shopping idea is being brought on in this town with strong accent. It has to be an attraction. With a picture like "Vice Squad" current in the week outlying spots the indicator is bound to point away from the Loop.

United Artists tried to stretch "Women of All Nations" into a third week, but decided to pull it after two weeks and four days. "Night After Night" (M-G) (1st week) (Col) \$16,500, holding up till close.

Estimates for This Week
Chicago (Public) (1,800; 50-75-85). "Vice Squad" (Par) (1st week) (Col) \$16,500, holding up till close.

Denver Normal, with Peppless Montreal; Aladdin's \$10,000 Best
 Denver, June 15: Bright spot this week is the Aladdin, where "Daddy Long Legs" is making time and will be held over. Combination of the picture and the first of the Bobby Jones shorts is pulling in both the gold bugs and the Gaynor fans. The Jones shorts are being run simultaneously at both of Huffman's first runs.

Estimates for This Week
Huffman's Aladdin (1,500; 35-50-70). "Daddy Long Legs" (Fox) Fine at \$10,000 and will linger. Last week "Vice Squad" (Par) (1st week) (Col) \$16,500, holding up till close.

Stan and Penn Both Beating \$25,000—Pitt
 Pittsburgh, June 15: (Drawing-Population, 3,000,000). Business looks fairly healthy in the city. "Daddy Long Legs" (Fox) (1st week) (Col) \$16,500, holding up till close.

Estimates for This Week
Aldine (Loew) (1,900; 35-50). Closed for summer until "Never the Twain" (M-G) (1st week) (Col) \$16,500, holding up till close.

Harris (WB) (1,800; 10-20-25-40-50). "Meet the Wife" and "Lightning

vious week's figure of \$26,000 with "Maltese Falcon" (WB) and "Just a Gigolo" (M-G) (1st week) (Col) \$16,500, holding up till close.

Orpheum (WB) (600; 40-60-75). "City Light" (WB). Downtown repeat for Chaplin will mean very little in this small sector; film was practically milked dry in five weeks at the United Artists and stands no chance of grabbing more than a fair \$3,000. Last week "Woman Who Sings" (FN) dipped to under \$2,000.

Palace (RKO) (2,300; 50-75-85). "Up for Murder" (U) and vaude. Billed as "Hot Gang picture," but even so, it will not draw from the vaude points so a lot down at \$25,000. Last week with Loew's personally doing \$27,500 for summer record. "Everything's Ready" (Radio) accounted for nothing, the Sheriffs getting it mostly on word of mouth.

Roosevelt (Public-B&K) (1,500; 50-75-85). "Amberlee's Affairs" (Public-B&K) (1st week) (Col) \$16,500, holding up till close.

State-Lake (RKO) (2,700; 50-75-85). "Maltese Falcon" (WB) (1st week) (Col) \$16,500, holding up till close.

Estimates for This Week
State-Lake (RKO) (2,700; 50-75-85). "Maltese Falcon" (WB) (1st week) (Col) \$16,500, holding up till close.

Warner (WB) (2,000; 25-35-50). "Maltese Falcon" (WB) (1st week) (Col) \$16,500, holding up till close.

Estimates for This Week
Warner (WB) (2,000; 25-35-50). "Maltese Falcon" (WB) (1st week) (Col) \$16,500, holding up till close.

Estimates for This Week
Warner (WB) (2,000; 25-35-50). "Maltese Falcon" (WB) (1st week) (Col) \$16,500, holding up till close.

Minn's Fine Clip, 'Page' and 'Enemy' \$23,000 and \$9,000

(Drawing Population, 500,000)
Business has picked up surprisingly the past two weeks. "Halle Boys" are working and with the aid of some boxoffice attentions show remarkably reliable results have been accomplished. Hope, of course, is that the sport isn't only a flash. Vanguard of some 50,000 expected for the Knights of Templars' convalescence will start in this week and that should help.
Every indication that "Public Enemy" will give the rate its biggest week in some time. Town has manifested its readiness for rousing films, but the one it is actually pulling them in. "Front Page" only had a fair getaway, but seems to be building and should give the Minneapolis another peach week. One on in a row. Opening days indicate actually were cheering and applauding the film, something that rarely occurs at the Minneapolis. Both this picture and "Public Enemy" had the critics raving.

Estimates for This Week
Minnesota (Public) (4,000; 75) "Front Page" (UA) and "Public Enemy" (WB) have been doing so far, actually being greeted with cheers and applause, opening day under expectations, but sure to build on word-of-mouth and critics' praise; should hit around \$24,000; good. Last week "Laughing Sinners" (M-G) and "The Sign of the Cross" (RKO) (2,800; 50) "Everything's Rats" (RKO) and "Vagabond" (Cine) have been doing well. Predictions point to nearly \$10,000, splendid; local had been advised at auction. Last week "Denouement" (Radio) real magnet and lifted to around \$14,000.
State (Public) (2,800; 50) "Public Enemy" (WB). "Halle Boys" (RKO) are going fine and getting sweet week; shows \$9,000, fine. Last week "Dust" (Cine) (WB), around \$6,700, fine.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
Astor (Public) (900; 25) "Halle Boys" (RKO). "Medicine" picture not expected to pull strongly; house seems cooling system; around \$12,000 probably. Last week "The Sign of the Cross" (M-G) near \$2,000, good.
Grand (Public) (1,100; 25) "Stranger in Paradise" (M-G). Second week run. May top \$2,000, pretty good. Last week "Caught Cheating" (RKO), first time in picture. Last week "Halle Boys" (RKO) and "Clive Barker" (WB) around \$1,300, bad.

Majestic's Twins Remain Prov's Best—Get \$13,500

(Drawing Population, 315,000)
Bill Haines in "Just a Gigolo," at the State, is the picture of the week. House seems set for a fair week.
Estimates for This Week
Majestic (Public) (2,200; 15-20) "Public Enemy" (WB) and "Halle Boys" (RKO) are going fine and getting sweet week; shows \$13,500, pretty good. Last week "Halle Boys" (RKO) around \$11,000, good. Last week "Halle Boys" (RKO) around \$11,000, good. Last week "Halle Boys" (RKO) around \$11,000, good.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
Astor (Public) (900; 25) "Halle Boys" (RKO). "Medicine" picture not expected to pull strongly; house seems cooling system; around \$12,000 probably. Last week "The Sign of the Cross" (M-G) near \$2,000, good.
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Albee (Public) (1,500; 15-20) "The Sign of the Cross" (M-G). Last week \$13,500, pretty good. Last week "Halle Boys" (RKO) around \$11,000, good. Last week "Halle Boys" (RKO) around \$11,000, good.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
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BIRMINGHAM FAIR Vaude Holding 'Bama Near \$13,000 —Ritz Intro-Split Week

(Drawing Population, 325,000)
Birmingham, June 15.
Everything and everybody dazed between Sunday and Monday weather. Ritz (RKO) will show the fans this week by taking on a public policy for one week only; an experiment. These houses have never played split policies but the plan goes into effect Monday (RKO) one on \$12,500, split on \$13,000 a week.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
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Estimates for This Week
Alabama (Public) (2,800; 25-35-60) "Daddy Long Legs" (Fox) and "Garden of Eden" (RKO) are going fine and getting sweet week; shows \$13,000, pretty good. Last week "Daddy Long Legs" (Fox) around \$11,000, good. Last week "Daddy Long Legs" (Fox) around \$11,000, good.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
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B'KLYN FOX MAY GET \$32,000—MET AT \$19,000

(Drawing Population, 450,000)
The Fox is doing well this week with "Daddy Long Legs," giving five shows and a split week, and ought to gross in the vicinity of \$32,000.
Nothing extraordinary at the other houses, with business indifferent.
Estimates for This Week
Paramount (Public) (2,800; 25-35-60) "Daddy Long Legs" (Fox) and "Garden of Eden" (RKO) are going fine and getting sweet week; shows \$13,000, pretty good. Last week "Daddy Long Legs" (Fox) around \$11,000, good. Last week "Daddy Long Legs" (Fox) around \$11,000, good.
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Indianapolis Eases Off, \$18,000 for "Husband"

(Drawing Population, 450,000)
The picture took like taking the new kid in the block and the great outdoors, but also nothing out of the ordinary at the theatres. Hope, of course, is that the picture will give the house a good week.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
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MAIN ST. OVER MIDLAND BY \$2,000 ON "SISTER"

(Drawing Population, 325,000)
Kansas City, June 15.
Nothing very encouraging in picture this week. Business doing slight attendance, especially in the picture "Sister" (M-G) and "The Sign of the Cross" (M-G) are fair at right.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
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Bal's Sun, Jumble; Biz Generally Good, With Cen. \$18,500

(Drawing Population, 350,000)
Now that the town has won home rule in regard to repeal of the Sunday law, the picture business is concentrating on local fight whether they want the seven-day week after all. City Council is holding public hearings on the proposed ordinance and the picture business is organized.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
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Century (Loew) "Vice Squad" (RKO) (2,800; 25-35-60)

(Drawing Population, 325,000)
The picture took like taking the new kid in the block and the great outdoors, but also nothing out of the ordinary at the theatres. Hope, of course, is that the picture will give the house a good week.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
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Broadway In for One of Those Summer Wks.—"Night Angel" Light, At \$23,000—"Chances" Fair, \$15,000

NEWARK BRIGHTENS

"Daddy" \$11,000 Means M. O.—Pan Swanson, but Biz Okay
(Drawing Population, 350,000)
Things are more cheerful this week. Terminal really has a hit in "Daddy Long Legs" and every one else is confident.
Estimates for This Week
Paramount (WB) (2,800; 25-35-60) "Daddy Long Legs" (Fox) and "Garden of Eden" (RKO) are going fine and getting sweet week; shows \$13,000, pretty good. Last week "Daddy Long Legs" (Fox) around \$11,000, good. Last week "Daddy Long Legs" (Fox) around \$11,000, good.
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"DADDY" NEAR \$53,000 ON 2 CAPITAL WEEKS

(Drawing Population, 450,000)
Washington, June 15.
"Daddy Long Legs" got it all last week, and is held over for this week. When the Fox gets business the picture knows it and other theatres feel it.
Estimates for This Week
Columbia (Loew) (1,232; 35-50) "Indivisible" (UA). On second week will do about \$17,000, and week it looks to have gotten about \$10,000.
Metropolitan (Doing nothing current) (Public) (1,000; 35-50) "Daddy Long Legs" (Fox) and "Garden of Eden" (RKO) are going fine and getting sweet week; shows \$13,000, pretty good. Last week "Daddy Long Legs" (Fox) around \$11,000, good. Last week "Daddy Long Legs" (Fox) around \$11,000, good.
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AVERAGE IN TACOMA B'way and Orpheum: Neck and Neck Around \$4,000

(Drawing Population, 125,000)
Tacoma houses showing every angle in town the week of June 15. The average house and all others, including the picture business, are going fine and getting sweet week; shows \$13,000, pretty good. Last week "Daddy Long Legs" (Fox) around \$11,000, good. Last week "Daddy Long Legs" (Fox) around \$11,000, good.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
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Broadway can only boast of a moderate outlook for the current week.

Not much to be expected from the street but the town also lacks a film punch at any point. This just looks like one of those summer weeks.
Lyric (Public) (1,000; 35) "Turk 1830 Lady" (Cine) (WB) is new star, meant little to boxoffice. "Clive Barker" played up as stellar name, with it well to clip \$8,000, not bad. Last week "Clive Barker" (WB) around \$4,000, fair.
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FRANCE GIVING SUBSIDY FOR PICTURES?

Paris, June 15.
Likelihood exists that the government will maneuver a subsidy for picture production in France. Considerable lobbying going on at the moment with the view and a possibility of it going through.

How it would work out hasn't been figured yet, but the most acceptable proposal is for the government to help existing organizations. That is, it figures, one of the bankers more capable to continue playing with picture folk. Also, it is said, it's one possible way of evading what may be a pretty bad prospect for the entire industry in these parts.

If the subsidy goes through it will have several other important effects, one being re-establishment of public confidence in the Gaumont-Natan banking group, which has the Indies so frightened at the moment that they're considering promotion of an opposition circuit.

The big fellows need confidence badly and they know it. One of the more recent moves in that direction is the pushing by Gaumont of the reopening of its 6,000-seat, the Gaumont Palace. Scheduled to open Thursday (18) which is a rush date, despite it means losses for several months. Gaumont figures that running the house will pacify its small shareholders.

PATRIOTIC FILM MADE IN BELGIUM BY FRENCH

Brussels, June 15.
Belgium is again trying film production. It is a "patriotic" film with the scenario by a "patriotic" writer, M. Walter, who has \$17,430 as working capital.

Title is "Carillon de la Liberté" ("Bells of Freedom"). Scenes of the 1914 retreat from Antwerp have just been made in that city. Antwerp, the first showing will be June 22.

Technical direction is French as are the principal artists, Andre Lafayette and de Breuille and Jacques Maury.

Dean After Buchanan

London, June 15.
Basil Dean is negotiating with Jack Buchanan to play in the first Associated Talking Pictures production, which Producers Distributing will finance. Pathé outlet on this side, will release.

Proposal carries options for Buchanan in two more.

Kane Doesn't Know

Paris, June 15.
Bob Kane denies any knowledge of Paramount's intentions of closing Hollywood as reported in "Variety." Forty pictures are scheduled for production. British quota pictures will be necessarily produced in England.

Ask Audible's Finish

London, June 15.
High court petition has been entered for a compulsory winding up of Audible Filmcraft, Ltd., independent British unit controlling four other indices.

Petition was presented by the Beconfield Trust, financial house which floated the International Talking Screen Productions, one of the Audible group.

DROPPING ORCHESTRAS

Mexico City, June 15.
Teatro Imperial largest second run film house has eliminated its orchestra, using musical talkers exclusively to furnish tunes for customers. Predicted that other large movie houses will soon do likewise.

House charges 1.25 pesos against first run one peso (about 50c) for all Spanish feature talkers.

FLAHERTY'S MOSCOW-MADE

Financed by Germany and Russians
—Talker for U. S. Release

Paris, June 15.
Robert Flaherty has postponed indefinitely his trip to Paris and is remaining in Berlin to conclude negotiations for a picture to be produced in Russia with combined German and Russian capital.

The director is going to Moscow at once where the financing has been arranged. He will proceed with a film which may take him as long to produce as "Tabu," which he did with the late F. W. Murnau.

When film is finished Flaherty will take negative to the U. S. and seek independent release as he did on the South Sea film.

"ALL QUIET" UP AGAIN FOR GERMAN CENSORING

Berlin, June 15.
Universal's "All Quiet" was shown to censors again, due to the Reichstag's recent action.

Decision in March released the film for closed (private) performances of war veterans' unions or associations favoring peace movements or international understanding.

More Burnups as Distributors Issue Writs; Part Payment

London, June 6.
Economic conditions have caused a large number of exhibitors to hold out on payment of guarantees under percentage contracts. Hence, some distributors are carrying a heavy load of overdue accounts.

Even where guarantees have been as low as \$50, the split has often produced only \$15 to \$20, and that's all the distributors have been able to collect. Some outfits make a practice of adjustments, where customers are steady and regular, but Par's set on collecting and are issuing writs on a good sized scale.

Plenty of trouble ahead, anyway, for the blistered exhibitors won't trade more with the outfit that writes film and the distributor won't trade with the exhibitor who owes.

Studio Space Shortage Now Being Felt in Paris

Paris, June 15.
Studio space shortage exists everywhere.

Fox, intending to produce locally, will probably be compelled to record at Tobis, as Western Electric is unavailable.

Tightness of picture money cramps studio building, except Paramount, still expending.

German Film Holds Top For Record Run at Hague

The Hague, June 15.
German film "Lied der Aus" has established a record for sound films in the Hague. Now 10th week.

Previous record went to a silent, "Ben Hur" (American) for seven weeks.

Szeckler's Mission

Berlin, June 15.
Al Szeckler, Universal's head man in this country, is off to London to negotiate a deal with the Consortium Internationale.

Idea to make 10 pictures for U. S. Germany.

A Day Off

London, June 15.
Rumor that Lola Stewart is leaving her publicity desk at Warner's probably arose through her being away 24 hours.

Nothing in the report.

German-African Expedition

Berlin, June 15.
German 2-the Schenck-Africa Expedition, consisting of eight persons, left Rotterdam. The expedition will be made with two trucks, made for African conditions.

Two messenger cars and two trucks with trailers.

The trailers will be used for observation, for animal shooting, sound shooting and hunting.

BIZ IS OFF 30% IN BRITISH THEATRES

London, June 6.
Cinema grosses this year are estimated by the exports to be at least 30% off from the corresponding period of last year.

Film trade felt the general depression after other industries had gotten used to it, and it seems that the theatres haven't seen all of it yet.

The two biggest circuits here, Gaumont British and Associated British, are laying off acquiring more theatres for the present, although both play an elaborate game of bluff with each other. Offers have been made lately for the sale of one of the best indie circuits around London, with neither of the big groups.

Paramount, now running third in the list of circuits here, is completing building plans already outlined, but is not seeking to add any further. Despite this, it also looks as though American companies, such as RKO, recently thought to be keeping an eye on the theatre field, are cold on local plans.

Murnau's Remains Can't Be Interred; No Funds And No Friends Offer

Berlin, June 15.
The remains of F. W. Murnau, the successful young director killed in an accident in Hollywood a few months ago, have been placed in the cellars of the cemetery in Stainsdorf, awaiting proper interment when funds are available.

Murnau had just finished his picture, "Tabu," in which he invested every cent he had. It took months to make on the South Sea Islands.

During the funeral ceremonies at the Stainsdorf cemetery, all the prominent men of the German film industry appeared, but it seems that none is willing to raise the funds for a proper grave. Murnau's mother and brother are not in a position to pay for one. It is possible the coffin containing the remains of F. W. Murnau is to remain in the cellars of the cemetery until returns of his picture are available.

Mexico's Subsidized Talker Budget 100 C's

Hollywood, June 15.
Mexico's first government-subsidized picture, "Luz de la Noche," production July 1 at Mexico City. Budget calls for \$100,000, which will be the top for future pictures if the situation goes.

J. de la C. Alarion, Columbia's exchange manager in Mexico City, was here this week starting preliminary negotiations for that company to release the Spanish picture in American spots where the language will draw.

Dutch Ban "Her Man"

The Hague, June 15.
Dutch censors have banned "Her Man," American picture production.

Not RKO-Pathé's picture.

Propaganda Film Producer With Commercial Edge

Paris, June 15.
Besides several French minor organizations producing advertising films, which exhibitors at local level, there is one French organization called Nord-Film, in existence for over a year, run less for profit than for propaganda purposes.

It is backed by a crowd of Northern industrialists. A film showing the working conditions in the northern districts was the first to be produced. Nord-Film also produced a feature titled "Virtue and Danger" titled "Road Turnings," thinly disguised publicity for the Peugeot automobile firm.

Nord-Film production will have a Belgian locale.

UFAS IN U. S.

25 Features, Coming Over for Next Season—Shorts, Too

Berlin, June 5.
During the season 1931-32 the Ufa will send 25 feature pictures and just as many shorts on the American market, distributed by the New York office of Ufa.

Feature pictures for the States are: "The Wrong Husband," "Never Again Love," "The Immigrant," "Secret Service," "Tullman Train 13 Late," "The Beast," "Rombs Over Monte Carlo," "York," "Der Unsterbliche Lump," "Die Drol von der Tankstelle," "The Blue Concert of Sans-Souci," "Dolly's Career," "Her Highness in Command," "The Big Tenor," "Thieves," and "The Blonde Nightingale."

RADIO DROPS ALL FOREIGNS

Hollywood, June 15.
All production of foreign versions has been called off at Radio for at least two months, probably longer. Radio is following the University and Warners in announcing its reasons as the unsettled condition of the foreign market and difficulty of getting back negative costs.

Henry de Launay, who has been directing versions, has been given a three months' vacation by Radio and will leave in a few weeks for Europe. Leon d'Ussau, in charge of Radio's version shooting on the Coast, will remain at the studio and go back into the domestic field from which he was drafted.

Nor will there be any dubbing for foreign markets at Radio. Last direct shot version made at this studio was the French "Next Corner." About half a dozen translations were made while Radio was interested in this field. Excess admitted from the start it was mostly experimental.

Fox is the only studio left on the Coast still making foreign productions.

FOX TESTS JAPANESE SYNC, DROPS GERMAN

Hollywood, June 15.
Fox will make its first Japanese version. Plans are to dub the language into "Man Who Came Back."

It's an experiment. If this one goes the studio will go for more Japanese sync.

While taking on Japanese, the studio drops German for a time on the completion of a Teutonic sync of the same picture.

Too many Germanized talkers on the market currently is the reason for the halt in this tongue.

Chevalier and Dietrich Only Par Versioneers

Hollywood, June 15.
According to Paramount execs here, the only foreign productions set for the Coast studios this year are Chevalier and Marlene Dietrich French and German versions.

Spanish versions are out until more definite returns come from the foreign market. Studio figures that it can't mix on foreign markets by either Miss Dietrich or Chevalier, due to their following in their native lands.

Metro Starting First Foreign in Three Mos.

Hollywood, June 15.
Metro will start a French sync'd version of "Dance, Fool, Dance" next week.

This will be the first foreign production at that studio in three months.

No German Dividend

Berlin, June 5.
It is expected that the National Film Exchange will not share the fiscal year's dividends.

This concern put its entire plan at the disposal of the Warner Bros. concern. Returns do not warrant a dividend.

EUROPEAN IDEA IS EYE-WASH FOR STATES

Paris, June 15.
European film scarcity is so assured that on all the continent, with the sole exception of Germany, quotas are being soft-pedaled and practically forgotten. They'll revive probably if local production picks up.

Franco is preparing new laws which are intended eventually to restrict foreign personnel in the making of films on this side. Czechoslovakia is also tightening up along those lines and Spain is figuring on a South-American conference in the near future to figure things out.

Italy's new regulations allegedly mean quota freedom, but paragraph six offers a loophole for an eventual quota to go through that will mean something.

What it all comes to is that the talk-along over Europe of co-operation with America is just so much eye-wash, to be taken only before and after the local lads build up their own production units into self-supporting institutions.

WIRES CHINESE HOUSES, THEN STARTS TALKERS

Hollywood, June 15.
Leon D. Britton will leave Vancouver June 17 with a camera and sound crew to produce a series of 20 feature films in two reels at Shanghai, in China.

Bert Carr, cameraman; B. C. Guerin, sound engineer; Joe Smith, lab technician, and Charles Hugo, assistant manager will accompany Britton. Carr recently arrived here from England.

Studio is being built in Shanghai. Films will play the 150 houses throughout China which installed sound equipment sold them during the past year by Britton.

B-D's Elstree Purchase Paves Way for Par Buy

London, June 6.
Freehold of the Elstree studios has been bought by British and Dominion, the British International, on whose grounds the three stage lot was erected.

Deal, a foregone conclusion for some time, is important inasmuch as it now gives Paramount a clear field in which to negotiate its purchase of the studios from B. I. American company was known to be in the field for buying the studio outright, but was said to have decided to wait until such time as the English concern bought its own freehold.

At present Par is paying around \$140,000 yearly to British and Dominions for studio rental of one floor.

Chas. Winston in London On Publicity for RKO

Boston, June 15.
Charles Winston, with RKO here as divisional manager and who has been in London, is reported slated for the RKO Embassy Theatre's publicity post in London.

It's a sort of recreational vacation with work for Winston, until his complete recovery. Winston was in London for three years some time back.

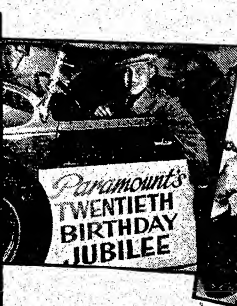
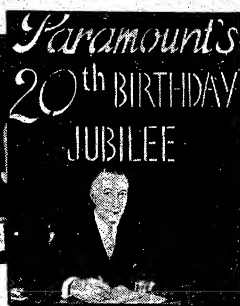
Winston is one of the most popular newspaper men of this section. During this month his local friends treated him a banquet at 110 a head, with 300 of the leading lights around the tables.

Schenck-Kelly Sailing

Joseph M. Schenck, accompanied by A. W. Kelly, under present plans, expects to shove off for Europe toward the end of the month, with the same program. Date of sailing still to be decided.

Schenck and Kelly are going across to check up on foreign business and exchanges.

firm of Schurman, Hughes and Dwight, general counsel for Fox



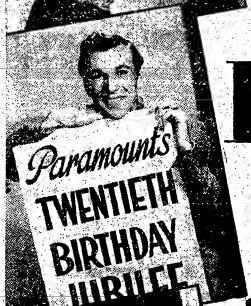
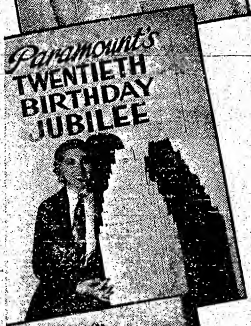
LET'S GO, SHOW BUSINESS!

20 Years of Leadership Back

PARAMOUNT'S

Ringin' Slogan:

\$. R . O . DAYS ARE HERE AGAIN!



As the mighty hits of PARAMOUNT'S 20th BIRTHDAY JUBILEE PROGRAM start rolling from the studios, exhibitors unite in joyous shout:

"LET'S GO!"

LET'S GO, SHOW BUSINESS!

PARAMOUNT

OFFERS ALL-HIT LINE FROM NOW THRU '32!



"CONFESSIONS OF A CO-ED"

From a college girl's love diary. With Phillips Holmes, Sylvia Sidney, Norman Foster. Sensation!



"THE LAWYER'S SECRET"

Clive Brook, Richard Arlen, Charles Rogers, Fay Wray, Jean Arthur.



"I TAKE THIS WOMAN"

Gary Cooper, Carole Lombard in a love-drama by Mary Roberts Rinehart.



"THE VICE SQUAD"

Paul Lukas, Kay Francis, Judith Wood in 1931's most timely hit.



"THE MAGNIFICENT LIE"

RUTH CHATTERTON in the strongest picture she has yet made.



"FORBIDDEN ADVENTURE"

Mitzi Green, Edna May ("Cimarron") Oliver, Jackie Searl, Sinclair Lewis' latest.



"THE NIGHT ANGEL"

NANCY CARROLL and FREDRIC MARCH. Long run hit at Rivoli, New York.



"THE GIRL HABIT"

CHARLIE RUGGLES starred by public demand in the year's funniest picture!



"THE SECRET CALL"

Richard Arlen, Peggy Shannon, Eugene Pallette in startling love-mystery.



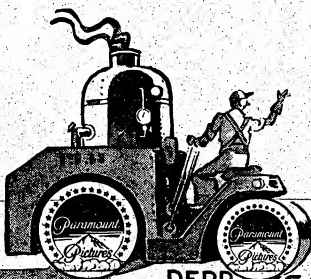
"WOMEN LOVE ONCE"

Paul Lukas, Eleanor Boardman, Judith Wood, Geoffrey Kerr.



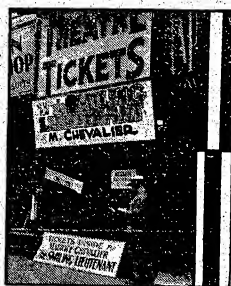
"HONEYMOON LANE"

EDDIE DOWLING, June Collyer, Noah Beery and big cast in B'way stage success.



"TABU" IN 15th CAPACITY WEEK IN NEW YORK!

Rei, South Seas beauty since brought to America by Ziegfeld to star in the new Folies, will captivate rest of nation in "Tabu" just as she has New York.



TICKET AGENCIES SWAMPED WITH DEMAND FOR "SMILING LIEUTENANT" SEATS! Paramount's gay triumph tops all legit. shows in popularity at every ticket counter in town!

CHEVALIER-LUBITSCH

"SMILING LIEUTENANT"

\$2 S.R.O. HIT AT CRITERION, N.Y.

Not an empty seat any performance as Chevalier with Claudette Colbert, Charlie Ruggles and Miriam Hopkins panic the Big City. Music by Oscar Straus. Not in years such a hit!

EVERYWHERE THEY'RE SAYING:

"AMERICAN TRAGEDY"

IS ONE OF THE GREATEST MONEY SHOWS EVER!

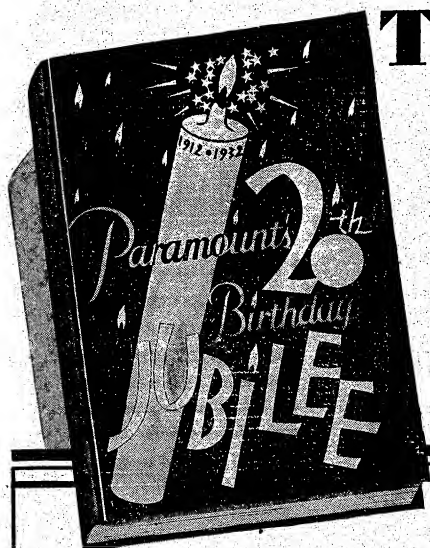
"AN AMERICAN TRAGEDY is a dramatic smash. Audience enthusiastic. Looks like a winner."
—Motion Picture Daily

"Surely destined for big things. Cannot fail to draw. Exhibitors are assured of business."
—Hollywood Reporter

"AN AMERICAN TRAGEDY will make exhibitors more money than any Paramount product seen so far."
—Hollywood Film Mercury



The most sensational best seller of all times! Backed by front page publicity. With a great human story that might happen to any one. With PHILLIPS HOLMES, SYLVIA SIDNEY and FRANCES DEE. Directed by JOSEF VON STERNBERG. Based on the novel by THEODORE DREISER.



THE BUY WORD FOR 1931-32!

*The Fastest Selling Product
Ever Announced!*

These Mighty Productions and more will be released by Paramount.

HAROLD LLOYD PROD.
SMILING LIEUTENANT
MONKEY BUSINESS
AN AMERICAN TRAGEDY
A FAREWELL TO ARMS
24 HOURS
NO ONE MAN
THE ROAD TO RENO
DR. JEKYLL & MR. HYDE
HUCKLEBERRY FINN
TOM SAWYER, DETECTIVE
STEPDAUGHTERS OF WAR
PERSONAL MAID
TOMORROW & TOMORROW
MANHANDLED
MY SIN
RICH MAN'S FOLLY
THIS IS NEW YORK
CHEATED
HELP WANTED
CAUGHT!

MURDER BY THE CLOCK
SECRETS OF A SECRETARY
WHERE IS MY WIFE?
TOUCHDOWN!
SOOKY
DAUGHTER OF THE DRAGON
THE ROUND UP
GIRLS ABOUT TOWN
EVENINGS FOR SALE
THE BROKEN WING
SHOP GIRL
SILENCE
BREAK UP
TABU
LADY OF THE LIONS
THE STRANGE GUEST
UNCERTAIN WOMEN
MARINES
SAL OF SINGAPORE
TWO KINDS OF WOMEN
HALFWAY TO MARRIAGE

HAROLD LLOYD
MARLENE DIETRICH
MAURICE CHEVALIER
GARY COOPER
RICHARD ARLEN
CLAUDETTE COLBERT
PHILLIPS HOLMES
ELEANOR BOARDMAN
CLIVE BROOK
KAY FRANCIS
JACKIE COOGAN
CHARLES ROGERS
PEGGY SHANNON
WILLIAM BOYD
ANNA MAY WONG
SESSUE HAYAKAWA
WYNNE GIBSON
LILYAN TASHMAN
MITZI GREEN
JACKIE SEARL
FRANCES DEE
TOM DOUGLAS
IRVING PICHEL
GENE RAYMOND

GEORGE BANCROFT
MARX BROTHERS
RUTH CHATTERTON
NANCY CARROLL
FREDRIC MARCH
TALLULAH BANKHEAD
SYLVIA SIDNEY
CAROLE LOMBARD
PAUL LUKAS
MIRIAM HOPKINS
ROBERT COOGAN
CHARLIE RUGGLES
JUDITH WOOD
STUART ERWIN
CARMAN BARNES
SKEETS GALLAGHER
WARNER OLAND
EUGENE PALLETTE
JACKIE COOPER
CHARLES STARRETT
REGIS TOOMEY
JULIETTE COMPTON
GEORGES METAXA
More! More!

Short Features

104 SOUND NEWS
100 ONE-REELERS
52 Productions

18 Screen Songs
18 Talkartoons
12 Pictorials

32 TWO-REELERS
4 Dane-Arthur
4 Charlie Ruggles

4 Ford Sterling 4 Billy House
4 Smith-Dale 4 Lulu McConnell
4 Another Big Screen Name

LET'S GO, SHOW BUSINESS, WITH
PARAMOUNT

By Epes W. Sargent

Many Silver Thread

Many Silver Threads
Denver.
 Looking over his scrap book for something to exploit "Kiki," M. J. Nuttee finally hooked the "Post" to the idea of giving tickets to all couples married 50 years, anticipating that a dozen might turn up. On this basis a class tea room tendered a luncheon to the guests and the Art Floral Shop promised a bunch of roses to each 50-year-

"Post" went after it in a big way and more than 150 couples were registered. The cooperators were lame, though it nearly stripped the restaurant ladder and caused a moral shortage. Story made the front page, plenty of art inside, and a cross-page streamer. Stunt was cleaned up with the picture still three days to go, making plenty of buzz. Best pulled here in months, and no-back kick.

Theatre's Club Luncheons

Theatre's Club Lunches

Seattle. With Helen Malloy in direct charge, the Paramount Theatre's working club and organization luncheons an average of four times a week on its mezzanine floor. Lunch starts at 12:30, and only a charge is price of reg. admission ticket.

Miss Malloy has arrangement with food concerns, who give the elements free for the publicity. The club chairman, members who please, thus making some money in the clear. Beatrice Leonard gives a talk at each luncheon, the foods being served, and

Whole Family for 50c

Whole Family for 50c
Minneapolis.
Public tried a new one at its
Prairie View Farmington. Ticket
holders distributed throughout the
city and adjacent territory enlisting
holders to bring their entire fam-
lies for 50c. to see "Six Cylinder
Love."
Response was great. "Family
parties" came by the droves, and
the picture had a holdout contin-
uous. One father and mother
brought in "a mother" of varying
ages. Attendance set a new record,
it did not the gross.

Kids at 5
Okl

Exhibiting the Cooler
Portland, Ore.
Paramount theatre, under Fox-C management, is playing up the cooling system by signs directing its patrons to the engine room. Machinery is so clearly tagged that a lecture is unnecessary, though when time permits the engineer gives a chat.
The idea is proving something of a law through word of mouth.

Kid Contests

THE KEYS

Washing Elephants

Hartford, Conn.
David Cohen becomes manager of the Publick-Allyn in this city. His predecessor, Benja. in Zimmerman leaves for the legal department of the Government at Washington.

Emphasis

Albany, N. Y.
James Lambert, former office
manager of Metro, transferred to
Washington in the same capacity.
Succeeded here by Harry Schiffrin,
formerly a booker.

Local News Reel Tie Up

Charles Farny has returned here in charge of all realty matters for Warner Bros. in this district. WB theatres continue under management of David Robbins. ●

Charleston, W. Va.,
C. E. Williams of the Masonic theatre, Hinton, has purchased the Marion and Lincoln theatres at Marion, Va.

Vacations for Children

Hurlington, Ia.
Theatre will probably close
part of the summer, for re-
modeling and redecorating. Induced
labor controversy.

Don Malt

Charlestown, W. Va.
Benj. T. Pitts and E. C. Bell of
Edenclarkburg, Va., have closed
a theatre here at a cost of
\$100,000.

New York City.
Mort Green is back at the Fox

Oklahoma City.
Mrs. G. T. Tyree is opening a new
centre at Sheldon, Mo.
East Liverpool, O.

Announcing SHOWMANS SEASON

Columbia this year offers its most ambitious program:

—smash hits from the current Broadway theatrical season!

—novels, magazine stories, newspaper serials by authors whose readers number in the millions!

—original screen stories by screen authors of peerless reputation!

—magnetic star personalities in productions that will be their crowning achievement!



A FRANK CAPRA
PRODUCTION

By the man who made "Drigible" and other outstanding smash hits!



BARBARA STANWYCK
in "SHOPWORN"

A great dramatic actress in a sensationallly great story!



"VANITY STREET"
By FANNIE HURST

From the brilliant story, "Park Avenue"



"LOVE AFFAIR"
by URSULA PARROTT

Author of "Ex-Wife" and "Strangers May Kiss."



JACK HOLT
In 3 Dramas!

"IN THE SECRET SERVICE" and two others!



"BLONDE BABY"
with JEAN HARLOW

From the best seller novel by WILSON COLLISON.



FROM TRUE STORY
MAGAZINE

Two smashing, real life stories!



"THE
MEN IN HER LIFE"
By WARNER FABIAN

A sensational story by the author of "Flaming Youth."



"THEN HELL
BROKE LOOSE"

An epic of the sea—a love story you'll never forget!



"THE SUBSTITUTE WIFE"
By FRANK R. ADAMS

From the Red Book Magazine serial, "Help Yourself to Happiness."



"THE FINAL EDITION"

A powerful drama of the dramas behind the printed page!

COLUMBIA'S HIP GROUP 1931-1932

A record of eleven years of box-office results and public satisfaction is the best guarantee for future delivery that it is possible to offer. It represents a stability that assures profitable business; an acumen of showmanship that reveals real ability; and a knowledge of entertainment that satisfies public demand in any theatre anywhere.



"PAGAN LADY"

With Evelyn Brent, Conrad Nagel, Charles Bickford, Roland Young, William Farnum, Lucille Gleason. Directed by John Francis Dillon. From stage play by Wm. DuBois & Alice Kausler.



"THE GUILTY GENERATION"

From the Broadway play by JO MILWARD AND JAMES KERBY HAWKES.



"GENTLEMEN FOR SALE"

Just Gigolos—their story, romantic, dramatic, heart-piercing!



A BARBARA STANWYCK FRANK CAPRA PRODUCTION

The screen's greatest combination together again!



"THE ARTIST'S MODEL" by RUPERT HUGHES

From the sensational Cosmopolitan Magazine story, "The Rented Body."



"THE HALFWAY GIRL"

From the novel "Via Manhattan," by HAWTHORNE HURST.



"UNWANTED"

A powerful drama by BELLA MUNI AND ABEM FINKEL.



Ralph GRAVES



Jack HOLT

The team that never fails! In a super special production!



2 STORIES BY EDGAR WALLACE

World's most versatile writer with a billion readers!



"ZELDA MARSH" from the novel by CHARLES G. NORRIS

The famous author of "Seed" and other smash novels!



"HOLLYWOOD SPEAKS"

The inside story of glamorous Hollywood!

FOLLOW THE ARROW

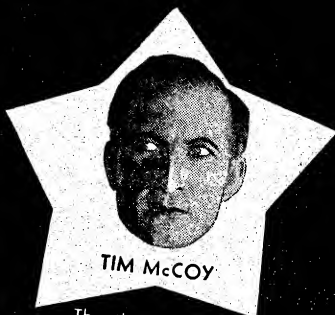
MORE OF COLUMBIA'S SHOWMANSHIP GROUP FOR 1931-1932

*Outdoor
productions*



BUCK JONES

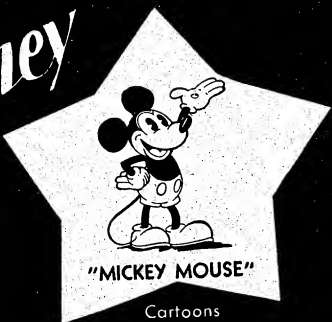
In 8 rip-snorting,
rough-riding, swift-
action stories!



TIM MCCOY

The thriller star in
8 great outdoor
productions!

*from
Walt Disney*



"MICKEY MOUSE"

Cartoons



"SILLY SYMPHONY"

Cartoons

Featurettes



BRYAN FOY'S
"MONKEYSHINES"

Greatest variety
of animal actors
on the screen!



"KRAZY KAT"

Cartoons
Produced by
Charles Mintz



"SCRAPPY"

Cartoons
Produced by
Charles Mintz



WALTER FUTTER'S
"CURIOSITIES"

Produced by
Wafilms, Inc.



"BEDTIME STORIES"

With
EDDIE BUZZELL
All for laughs!



WALTER FUTTER'S
"TRAVELAUGHS"

With dialogue by
JOHN P. MEDBURY
Produced by
Wafilms, Inc.



SCREEN SNAPSHOTS

Greatest number of
stars in greatest reel
ever made!

TALKING SHORTS

Miniature Reviews

"Chances" (F.N.). Nicely made war picture starring young Fairbanks. Enough contributing ingredients to keep the empyrion away from the combat. Performance of Fairbanks and Anthony Bushell the main factors. Should be pleasant b. o.

"Transgression" (R. & D.). Doubtless the luck subject principally because its story looks conviction. Featured names, however, seem inducement. Best for minor bills.

"The Night Angel" (Par.). Inferior piece of the kind makes this mild, and frequently boring entertainment of the kind that can last a week in the kind of the luxors. In actual rating little more than the average program feature.

"Just a Gigolo" (Metro). Talkative and thinly screened story adding nothing to Willa. The picture has possibilities. Technically under standard.

"I Take This Woman" (Par.). Gary Cooper and Carol Lombard featured. Combination western and society drama with nothing new in them. Won't mean much without stage support.

"Big Business Girl" (F.N.). Not plenty of work to make it stand up alone in theaters. Should look better in the weekly combination houses. Probably liked in the smaller spots as there's one big city.

"Two Gun Man" (Titanity). Past western. One for double feature. Features Ken Maynard.

"The Lawless Woman" (Chesterfield). Heavy gangster backstage, newspaper change. Made with such slow solemnity it becomes a travesty to women.

"Daddy Long Legs" (Fox). Sentimental fairy tale boosted to importance with grade A production, sensitively chosen cast, and lots of darling little children for kindly laughs. Exactly right for Janet Gaynor. Makes her children for her besides financing the old.

"Night Angel" (Par.). Talk to accomplish its intent of subtle significance because of its illiberal dialogue solemnly put out and its forced and artificial characterizations.

"Just a Gigolo" (MG). Light fare that maintains formal suspense wondering whether the byline will surrender to a willing and acceptable, but feminine cast too dull to give it great boxoffice impetus.

"Transgression" (Rudie). Triangle situation is always interesting to women. This one has an original twist and appealing work by Paul Cavanagh to offset Ray Francis' unsympathetic characterization.

"Big Business Girl" (F.N.). The rise of a working girl converted into pleasant light comedy that bulks feminine attraction with its triangular love theme and display of fine footwork.

"I Take This Woman" (Par.). Gary Cooper perfectly cast as a romantic cowboy. Involves a minute interest in a slow western, further enhanced by the careful detail of Carol Lombard's costumes.

"Chances" (F.N.). Fairbanks British dandy, more apt to impress than amuse the average American audience. But two attractive juveniles make the film in the final line of success. It is a film with the superior girl.

CHANCES

First National production and release. Stars Douglas Fairbanks, Jr., and features Irene, Johnnie, and Herbert. Directed by Alan Cross. Adapted by W. W. Waller. Screenplay by Alan Cross. Fairbanks, Jr., Irene, Johnnie, and Herbert. Running time 11. Running time 12. Price 10c. Fairbanks, Jr., Irene, Johnnie, and Herbert. Running time 11. Running time 12. Price 10c. Fairbanks, Jr., Irene, Johnnie, and Herbert. Running time 11. Running time 12. Price 10c.

The war again but nicely presented with sufficient pace to see it safely through the big houses. It is the younger brother, however, more merely satisfactory for the smaller theatres.

Waxing time it's from the field artillery angle in which branch and unit of the service are the Judeusle brothers in life with the same girl. Story is basically one of the true and true legends but Brian, who directed, isn't sprinkled it with enough melodrama to make it hold.

Cast performances also help maintain the momentum. On this phase can be cited Anthony Bushell as the younger brother, whose the audience knows has got to go as soon as the girl enters the running, and that's all. Following that, the picture is left to itself. It isn't particularly long. At least it doesn't seem so—just as good.

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On the whole the picture is apt although recording isn't altogether as keen. Brenon's direction helps to keep the picture interesting. Camera shots, mostly scenic.

Cast is average as a group except for a tendency to underact. An unusual feature is the husband, Paul Cavanagh, lacked dramatic warmth. Ray Francis, aside from being a good actor, has the opportunity in situations and dialog. But even he seemed held down. Ricardo Cortez shows the lone tendency to overdo and doesn't fit the role anyway. Nance O'Neill is splendid in a small part.

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TRANSGRESSION

Radio production and release. Features Ray Francis, Ricardo Cortez and Paul Cavanagh. Directed by John Brown. From the novel by Kate Johnson. Screenplay and dialogue by John Brown. Adapted by John Brown. Screenplay by John Brown. Running time 10. Running time 11. Price 10c. Ray Francis, Ricardo Cortez and Paul Cavanagh. Directed by John Brown. From the novel by Kate Johnson. Screenplay and dialogue by John Brown. Adapted by John Brown. Screenplay by John Brown. Running time 10. Running time 11. Price 10c.

Maybe husbands are different nowadays. The females should know. If they will accept the ex- ceptional situation of the husband in this picture, as he unconcernedly forgives his wife a serious indiscretion with another man, the film may do moderately.

When the wife is shown on vacation in Paris falling for a Spanish slick, it's okay. Also plausible when the story shifts to the hotel and the Spaniard running away. Later, it's even fun enough that Ricardo Cortez, who has been a good father figure, and when the latter's father turns up to save a second woman, that's permissible. But the black and white picture it goes astray.

This happens as the Spaniard's reaction to the father's return. The picture immediately began to wobble. The picture immediately began to wobble. The picture immediately began to wobble. The picture immediately began to wobble. The picture immediately began to wobble.

On the whole the picture is apt although recording isn't altogether as keen. Brenon's direction helps to keep the picture interesting. Camera shots, mostly scenic.

Cast is average as a group except for a tendency to underact. An unusual feature is the husband, Paul Cavanagh, lacked dramatic warmth. Ray Francis, aside from being a good actor, has the opportunity in situations and dialog. But even he seemed held down. Ricardo Cortez shows the lone tendency to overdo and doesn't fit the role anyway. Nance O'Neill is splendid in a small part.

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Willis and Eugene Howard
"Telling You"
10 Mins.; Comedy
Rivoli, New York

If a prize were offered for the best short subject of the season, the Howard boys might get it with this one. It's a perfect 10 minutes. When an entire Broadway audience applauds in unison one number, as though the performer were on the stage and not the screen, it's a compliment seldom recorded in a picture house these days. That's what they do, however, when Willis Howard finishes his imitation of Chevalier.

Crack fast moving, different wise-cracking completes the short. The thing is schemed along newspaper interview lines. "Are you married?" "No, we just work together." "Were your parents Russian?" "No, they took their time."

One of the biggest laughs was provoked by the boys' making talking pictures. "We made so many we have him on our feet."

"HOW I PLAY GOLF"
JOE JONES
"THE MASHIE NIBLICK"
10 Mins.
Hollywood, N. Y.

As professed and entertaining as its predecessors. Instruction portion is again done to the accompaniment with Leon Errol the comedy foil. Ralfo golfers will probably object to the curtness of the lesson, but most of the fun is in the boys' being satisfied while realizing that they do not conform the country's picture makers. The idea here is Errol stymied on his drive by a tree and trying to reach the green from the rough with a spoon. As to the curriculum, it is advice continuously asking, "Don't you want an iron?" and Errol it to be after his ball has bounced back off the tree a couple of times.

Jones, seeing his partner in distress, walks in and contributes a few soothing words and holds a mirror over the tree for Errol's edification. After which the Atlanta plays a row up the pin from around 100 yards away.

Camera has caught one great angle on Jones while he swings. Shot is from above and swings more than a chapter as to the head being the axis for the body pivot. This glimpse will be a relief to golfers and can stand repetition as often as possible, though this entire series is how to play golf.

Jones doesn't do much talking but instructs thoroughly while Errol makes his and funny despite he couldn't resist letting the knee give in again.

"LAUGHING GRAVITY"
LAUREL AND HARDY
Comedy.
Capitol, N. Y.

For all accidents and for deluxe operations down. And no worry. Heavy laughs despite that it doesn't do more practically in one set. Good over a few of the situations but it doesn't hurt.

Team has run appeal to begin with and here they mix into a no-dog rooming house. A pair are found in bed, one with a bad leg of hiccups. The other is finding it's another of his breed, he returns the bark, and that starts things.

When there it's a case of hide-and-seek with the tough landlady. James W. Horne, directing again, knows his comedy. What the dialog there is came from H. M. Walker. Recording and photography good.

"COBB GOES FISHING"
RICE SPOTLEY
Photography.
Trans Lux, N. Y.

Grantland and Irvin Cobb the principals of a mildly interesting reel. Considering the rep of both men as raconteurs and their own humorous sense of the world outside of the photography and interesting lake scene shown.

Cobb and Rice are a pair and then go boating with rod and reel. Attempt at philosophy and comedy is not there. The film falls into the class of the daily chance list unless Cobb may be considered a draw with Rice for the city reels the entertainment it's a disappointment. Scene is at Smithtown, L. I.

"FISHERMAN'S LUCK"
Cartoon
Mayfair, N. Y.

An Avo's. Public and one of the best. It will go anywhere. Should not be confused with "Fisherwoman's Paradise," a Metro short. This one has the pup-fishing and fishing overboard. The entertainment is a disappointment. Scene is at Smithtown, L. I.

"THE GIGOLO RACKET"
HELEN MORGAN
Playlet with Songs
20 Mins.
Hollywood, N. Y.

Well known songstress surrounded by a small cast in a reverse twist musical. It will do for where ever they play shorts because of Miss Morgan.

Meanwhile, there's a story and it surrounds a press stunt for the star to become engaged to a gigolo. Only this supposed gig turns out to be a wealthy son of a wealthy man who dances for his dinner. Finish has Miss Morgan walking out on the show to catch his nibs before he sails.

Sideline comedy is in the form of the show's press agent, name missed, who while comment does the dialog. In the smaller sectors it'll probably not be as impressed with the music as the picture. Familiar gigolo tangent and the eccentric looking Miss Morgan.

Clashes as a comedy and economy made two reels, and as shorts go Miss Morgan's entry is no hardship.

EDDIE MILLER
"Fair and Square Ways"
10 Mins.; Musical
Rivoli, New York

A golfer's paradise, with Eddie Miller as the judge linking song applicants, themes: this musical short. There are some excellent songs and a large chorus. "Sing, You Shiners" is the theme song. Short is fairly entertaining and can be booked by any house using films.

"GHOST PARADE"
with Andy Clyde
22 Mins.
Loew's, New York

Comedy is built along the familiar haunted house lines. That idea has been played to death in shorts, but evidently the producers set action on those shorts for the film audience doesn't appear to tire of them. Comedy takes, in ingenuity, to contrive the plot for one of these subjects. All the ingenuity it takes to figure out a new style of spooks.

Andy Clyde gets the laughs here and deserves them. A good comedian, he is a family favorite. Laughs are fairly plentiful. Clyde is a wealthy man, who is trying to sell his family home. He is reputed that his uncle's spook still haunts the joint. Is trying to sell to a couple of the usual ghouls and sounds and action take place.

Finish isn't quite clear, but it doesn't make much difference. Apparently the couple who were trying to buy the house were the spooks, to get the house cheaper. But it's only a matter of time.

Harry Gribbon and Marjorie Beebe support.

"AMERICAN MAGAZINE"
Color Commercial
8 Mins.;
5th Avenue

Color short plugging "American Magazine" as sponsor opens and closes this had made commercial that gives for its first real sequence a plug for some femme courtesiers and winds up with a little talk by Booth Tarkington.

An offscreen voice in for explanations now and then, with another clip showing W. O. McGeehan's choice of a golfer who may some day hit Bobby Jones shoes.

Photography better to comment on and choice of subjects plus treatment and cutting include a lot of good points. The commercial has to do so for no possible reason.

"HAPPY DAYS IN THE TYROL"
MAGNET SERIES
Travelogue
9 Mins.
Embassy, N. Y.

Bavarian peasants shown in native dress singing or dancing. Making the voices make for reverse laughter.

None of the surrounding countryside is shown and while the short may have some educational interest, it's only a padded reel. One of the less interesting of the series.

"CROSS ROADS"
Travelogue
10 Mins.
Loew's New York

A worthy short from the pictorial angle alone. One of the Romantic Journeys, it is a pictorial journey, plus

some of the scenic beauty of the Tyrol. The picture is a pictorial journey, plus

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"SPORTING SLANTS"
TED HUSING
Athletic Medley
10 Mins.
Hollywood, N. Y.

Two boys with two kids bringing a machete they found to their uncle and asking him to explain where they found it. The picture is a pictorial journey, plus

some of the scenic beauty of the Tyrol. The picture is a pictorial journey, plus

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THE NIGHT ANGEL

Paramount production and release. Story by Nancy Carroll, directed by John Brown. Running time 10. Running time 11. Price 10c. Ray Francis, Ricardo Cortez and Paul Cavanagh. Directed by John Brown. From the novel by Kate Johnson. Screenplay and dialogue by John Brown. Adapted by John Brown. Screenplay by John Brown. Running time 10. Running time 11. Price 10c.

The "Night Angel" proves conclusively that Edmund Goulding should concentrate on the telephone rather than the typewriter and that Nancy Carroll should be herself, refraining from Garbo-like make-up, lashes, and, to a certain extent, mannerisms. Throughout it is mild and insipid entertainment with only occasional Garbo-like flashes. "Angel" is good for just about one week in the better first houses, more or less, with average program features attached to quicker changes. Its two names, Carroll and March, must make the biggest b. o. burn.

The story is very loosely knit. Long gaps in the action. Where it attempts to be unique in motive and situation, each time it reverts to the most conventional plot structure.

In Prague a district attorney must (Continued on page 34)

The Woman's Angle

"The Lawless Woman" (Chesterfield). Heavy gangster backstage, newspaper change. Made with such slow solemnity it becomes a travesty to women.

"Daddy Long Legs" (Fox). Sentimental fairy tale boosted to importance with grade A production, sensitively chosen cast, and lots of darling little children for kindly laughs. Exactly right for Janet Gaynor. Makes her children for her besides financing the old.

"Night Angel" (Par.). Talk to accomplish its intent of subtle significance because of its illiberal dialogue solemnly put out and its forced and artificial characterizations.

"Just a Gigolo" (MG). Light fare that maintains formal suspense wondering whether the byline will surrender to a willing and acceptable, but feminine cast too dull to give it great boxoffice impetus.

"Transgression" (Rudie). Triangle situation is always interesting to women. This one has an original twist and appealing work by Paul Cavanagh to offset Ray Francis' unsympathetic characterization.

"Big Business Girl" (F.N.). The rise of a working girl converted into pleasant light comedy that bulks feminine attraction with its triangular love theme and display of fine footwork.

"I Take This Woman" (Par.). Gary Cooper perfectly cast as a romantic cowboy. Involves a minute interest in a slow western, further enhanced by the careful detail of Carol Lombard's costumes.

"Chances" (F.N.). Fairbanks British dandy, more apt to impress than amuse the average American audience. But two attractive juveniles make the film in the final line of success. It is a film with the superior girl.

**MY RIGHT HAS BEEN ROLLED UP
MY LEFT HAS BEEN DRIVEN
BACK. MY CENTER HAS BEEN
SMASHED . . . I HAVE
ORDERED AN ADVANCE
FROM ALL DIRECTIONS**

. . . MARSHAL FOCH

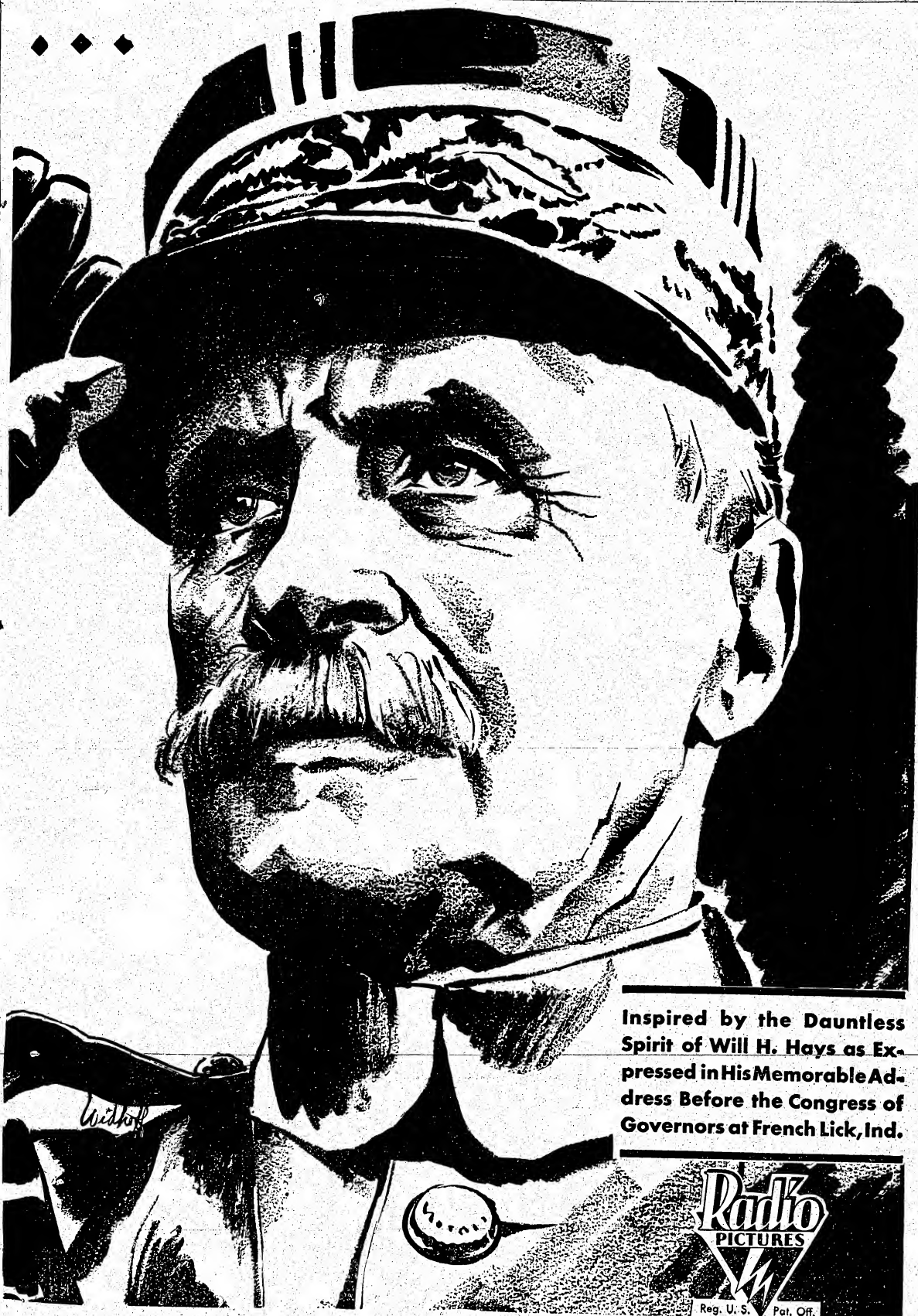


**AND HE SMASHED THE FOE IN ONE
ALMIGHTY SWEEP TO VICTORY!**

The courage of Foch and his ringing command that turned the tide of battle should be a timely lesson to every showman in the world today. . . Now, if ever, is the time to bring into play every ounce of showmanship you possess . . . every last degree of spirit and enthusiasm of which you are capable. The Showmen of America are the shock troops in the Warfare against Depression. . . The Titans of RKO-Radio with eyes ever on the box-office back you up with a great line of new attractions. . . .

MOST PRACTICAL BUY OF THE NEW SEASON!





Inspired by the Dauntless Spirit of Will H. Hays as Expressed in His Memorable Address Before the Congress of Governors at French Lick, Ind.

Radio
PICTURES

Reg. U. S. Pat. Off.

Coast Hook-Up with FWC by Publix Denied by N. Y.'s H. O. with Reasons

It is unlikely the Paramount and United Artists, Los Angeles, and Publix Coast operations of Publix will be turned over to Fox-West Coast or anyone else, either on purchase or lease. An operating deal is as far from probable, inasmuch as the information in the latter file, from the Paramount, L. A., showing its business was never as flourishing as when Fox was in control several years ago.

While it is conceded on the inside that Publix would like to add the Paramount and United Artists to the far-away coast to control Ziv product there, Sam Katz says a deal has never been on for the house, nor has FWC made a direct approach.

When FWC leased the Publix store on the coast, excepting the two L. A. first runs it wanted inclusion of the Paramount. Publix turned the western chain down at that time for two reasons, one that Paramount wanted to retain its L. A. house as a show stop in the film capital for its pictures, the other on the ground that it would be left on the United Artists on its hands under a long-term operating agreement.

Not So Good Now

Neither the Paramount nor the United Artists out there is doing encouraging business, with the h-o-o-deprecating the grosses now as when compared to the time when FWC, personally operated the west coast, but it does not now blame this on operation.

Several reasons figure, most important being poor product in a "hot-spot" town and changing conditions in downtown L. A., with the fine first run neighborhoods getting the larger percentage of business that formerly had to go to the heart of L. A.'s business district for deluxe shows and runs.

While this Publix is throwing much of its operating strength to the dust in L. A., with Milton Feld supervising from the N. Y. h. o. and Ed Smith, Publix division manager, who put the northwest and other sections across, locally in charge.

Smith is a champion of stage shows in an effort to create the added draw obviously necessary. In addition, one of Publix unit staggers, Jack Darrington, is in L. A. locally, bringing living entertainment for the Paramount.

FOX, B'KLYN, CUTS TO 50 AT NIGHT; 25c EARLIER

The Paramount, Brooklyn, will not attempt to resist the late cut of its opposition de luxe, Fox's, which originally cut to a 25c. low up to 2 o'clock and 15c. for kids at all times, Paramount falling in line. The new Fox Brooklyn, the auditor is taken down from 15c. to 50c. for nights, Saturdays and Sundays. The 25c. nick up to 2 o'clock and 15c. for the under-aged remains unchanged.

Col, RKO, Keep Lead In Film Ball League

The results of the games played Saturday (13) by the teams of the Motion Picture Baseball League did not alter the league standing as far as the teams are concerned. Columbia leads the way with five wins and no losses, and RKO is tied with them although playing one game less. Warner won its first game since reorganization of its team, but RKO Photophone still occupies the cellar spot.

RKO trimmed Pathe seven to six; Warners beat Edison eight to five; Columbia hooked Fox to the tune of 10 to two, and National Triforce steam-rolled Fox. Pathe phone 10 to five. Pathe were much in evidence all around with a lot of 23 for league play.

League standings week ending Saturday, June 13:

Team	W	L	Pct.
Columbia	5	0	1.000
RKO	4	0	1.000
Pathe	5	1	.833
Warner	1	1	.500
Fox	2	3	.400
RKO Radio	1	3	.250
National Theatres	1	4	.200
RKO Photophone	0	4	.000

SARDINO QUILTS

Lets Lease of Syracuse Theatre Go to Stock Burlesque Managers

Syracuse, June 15.—Settlement of legal difficulties involving the Syracuse Theatre and its operator, Frank Sardino, was effected today with Sardino dropping out of show biz in this city. Lease goes to Matt Kohl and Harry Larnaz, stock burlesque managers of Pittsburgh. They will install the same policy here with film plays. Sardino was made defendant in a dispossession action less than two weeks ago, alleging non-payment of rent.

So. Calif. Indies Set for Howl if F-WC Sops Gravy

Los Angeles, June 15.

With Judge Cosgrove's ruling last fall against undue clearance to back them up, local indie exhibitors are preparing to fight for shorter protection time and better zoning in seeking next year's product.

A. Alperstein, secretary and business manager of Allied Theatre Owners of Southern California, has told all indie exhibitors not to buy pictures from exchanges until Fox-West Coast's zoning reports have been announced. According to Alperstein, if the FWC demands are not taken to the index the A.T.O.S.C. plans to file the report to the attention of the Department of Justice and to file contempt of court proceedings against FWC and other big exhibitors.

Some Indies Buy

Alperstein's direction against buying pictures may not have been followed by all, indie, although there is some holding back. FWC's report on what it wants is expected to be in the hands of exchanges next week.

Indie house owners, however, expect a better deal this year than in the past. This is due mostly to the shortage of product and to the narrowing of price classifications as a result of lower admissions. FWC says it wants to rush pictures through with less clearance time. This will give neighborhood and small town houses benefit of playing pictures closer to the first run dates, thus taking advantage of heavy first run advertising.

"Dictatorial Policy"

If all of this is done by FWC, which dominates the local exhibiting situation, indie will be satisfied although the thing indie resent, according to Alperstein, is what they call the "dictatorial policy" of FWC.

A report that FWC was sending copies of its zoning report for the coming year to the Department of Justice in Washington, D. C., to be okayed could not be verified. Judge Cosgrove's investigation ended with the consent decree of both sides. Just what unfair clearance is, however, has been the point of discussion since the judge's on-the-fence decision.

Inside Stuff—Pictures

(Continued from page 6)

record in a plane of his own design at Baton Rouge, La., June 20 and 21. Williams claims to have bettered the present American record of 266.50 in p. h. held by Lt. Al Williams, in private tests.

Official National is neither contributing to nor actively co-operating with the National Council on Freedom from Censorship, a group composed of many well known writers, playwrights and public figures. For that the C. F. C. has no objection to pictures to land on its freedom plot. It has no objection to the film industry. Later, depending on its own organizations, as in the past, to operate independently and to treat the situation as they arise over the country.

Paramount has succeeded in its exchanges that they ship for one set of discs for Paramount, News and one and two reel shorts, thus cutting down on initial orders and saving the theatre expense.

Continuously a stock trade in (Paramount) exchange may have to issue a credit to cover. Loss there would also be all out.

Warners settled Frank Fox's \$25,000 contract for his second picture, rather than make another with him following "Wide Girl to Vienna." When WB took over Barbara Stanwyck from Columbia, the latter refused to work for husband, Fox, also went Warners.

Eastern Offices Badly Rap Coast P. A.'s, Their Material and Press Book

WB Call Off Texas

Plans for New Houses

Dallas, June 15.

Warners' apparently dropping plans of any Texas invasion, at least for now, Joe Luckett, former branch manager here, and lately with the theatre dept, returned recently from New York to stomach several WB-P.N. releases, more or less his old job. Meaning the previous announcement of new WB releases for several Texas towns is off.

Recent Warner-Publix get-together regarded as principal reason for the upheaval.

Women and Dirt Craze

(Continued from page 1)

is turned out. If not for them, though, or if literature would probably be confined to a couple of barroom magazines, some men might surreptitiously read.

Since women's emancipation or greater freedom, her overwhelming love for dirt has lifted the lid on what was once considered risqué material mainly intended for the stage.

Women are far more interested in anything with sex interest to it than are men. "Magazines with pretty girl pictures or semi-dressed females on their covers are all known as women's magazines. Similarly, the stories in these periodicals are terrifically trashy and sexy. Magazines for men only are not carry such stuff.

No matter how erotic the literature, women will go far for it. More and more are book publishers catering to this taste in women. Most novels have women as central figures. Publishers are anxious to get women writers, because they feel that they can write best about women, mostly bad women. Bad women are what their readers like to read about.

It may be that women get a vicarious pleasure from their sensational readings. Whatever it is, the mind of the average man seems most wholesome in comparison.

Memphis' Defense

(Continued from page 3)

cannot expect to earn the reputation of a metropolitan city outside of its section."

Mayor Joins Protest

Mayor Overton joined Chamber of Commerce officials in replying to "Variety."

"If the producers will bring good shows to Memphis, they will have no trouble getting good crowds," Mayor Overton asserted. "We prefer that at the Auditorium last winter."

"Give us real shows, manned by real troupers, and we will be glad to fall in line again," Chamber of Commerce officials declared in a letter prepared and mailed today to "Variety," by John C. Ottlinger, Jr., of the chamber staff.

"The bill blames pay the bills. That's why they are bill blizzards," said Chamber of Commerce in reply to "Variety's" enigmatic comment. "One reason why not so many of them have been paying recently is that both in New York and out in the big cities the bills—earn the Broadway dollars, it is the common opinion that New York is really the worst show town in America."

"We are not the assassins in New York theatres who are and satisfy yourself. Poor shows and poor players can't fool the seat-suckers any more."

"Real troupers need 'Variety' for comfort. Why not send that New York shows hizz like him, free-breakers because they are that way in general and no amount of high brow free-seat criticism can bring them any more."

President Overton first, published in "Variety," asks the source of that kind of information about Memphis. "We are not at all friendly," he said, "to the kind of information which your article is full of," he said.

In the minds of producer-distributors with high-powered publicity and advertising departments, the west coast press vendors will never return. Long drive back over the low quality of publicity matter coming from the studios, home offices, have about given up hope of either browbeating the Hollywood p. a. into getting on the job or trying to show them, what they wanted, back here through applying that fatherly-interest tone of voice.

Neither has worked, say those who have tried both methods of awakening the coast to the importance of the publicity, press sheet material, etc.

One of the largest of the majors has quit writing letters in an attempt to mostly point out what's not wanted. That same company recently sent one of its h. o. press men representatives to the coast to outline New York's desires. He came back less optimistic about the situation than before.

Coast P. A.'s

A large number of the press agents in the studios have either come up from office boy posts, in those plants or stepped from insignificant daily jobs on Los Angeles streets, or have come from the coast. A representative number of studio p. a.'s, knowing little more about the industry than that theatres are where pictures are shown and exchanged, where they're sold, have come from sports departments of dailies.

Ridiculously low pay on the one hand and the mistaken idea on the other that knowing a column chaser by her first name is the only way to success is partly responsible for the coast situation.

Unless something is done at the studios, home offices say they may be expected to take over the coast, but all waste on press material, now running unusually high. Men sent from the coast see when they arrive at the studios, the coast defenders starting to practice up on their knife-throwing routines, often openly displaying resentment against home office appointees.

Practically all of the material sent east for Sunday papers is declared worthless. About 50% of the balance of it is knocked out by the coast p. a.'s either has to be rewritten or forgotten.

The average producer-distributor sends out an average of one-fifth or less of the copy shipped in from Hollywood.

A higher average is used for press books, with home offices laying a large part of the blame for inferiority of the material. Most of the west who turn out the majority of ticket takers.

Ticket Taker Goes to Jail Through Tickets

Easton, Pa., June 15.

Edward Zehner, former ticket taker at the Saville theatre, here, once pleaded guilty before Judge William M. McKean to stealing hundreds of tickets from the ticket box and giving them to confederates to sell at cut rates prices, did not have to be shown the way to the jail after he was given three months and fined \$25.

While deputy sheriffs looked for Zehner all over to take him to jail, Zehner, who was also known for the deputies, decided to go to the prison himself. He walked up to the front door, rang the bell and was taken to the prison.

When Zehner was taken to the prison, Zehner replied that he was ready to start serving his sentence. He was admitted.

Alex Karavan and Isadore Roff, Zehner's confederates, also pleaded guilty and were given suspended sentences.

SHEA'S FULL CONTROL

Buffalo, June 15.

McNaughton Realty Co. Inc., former lease-holders of the property, announcing Shea's Buffalo (Public) this week purchased the real estate of the theatre property, including the theatre, at a price of \$1,000,000.

McNaughton company is also heavily involved in the Shea Operating Corporation.

Transaction will not affect the lease in any way, but throws control of both the holding and operating companies into the hands of the Shea interests.

**MOSLEMS GET
WAILING WALL
IN JERUSALEM**

**Commission for Britain Rules
Contested Shrine Is Prop-
erty of Arabs.**

WAILING WALL RULES FIXED

LONDON, June 8 (AP).—The government commission appointed to adjudicate differences between Moslems and Jews over the Wailing Wall at Jerusalem ruled today sole ownership is vested in Moslems, but the Jews have a right of access.

Moslems Own Wailing Wall, Mission Rule

MUSLEMS WIN
"WAILING"

BOTH SIDES
Says Jew's Cannot Be
Excluded at Site—Latter See
Nothing Gained

YOU

SMART MONEY

Edward G. Robinson • Set for long runs in dozens of key city houses this week, beginning with Winter Garden N. Y. Bigger than "Little Caesar" and "Public Enemy". Not a gangster picture.

PUBLIC ENEMY

James Cagney • "Cleaned up with \$4,300 above average at Century, Buffalo" (M. P. Daily). World record with five weeks at N. Y. Strand. Held over everywhere.

THE MILLIONAIRE

George Arliss • Hailed editorially as the finest picture of the year. Big business. Hold-overs. Return engagements all over the country.

SVENGALI

John Barrymore—"\$11,000 above house average at Metropolitan, Boston" (*M. P. Daily*). Six weeks on Broadway. Tremendous business everywhere.

NIGHT NURSE

Barbara Stanwyck • Outstanding hit on the Warner program. The talk of the trade. Surest thing you've ever played.

BOUGHT

Constance Bennett • Neyer a better picture from Constance Bennett. Great supporting cast. Marvelous title. Good for double playing time everywhere.

**don't
need it
with these
great**

WARNER

**hits
coming to
you one
right after
another...**

**TODAY
TOMORROW
NEXT YEAR**



BOSKO
in
LOONEY
TUNES
CHASES THOSE
B.O. BLUES



SALLY EILERS

Some girls hide their talents; others screen them. Sally Eilers: parents didn't want her to go in pictures. "It's silly, Sally," they said. But there was nothing shilly-shally about the girl. She sallied forth from her own alley. If you're wondering what became of Sally—the family alleyed from New York City to Hollywood during her high school days, and Sally dutifully studied stenography—but her ambitions were not the type writing.

One day Mack Sennett saw her in a restaurant. One of his stars had just twinkled off the lot, leaving her bathing suit high and dry. Sennett liked Sally's looks, and the rest was a mere matter of form. Sally got the job. Now she was in her alley.

Parental objections faded when they saw her contract. Typists don't get such contracts in Hollywood. She began to play all sorts of types now, and her bad girls were good.

Her first picture was "Dry Martini"—which had a kick in it. She appeared in "Trial Marriages," "Broadway Daddies," "Show of Shows" and "She Couldn't Say No." Also in a couple of Buster Keaton comedies and with Norma Shearer in "Let Us Be Gay."

As ingenue lead with Spencer Tracy in "Quick Millions" she gave a performance that led to a Fox contract. In the keen crush for the title role in "Bad Girl," one of the big productions for the coming season, Sally captured the alley.

As "Bad Girl" she will be five feet, three inches in height, weigh 110 pounds, with auburn hair and brown eyes. Bad! That's perfect.

Eilers is walking up the aisles of popularity. Now you know what's become of Sally.

BAD GIRL

THE BLACK CAMEL

QUICK MILLIONS

DRY MARTINI



TWENTY FIFTH OF A SERIES OF FOX SCREEN PERSONALITIES

10c Top for Shooting Galleries, Says B'klyn Exhib Who's Trying It; Expects Will Hurt 2d and 3d Runs

The 10c theatre is coming back according to smaller independent operators, who say it is no longer possible to keep prices up to inflated point brought about by introduction of sound and slogan.

Typical of a policy for residential neighborhoods outside of slums sections is the Art theatre, on Marcy avenue, operated by Frank Corlen. He has long been an exhibitor in his own and runs groups for others.

Last week Corlen, with the Art a fourth-run, playing double features daily, knocked his matinee picture down to 10c, retaining the regular 20c for nights. He found his average was 500 people in the afternoon and 200 at nights, leading to the belief that the dime house for equivalents is a draw factor. Little business formerly came in the afternoon and the heaviest at night.

Effective July 1, Corlen is going to the 10c daily and 10c and 20c nights as the apparent solution to the problem of the small indie. His Art is a 555 seater, buying double feature on fourth run at around \$200 a week. Eventually a reduction by shooting galleries to the old day dime might mean a cut all along the line, say independent spokesmen, in bringing up one of the arguments advanced by those leaning to the 10c admission idea in residential neighborhoods. This is that eventually the bargain-seekers will pass up the third run at 20c or 30c by daily forming the habit of waiting until the same picture two weeks later reaches the 10c-center.

Corlen's house July 1 will be the only one in the Brooklyn area, he is playing at a regular 10c scale day and night.

PAR'S NEW SEASON'S TO START ON AUG. 1

Paramount will start the 31-32 releasing season Aug. 1 with general release of "Smiling Lieutenant" and "Tabu".

"Rich Man's Folly," George Bancroft talker, set on release for August and later taken off as a shelved item, is now to be done and may be sent out that month.

Otherwise the schedule, in addition to "Lieutenant" and "Tabu," is "Funder By," Ed. Brocks, Aug. 8; "Caught," Aug. 8; "Huckleberry Finn," Aug. 15; "An American Tragedy," Aug. 22 and "Silence," Aug. 29.

Dual Films Replace Stage For Worcester's Sundays

Worcester, June 15. Fox-Poli Palace is dropping its Fanchon & Marco shows on Sundays throughout the summer. Units will work six days, opening Fridays and closing Thursdays.

In place of the stage shows on Sundays there will be a double feature film program, to consist of the regular weekly film feature plus an extra one for Sunday only. Change is already in effect.

PUBLIC IN CHARGE

Public, Des Moines, June 15. Major houses in town, the Orpheum having closed for the summer, leaves open three major houses in the Paramount, Des Moines and Strand. Gardens is a second-run Public house. Two galleries, the Family and Casino, are all-operating and two neighborhood houses, the Grand and the Iowa, are open in East Des Moines.

Theatres dark in the loop, are the Orpheum, Palace and President.

EYSELL ASST. TO FIELD

Gus Eyssel, long with Public in the operating end, has been brought into the home office as assistant to Milton J. Field, division director in charge of deluxe houses. It's a promotion for him.

For some time Eyssel has been in the southern division, as asst. to John Pritch, headquarters at Dallas.

BUFFALO SUIT

Lafayette Would Stop Bennett Film Playing Shea House

Buffalo, June 15. Lafayette theatre brought action in the Supreme Court here against the RKO and the latter has been restraining the showing of "Born to Love," with Constance Bennett, at any other theatre than the Lafayette.

Injunction papers allege that the Lafayette holds the contract with Pathe for three Bennetts, three Hardings and two Twelvevree pictures, and that since the absorption of Pathe by RKO the latter has refused to fulfill the contract and proposes to deliver the Bennett picture, "Born to Love," to Shea's Buffalo for showing.

P-P DIV. HEADS TO ALSO KEEP MOVING

Public divisional directors, like the circuit's division managers, will be required to spend more time in the field than in the home office under a new routine being considered by the circuit. It points to the circuit's desire to cut the home office overhead besides applying a closer operating contact with the field.

Public has five divisional directors who really are an operating board working under Sam Katz. These include John Balkham, Milton Feld, David Chatkin, Arthur Mayer and William Seal. Under these are something like 11 division managers and two assistants. Latter already are working on this idea, coming into the home office only on week-end conferences or whenever called.

Shaving the high-ups into the field is new for Public although basically jibes with the operating plan as instituted at Fox by the Oldknow-Arthur management. The whole scheme, or both plans, is aimed to intensify localized operation.

Fox requires its operating heads to spend as much as 90% of their operating time in the field. How or when Public begins shooting its plan for the divisional directors isn't definite.

Wis. Convention

Milwaukee, June 15. The twentieth annual convention of the Motion Picture Theatre Owners of Wisconsin is set for June 16-17 at the Hotel Pfister.

About 300 will attend.

U.A.'s Important Win

Gets Damages When Jury Disregards "Illegal Contract" Defense

Chicago, June 15. In winning a breach of contract case against an indie exhibitor, the United Artists exchange has set a precedent in downstate Illinois. Decision was against Thirney Menot, operator of the Palmy theatre at Granville, a town of 3,100. Suit was won on a breach for \$8 picture with damages of \$670 awarded the exhibitor.

Strange item, however, was the fact that the jury decided the case on equity grounds and was not impressed with the declaration by the exhibitor's attorney that the Supreme Court had declared the standard exhibition contract illegal. Exchange pleaded that it had sold Menot the first runs in town, by which advantage it was able to kill off his competitor, and thus

NEW SYRACUSE CO. Taking Over an Start Three Neighborhood Houses

Syracuse, N. Y., June 15. Sale of the interest of the Syracuse Harvard Corporation in the Harvard theatre, deluxe neighborhood playhouse, by Philip Smith Theatrical Enterprises, Inc., of Boston, to Hubert P. Wallace of this city and A. E. Green of New York, is announced.

The deal and a second one by which the same men assume control of the Capitol theatre in Auburn, heretofore operated by Fox, are preliminary to the formation of a new theatrical circuit in Central New York. Incorporation papers are now being prepared for the New York Theatre Operating Company. It will serve as a holding corporation for the various theatre operating concerns. Wallace will head this. The holding corporation at the start will include the Syracuse Harvard Corporation, the Auburn Capitol Corporation and the Roxie East Syracuse Corporation. The latter controls the Roxie theatre in the suburbs.

Expansion during the summer months is indicated, with theatres both in Syracuse and nearby cities under consideration as additional links in the chain.

Lease on the Harvard, held by the corporation, runs for nine years, and the deal, it is said, represents \$30,000. The Harvard was the first deluxe neighborhood theatre to be erected in Syracuse. It seats 870. Capitol, Auburn, seats 1,150; and the Roxie, comparatively new theatre, seats 800.

Pitt Theatre Trio Held Over \$4,000 Ticket Resale Scheme

Pittsburgh, June 15. A sideline racket, which has probably cost the Fulton theatre more than \$4,000, was uncovered last week and resulted in the arrest of a former assistant manager, a ticket seller and a ticket taker. Trio nabbed by the police were Mabel Daugherty, cashier; John Mulcairen, replaced an assistant manager only a couple of weeks ago; and Robert Welland, ticket taker. All were held for court on charges of larceny.

Complaint was made by Owen J. Cleary, new assistant manager at the Fulton, who charged that Welland withheld admission tickets and returned them to Miss Daugherty for resale to be resold. He said that Miss Daugherty and Mulcairen split between \$30 and \$40 a day, giving Welland a \$5 bill as his daily cut.

Practice was not discovered until after his share was being won. Officials who Mulcairen, who had been left out a few weeks before, continued to visit the theatre almost daily. He was calling, it is charged, on his share and being won along. Welland and Miss Daugherty apparently having continued the gag after Mulcairen had been discharged.

The Fulton is a Shea-Benham property.

Publix Operating Own Houses, Says Katz, but Future Deals May Leave Local Indie in Charge of Operation

INDIE AS 2D FEATURE

RKO Using "Defenders" in 10 Or Its N. Y. Houses

RKO is not taking for additional spots "Defenders of the Law" (Continental) and an indie. It has been booked for 10 of the Greater New York houses, according to Jules Levy, head of the RKO film department.

The indie was booked for the 10 houses as a second feature.

What about Radio pictures, RKO-Pathe, Universal and Columbia, the RKO chain in the metropolitan New York area doesn't feel squeezed for features.

OHIO SHOWMEN REJOICE OVER NEW CENSOR

Columbus, June 15. Dr. E. O. Skinner, president of the Ohio Film Institute for the past three years, was appointed state director of education and chief of the censor board of the state of Ohio by Governor White, Saturday (13).

Dr. Skinner takes office July 1 and succeeds John L. Clifton, whose activities as head of the censor board have led to almost continuous controversies with theatre men of the state for more than a year.

Appointment of Dr. Skinner was hailed with approval by all Ohio theatre men due to his widely known open-mindedness on all subjects and his professed interest in pictures as art, not as a nuisance.

Clifton has been put on the coals on many occasions, real fear being the revelation that the censor head had been giving private showings of out shots from talkers at so much a head. His rejection of "Big House" caused the second battle. He later rescinded this order and charges of politics ran rampant throughout the state. Latest controversy was concluded only last week. "Many a Ship" which had been ordered withheld, has now received a clean bill, but with several cuts.

The change means plenty to the Ohio theatres.

N.W. EXHIBS OVERRIDING STEFFES' NON-BUY FIAT

Minneapolis, June 15. Many northwest exhibitors, members of Allied States, are in open revolt against the "fiat" of W. A. Steffes, the organization's general manager, to buy no new season product until after Allied's convention here next September.

Reacting over the insurance, Steffes has served public notice on all "member" exhibitors "who are stocking up on pictures," declaring that his office "will not attempt to interfere in the distribution of those who wish contracts between the dates of April 30 and Sept. 15."

Troy's Griswold Opening

Albany, N. Y., June 15. Might over the opening of the Griswold theatre, Troy, N. Y., has been brought to end and the house opens within three weeks.

RKO formerly operated the theatre, but when its lease expired, William Shulley, manager of the Parish Theatre, Albany, was engaged, beat RKO to obtaining a new lease. City of Troy, however, then stepped in claiming an injunction against Shulley to permit reopening of the house and revised agreement to \$70,000 had been made.

Sedition was preached between the French people and the city but the repair demand stands.

Outside of further possible deals typical of which is the merging of the Dubinsky Bros. and Publix strings in and around Kansas City for operation by the Dubinskys, Public will control faint operating jurisdiction, from home office and locally, of groups formerly annexed to the parent chain. Sam Katz makes this clear in insisting that a return to localized operation by former owners of convenient parts of the present Public circuit is not in prospect.

That would embrace such annexations as Stouger, Jinkelsstein and Robert, A. H. Bligh, Kamsky, M. E. Conover, Walter Reed, Goldstein Bros., etc., several of which were taken in under stock purchases.

Public, says Katz, will continue to operate its country-wide circuit the same as before, with that embracing divisional directors with jurisdiction at the home office and division and district managers as authority in the field.

Turning back of theatres here and there, where such deals can be made, with Birmingham typical of such a move, is something else again, but very little, wedding is now being done, nor is anything extensive in this direction contemplated.

No Take Back

Lately various reports have either indicated a return to local operation by former owners or deals under which former owners would take back some of the theatres they sold. Most of the turning back to be done, with that heavy in Florida, among other spots, has been accomplished.

At present exceptions in chain operation from New York with Public's own men locally in charge are the Dubinsky-Public set-up and a deal with Carl Bamford, Asheville, N. C., moving his four theatres (Paramount, Princess, Palace and Auditorium), with Public Imperial, Plaza and Strand, all in Asheville, into the Public-Bamford deal, with Bamford to locally operate.

Deals in the future are expected to be more along this line if the independent circuit wanted is in opposition with Public, and of sufficient importance to warrant a merger, with local operation vested in former indie, rather than an outright buy.

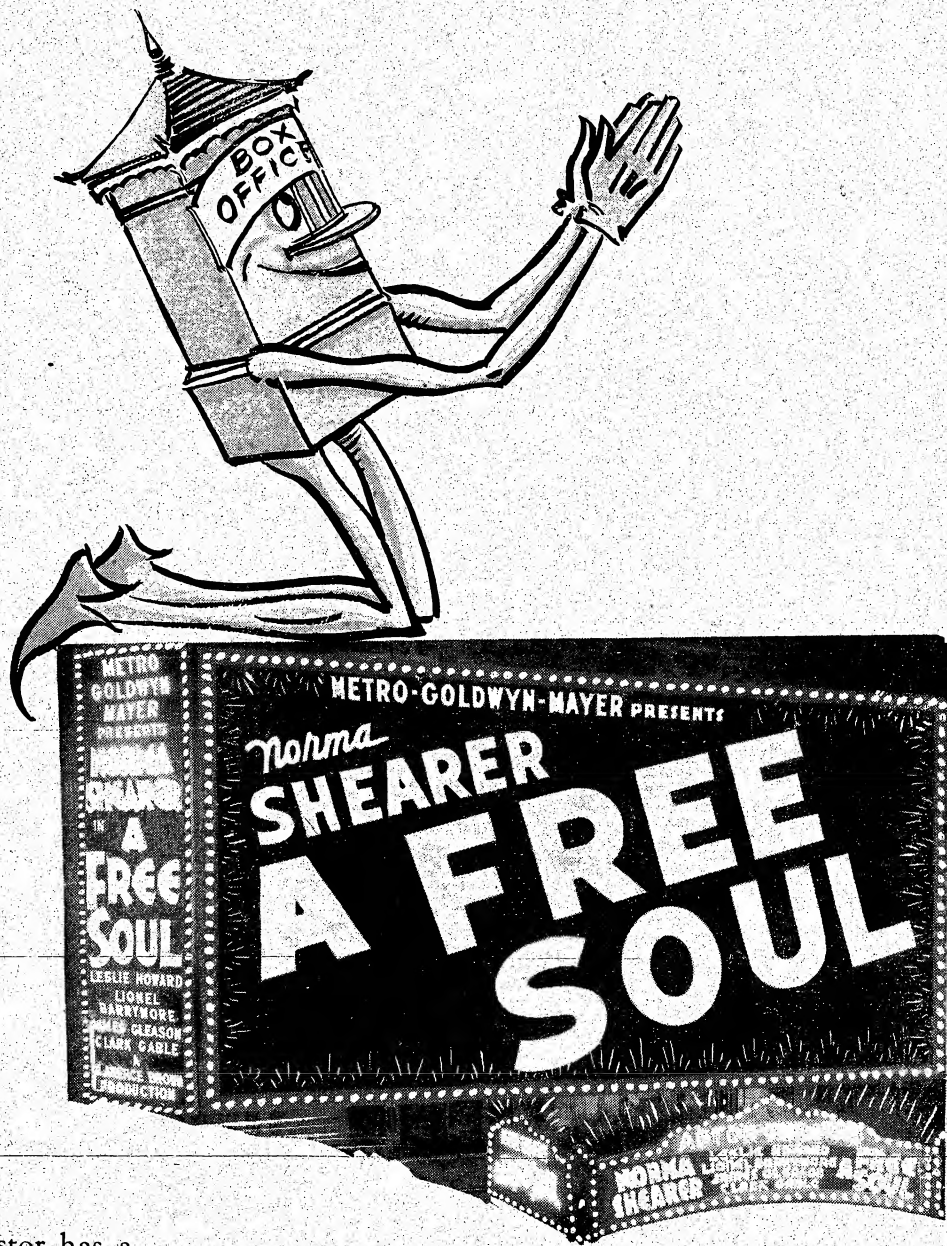
It's Tough Enough, But Minn. Now Owns New Bluenose Mayor

Minneapolis, June 15. As a result of the election of William A. Anderson, reform candidate, as mayor, the local Italian fears the strictest kind of censoriousness. Anderson, backed by labor unions and the Scandinavian church element, has announced his intention of closing the town tight. It won in a landslide over George B. Leach, a former mayor, and a reformer.

The mayor here is the police department head and possesses broad censorious powers, being able to shut churches in pictures and theatrical presentations, or to enforce prohibition, under pain of license revocation for the offending show house. The Woman's Co-operative Alliance, reform organization unfriendly to films, is expected to be aggressive, waging a continuous fight against pictures, which it regards as objectionable on sex grounds. However, during the past 10 years, through the administrations of Leach and W. E. Kinnel, present mayor, who was defeated for re-nomination in the primaries, it has received little encouragement or sympathy at the city hall.

Even if Anderson's censorious theatrical strike there also is a question as to what the new mayor's attitude would be as to affording the show houses protection against strikers. Doubt if Leach's administration considered a disorder marked a strike of stage hands, but the theatres received good police protection.

"The Answer to your theatre's prayer has come from Metro-Goldwyn-Mayer!"



"The Astor has a fit successor to Trader Horn," says N.Y. American. And the Astor box-office (at \$2 top) says it with S. R. O.

**PLAY IT IN YOUR THEATRE
while it is the reigning \$2
success on Broadway!**

*Leaving the Roxy and joining NBC,
I want to take this means of thank-
ing all my associates of the Roxy
Theatre for the four years of uninter-
rupted loyalty, cooperation and happi-
ness.*

ERNO RAPEE

The SENSATION of the Industry... REAL Star Shorts from UNIVERSAL

GRAHAM MCNAMEE
Universal Newsreel
Telling the Story



THEY CAN'T IMITATE THE ONE AND ONLY MCNAMEE!

(No. 720 Straight from the Shoulder Talk by Carl Laemmle,
President of the Universal Pictures Corporation)

EVER SINCE UNIVERSAL ORIGINATED THE PRESENT SUCCESSFUL METHOD OF
using the advantages of sound without loss of speed in handling newsreel events, there has
been an earnest effort on the part of others to follow the trail blazed by Universal.

BUT IT HAS FAILED IN EACH CASE.

THEY CAN IMITATE THE GENERAL FORM OF USING A TALKING REPORTER
with each news scene.

THEY CAN EVEN IMITATE, AFTER A FASHION, THE SNAPPY NEW WAY OF
cutting newsreel shots.

THEY CAN EVEN HAVE CAMERA MEN SPOTTED ALL OVER THE WORLD AS
we do.

BUT THERE THE IMITATION STOPS—AND THE ORIGINAL GOES ON TO GLORY
and success.

FOR THEY CANNOT IMITATE THE INIMITABLE!

THE BEST BROADCASTING VOICE THE LAND OF RADIO HAS EVER FOUND IS
that of Graham McNamee—and it is McNamee's voice which picks the people right up out
of their chairs in your theatre and makes them laugh and applaud and thrill as each succeeding
scene is shot to the screen and made human through the McNamee throat.

BACK OF THIS UNEQUALLED COMBINATION OF SUPERB EDITING AND MCNAMEE
are seventy-four of the most important newspapers of America which are allied with Universal
in selling the Universal Newsreel to their millions upon millions of readers.

UNIVERSAL'S NEWSREEL IS STILL AVAILABLE IN SOME SITUATIONS. UNTIL YOU
have tried it out in your theatre, you cannot possibly realize the packing power of a newsreel
properly made and universally exploited!

In SUMMERVILLE 2-Reel Comedies



"Slim" SUMMERVILLE Eddie GRIBBON Eleanor HUNT

TWO-REEL COMEDY STARS



Daphne POLLARD Lloyd HAMILTON Charles LAWRENCE



Charlie MURRAY George SIDNEY Josephine DUNN



Don BRODIE Walter MERRILL Gene MORGAN

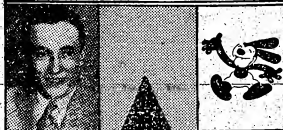
Some of the celebs in "ALL AMERICA SPORTS REEL"



Babe RUTH Christy WALSH Vincent RICHARDS



Emil NEVERS Charlie PADDOCK "Pop" WARNER



John HIX
"Strange as it Seems"

OSWALD
famous lucky
cartoon rabbit

Produced by
Mr. Stanley
Bergerman

Ride
with

UNIVERSAL

and you ride
with a winner!

50c Throwaway Trailer Developed And Liked by Circuits and Indies; Regular Trailer Cos. Threatened

Rebelling in times of depression against high cost of trailers and believing on the other hand that they are too long, tending to theatres too much of the advertising stigma that it has become self-conscious about through commercials, exhibitors are beginning to pull away from regular trailer channels in favor of an innovation a group in the east is largely responsible in bringing about.

A body of independent exhibitors, plus a couple chain men, representing first, second and third runs, met in New York last week to discuss the trailer situation. After going on the record as opposed to present prices and length, the exhibitors have made a deal with John Semler, vet picture man and trailer-maker, for a trailer that will cost \$50 for each feature and can be destroyed after using.

The Roth-Strand circuit of New Jersey is the first to swing to Semler for the half-buck trailers. Under the plan agreed upon, by Semler they will be sent to the theatre two weeks in advance, if necessary, with the theatre having the privilege of using it as long and often as possible, with further saving on packing and expressage by not having to make a return.

Denting Trailer Trade:
The indies represented in the group meeting control around 70 theatres in the east. And if pull-

ing away from regular trailer companies it will bring about a dent in latter's business.

Theatres signing contracts with National Screen Company for a year can cancel on a two weeks' notice after three months.

One proposal has been made for the forming of exhibitors into an association, one of the functions of which would be manufacture of their own trailers.

Semler formerly handled all of the RKO vaude trailer work. He has taken on all special trailer work for the Fox chain east, including P. & M. unit shows, and is in negotiation with another of the large chains for a similar contract.

MONTH'S TICKET DRIVE BY 25c SECOND RUN

Syracuse, N. Y., June 15.

Marking the first attempt by a neighborhood house at extensive and intensive exploitation, the Harvard has launched a month-long ticket selling drive, with cash awards totaling \$1,500 for the winners.

First prize is \$500 in cash or Chevrolet coach; second, \$300, or trip to Hollywood, with all expenses paid; third, \$100, and fourth and fifth, \$50 each. Balance is in admissions to the house.

Each ticket sold carries a credit of 10 points. House using newspaper display copy to advertise contest.

Harvard's policy is double features (subsequent runs) at 25c.

GUILTY OF THEFT

Slack City, Jun. 15.

John Cherpinsky, 23, and Edward "Dutch" Peterson, 34, local police characters, were found guilty by a district court jury at Madison, Neb., in connection with the robbery of the Granada theatre, Norfolk, Neb., March 16.

Robbers nabbed \$1,300.

Deluxe Crasher

Cincinnati, June 15.

A traveling salesman, who has a yen for busting theatre gates, finds chain picture houses the easiest to crash.

In passing doormen at the theaters simply gets important and announces, "I'm the new manager."

3-WAY DISTRIBUTION STARTS SELLING LAST

Educational, with its own shorts and the features of Tiffany, numbering 26, and of World-Wide, tentatively set at 18, will be the last producer-distributor of any importance to start its selling season. While the combined sales forces organized with one set of exchange functioning, as yet no date has been set for a sales convention or announcement of features.

Presently around July 15 is named as the probable time when regionals will be held, with one in New York, another in Chicago and possibly a third in either west.

Bloes will not mix up the pictures, it is said, nor will accounts be forced to take both shorts and features. If wanting, one or the other, although salesmen will be instructed to try to place the three separate programs in every spot possible.

450 WB's Open

Warners figures on keeping 450 theatres open during summer months. This means that about 150 will be closed.

There are about 600 theatres in the circuit.

Indies Set One Man's Pay As Limit for Operator

Pittsburgh, June 15.

Twenty-five independent exhibitors in this district have given their booth men two weeks' notice, demanding that the booth from now on be operated with one man. At present indies are paying two men \$35 each weekly.

Granted operation requires two men and the exhibitors paying no more than \$35, it would mean each would get \$45.00 weekly against double that they are now receiving. Exhibitors have previously threatened action to cut down overhead in this direction but are serious this time and intend to carry it through to a conclusion.

Operator union has indicated it will not accept the terms and trouble is expected.

Publix in Glens Falls

Publix has selected a theatre site on the main street of Glen Falls, N. Y., near Saratoga Springs. It will mark the farthest northern spot in the state touched by Publix. Seating capacity will be 1,500.

Five Steal \$335

Indianapolis, June 15.
Five youths played ring around the rose with H. C. Sullivan, manager of the Paramount, Marlin, Ind., and stole \$335 after having subdued the manager and two cops.

Distributors Out for Same Film Rents From Exhibs, Setting Forth Many Reasons—Tough Selling Season

Numerous arguments of distributors against lowered rentals are being evolved and rehearsed, in anticipation of the toughest selling season ever and the growing tendency among theatre operators to expect a new standard level of taker prices from the new season.

That everything has come down excepting rental is what the sales forces will tell buyers in attempt to convince them that the theatres can still afford to pay the same for its pictures.

The distributors will also maintain, in still rentable theatres that its most valued possessions are playing time and pictures, that under percentage booking they have been taking it on the chin during the past year with rental returns off around 25%, through lowered grosses and less, if any, average. In previous years the distribut percentage was sitting pretty with split figures reached consistently by many theatres.

Recently, while the distributors have been trying to whittle down the split figure, saying theatres are now under a lower overhead, the accounts are trying to raise it to avoid overages, latter claiming under percentage contracts that when getting a good picture they do not get enough out of it to make up for the poor ones, which never rise above the splits.

For two years exhibs have argued that the increase in operation overhead with sound over what it was with silent is so great they are entitled to consideration on film prices. On top of that, accounts now have devalued an all.

Typical of the distribut arguments

figured out are those of one of the large producer-distributors, as follows:

1. Investment of sound originally has been written off in a majority of cases, this producer-distribut's own chain, according to figures furnished the sales force, having figured depreciation of entire initial cost of sound change over at approximately 25% in 1929 and charged off 25% second year, leaving only 50% to be charged off during the three following years.

2. Many theatres which continued with orchestras and organists after installation of sound have since dropped them, lowering overhead.

3. More Film Responsibility.

4. Vaudeville or other stage entertainment along with pictures has been eliminated, reducing overhead and placing greater responsibility on the screen.

5. When sound first came in many theatres took franchises for shorts at admitted exorbitant rentals, but distribut have made allowance for this, with most franchises claimed expired by now or adjustment made.

6. Theatres were using more operators when talkies first came in. Additionally, reductions have been made in both operator and stage hand scales.

7. Electricians have cut service charges as well as cost of parts.

8. Exhibitor should not rely on exchanges for cheaper pictures unless they want inferior product since rentals are turned back into production and the quality of latter is largely dependent on the stability of sales.

Foremost Film Writers and Dialogicians

Six Top Money Directors for 1930

and

William Slavens Grover

McNUTT-JONES

Wrote for FOUR of Them

RALPH SPENCE

R-K-O

EVE UNSELL

Screen Play

"The Secret Call"

A Paramount Picture

ROSE PERFECT

The Girl with the Golden Voice

After Playing General Theatres Corporation and Nine Weeks for Paramount, England

NOW APPEARING AT THE

MAYFAIR HOTEL

ONE OF LONDON'S SWELLEST RESTAURANTS

Direction HARRY FOSTER

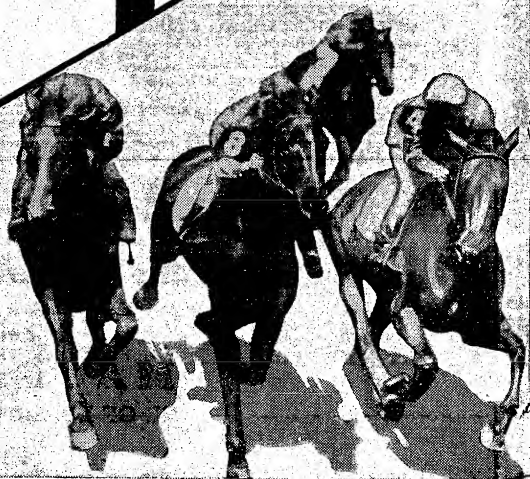
THE OLD FIGHTIN' COCK

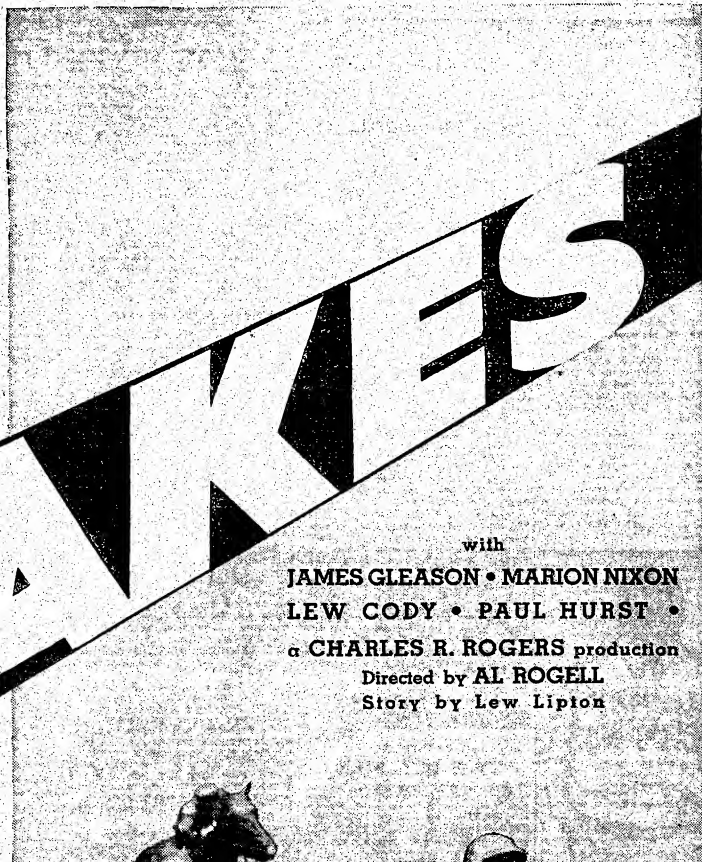


OFF TO A FLYING START
RKO MAYFAIR
BEGINNING THURSDAY

EDDIE
QUILLAN

SWEET





with
JAMES GLEASON • MARION NIXON
LEW CODY • PAUL HURST •
 a **CHARLES R. ROGERS** production
 Directed by **AL ROGELL**
 Story by **Lew Lipton**

**HERE'S HOW THE
 PUBLIC TURNS OUT
 FOR THE RACES!**

175,000 saw the English Derby.

60,000 saw the Kentucky Derby.

Every track in the United States and Canada turning them away every day.

And every Sweepstakes winner hits every front page all over the world!

**RELEASED NOW—
 AT THE HEIGHT
 OF THE RACING
 SEASON . . .**



**MILLION DOLLAR RACE
 TRACK MELODRAMA—
 RKO PATHÉ'S FIRST RELEASE FOR '31-'32!**

THE NIGHT ANGEL

(Continued from page 21)

have unlimited authority if what Freddie March in that role does with the daughter of a convicted divorcee is any criterion. Miss Carroll as Yula, child of night life, is confined to hospital service because the d. a. following a suggestion from his mother about kindness, takes an abrupt interest in her.

There are games of tag in several instances that occupy considerable footage, evidently to feature an attractive garden set. Yula one minute impresses as a sophisticated and the next as an adolescent gifted with broken English.

For the two opening reels the audience is unable to classify the picture. A customer in the drinking house has his purse lifted. The affair is given a comedy touch by Alison Skipworth, as the Countess running the place. The next sequence, with close-ups of the complainant and a comic police inspector, borders on burlesque.

Even when the countess is discharged from jail, providing her daughter, Yula, once more with legal guardianship, there is a decided insincerity and wishy-washiness about the district attorney's attentions and Yula's attitude.

Best, the strong man, is the center of interest, promising some sort of action one way or the other because of his love for Yula. Alan Hale handles this part excellently.

From here on writer's cramp sets in. The strong man attacks the d. a. and is eliminated by a single thrust with a nail file. The d. a. is on trial as a murderer and the last

minute Yula preserves him with complete exoneration as well. Then Yula and the d. a. are betrothed and upon making self-sacrifices, with the d. a. finally deciding the love contest for himself by chasing Loretta Yula through crowded streets, smacking the brunetide flange kiss on a high bridge.

GLAMOUR (BRITISH MADE)

London, June 5.

British International production and release. Directed by Seymour Hicks, from his original screen story. Technical director, Harry Hughes. Plans Paramount. Cast: Seymour Hicks, Basil Gill, T. H. Brooking, Beverley Tress, Patricia Tress, Dorothy Dwan, George Colledge. "A" At the Pavilion.

Seymour Hicks, a charming old fellow whose chief hobby seems to be looking at himself in a mirror, has here written, produced and starred in his own venture. It's a poor picture.

Story is of a famous actor, played by Hicks, whose success with women is proverbial. They all fall for him and one happens, unknown to him, to be engaged to his own son. Her father finds out, goes to the actor and says he's got to disillusion the girl as otherwise the wedding will be off, etc. So at a dinner party attended by some dumb cast, and enlivened with some dumb comedy, Hicks flings a drink to disillusion the girl, leaving her free to marry his son who imagines he's somebody else's boy.

Fretty much a waste of film. No action of note and the production is in keeping with the story. The acting is poor and the dialog stilted. Recording and photography, however, are good.

Hicks overacts in his own part. The son is indifferently played by Beverley Nichols. In private life a newspaperman. Ellaline Terriss, (Mrs. Hicks) is the mother and the only cast member to show the slightest repose. Basil Gill is the least poisonous of the men as the blackmailing Lord. Margaret Graham is the girl.

Only possible value of the film is Hicks' name. And it won't help that cognomen for future use. Chap.

TWO GUN MAN

Tiffany production and release. Directed by Paul Rosen. Story by John P. Stetford. Continuity by Earle Seal. Features Ken Maynard. Cast includes Lucille Torrey, Nita Martin, Lyle McKee and Charles Fox. At Loew's, New York, one day, June 9, at half double bill. Running time, 90 minutes.

Snappy little western with Ken Maynard as the two-gun man. Plenty gun totin' and shootin', hard horse riding and some trick riding. All right for double bills where westerns stand up.

About cattle men again who are stealing cattle again. All pack two guns.

Lucille Powers, blonde looker, is the romantic touch.

BIG BUSINESS GIRL

(With Music)

First National production and release. Featuring Loretta Young, Ricardo Cortez and Frank Albertson. Screen adaptation by Robert Lord from story by Patricia Kelly and H. C. Brown. Original story by "College Humor". Directed by Walter Christie. At Loew's, New York, week June 12. Running time 72 minutes.

A fair programmer but ranking as a lightweight for the big time. Early it moves along as though promising something but about mid-way gets into a solid pace and thereafter looks like a movie worth watching. Looks best for stage show film houses.

A scene toward the finish probably was much depended upon by the director. It's of a fixed divorce evidence situation with the blonde pseudos co-respondent instating the young man what to do in preparation for the arrival of the expected raling party. Included in the instructions is the command of the girl for the boy "to put on those pajamas now." This scene it nicely worked out with laugh or so, latter gotten by Joan Blondell as the woman. But the story here runs into implausibility through the girl appearing in the hotel suite, having arrived by plane from Detroit. How she learned where her young husband was doing a hide-away with a blonde just passed over.

The picture may give more entertainment to the younger set. The boy is a jazz orchestra leader with an engagement in Paris. With the girl in the sticks somewhere, she decides to take a chance for an office job in New York and they separate. It's about half an hour of the running before it is disclosed that the young couple are married. Previously the audience is left to its own conclusion.

Some humor and nice direction in the girl getting the job and then rapidly advanced to \$125 a week as an ad copy writer. About this time she's dressing and living, according to appearances, at a much bigger rate than \$125 would permit. New York today or yesterday. Also about this time her husband returns from Paris. His first night back he finds his wife's boss kidnapping her in her apartment at five in the morning.

Then follows the marriage disclosure, with the boss conniving thereafter to separate the couple by the collusive divorce. In order that he, the boss, may marry the girl, because as the boss told her, he loves her so much he just must marry her to get over her.

The ad agency where the girl works represents the Sun Motor Company, an auto maker. The Sun Motor Company is largely displayed but for the info of the neighborhoods and countryside, it's not an ad, as the Sun Motor Company is

the name of a non-existent concern. Cast neatly balanced with Loretta Young and Ricardo Cortez as the only two names meaning anything. Cortez takes the playing cake. His work as the boss very capable and well delivered. It seems to have aimed his style away from the usual with Cortez and has done that successfully.

Miss Young plays and looks all right. William A. Wellman, the director, took a bit of a chance at letting Miss Young lose sympathy when he permitted her to so brazenly cross and show her legs before the new boss. That has been used before but it's not so brazenly fit though the kids will laugh at one part of it. Not meaning by kids, children. This is no picture for children.

Frank Albertson is the orchestra leader. Pop music is used to some extent through the orchestra playing. It sounds pleasant and is always lively, these bits being well handled as they recur. Albertson goes along in hot and cold flashes. His work looks as though he had different direction at times or was allowed to permit his own judgment often. The boy looks better when leading his band than at close range individually, but, with the audience, this is he is featured in the billing says: the studio has some faith in him.

Miss Brindell does a hard boiled and bold role very well. It's the kind of a part that can't help any girl playing it, with the audience on the lot. It also does it well the lot will probably see all of this kind of stuff on the girl and that will be enough to keep her stationary in pictures for all of her future. Frank Durkin got some laughs with his dialog. The dialog running naturally. Some extraneous sound effects here are done much better than the average small sound effect that is now being so often and foolishly tried for. Such as making a water gurgle in a small glass sound like Niagara Falls on Sunday. That didn't happen here but it has in other pictures, with footsteps, etc.

JUST A GIGOLO

Metro-Goldwyn-Mayer production and release. Stars Wm. Haines. Based on the David Belasco stage production, "Dancing Queen." Screen play and dialog by Hans Kraly, Richard Schayer and Claudine West. Directed by Jack Conway. Photography by Oliver T. Marsh. Recording supervised by Douglas Shearer. At the United, N. Y., week of June 12. Running time, 11 mins.

"Just a GigoLO," named after the pop song, looks like a buy but it doesn't play as one. Its best chance is away from the larger centers. Too much talk and too little action. Has that veneer of sophistication the detour houses won't go for so heavily. Moderate figures will mark its course.

National popularity of the song from which the title is taken ought

to help some in stirring up interest, but Haines, in a part true to his type, stands to benefit very little. He's more effective any time with plenty to do rather than with plenty to say.

Here he does a young Lord, whose uncle, in charge of his money, is anxious to marry him off as one means of keeping him out of trouble over women. Not until close to the last reel does it develop that the young nobleman has decided it was a swell idea to masquerade as a gig to avoid being the prey of money-mad gals.

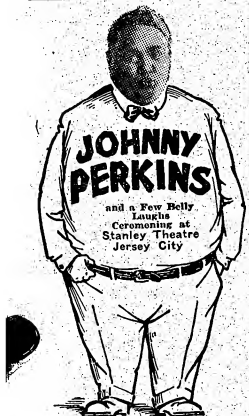
All along it's a question, with the spectator assuming it's a gag to meet interesting new femme conquests. Perhaps that was partly the idea, but the screen play doesn't make it any clearer than a lot of other questions.

Sequences jump long hurdles, and there's some odd cutting. Perhaps the clumsiest development is of the love interest. Primarily without sympathetic appeal, story and direction drags in the love angle in the most cumbersome fashion. And the finish is both wild and a puzzle.

When Haines, not knowing the girl is his big masquerade, goes with him on what apparently is a weekend to the seashore, and suddenly slaps him in the face, revealing she knows he's a Lord, everything goes north. Haines screams, chases after her, hollering he loves her, and finally the two go into a clench in the bathroom. No excuse for the slipping nor most anything else in the final shots.

Additional to the cutting job, picture is technically below par in other respects. Several noisy re-

(Continued on Page 62)



Personal Direction O. L. OZ



PUBLIX PRESENTS

CHAS. H. BRUCE

PARAMOUNT, NEW YORK, NOW

THIS WEEK, JUNE 12

FEATURED IN FRED EVANS' UNIT

"ON ZE BOULEVARD"

Personal Management CHAS. H. ALLEN

M. S. BENTHAM OFFICE

MORRIS LLOYD Is Working with Me

"THE NEW INFLUENCE ON AMERICAN JAZZ"

DON AZPIAZU Presents His HAVANA CASINO ORCHESTRA

Who introduced to the United States the "Cuban Rhythm" and his wonderful Victor record "The Peanut Vendor" Now Playing His Own Composition, "THE VODOOD," a Real Hot Cuban Rumba.

NOW PLAYING PARAMOUNT-PUBLIX THEATRES

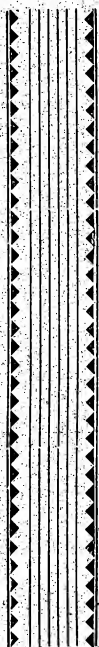
Week June 12—CHICAGO, CHICAGO
Week June 19—UPTOWN, CHICAGO

Week June 26—PARADISE, CHICAGO
Week July 3—TIVOLI, CHICAGO

Management: N.Y.C. ARTIST SERVICE, 711 Fifth Avenue, New York

Week July 10—FISHER, DETROIT, MICH.
Week July 17—MINNESOTA, MINN.

Personal Management Must Be Personal



Personal Management can be rendered only by one who understands the many elements and ramifications which are related to the Motion Picture Career of the ARTIST, WRITER and DIRECTOR.

Personal Management means intense concentration for constructive enhancement of an individual's career and the preservation of earning power once **attained**.

Personal Management must be Personal—It differs from **wholesale representation** by **card index** or **number**.

The **EDWARD SMALL COMPANY** is dedicated to a policy of managing the interests of a limited number of the foremost Artists, Writers and Directors, which insures **Genuine Personal Management**.

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Hollywood, Calif.

75 Vaude Houses Now Set by RKO For Next Season's Opening—Maybe 5 More Later—Several New Locations

RKO will start the '31-'32 variety season in September with a minimum of 75 weeks of playing time on its books. After the first month or so, through additions, the list may stretch well over 80.

The time will include all RKO houses now in vaudeville, several additions at the start and others in straight pictures for the summer but reverting to stage shows in the fall. Among the latter are the Interstate towns in Texas, at this time poised for vaudeville returns.

New spots on the books are anticipated from RKO's current scouting of the indie theatre field, among these the Wilmer & Vincent houses in Pennsylvania. A remote possibility is Washington. RKO's one stand there plays straight pictures and may cling to that policy, due to present profit. The only vaudeville house in the capital city is Warner's Earle, Ft. Wayne, Ind., is among the potential RKO vaudeville locations, but not yet as yet. Provi-

dence and South Bend stand likewise. Trenton, N. J., will be on the books early in the winter when the fire-razed Capital there is rebuilt.

Two virgin New York sites for RKO vaudeville are on 23d and 42d streets on 8th avenue, with the property at both locations planned for development and possibly ready before the coming season is over.

Other New Towns

Montreal, Winnipeg, Vancouver and Ottawa are due for vaudeville revivals under a general return by RKO to stage policies in Canada. Pittsburgh, RKO vaudeless at present, probably will be in the fold by fall. In New York the 81st St. will again play vaude upon discontinuation of summer straight films, while the 58th St., New York, is doubtful at this time.

RKO's starting list of vaudeville towns and houses for '31-'32 from president indications, will be:

Akron, Albany, Boston, Birmingham

(Continued on page 41)

Phoneys

Los Angeles, June 15. CHIT WORKS, RKO division manager, walked out on a course of 24 reducing exercises at a local gym after the first lesson. Ask why, he said: "There's 22.1 structures in the gymnasium and not one good nip-up in the bunch."

Tent Troubles

New Haven, June 15.

Seeley's Vaudeville Company, traveling troupe appearing under a portable top, ran into a snag while trying to show at Ausonia, near here.

Billed for a two-night stand, after the tent was up for the first performance, the electricians arrived too late to install the lights, and show was cancelled. Second night a thunderstorm snapped the poles and the tent sank before the crowd arrived.

Company, strapped, appealed to mayor for municipal aid. Official returned \$15 license fee, enabling the troupe to buy gas for the truck to get to the next jump.

Working Actors Indifferent to NVA Club Complications—Now In Court Under Show Cause Order

While the \$25,000 secured for temporary maintenance of the NVA West 46th street clubhouse faces at the rate of about \$4,000 a week the fight of the small faction of disgruntled actors and others, led by Henry Chesterfield, against the variety managers' control of the NVA and its funds, is resting in court.

Friday (12) before Justice Walsh in New York Supreme Court the hearing on the order to show cause why the NVA Fund and its treasurer, Pat Casey, who is also treasurer of the NVA Club, shall not turn over all moneys, books and matters relating to the NVA Benefit Fund and the NVA Club to the Chesterfield faction, was adjourned for two weeks.

There is a possibility that through postponements the hearing may not come up before the annual election of officers at the NVA Club. This election has been called by Chesterfield and the clubhouse's social bunch for July 6, when it is likely

Pat Casey will be ousted as the club's treasurer. This procedure was apparently decided on in place of merely requesting Casey to resign, which, Chesterfield first said would be done and then denied saying so.

During the past two weeks, with the club in constant doubt and on the verge of passing out at any moment, along with the transfer of the NVA's charitable functions which Chesterfield also seeks to control, the club continued without moral support from the working vaudeville actor. The large majority of actors and members still visiting the club are layoffs.

Same Old NVA

A canvass of some employed actors in New York last week brought out that most of them don't know what the scrap is about, besides not caring. The NVA to them, they declared, despite its recent reforms, remains superficially the old NVA with its political motives. They are

(Continued on page 38)

JUST A LITTLE CARD Of Appreciation to the RKO PALACE THEATRE AUDIENCE

WHOSE KINDNESS AND APPRECIATION

IS GREATLY APPRECIATED

BY

WILL AUBREY

"THE BARD OF THE BYWAYS"

THIS WEEK (JUNE 13)

RKO PALACE, NEW YORK

Direction:

JACK CURTIS AGENCY

BERNARD BURKE—MILES INGALLS and ANNA

N. Y. MORNING TELEGRAPH

"Will Aubrey, who calls himself 'the bard of the byways,' comes onto the bill like a breeze from sweet yesterday. He is genial, humorous and has a clear, strong voice, a kind not heard since the days the boys in the backroom had to break up their quartet. Aubrey is a favorite with any officer, even hard boiled Broadway."

N. Y. EVENING JOURNAL

Will Aubrey Accorded Praise

"The name of Will Aubrey is, however, remembered and he is very good which, perhaps, is the reason. An easy-going, natural entertainer, whom this writer does not recall ever having seen at the Palace before."

N. Y. SUN

"Saturday night for Will Aubrey, an old timer and former minstrel man, we venture to state that his very early appearance on the bill was a high spot of the evening. He is a showman, he can sing, and his wit is subtle and pointed."

DAVE KRAMER and BOYLE JACK

With

BETH MILLER and MARGERY MOORE

BOOKED 45 WEEKS WITH R-KO

Direction JAMES PLUNKETT—MAX TISHMAN

RETURN TO VAUDEVILLE and RKO

JOE and JANE McKENNA

THIS WEEK (June 13) HIPPODROME, NEW YORK

Direction: JENIE JACOBS—ARTIE PIERCE

ZIEGFELD'S WHOOPEE GIRL

FRANCES UPTON

THIS WEEK (JUNE 13), RKO PALACE, NEW YORK

Direction HARRY ROMM

Thanks to HARRY ROMM

REASONS FOR VAUDEVILLE

Youthful Dancers on Their Way Up Or Down with Taps—Ever Tapping: Willing to Suffer, Starve and Wait

An urge to succeed in the art of entertaining the public is generally known to be powerful, but its full power cannot be even slightly visualized without a peek inside the private lives of the striving young hoofers who hang constantly on the theatrical fringe of Broadway.

For the best view a lodging place on the east side of 8th avenue between 45th and 46th streets is recommended. A good idea can be had in any of the many lowdown rooming houses in the 40's and 50's also. But for a depressing yet enlightening, pitiful of mass production of embryo hoofing, under starvation conditions, that place on 8th avenue, above the stores and mostly in the rear, has no superior.

There the boy hoofers live eight and nine in a room, all in a common pursuit—hoofing. There they breathe and eat legwork. Most of the time they are in the room, home life is more miserable and crowded than that of the poorest families on the east side. They're all shell shocked from listening to each other's taps.

They do a break out of bed in the morning—the fortunate enough, to land a bed—the rest bunk on the floor. They roll off a log into their underwear. They do a wingstep into their shirts and tie their shoes in the middle of a bell. Then off to Buffalo for the agency rounds, maybe no food meanwhile. Pretty tough, but they're happy.

Happier, much happier, than they'd be at their nicer, much nicer, homes away from it all. Must be from towns from outside New York. Few are local boys. If there were some, they don't show it. If the strain tends to break their spirit, they won't admit it.

Like it
It isn't always a case of not knowing. They're leg-mutts. But they prefer it that way.

Inside this 8th avenue hole the youthful terpsichorean addicts engage in an extended display of the hoofing practice one may see 24 hours every day and any day on the corners, under the lamp posts, in the doorways and up the alleys of Broadway. But here they really put it on.

Any self-consciousness that might slow down these not so very cautious lads on the street is entirely lost in the dizzy, airy excitement. Their warm contact with mutual lovers of dance, with the encouraging appreciation and helpful criticism thrown in, is an aid to the free hoofing.

They hoof alone, in duos, trios and quartets. They hoof to wild and at each other. They dance to ukulele accompaniment or none at all. But there's usually a uke or two going.

New Steps
No secrecy is maintained in this laboratory. The dancers of steps and pedal motions seldom hold out or even hint. A hoofist who keeps his stuff to himself doesn't last in this liberal set. They dance for amusement and progress, as they dance, they invent new steps. Often the steps are created momentarily upon an unusual slip of the foot and often forgotten as quickly. But when something new and apparently valuable is found, it is grabbed, it is perfected it and split it among them.

Perhaps that accounts for the complete standardization of tap or social rhythm, which is the same today as they breathe it, they dance. Short breath doesn't stop them. Only the slightest effort can limit the hoofing tattoo on 8th avenue. It is to be that, the place sounds like a mine, a sun-demonstration under a tunnel.

LUPE WINS

Palace, Chi. Stage Crew Goes Nerts Over Headliner

Chicago, June 15.—Stage crew at the Palace here got sentimental last week and had their feelings engraved into a slab of gold for presentation to Lupe Vélez, this week's headliner. Lupe was a woe with the boys backstage.

The sweetest girl that ever played the Palace, the solid gold memento read, with the insignia of Loyal No. 2 of the I. A. T. S. E. in one corner. Tim Hunt, Palace stage manager, came from behind the drapes on the last show Friday night and made the speech. Tim choked up and Lupe choked up, and everyone had a good cry.

Lupe also won a bid at the box office, with the Palace doing \$27,500 on the week. Making it perfect and causing Frank Smith and Billy Ellison to also shed a tear on Lupe's departure.

It's the first time the Palace stage crew has ever gone for gold engravings.

Complaint Committee Appointed for N.Y. Sanatorium Patients

Saratoga, N. Y., June 15.—With the advent of Dr. Edgar Mayer in charge of the N. Y. A. Sanatorium, a complaint committee has been appointed. Its mission is to sift complaints received from the sanatorium patients, with those passed upon by the committee, as deserving of further hearing to be handed to Dr. Mayer. Others will go into the discard.

This is expected to act as a preventive against hollow complaints, such as are often conjured up by the ill.

The committee comprises Mrs. Kitty Vogel, representing the women patients; Harry English for the up-patients; and Harry Mowbray for the bed patients.

George S. Silvers is no longer associated with the institution. He will be succeeded by another Dr. Mayer appointment.

Walter Meakin Dies

Chicago, June 15.—Walter Meakin, 61, former vaudeville actor and manager, died at the American hospital today from heart trouble.

A widow survives.

Ted Shapiro Back

Ted Shapiro, Soule Turner's ex-manager, held up at Broadway last week having returned from Europe to visit his relatives.

Miss Turner remains abroad, going to Switzerland. Shapiro expects to rejoin her early in the fall.

or up our heels, they are thinking hoofing and talking it all the while. They travel in clumps, but they think as one. Two such stragglers from different ends of the earth could meet halfway for the first time and after two minutes not have a homecoming moment. They are brothers in soul.

This strange psychological phenomenon breeds the finished product seen by audiences on every bill and all flash arts of show in the advanced state of hoofing is a group of the individuals of the upward struggle. On the hoof 100,000 in that way so unlike the modern climber, the Broadway hoofing boy rises like a flower by their foot.

The foot is fixed with mud, starvation and loneliness. There's enough cops at that 8th avenue turn for a second American Tragedy.

PETITION'S 2,000 IN SCHENECTADY

Merchants Feel Loss of Live Stage Talent—Public Didn't Indicate Preferring Change to All Film at Proctor's

RKO SILENT SO FAR

Schenectady, June 15.—Petition asking for the return of vaudeville to this city, containing some 2,000 names, has been forwarded to the RKO headquarters at New York. This was started by several merchants and supported by the Better Business Bureau of the local Chamber of Commerce.

The petition found many willing signers when circulated through the downtown stores. It is likely that more names could have been added had it been given wider circulation.

The sponsors recited the harm that had come to the city as a result of the closing of vaudeville here the first time in 20 years, stating that stores, restaurants and hotels were losers because the stage bands and musicians being out of work had left their purchasing power and the actors and actresses no longer playing here, of course, could leave no money in the town. As far as known there has been no response from RKO officials on the petition or its fate.

Local RKO Proctor's state there was every reason to close the vaudeville for the summer as the people were not buying the shows. The action of the public has been entirely unfavorable to the move, as is shown in the attendance to the RKO straight film shows in a 2,700-seater, being dashed out. A three program a week policy has (Continued on page 41).

BROWN KILLS CHANGE RUMOR

Hiram Brown yesterday (15) killed all of the several rumors lately of impending changes in RKO, by stating none had been thought of.

The rumors vaguely covered the RKO theatre, circuit, department and Radio Pictures.

Joe Huntke heads the RKO department theatre operation; Charlie Freeman is at the head of the RKO theatre booking office; Jules Levy is the RKO film buyer and Joe Schwartz is president of Radio Pictures, with William L. Brown, Radio's chief of production in its Hollywood studio.

Birdwells Lose 11 Rings In Conn. Hotel Robbery

Bridgeport, June 15.—Theft of a chainmail bag containing 11 diamond rings, which she values at over \$12,000, was reported to police by Mrs. R. J. Birdwell, mother of Charles and Thomas Birdwells, who were appearing at the Foxhall with a French and March and met with. One was stolen from a closet in the room at the Erie hotel.

A man who took a room at the hotel at twelve, and checked out at seven thirty, a man being seen by the police. Detective found the loss in a handbag in the room occupied by the woman. The diamonds were gone and the thief had taken \$170.95 in cash from the purse.

Webb-Freeman Tie in RKO Golf, Yates' 82 Takes Medal—Course Looks Like Set for "All Quiet"

By JOE BIGELOW

Between waves of embarrassment provoked by realization that such a batch of misses shouldn't cut up a classy course like the Westchester Country Club at Hyde Park, about 75 golfers whiffed, sliced, hooked and mounded their way through RKO's tournament, Thursday and Friday of last week.

While the line cut greens and shimmering fairways were leaving the burden of thousands of well-humored looking office feet, the dylows were thick and many. When the dust from the accident sod had settled the battle was found to have wound up in a tie between Webb and Freeman.

Charlie Freeman, general booking manager by virtue of having grabbed the best padded chair and most imposing looking desk on the sixth floor, and Roy Webb, a Swiss bell ringer from the music department and accused of being a music department ringer without the Swiss lilt, were the boys who finished in a dead tie at the top. They were all square after 18 holes and will play it off later.

With the playoff still held at the same club, goes a dinner from Hiram Brown, Freeman and Webb figured that out on the 37th, where the match was squared. They half-

posioned their mastic shots on the final and finished in a brace of aerobols on their fifth show.

Yates' 82 Wins Medal

On their way to the top Webb and Freeman knocked off such lads as Charles Yates, Alvin Turner, Bill McElroy, Bob Fisher, Al Borden and Pete Mack. These were the first division players on the strength of their qualifying rounds. Yates was the favorite and he was turned in the best qualifying card, 82, to win the medal. He took his putter in the second round when falling to overcome a nine handicap.

The club's regular guests gave the RKO detachment the annual prize. It took the boys about 10 minutes as usual, to discern they didn't rate. All eyebrows lifting and nose tilting prevailed for the two days. When Harry Ward, passed one of the club's resident dowagers on the veranda she raised her eyebrows so suddenly she misjudged the distance, and nearly fractured her skull on a rafter.

Freeman swore that Bill Mack and Jules Levy, playing in different ways, hit onto the wrong fairway and met at that point. They half-

(Continued on page 60)

HENRY WINFRED DROPS DEAD WHILE BACKSTAGE

After taking several bows with his partner, Henry Winfred, 60, of the colored vaude team of Winfred and Mills, died in the wings of the St. George theatre, Staten Island, at 3 p. m. Wednesday (16) of heart disease.

Winfred had reached the switchboard and became faint, with a chair quickly moved at his disposal by members of the stage crew. The expired, almost, the moment he crumpled in the chair. A hurry call brought a doctor who happened to be out front attending the show. He pronounced the comedian dead.

The Medical Examiner was summoned and after an examination he said the cause was heart disease. Winfred, at his partner, Billy Mills, could arrange for its removal to New York for interment.

Henry Winfred had been in vaudeville for 20 years. He had appeared in a comedy act with Billy Brown. When Brown went west for his health Winfred teamed up with John Tucker. When teamed with Tucker he joined with Mills. His widow is Frankie Winfred, living in New York. At one time she was in the stage and with her children Five Quintet, with her husband.

In the film Winfred had played a Chinaman with Mills doing the country music work. Mills is one of the few Negroes on the American Music building back to his face.

Ray Vance Found Dead

Chicago, June 15.—Ray Vance, 35, and William Vance, 30, who were partners in the Chicago vaudeville show, found dead in the Chicago river, near the Chicago river, near the Chicago river, near the Chicago river.

William Vance was a comedian, police are investigating.

For years he and Ed Muscarello worked for the "Small Time" as they called it. They appeared in the New York show, near the Chicago river, near the Chicago river.

Acts, Film, Publicity Hand-Picked to Go With Paulist Choir

Chicago, June 15.—One of the loudest selling and loudest selling in the theatre, the coming of the Paulist Choir to the Palace two weeks hence. Boys in the office are working how to make the Catholic organization and how to present it to the public.

Booking office has the first headache due to the necessity of surrounding the choir with four acts which are not only good, but which also must conform with the religious aspect of the headline. Yet the show has got to carry diversity. Acts so far set are Clifford and Marion, Joe Herbert, Texaco, and Leo, Leo, Leo and Leo.

The film feature for the bill has not yet been decided upon, but its going to have nothing to do with anything reasonable.

On the publicity end, John Joseph runs up against a flock of difficult questions. Question is how to exploit this choir, a theatrical offering without offense and at the same time, how to convince the public that there is a novel entertainment.

The booking is for one week and make the first time the choir has appeared before a popular priced theatre audience.

Vaude Actor's Bigamy

Los Angeles, June 15.—Clyde Filbeck, alias John LaLaurier, has been convicted of bigamy and sentenced to six months, plus a fine of \$100.

Oral Marie LaLaurier, his first wife and former vaude partner, is willing to take him back if he will marry her half way, she told the court.

"Variety" for Summer

Place a subscription for "Variety" over the summer. From now until Labor Day, \$1.50.

Mail remittance with name and summer address.

RKO Shakeup Pushes 2 Ohio Divisions Together

A shakeup in RKO's managerial ranks starts this week with two changes in-house managers and one division head switch.

Division change is the amalgamation of the Cleveland and Cincinnati divisions into one. This will take in both of these cities as well as the towns surrounding them and will be known as the Ohio division. John Flinckoes takes charge, moving up from the Cleveland division, with J. J. McCurdy, the Cincy head, having resigned.

In Toledo, T. H. Stevens, formerly city manager for RKO, there, takes over the one RKO house, succeeding Howard Pierley, who is out. At the Coliseum, New York, Emil Groth, also out, has been replaced by K. Hanson.

DE VITO and DENNY with DOT STEVENS

Spare No Expense to Produce Laughs for RKO

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

FANCHON & MARCO Presents

ZELDA SANTLEY

Headlining "VACATION DAYS" Idea

Personal Direction HARRY FENTELL

TRIXIE FRIGANZA

SEE YOU ALL NEXT WEEK
CHAS. H. ALLEN, Personal Mgr.

DAVE GENARO

HEADLINING

PLAYING RKO CIRCUIT Direction: HARRY FITZGERALD BOOKED SOLID UNTIL FEB. 1932

Breaking In Acts as B'klyn Cafe Floor Shows

Indie vaude producers around New York are breaking in new acts at Brooklyn night clubs in remote sections. The club and operators are willing to pay so much a week for the acts.

The Brooklyn spots are donating \$50 and \$100 weekly for the trial performances, after which the act makes its vaude debut.

POWELL'S ADDED 6 MOS.

Pittsburgh, June 15. Wm has taken up its option on Dick Powell, m.c. at the Stanley, for six more months. Powell has been m.c.ing for the Warner crowd around here for two and a half years, dividing his time between the Stanley, downtown, and the Enright in East Liberty.

Powell holds the m.c. record run in this district; Teddy Joyce, at the Penn, previously having laid claim to it.

JESSEL'S \$4,000—LOEW

George Jessel will play five weeks of Loew vaudeville in New York at \$1,000. He opens June 21 in Newark.

2 AD ACTS BOOKED BY RKO-FOX IN N. Y.

Nell Golden and the Herbert Diamond Entertainers, a commercial band act, open the week of July 4 for RKO at the Kemmore and Fordham theatres, New York.

La Mannos Touristen Ambassadors, another commercial, is also booked into the RKO Jefferson for late July, and before that will play for Fox, including a week at the up-town Audubon.

Booking of these two commercials over RKO and Fox comes after both circuits made statements that they would not play this ad type of act. The Bosch Radio band is also declining for RKO Boston time around Lowell, Portland, etc. Dates have been penciled in starting July 11.

Economy Puts Lyons And Morris in Coast Publix Booking Pool

Los Angeles, June 15.

The William Morris and Lyons & Lyons agencies out here have a pooling arrangement for their Paramount theatre bookings. Joe Cornbleth of the Lyons office is the key man with a special office downtown at the Fair, handling both Morris and Lyons' acts on behalf of both agencies.

This is explained through the minimization in local time not making it worth while for Morris (Murray Teitel in charge here) to have a special presentation booking agent, hence Cornbleth handles them. Cornbleth is also a buffer for Jack Partington, in that it saves the Paramount stage manager interviews with specialty people.

Morris, through its Publix hook-up, gets 7 1/2% of the commission and Cornbleth for L&L collects the other 2 1/2%. This is explained by both agencies splitting the 5% commission and Morris-Publix collecting the usual 5% booking office fee independently.

Orpheum, Des Moines, Dark

Des Moines, June 15.

Darkness has enveloped the RKO Orpheum since Saturday (13). It will remain that way over the summer, as usual with the house in hot weather.

Enjoins Midget Band

Charging breach of contract, Ike Rose, through his attorney, Lyman Hess, has secured an injunction against Lottie and Nander Singer, whose midget band opened in vaudeville.

Order stopped the act after playing one day. The band was under contract to Rose for three years, the agreement having three months to run.

Coast a Sardine Can for Layoffs; Acts Slash Own Salaries to 50%

Los Angeles, June 15.

Comparison of salaries out here now and a few months ago is explained by the old supply and demand rule, with the influx of all the layoffs from Chicago and points east aggravating an already crowded condition.

Result is that Fanchon & Marco, the biggest stage talent buyer out here right now, is swamped with stuff at almost any price. The unanticipated economy in budget through acts working so cheap is bringing down Marco's \$1,850 budget for units to \$1,750. This is not alone a saving and an opportunity for more elastic profit, but also includes added acts which P. & M. slips in. Each unit now carries four to six acts where it was formerly three and four, depending on the price.

When everything on wheels brought its west from Chicago and New York, the lodestone then was the eight-act RKO policy, which has since flopped. The 7 1/2 weeks of RKO w. c. vaude, which include some of those "Bern Bernard specials" (four local acts for \$700), in slumps quickly dwindled when the eight-act novelty wore off and the four locals stacked up negatively against the four-act imported units.

Result is that P. & M. cites an instance when six months ago a \$750 act was holding out for more.

Suing Peggy for Commish

Peggy O'Neill, tap dancer, has been sued by Ralph Farnum, agent, for \$200, alleged due him for commissions on contract placements.

Miss O'Neill, who signed a five-year contract with Farnum, claims that two years his office didn't do anything for her, and that she had to obtain an engagement without its help.

but signed this week for \$400 and glad of it. Specially dancers at \$150 are now 50% cheaper. A \$100 to \$150 singer is now worth \$50, with the market glutted.

Record buy is a song, dance, musical trio at \$140. That's \$29 more than what three P. & M. chorines gross at \$40 each. In addition, to which the \$140 a week trio must pay commish.

Return Engagement of

FRANK

MITCHELL

and

JACK

DURANT

June 12, Ohio Theatre
Columbus, Ohio

Irving
Yates

PRODUCTIONS

Lefcourt-Alan Building
1619 Broadway
NEW YORK CITY

BLONDELL & MACK ATTRACTIONS

BOMBY

AND HIS
RADIO GANG

June 13, Scranton, Pa.

Henry J.

Kelly

R-K-O THEATRES

**TRACY and
VINETTE**

SAM SHEPARD

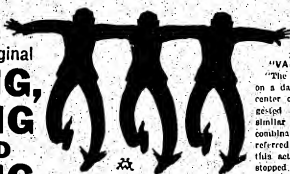
PRESENTS THE

5 Hot Shots

R-K-O THEATRES

Held Over 2nd Week at the Roxy, New York
STILL TAPPING TO THE KING'S TASTE

The Original
**KING,
KING
AND
KING**



"VARIETY" said:
"The lines, revised,
on a dancing mat in the
center of the stage sug-
gested why most other
similar rhythmic dance
combinations are usually
referred to as following
this act's pattern. They
stopped the show."

Fanchon & Marco
HERMAN CITRON
Paramount-Publix
HARRY LENETSKA
Wm. Morris Agency

RETURNED TO BROADWAY
AFTER 2 WEEK ENGAGEMENT
AT THE PARAMOUNT, NEW YORK

BARBARA—NEWBERRY and HOLBROOK—WILLIAM

in "TOGETHER AGAIN"

Accompanied by LEW KESLER

THIS WEEK (JUNE 13) RKO PALACE, NEW YORK

Direction LEE STEWART

NICHOLAS

CASA - LEHN

ELSIE

"ARISTOCRATS OF COMEDY"

LOEW'S STATE, NEW YORK, THIS WEEK (JUNE 13)

Management M. GOLDEN Produced by G. GOLDEN

News From the Dailies

This department contains the rewritten theatrical news items as published during the week by the dailies 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

Health Commissioner Wynne, on radio, warns against use of reducing pills.

Getting hot in Texas. Catholic Bishop of Houston instructs priests not to admit to churches gay wearing knickerbockers, pajamas or sailor suits.

New precinct police head warrying against Coney Island balling. Fact.

Theodore A. Liebler, retired theatrical manager, celebrated his golden wedding anniversary at his home, Riverside, Conn. Liebler was 67 at that time in the pulpit last days.

Brook Pemberton will produce "Death Dance" (tentative title), by Valentino Davies, in the fall. Trying to get that name in the pulpit last days.

Harry M. Warner gives Worcester (Mass.) Academy \$250,000 auditorium and theatre as memorial to his son, Lewis J. Warner.

Natalie Chadwick, former show girl, was brought down from Australia (N.Y.) prison, where she is serving a term for robbing her pal, Polly Luk, also a one time chorus girl, to testify in the appeal taken by Joseph L. Sheldon. The case was heard in Minnec., L. I. The original trial Sheldon was found guilty of being a partner with Natalie in the robbery, which stripped the Luk home of furnishings, and which the pal sold for \$300. At that time, the prosecution got no help from Natalie, but Sheldon's conviction, this was appealed.

Before it reopened on the calendar Natalie learned that Sheldon had been appearing around with Rita Gould, vaudeville actress. The trial in Auburn, where she is serving a term for robbing her pal, Polly Luk, also a one time chorus girl, to testify in the appeal taken by Joseph L. Sheldon. The case was heard in Minnec., L. I. The original trial Sheldon was found guilty of being a partner with Natalie in the robbery, which stripped the Luk home of furnishings, and which the pal sold for \$300. At that time, the prosecution got no help from Natalie, but Sheldon's conviction, this was appealed.

Mrs. Eleanor Sheldon, of 293 Park avenue, is suing for a divorce, citing Natalie's previous testimony that she had lived with Sheldon in the Gramercy Park hotel. Charles Sheldon, Natalie's husband, is also suing for a divorce in the California courts.

John Steel, radio crooner, must tell tomorrow (17) why he should not go to jail for failure to pay \$15,000 back almost to first of his three wives, Sionne B. Steel.

Bert Low, bandmaster, now at the Hotel Biltmore, is planning a Keno shuffle as soon as time permits. Wants to lose Viola and take a new chance with Carolyn Miller, now acting as his p. a.

Giovanni Martinelli of Met Opera, back in town and glad of it.

Sir John C. W. Keith, director general of British Broadcasting Co., a media man, has for some time distinguished contribution to the radio art.

Francine Wolters, 18, once a famous child entertainer, engaged to marry Wallace Clark, singer at the Roxy.

Asbestos bags, now used for road work, proved their value in recent crash.

Motor boats barred from Lake Ronkonkoma, L. I. Lake owned by a corporation.

Motion pictures of the 10 greatest Americans of today to be put in a "stagnant" history by the "Cristoforo Colombo" society, that is.

"Pleasant Punks" (nick name) originating in the N. Y. A. clubhouse, will move to Hotel Victoria.

Lenore Urie will be starred by Bringer's next fall in "The Social Secretary" by John Emerson and Anita Loos.

Norma Terris, prima donna, is preparing for dramatic work next season. Playing in stock in Ivoryton, Conn.

Juanita Hansen, who got a verdict for \$100,000 from Hotel Lincoln, in damages, was in the court judgment in N. Y. Court of Appeals.

His brothers, brother of Buddy, was married in St. Louis last week to Mary Stevick, daughter of a big bank. Young man, who is a given name is a friend of the initials of his father, L. L. Rogers.

As also known as Bruce. He has played minor roles in pictures.

State's investigation of N. Y. City club 71 speak owners in Washington. House section to testify in graft quiz.

Wife of Ken Strong, university football hero, who was known as Bella Harrison on the stage, is in Reno. Claims Ken didn't know the difference between a wife and a football and kicked her out of bed.

Waverly Club, raised 46 times in past four years and six times in one day, finally padlocked.

Virginia Hawkins, of "Once in a Lifetime", accused by a milliner of objecting too strenuously to a new hat, was dismissed in the West Side Court.

Six persons slightly hurt at Coney when a roller coaster car jumped the wet tracks Wednesday.

Jeanne Aubert allowed to sue for divorce from Nelson Morris in Irving County Court of Appeals on eve of her sailing for Paris, following departure from "America's Sweetheart".

James W. Garrett and Foster G. M. Roy, city editor and ass. h. m. of the "World", denied participation in Pulitzer fund by Eugene G. Roy on the ground they were not principal editors and executives.

Mrs. Jimmie Walker on a reducing diet.

CBS made first broadcast from a roomer Tuesday (13).

Irvin S. Cobb a grandfather.

N. Y. judge enjoins a woman from abducting Reno divorcee. Injunction holds good in Nevada.

Artur Hammerstein, working on first full production, "Melody", by Edward Childs Carpenter, lyrics by Irving Berlin, must be signed. Hammerstein II.

Athletic stores now offering miniature tennis to match infantile golf. Court just half usual size with equipment to match.

Noise Abatement Commission uses abolition of cat pianos on dual grounds that they make a noise and teach little boys playing "cops and robbers" to shoot policemen when they grow up.

N. Y. Auto Club warns members against draping their cars with the flag on July 4. Against the law to use the emblem for a drape.

Pollion Sisters back in court again, this time suing Brentanos for advance money on their method. Claim breach of verbal contract.

David Crowley visited Bronx Supreme Court to defend his wife's plea for alimony. Dropped in the New York County Court of Appeals. A verdict of \$25 a week was granted through his default.

Babe Ruth made a home run from a luncheon in his honor last Thursday when he found only a handful of guests to greet him. Tondered by the Bronx Chamber of Commerce.

F. G. Woodhouse invited to play in "Once in a Lifetime" since his crack at Hollywood. Only one performance. Declined.

Thyllis Rankin plans a return to the stage in a new production. One of the original cast of "Dolls of New York" and member of famous theatrical family.

George Beck, p. a. for "Unexpected Husband", went on a "one-act" tour. Thursday night when a player failed to show up. They rank the curtain down on him, but then he had the leg, so okay.

Radio transmission of heart beats Thursday night excited many commuters. Wired transmission of heart beats was done at Flower Hospital five or six years ago.

Julius DeVoe, former member of Rudy Vallee's "Connecticut Yankees" singing for \$240. Two weeks pay withheld when he broke a spring in Rudy's snare. Claimed Vallee's "Connecticut Yankees" in the snare, but no extra claim for that.

Larry Laureate, cabaret singer, pinched with two men on charges of dope peddling.

Francis J. Schull, former pinch

an attempted hold up. The week before he drew 15 years for a previous affair. Sentences do not run concurrently.

RCA loses first move in fight to keep licenses. Motion to enjoin Radio Commission from holding hearings on the subject by the Court. Hearings will be continued in move to withhold all RCA licenses.

Police active to close expy fortune tellers who have recently invaded the town. Two fined \$100 each.

Barred from American radios, J. R. Brinkley, radio specialist, is arranging for two stations just across the Mexican border.

Alexander McKnight negotiating for the rights to "The Night Hunters" by Martha Madison and Doug K. Mint. Play held by the Belasco estate, was his planned summer production.

Edith Daniels, 40, once with musical shows, but recently a stevedore on liners and matron at the Spence Arms hotel, committed suicide by gas June 12. Pinned to the pajamas drawers by Martha Madison and Doug K. Mint. Play held by the Belasco estate, was his planned summer production.

New York state court of appeals has decided that five years' absence is sufficient in an Evros Arden decree. Proof of death not required.

Reported at CHI radio show that a \$15 three-tube set is to be offered. New low.

"Petter Slasher" terrifying the amorous in Woodstock.

Advertising Federation opened sessions at the Hotel Pennsylvania yesterday (15).

Two years ago a gypsy "blessed" the savings of a Watervliet (N. Y.) woman, \$2,200. The other day the bag containing the b. r. was opened and found to contain seven dollar bills, \$14.00. The woman, Mrs. May Stevens, both of 8th avenue gathered in by the police on suspicion.

Newest municipal bus is an artificial island to be built off the Erie basin as an artificial Subway to connect with Manhattan, Staten Island and Brooklyn. To cost \$10,000,000.

Broadway going Babe next season. Sluberts' Italian troupe to aid in German and Yiddish companies already spotted. Aftermath of foreign language plots.

Morris Gest reading with mixed feelings that Obermeyer Passion Play, "die 14.15.16.17.18.19.20.21.22.23.24.25.26.27.28.29.30.31.32.33.34.35.36.37.38.39.40.41.42.43.44.45.46.47.48.49.50.51.52.53.54.55.56.57.58.59.60.61.62.63.64.65.66.67.68.69.70.71.72.73.74.75.76.77.78.79.80.81.82.83.84.85.86.87.88.89.90.91.92.93.94.95.96.97.98.99.100.101.102.103.104.105.106.107.108.109.110.111.112.113.114.115.116.117.118.119.120.121.122.123.124.125.126.127.128.129.130.131.132.133.134.135.136.137.138.139.140.141.142.143.144.145.146.147.148.149.150.151.152.153.154.155.156.157.158.159.160.161.162.163.164.165.166.167.168.169.170.171.172.173.174.175.176.177.178.179.180.181.182.183.184.185.186.187.188.189.190.191.192.193.194.195.196.197.198.199.200.201.202.203.204.205.206.207.208.209.210.211.212.213.214.215.216.217.218.219.220.221.222.223.224.225.226.227.228.229.230.231.232.233.234.235.236.237.238.239.240.241.242.243.244.245.246.247.248.249.250.251.252.253.254.255.256.257.258.259.260.261.262.263.264.265.266.267.268.269.270.271.272.273.274.275.276.277.278.279.280.281.282.283.284.285.286.287.288.289.290.291.292.293.294.295.296.297.298.299.300.301.302.303.304.305.306.307.308.309.310.311.312.313.314.315.316.317.318.319.320.321.322.323.324.325.326.327.328.329.330.331.332.333.334.335.336.337.338.339.340.341.342.343.344.345.346.347.348.349.350.351.352.353.354.355.356.357.358.359.360.361.362.363.364.365.366.367.368.369.370.371.372.373.374.375.376.377.378.379.380.381.382.383.384.385.386.387.388.389.390.391.392.393.394.395.396.397.398.399.400.401.402.403.404.405.406.407.408.409.410.411.412.413.414.415.416.417.418.419.420.421.422.423.424.425.426.427.428.429.430.431.432.433.434.435.436.437.438.439.440.441.442.443.444.445.446.447.448.449.450.451.452.453.454.455.456.457.458.459.460.461.462.463.464.465.466.467.468.469.470.471.472.473.474.475.476.477.478.479.480.481.482.483.484.485.486.487.488.489.490.491.492.493.494.495.496.497.498.499.500.501.502.503.504.505.506.507.508.509.510.511.512.513.514.515.516.517.518.519.520.521.522.523.524.525.526.527.528.529.530.531.532.533.534.535.536.537.538.539.540.541.542.543.544.545.546.547.548.549.550.551.552.553.554.555.556.557.558.559.560.561.562.563.564.565.566.567.568.569.570.571.572.573.574.575.576.577.578.579.580.581.582.583.584.585.586.587.588.589.590.591.592.593.594.595.596.597.598.599.600.601.602.603.604.605.606.607.608.609.610.611.612.613.614.615.616.617.618.619.620.621.622.623.624.625.626.627.628.629.630.631.632.633.634.635.636.637.638.639.640.641.642.643.644.645.646.647.648.649.650.651.652.653.654.655.656.657.658.659.660.661.662.663.664.665.666.667.668.669.670.671.672.673.674.675.676.677.678.679.680.681.682.683.684.685.686.687.688.689.690.691.692.693.694.695.696.697.698.699.700.701.702.703.704.705.706.707.708.709.710.711.712.713.714.715.716.717.718.719.720.721.722.723.724.725.726.727.728.729.730.731.732.733.734.735.736.737.738.739.740.741.742.743.744.745.746.747.748.749.750.751.752.753.754.755.756.757.758.759.760.761.762.763.764.765.766.767.768.769.770.771.772.773.774.775.776.777.778.779.780.781.782.783.784.785.786.787.788.789.790.791.792.793.794.795.796.797.798.799.800.801.802.803.804.805.806.807.808.809.810.811.812.813.814.815.816.817.818.819.820.821.822.823.824.825.826.827.828.829.830.831.832.833.834.835.836.837.838.839.840.841.842.843.844.845.846.847.848.849.850.851.852.853.854.855.856.857.858.859.860.861.862.863.864.865.866.867.868.869.870.871.872.873.874.875.876.877.878.879.880.881.882.883.884.885.886.887.888.889.890.891.892.893.894.895.896.897.898.899.900.901.902.903.904.905.906.907.908.909.910.911.912.913.914.915.916.917.918.919.920.921.922.923.924.925.926.927.928.929.930.931.932.933.934.935.936.937.938.939.940.941.942.943.944.945.946.947.948.949.950.951.952.953.954.955.956.957.958.959.960.961.962.963.964.965.966.967.968.969.970.971.972.973.974.975.976.977.978.979.980.981.982.983.984.985.986.987.988.989.990.991.992.993.994.995.996.997.998.999.1000.

May be picked the wrong troupe.

Office complains that radio commercials cut into receipts through loss of mailed circulars business.

Homes Shares Corp., representative by Charles Segal, says, has bought the Avalon one-story house in the Bronx from Land Estate Co.

Fake Floyd Gibbons pinched in Camden, N. J., for impersonating radio announcer. Says he's Henry Lueltwitz, of L. A. Fined \$100.

Tex Guinan in court Friday (12), to protest, padlock proceedings against Club Arcantur. No boot found, but ice and ginger ale served. Test case will be made.

Elizabeth Smith, known to comic opera as Grace Helton 20 years ago, died in Bellevue hospital June 10. Death believed the result of a beating. Dead hand on a harbor boat, with wife she had been living, held for investigation.

Body of Mrs. Lillian Kemp, show girl victim of "Sea Fox" disaster, recovered from sea.

Hugh Cameron of "Unexpected Husband" operated on Saturday for throat trouble. Back in east Monday.

Kearny N. J., lifts blue law to permit Sunday films.

Business better so "Green Pastures" will continue.

Vernon Kelso, actor, to pay Jennett \$40 a week temporary alimony. She'll be married her "Just as a favor."

Washington announces 100,000 liquor arrests in 31 months.

"Modern Virgin" goes to Paris under Andre Fernin.

Charlotte Nixon-Nirdlinger arrived yesterday (15) from France.

Daisy De Vos, convicted of grand theft from Clara how, for whom she served as secretary, was ordered back to the county by the appellate court last week to serve the remainder of her 18 months' sen-

Small Indie Midwest Wheels Dodging Stock Disadvantages

No. 1 Town for Burlesk Is Wash.—Gaiety's Div.

Washington, June 15. Jimmy Lake, manager of the "Gaiety," has the satisfaction of having been named No. 1 town for burlesk, and the Gaiety declared a dividend.

Watson's Troubles

"Sliding Billy" Watson went to Philadelphia voluntarily Thursday (11) to appear in the City Court there in the case brought against him by his wife for separation arrears.

It's Watson's claim that he has been paying his wife a weekly amount for 28 years, but that when he lost work and slipped up on his payments, she asked the Court to make him pay up.

Watson at first averaged \$35 and \$50, but in 1926 he was brought into court, his wife asking—that the amount be fixed at \$15. Instead the Court cut the figure to \$25 weekly.

The matter was expected to be adjusted with Watson planning to return to New York to play vaude.

Burlesque Club Election

The annual election of officers for the Burlesque Club was held in the club rooms Thursday (11) with results as follows: President, Emmett Callahan; first vice, Bobby Clark; second vice, Joe Laurie, Jr.; treasurer, George Dresselhouse; secretary, Henry Kurtzman; board of governors (one year), James M. Brenneke, James Couchlin, Fred Sears, Nat. (Baron) Golden and Thomas Phillips.

The club unanimously adopted a resolution that the initiation fees be increased to \$25, becoming effective at once. The fee at one time was \$25, but was lowered to \$10 to permit a membership drive.

The Burlesque Club has a membership of 825.

Herk in New Quarters

The old Mutual office in the Powers building at 48th and Seventh avenues was closed Saturday (13) with all effects and furniture removed to the new Columbia Burlesque offices in the Bond Bldg. The lettering on the latter doors bears only I. H. Herk's name.

New Fifth City. Try

Fifth avenue stock changing hands. The present co-operative company there will be replaced by a new troupe which will be operated under regulation show laws. Incoming company will not work on commonwealth plan.

ENGAGEMENTS

Harry Stepte alternating as chief comic between Apollo and Republic stocks, New York.

M. H. Aylesworth, RCA, tells Nat. Electric Light Assn. television will be newsworthy within five years.

City Improvers negotiating the project of a three-mile tunnel to connect west side of N. Y. to Queens and possibly Brooklyn. To take through traffic off the streets.

Mayor Walker's ordinance placing night clubs under police license and making enforcement more difficult, passed by the aldermen. New law exempts only clubs in hotels with 200 or more rooms. Only 50 now required.

Eva La Gallienne, Josephine Hutchinson, also of the City Republic theatre, and Miss La Gallienne were named in the "New York Times" as the most popular of a gas tank at Miss La Gallienne's farm at Weston, Conn. Tank was

(Continued on page 52)

Chicago, June 15.

With the Mutual Wheel cold the outlook for the coming burlesque season, in the midwest indicates a number of small, two- and three weeks' circuits, organized by the present indie operators on the Mutual chain. None of the burlesque operators in this territory want to stick their heads into stock policies. All feel that their customers won't stand for the same faces week after week.

These managers are now scouting around and grubbing up, out-of-town houses. The burlesque men include the ace operators of the midwest—Charles Fox, N. S. Barker, Aaron Jones and Arthur Clam. Fox is moving, particularly fast at present, having taken over the Gaiety, Minneapolis, besides dickering for a theatre in Chicago to be added to his Milwaukee spot. Jones and Barker are hooked up together in town and are both in the Grand in St. Louis, to be placed with the Academy, and Rinto here. Clam is confining his attention upon Detroit, but also has his eye on several spots in Ohio and Michigan.

Cheap Rent

These men are finding it rather simple to make houses for their type of entertainment at present with theatre rentals down to pre-war numbers. One house in Louisville has just cut rental to an annual figure of \$3,000. Other spots are in the same money category.

Rotating policy of these houses will generally be two-week stands rather than one-week, eliminating traveling expenses in half. Managers with only one house, and without the cash or desire to take over additional theatrical properties, draw from the week-end conventions, escaping the stock policy. Reports current are that a number of these one house operators will be banded into a co-operative chain.

Columbus Stock Stays

Columbus, June 15.

Locum theatre, home of top stock burlesque, has announced the management is going to give all summer burlesque a whirl and that the present company will remain at the house through the fall.

Following several battles with police here, this house has returned to its wide-open policy. Its money making chances, however, it is felt, depend entirely upon its draw from the week-end conventions which are a feature of this city.

Iowa Gal's Hot Dance Was Too Hot for Iowa

Davenport, Ia., June 15.

Georgia Clark, 22, local girl, made a one-night appearance in stock burlesque at the Liberty here and danced so torridly that she landed in jail with her sister and three others. Charles Holloway, manager, his wife, Marie, and Dixie Williams were accused as an aftermath by Mrs. Jerry Lee, George's sister, of beating her. Holloway said Georgia disowned her braziere under a dance number and wigged past the limit during a midnight show.

Georgia's sister was ordered to get out and a row started. Georgia called her sister who was in the audience and when Mrs. Lee went backstage she was ordered out too. She hesitated and was tossed into the alley, she said.

Mrs. Lee called a cop. Her clothing was torn and her face cut. The lawyers were summoned into a patrol wagon and locked up after they were booked for disturbing the peace.

42nd St. Burl Wobbly

In West 42nd street, where two indie burlesque stocks are operating, the kiting has gone in for street ballhoos in an effort to drum up big, measurable continuing to run about a week to week notice continuing.

The Republic plans to stick it out all summer but on a low budget and maybe a black and white show.

New Acts

falls. H40s. The dancing holds them up
and they adhere mostly to combined
-shoe routines. Flash fairly good tapping,
but should display more clocklike
precision. Did pretty well here.

CHATTI

took place on a couple of tongs

many here to take part in current and coming Municipal Opera productions.

Cairo

Animals supplied to the Zoo
The exposition grounds at It
were purchased from Hagenba

n court house where her husband
s former wife got a divorce a
s months ago.

w. of theatres, here with several
agers, making summer plans.

Reno

St. Louis

Montgomery

By Tom Hall

the theatre closed for

on Sept. 1, 1961, the theatre closed to make room for a full symphony orchestra.

Starr, back home

for several weeks.

time in five years. Fifteen years ago, we

that it's not there, the

and doing a rush job
Michigan State, I

believes the city will

Wilby, owner of a
new home with auto

making summer pla

...and the

Minneapolis

By Les Rees

Helen Kessler and Genevieve Kelly, new Orpheum showgirls, local exchanges report record-breaking demand for westerns.

S. Lescarner here from Warner's New York home office on inspection tour.

RKO Orpheum to have its own local double revue with six youngsters.

Dr. H. L. Williams, noted ex-football coach at U. of Minn., dead.

Dick Gaston, former RKO 7th St. star, now asset to Emil Francis at Paul RKO Orpheum.

Aimee MacPherson coming here this summer to stage evangelistic campaign.

Day and date playing of pictures resumed for Minneapolis and St. Paul RKO Orpheums.

Hottest local political campaign ever ended with election of reform mayor, backed by local lobby.

Looks like lean two years ahead for gamblers and night clubs as result of reform mayor's election last week.

Mike Frisch, local Radio exchange manager, has lease for larger quarters—former First National exchange.

Leading local department stores now have promotion managers arranging special store shows and tie-ups.

Only three people able to beat Bert Titus, state checker champion, in Scrabble board and win prize of guest tickets.

Al Sheen substitutes for Bill Lawlor, as announced by WCCO, while latter is in Cleveland attending magicians' convention.

Greek play at University of Minn. with professional leads, including Helen Freeman and Boyd Irwin, drew big crowds.

Metropolitan Police has new staff of bookers. Casper Chouinard head, Frank Jellicoe assistant, and Mort Jones short features.

Bob Scott, former Orpheum theatrical man here, in town for a few days on business visit. Now a resident of Fayetteville, Ark.

Who said "hard times"? While playing RKO Orpheum here Pepito purchased new \$30,000 yacht and Chrysler and Fox.

Ernest Lawford and Edward Fielding, press engaged for production in University of Minnesota, leads of "Marco Millions." July 2-3.

Public virtuosos in fight it financed for Sunday films at William, Minn., largest of larger towns to legalize Sunday shows.

Bert Titus, state checker champion, gave a game and brilliant lobby attraction here being held over. Victors receive free guest tickets to theatre.

Hard times around the Orpheum. New spring outfits being flashed by Morgan Ames, division manager; Emil Franke, publicity chief.

June 19 and Oak Ridge Country club, collectively, to hold tournament in place of Minneapolis Film Board of Trade's annual golf tournament. Bob Workman and Tom Burke in charge.

Bob LaPine, Public office manager here, in U. S. Veterans' hospital for another operation. Operation here he has undergone since war, in which he sustained numerous wounds.

Local sheets getting ready to resume publication following U. S. Supreme Court decision upsetting district court's ruling against papers devoting space to regular publication of scandalous matter.

"We Want Bob" favorite selection of WCCO radio audience as played, and sung by Eddie Dunderstetter's Monday "Midnight Club," one of station's best features.

Song, and singing, and a commercial publication of a town making the first of the "Play Gibbons" Thrillers for radio.

James Hay, Jr., writing a novel with no western in background, the background, a prominent local publisher here.

Michael MacWhite, Minister from the Irish Free State, wishing to bring over the Irish band for a tour of America.

William Williams, former editorial writer on the "Toski" who with Tom Shinn, publicity forces—

Chicago

By Les Rees

ton Bi-Centennial Commission, deposit the effort of some leading politicians to share the honors.

With the final performance of Eugene O'Neill's "Strut and Intendure" June 21, the National Theatre Players disband after the most successful of seven consecutive summer seasons.

Most popular member of Congress, New Representative Dyer of Missouri, who told President Hoover that the restoration of manufacturing and sale of beer would add \$1,000,000,000 a year to Uncle Sam's income.

Officials of the Italian Embassy, when Irving Aronson's Commanders played here some time ago, asked that a musical salute on Mussolini be removed from the program. The boys featured it at the Palace—and no complaint.

Joe Falvo's band now at open air pavilion at Kenwood Park. Day Festival band and the barbers are having competitions again.

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Pittsburgh

By Hal Cohen

QKY broadcast "Polles" premiere show. But it was the "Three Little Girls" for early September date. Wanted \$35,000 for week stand in open air. Sixty-five two-way at annual Dallas fair for \$55,000 guarantee.

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Cincinnati

By Joe Kolling

Heat bringing pleasure craft out on Ohio.

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New England

Theatres cutting newspaper ads to the bone.

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Theatres cutting newspaper ads to the bone.

Theatres cutting newspaper ads to the bone.

Indianapolis

By Gene Haynes

No depression in the marriage mart.

No depression in the marriage mart.

No depression in the marriage mart.

No depression in the marriage mart.

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No depression in the marriage mart.

Syracuse

By Chester Bahn

William Crosscut, of this city, now assistant at the Strand.

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Fort Worth

Jack Gordon, dramatic editor of "Press," back from vacation.

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Post Roads, N. Y.

Knobel owns a chain.

Knobel owns a chain.

Knobel owns a chain.

Knobel owns a chain.

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Knobel owns a chain.

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Knobel owns a chain.

Knobel owns a chain.

Knobel owns a chain.

Oklahoma City

By George Noble

Read shows in full blast.

Read shows in full blast.

Read shows in full blast.

Read shows in full blast.

Read shows in full blast.

Read shows in full blast.

The Waiter Becomes Important

About Run Joints Selling Liquor—That's It, Booze and Maybe a Squeal

The lowly waiter has come into his own, in a big way. They now dominate the supper club and speakeasy business, the real bosses.

Prohibition has raised the waiter to his present important position. In all places selling liquor the waiter is indispensable. Who to sell to and who not to sell to must be left to him as a rule. He has almost complete control of the situation. Waiters must be trusted. Strings of restaurants have been closed because of fired waiters who squealed. Paul Selvin who had 20 restaurants found liquor selling charges preferred against him upheld by waiters he had fired. That was the first case.

Because the prohibition situation has made waiters more important, they rather take advantage of the situation in some cases. They are curt to other employees and to those patrons who they don't know as spenders. If the tips aren't big they'll let the patrons know it. And in other ways are a hindrance. Most have their own following and all must know how to handle patrons.

Any number of waiters and head waiters have started joints of their own.

Badly Judged Publicity Kept Tex Out of France

Paris, June 6. After landing in Havre on May 29 on the "Paris," Texas Guinan with her girls and a few male "toughs" were taken to a hospital ward responding to Elliott's and are reported on the "Paris" June 8. Technical reason was that Tex and her party were to work in a Paris night club, the "Paris," which was to reopen with Harry Piller, according to a scheme promoted by Willis Edleston of Lyons & Lyons. Despite these facts, they only had tourist passports and no working permits.

Misunderstanding of the French is the real reason the scheme failed. As the technical offense might easily have been adjusted had not public opinion been prejudiced against the import here of what was represented by advance publicity to be a bunch of undesirables. Even if the worst said about Texas Guinan and her party had been justified, allowing her to come to Paris would just have meant one more "place." If the publicity had been toned down to suit the French temperament, if less had been said about her intention to "squealize Paris," and more about the dancing specialties she would now be playing in Paris.

Apart from that restricted part of the French public which either runs or patronizes night clubs, the French didn't evidence particular interest in Tex Guinan. Very few of the papers gave her a front-page break. The local American papers gave her more notice, together with the local edition of the "Daily Mail," can be considered as having killed her chances here. Paris may be an important place, but it only gave her a few lines—not front-page, though the daily front-page columnist of this paper demonstrated the prejudice of local public feeling by expressing itself in no uncertain terms against the admission of the Guinan troupe.

Public sentiment reacted in this way. Some of the local element here felt that Tex Guinan's introduction might eventually react unfavorably against themselves, resulting, it is said, in the French government being made to realize that any diplomatic effort would be made to force Guinan in. After that any efforts the lawyers or promoters could make were futile. Most to blame in the matter is Guinan's American publicity man, who used sensational stuff, entirely ignoring local tastes. It is said to have unwittingly ventilated her feelings when she apprised that her case was to be subjected to examination. Some of the Guinan girls' behavior in Havre gave rise to unfavorable remarks, some spending the last night out with boy friends, though they returned in time to catch the boat with the rest of the bunch.

GEO. PAIGE ACCUSED AS HOLD-UP PARTNER

George Paige, 27, interior decorator, of 10 West 51st street, who has been making his playground on the Big Alley, was arrested by Detective Sergeant Bert Maskell, of the West 47th street station. Paige was taken into custody as he was leaving a theatre at Broadway and 47th street.

Maskell received a telegram from Detective Edward Schwabe and Emil Gau of Hamilton county, Cincinnati, O. The wire stated that Paige was wanted in connection with the holdup robbery of Herbert Williams, manager of the Red Lion Restaurant, at 351 West 7th street, Cincinnati, O.

Williams was on his way to the Provident Savings Bank at night with about \$400, he was a few feet from the restaurant entrance three gunmen poked a gun into his ribs and made him enter a hired car. A passerby observed the number of the car.

Williams was taken to the riverfront and dumped out after they took his money. The sleuths retrieved the number of the bandit car from the passenger.

Joe Brown, well-known pugilist, was arrested soon after in connection with the holdup and was sentenced last week to 30 years at hard labor. The sleuths from Cincinnati received information that Paige was one of the bandits, and his arrest followed here.

Paige denied being implicated in the robbery. He stated he was in Cincinnati at the time, but figured in no holdup. Maskell told reporters that Paige has been frequenting the night clubs in this city and was well supplied with money.

The defendant waived extradition and returned to Cincinnati with Schwabe and Gau.

12-Hour Continuous Talk Made by Colored Preacher

Washington, June 15. To attain the ambition of a lifetime—the preaching of a sermon to last 12 hours—the Rev. G. Z. Brown, pastor of the Mt. Zion Baptist Church, was intruding. He rested three weeks and Sunday just before he stepped into the pulpit, fortified the inner man with four lamb chops, a chicken, and a bottle of "great wine." Crowds gathered. The preacher carried a manuscript weighing a pound and a half—88,794 closely written words. At 10 a. m. he took up "Gambling." At three, finished with the word and the shuffle-boards, and then the doctor discoursed on "Companionate Marriage." This was disposed of at 7 p. m. Then came "Law Breaking," "Prostitution," "Bad Living," and the "Evils of Dancing."

At about 10 at night, the reverend struck "Famine" going on to "Intemperance" and "Drought." The actual time of the sermon was 12 hours and 10 minutes. A shifting congregation contributed quite a bit of money as the plate was passed every now and then.

HUSBAND AS CHAMBERMAID

Cambridge, Mass., June 15. What probably is a record for weaving a buttless shirt may be held by Royal B. Shaw, of West Medford, who testified in Middlesex Probate Court that he went without a button on his shirt during the summer and fall of 1923 because his wife, a former actress, refused to do any sewing for him.

Shaw is seeking a divorce from Mary B. Shaw, charging her with cruelty and desertion. He told the court that since their marriage in 1923 she had not performed one wifely act for him. Shaw testified his wife finally left their home to attend a wedding in Philadelphia and never returned.

He recalled he had to make the beds and do other housework, and also that while he studied evenings at a commercial school the former actress would go out and then refuse to tell him where she had been.

"The court took the case under advisement."

Ruth Etting's Annoyer Away for Examination

Leslie Roy McEllinn, 36, wireless operator of 522 West 50th street, for several months the one annoying cog in Ruth Etting's life, was sent to the observation ward at Bellevue Hospital to have his mental condition looked into. This action was ordered in Special Sessions when McEllinn was arraigned on a charge of sending Miss Etting annoying letters.

Miss Etting caused McEllinn's arrest for the second time a week ago. He repeated in the downtown court his undying love for the actress, but admitted not meeting her. This the court decided was enough to have him committed.

Two years ago the defendant was arrested on Miss Etting's complaint. At that time she withdrew the complaint when the man's relatives told her they intended to send him away. The defendant admitted he had spent five months in an asylum on this island. He was released recently.

NAMES AT RENO CRAVE FREEDOM

Reno, June 15. Passing through the Reno court house or waiting to get in for a 10-minute session with the judge, the social elite of the east are mingling with the proletariat in this swirling divorce whirlpool. It is piling cash into the lawyers' pockets and making cupid look like a cast of Plute Indian.

Here's a partial list of the great and near-great who have recently gone through the Reno mill or will go through within a few days or weeks:

"Dr. Courcy Browne of New York, whose marital escapades are well known; Lady Inverclyde, London stage beauty, who wants to rid herself of John Bains, British baron, to wed, perhaps, Lathor Mendes, picture director; Rachel Vandever of the Massachusetts Aldens; Lucille Collette, violinist of some renown; Martha Nicholson Doubleday, whose husband publishes books for a living; William G. Taussig, amateur aviator, whose father, Frank W. Taussig, shines in Harvard as a political economist and author; Charles H. Sobin, Jr., son of one of the big financial houses; Mrs. Lorna Haines, whose father, Harry A. Mackay, is mayor of Philadelphia; Mae Brown, diminutive aviatrix with a penchant for flying; George Arno New York artist; Jack Dempsey, now gone fight promoter; Mrs. Frazier Harrison of Philadelphia.

There are a lot more whose names will be known only when they file complaint charging mental cruelty.

'Round the Square

Another Great Mother

Mrs. Anna V. Conway, 66, mother of the late Jack Conway ("Variety"), died Sunday June 10 at her home in New York. Mrs. Conway had just finished a bridge game and walked into her bedroom. She died within 15 minutes.

Jack's father, his mother and Jack all passed out in the same swift way. Mrs. Conway had been a widow for over 30 years. Jack was only son. After his death Mrs. Conway lost all interest, excepting in reading Jack's writings and the many obituary notices printed about him. She was a liberal minded woman and due to that Jack came through unscathed of the many temptations besetting that fatherless boy.

In his earlier days Mrs. Conway was always agreeable to go where Jack went, and quite often Jack went to joints. In other ways Mrs. Conway was most remarkable and she leaves behind her an undeniable reputation as another great mother. Thousands of boys know her as their school teacher or principal in New York.

Jack's family hold their own description of Jack, that is before Jack reached fame as the most unique word phraser, who has lived in this time. Jack played pro baseball and also started to be an actor. The family (not his mother) told Jack he was all right, but in reverse. They said he should play baseball in the winter and be an actor in the summer. And so Jack, being in reverse, came to "Variety."

Mrs. Conway was buried in Albany, beside her husband and her son. When marrying over 40 years ago she was the handsomest girl of the Albany-Troy section, but when widowed lived only for Jack.

Drop in Seats

Last week a seat on the New York Stock Exchange sold for \$250,000. Dallas apparently did not note the fact but the drop in the value of brokers' seats on the exchange is more violent than in any other field. In 1929 a seat sold for more than \$650,000. One broker, who has a part in it, figured his own loss to be \$200,000 through the decline, and the gross loss approximately \$400,000.

Inaccurate Biographies

Al Capone

By Claude Binyon

Hollywood, June 12.

Aloysius (Spotty) Capone, Chicago philanthropist and wine-taster, was born on the Oklahoma Indian reservation at Tulsa. He closed the place, the birthplace of Will Rogers, prominent Hollywood Journalist.

Hindered by the restriction of the reservation, Capone moaned off when he was 12 and opened a saloon in Tulsa. He closed the place when too many of his customers died in a remarkable state of preservation, thanks to embalming fluid. Several of these customers are still used in small towns as cigar store Indians.

With several barrels of his liquor Capone worked his way along the east coast as a fly exterminator. His success encouraged him, so he made his next batch of booze a bit stronger and advertised that he also could do away with rats. Some of these rats were six feet long and spoke English.

Shortly thereafter in New York appeared a stocky young man named Capone who let it be known in the under-strata that he was no man's whistle stop. Needing a stranger for a spot job and hearing of the newcomer, Jolo Jumbo, head of the metropolitan vice ring, engaged Capone for a triple jump-off. The papers next day carried accounts of a quartet gang murder and Capone received \$25 bonus from Jumbo. The fourth man was Jumbo's father-in-law.

Off to Chicago

One day a Jumbo lieutenant walked into the big chief's office and

found Capone sitting at the desk. "Where's d' big boss?" he asked. Capone smiled smoothly and shrugged his shoulders. Then he posted a chubby finger at himself.

Snarling with rage, the lieutenant whipped out his gat and let loose. Between the fifth and sixth shots Capone boarded a fast train for Chicago, highly perturbed. It was three years before he learned through roundabout channels that Jumbo had been helping the lieutenant work cross-word puzzles.

Capone found Chicago soft and soon resumed his maiden name of Capone. Men started falling over dead on the streets and beer was so plentiful that prohibition agents found themselves overstocked.

Profits soon were piled so high Capone became society-conscious. He built a palatial home at Miami and surrounded it with a picket fence named Bodyguard, but blue-bloods refused to accept his dinner invitations. In a huff Capone went to Philadelphia, where he spent several months in a jail warden's office learning the inside stuff. He returned to Chicago determined to crash society, but flopped again. Then he moved to Ciego, strictly a pushover, but this sham success was like an empty cartridge.

Hurt beyond words, Capone turned over a sizable portion of his fortune for soup kitchens and wiped out the gang in fits of pettiness. He is still brooding, waiting for an invitation to tea but too proud to make the advances himself.

A \$5 HAT JAM

Virginia Hawkins, who played in "Once in a Lifetime," was summoned to West Side Court on the charge of disorderly conduct. Miss Hawkins, who resides at the Taft Hotel, came to court accompanied by her attorney, Ed Johnson.

Marion Salin, who conducts a women's hat store at 237 West 45th street, complained the actress created a disturbance in her store. Miss Hawkins purchased a \$5 hat. She was displeased with it when reaching home and sent it back with her sister.

The actress learned Miss Salin decided to return the money, although willing to change the hat. Virginia became wrathful and returned to the store. She began to berate Miss Salin and a lot of people gathered. Miss Salin then obtained the summons.

In court the actress sobbed before Magistrate Brundt while Miss Salin related her story. The court cautioned the actress and dismissed the summons.

L. A. MERCHANTS WANT NO LID ON FOR OLYMPICS

Hollywood, June 15.

Los Angeles business men have high hopes of eliminating the blue-nose element for the town's 150th birthday and the Olympic Games, so that the two affairs won't be the flop that Philadelphia saw in the sequel celebration.

More men are making strenuous undercover agitation for a liberal regime. Last election saw defeat of the majority of strait-faced candidates for council. Rev. Bob Shuler's hidebound white-hopes were washed away in a sweeping vote of disapproval.

Hotels are bringing pressure to bear to have the Olympic officials and friends stay in hostilities instead of the athletic community that is being built for the contestants.

South's Ball Teams Are Hard Hit; No Support

Birmingham, June 15.

Minor league baseball is suffering from a bad case of lumbago this year in this part of the country, which is admitted the best baseball section of the entire nation outside the big leagues.

Indications are that there will be fewer minor leagues starting the season this year than in previous years. There was a flock of them that died this year because of lack of money to keep them going through the season and lack of support from fans who are supposed to be profuse anywhere from \$10 to \$15 an admission. Many efforts were made to get the Southeastern League started, but all these efforts were floundered in a big way. The cities just wouldn't put up the cash to start the teams off without any prospects of gross receipts.

The Sally League went floozy, as did a large number of leagues throughout the country, north, south, east and west. It was estimated that 10,000 ball players were out of jobs this spring because of failure of leagues.

ALL-CHINESE BILL

An all-Chinese vaude show is being recruited by the Clyde Griffith office for an experimental enactment at a night club in New York. If it works, the office will try for other all-foreign bills as a novelty.

Equity Intent on Driving Drunks Off Stages Since Managers Aren't

The refusal of managers to prefer charges against actors on the grounds of intoxication has led Equity to take the matter into its own hands. For the second time deputies have been instructed to report any such cases for action by the council. Punishment to the extent of expulsion is limited. In the weekly report sent deputies last week to all shows current here and out of town attention is called to instructions originally issued in October, 1929. They included the warning: "Drunkness on the stage is so serious a misdemeanor and involves so many others than the culprit himself, that the council feels it is bounden duty to treat it with the greatest severity." For a first offense a fine may apply, but for a repetition suspension may occur.

Recently two such offenses occurred. In one case the actor was dismissed. In the second the curtain was rung down shortly after the show started and the audience dismissed. Business at that show sharply declined with a very slow recovery noted. In both instances the managers advised Equity by letter and in detail, but each manager failed to press charges. In the fresh warning posted on stage bulletin boards, Equity states: "No member of Equity should tolerate a drunken fellow player in their company and by bringing such conduct to the attention of their association they will render the club co-operation that will result in the elimination of all such actors from our profession."

BELASCO ESTATE MAY RUN OVER \$1,000,000

The estate of David Belasco may run well over a million dollars. That was indicated from the appraisal so far as it has gone and eliminates the fear that there will be no appreciable residuary estate after the bequests are paid.

At the time the will was made in 1926, the late showman was worth several millions. He had intended leaving the will increasing several comparatively small bequests.

It is estimated the Belasco theatre property is valued at over \$300,000. Reports that it was heavily mortgaged during the Belasco era are denied. The estate is in a position to know say the mortgage is not larger than average.

The worth of the famous Belasco theatre has not been determined. His collections of jade and ivory are especially valuable. For the various collections and antiques he expended at least \$500,000. Other assets include high-grade bonds which were found in a safety deposit box.

Studio intact. It is hoped to sell the studio intact. Several persons are said to be interested.

The executors are considering no less than 10 offers for the theatre, either for outright sale or rental. "Tonight or Never," Belasco's final attraction, will not be sent to the road by the estate nor did he intend leaving the show. The picture rights were sold last January and the release date for the film has been set for October. That precludes the show going to the road under other management.

Selwyn Lobby Leased And at \$2,000 Weekly

The lengthy lobby at the Selwyn theatre has been leased as a store. A new picture gadget, said to combine photograph and sound, will be sold to all comers at 25 and 50 cents, according to size.

Rental is said to exceed \$2,000 a week, a figure which would have leased the entire theatre. The Selwyn store merely adds to the curious block on 42nd street west of Broadway, which has everything from a flea circus to burlesque to the classic show in town.

Spaeth Outdoors

William C. Spaeth, after several weeks' illness of flu, was able to get outdoors yesterday. He was company manager with "Cherries Arise" on the road.

Par's Cut in Legit

Five to 25% salary cuts recently effected by Paramount were extended June 6 to the Miller Corp., Par's legit producing subsidiary, as to other Par subsidiaries.

Those said to have been cut are Whitaker Ray, R. Worthington Miller and Dayton Stoddard, principally.

First R-M show due in fall.

TENT SHOW COMEDIAN MAKES STOCK PAY

Galveston, June 15.

What it takes to compete with talking pictures, Harley Sadler, veteran comedian who has been operating his own tent stock show for the last 12 years, has got.

Sadler came into Galveston under auspices of El Mina Shrine. For over a month he did plenty of business, giving picture shows, more competition than they have had since the marathon dance last year.

Incidentally, he has kept his patronage more consistently than any stock outfit ever playing the island.

Clean shows full of pep and humor, alternating with dramas of pathos and all smut absolutely out, is his forte. Many snappy vaudeville acts for variety and comfortable seats.

Lots of advertising—newspapers, billboards, radio, handbills. But the biggest element in Sadler's success is hard work. Nine shows a week, seven nights, with two matinees, and bills changed sometimes three times a week means long and arduous rehearsals each and every morning.

Goofy Collegians Make It Tough for Stock

Haitford, Conn., June 15. The last few days of the Thatcher Players' stay at the Fox-Placer met with a sad farewell when more than 40 students of Trinity College, in this city, decided they didn't like certain lines in the play.

Hissing, hooting and general trash practice with papers, and fruit followed. It took some time for a cop to arrive and quiet the noisy mob, but when he did the entire group was hauled below with a phone call to police headquarters for a war on to escort the youngsters.

Before the buggy arrived the manager was prevailed upon to allow the boys to roam forth free without charges facing them. The spirit of the boys, however, ran high and the youngsters wandered about the city in a general merry making manner. Again they were halted in the miscellaneous route about town and taken to headquarters under a strong arm escort.

After a long chat with the desk sergeant, followed by warnings, they were allowed once again to go free.

Stock Change in Seattle

Seattle, June 15. Powers-Miller Company takes over Moore theatre stock for the summer season. George Clark is the manager. Leona Powers and Howard Miller are the leads.

QUICK SAILING

Hubert Marshall and Edna Best sailed for London Saturday night (13) on the Bremen.

Each gave their respective performances in "Tomorrow and Tomorrow" and "Melo" that night after which they jumped taxis and caught the boat.

The Dunning's New Play

Frances Dunning, wife of Philip Dunning, is recovering from pneumonia at her home at Westport, Conn. Her condition was so serious at one time two specialists were in attendance.

In collaboration with Phil she recently completed a play entitled "Tillie." It has been accepted by William Harris, Jr. and is slated for production early next season.

FALL FAMILY AFFAIRS

Ullric - Blackman in Emerson - Logs Show—Also Chase-Adler Musical.

A two-way family affair reportedly set for fall will have Lenore Ullric and her husband, Sidney Blackman, appearing in a show written by John Emerson and Anita Loos, latter being Mrs. Emerson. Named as producer is Crosby Galce, understood to be with Erlanger lacking. Same organization backed "Putnam Lady" for Green and Gensler last season.

The Emerson-Los combo will also have "Cherries Arise" on Broadway. Arch Selwyn producing with similar backing. No leads to replace Vikma Banky and Rod La Rocque in this show have been chosen yet, according to Selwyn.

Another family matter has Adler-Chase Productions showing "Elnita," musical. Chase the backer, is believed a relative of Hyman Adler who is to play a part in the show.

Elmer Kenyon Leaves Theatre Guild for New Carnegie Tech Job

Pittsburgh, June 15.

Elmer Kenyon, former high school principal or here, ex-president of the Drama League of Pittsburgh, and for the last couple of seasons an agent for the Theatre Guild, has been made head of the Drama Department at the Carnegie Institute of Technology.

Kenyon was approached by Tech officials while handling "He" for the Guild in Chicago. He succeeds Chester Wallace.

Carnegie Tech's drama school has turned out such actors as Harlow Albright, Norman Foster, Henry Wadsworth and Kenneth Thompson, all are now in talkers.

WOODS CLOSES DOWN HIS "MOVIE-OF-YOU"

"Movie-of-You," a picture gadget promoted by A. H. Woods, has closed shop at least temporarily.

Machines were spotted in a store near Warner's Hollywood theatre on Broadway. Place was opened during the winter and it was expected the spring and summer would be best suited to test its popularity possibilities.

Woods, who has been abroad several times, evoked considerable time and money to the device. At one time it looked like a big winner and downtown interests sought to incorporate it and float the stock. Woods preferred to handle the machine alone. Plans were for leasing the machines on a royalty basis.

Woods invested more than \$200,000.

McKinney in "Prancing"

Hollywood, June 15. Nina Mae McKinney, here for "Safe in Hell" at Warners, will play the lead in "Prancing Nigger" legit show due to open in New York in September.

Albert Johnson is producing. Leo Morrison negotiated the deal.

Topper No Tipper

Chicago, June 15. Police of Springfield, Ill., are looking for Gene Toppling, who produced the "Life Insurance Agent" here for one night and repeated downstate.

Cops are interested in Toppling because of charges against the writer-producer of having distributed "weak-knee" show and leaving Springfield without having properly tipped the town's innkeeper or the stagehands.

Helen Miller Marries

Pittsburgh, June 15. Helen Miller, local girl, last week became the wife of A. J. Scholze, local youth, and announced that she would give up the road.

Miss Miller last spring auditioned for Grace Brinkley in "Flying High" when the latter fell ill. Later she took the role of the "Flying High" company on the road.

Theatre League Says It Won't Fold; Now Working on Road Revival Plan

P. A.'s Campaign

Theatrical Press Agents, who have formed the Save Our Stage League, announce that with the collection of their first \$15,000 from the sale of 18,000 buttons, they are sending 10 of their representatives on the road to campaign amongst various theatres. The men will leave the end of this month.

Kiwans, Lions, and Rotary clubs in various towns will be sought for co-operation.

ST. L. SEASON USEFUL TO SHUBERTS 2 WAYS

In going into the Municipal theatre, St. Louis, the Shuberts have found one way of keeping some of their contract actors working. "The St. Louis" season is for 12 weeks. That will keep Gladys Baxter, Queenie Smith, Guy Robertson and others on salary over the summer. The Shuberts for the summer season project in St. Louis are side-splitting shows not on their own list, with only two exceptions, "Irene" and "Rose Marie."

Ex-Chorus Girl Figures In Drowning Investigation

The Weirs, N. H., June 15.

A former Broadway chorus girl and a beauty contest winner both figure in the investigation here into the recent mysterious disappearance of Christine.

Christine dropped from sight of a speedboat on Lake Winnepesaukee a few hours after she had betrayed his jealousy of Miss Catherine "Pat" Hance, of New Jersey, who won the title of "Miss Winnepesaukee" in a beauty contest in 1930. A dinner party at the Hance camp of Jack Delaney, former chief heavyweight champion, preceded the disappearance of Arrington on May 31.

Mrs. Dorothy Alexander-Merritt, the ex-show girl, provided investigators with new clue when she told them that the \$1,500 diamond ring, which Arrington habitually wore, was not on the little finger of his left hand when he attended the party at Delaney's camp. Mrs. Merrill formerly was the wife of Frank Sherrill, Brooklynite, who had married her, but now is married to Fred Merrill, Bear Island farmer and owner of a Lake Winnepesaukee gasoline station for motorists.

Hart Sues Robertson for \$15,000 Claim, in St. L.

St. Louis, June 15. Max Hart, agent, has filed suit here against Guy Robertson, actor, for \$15,000.

Hart says he agreed to steer and pilot the defendant past the dangerous shoals that beset the pathway of idealistic and naive theatrical artists and deftly to maneuver the defendant into the happy sea of stardom and pecuniary gain.

For this service, the agent says, he was to receive 10% of the star's earnings but that Robertson has not accounted to him since March, 1930. During that period, he says, the singer's earnings have amounted to \$150,000.

Savoy, S. D., Transfers

San Diego, June 16. Savoy theatre, stock, for many years owned by Palmer Brothers & Folkner, recently was purchased by Alexander Reynolds, Jr., for \$190,000. Reynolds has taken a lease and will continue to operate the stock company now there.

Associated with Reynolds is Harry C. Hayward, who with Jack Dodge formerly operated the "Savoy" theatre in San Diego. Reynolds, 1883, was born in the show business 62 years and is the dean of the local theatrical fraternity.

The present stock company has been playing "Casualty" for more than four years.

Stating that the Theatre League's one attempt to obtain a union scale reduction which failed, does not constitute a failure on the part of the group, Dr. Henry Moscowitz, director, says his organization is not yet washed up and still hopes to accomplish something to aid legit producers.

Moscowitz states the League's attempt was made in view of union reductions made for pictures over the summer. Union refusal, as having entered no contract with the present managers' group.

It is stated that absolutely no reduction will be turned on to the League's attempt to peacefully ease the labor situation, as publicity of this nature is claimed to be injurious. Only reason for the recent amount of effort was because the turnover had looked. Dr. Moscowitz refused to give out any future labor plan info.

Pemberton's idea. Report around has the League now working on a road revival plan launched last September by Brock Pemberton, but now given to the League for development. Idea calls for a select group of producers to unite, if possible, to send out rated productions guaranteed not to balk hinterland customers. Method will be to sell a picture whereby some stamp of approval is put on the shows as a guarantee, similar to commercial articles.

League's attitude is that it is trying to ease production problems which are fundamental and have been existing for years and can't be doctored in a few months. Ticket regulation failure is admitted.

INDIE HOUSE OWNERS TAKING ANY GAMBLE

Independent theatre owners on Broadway, according to one of them, will take practically any kind of a gamble to spot a show in their houses. Keeping open is declared the only possible way these houses can dodge mortgage foreclosure, hence the unusual gambles.

Despite plenty of plans brewing next season, the indie attitude is generally skeptical. In some cases the indie can produce themselves, but that's no help to others.

Situation in the reverse of several years ago, when a plethora of indie houses was in an upper hand. Managers' attitude now is their show rates, a break for easing the house owners' headaches.

Ziegfeld Has Musical By Picture Scenarist

Hollywood, June 15.

Flo Ziegfeld will produce "Hot Wild" musical by Tim Werten, a scenario writer on the Tadio lot. "Whalan" will go east to sit in after finishing his current film assignment.

N. W. Capitalist's Son For Marion Marschante

Spokane, June 15.

Marion Marschante, legit ingenue, will marry Harry Komers, a pro, son of W. J. Komers, local capitalist, June 18. Miss Marschante was last with "Nina Rosa." Wedding will be the culmination of a long courtship.

The couple will make their home here.

S. & M.'s Collins

Los Angeles, June 15. Pat Collins goes into Schwab & Mandel's musical, "Love For All." He's on his way east.

"Variety" for Summer

Place a subscription for "Variety" over the summer. From now until Labor Day, \$1.50.

Mail remittance with name and summer address.

AUTUMN LINEUP HAS POLITICAL TREND

Political plays, possibly throwing spotlights on actual or imaginary malpractices, are indicated as a vogue next fall. Interest now being shown in both local and foreign situations, are staged by one producer as making the subject good drama material.

So far two plays involving comment on governmental practices, proper or otherwise, to come. Two are local and two alien. Another pair are additionally possible.

"Tempest in a Teapot," which Harry Moses is casting, is a political satire laid in Germany. Leo Buehler, who shows one based on the Soviet Five Year scheme, there said to be the play's effects on the play's characters.

"Sin," formerly "Betrayal," is based on the late Virginia Gordon's exposure and Philip Gerton will produce. Richard Herndon has "Base Drums," also political.

Other shows involve the recent gang popularity, that going for "Sin" and "Inside Story." Latter show was recently owned by Ben Davis but is pending arbitration to title ownership.

Current is "Precedent" about the Mooney-Billings case and California politics.

Duffy Dusts Old Ones For Coast El Capitan

Hollywood, June 15.—Harry Duffy is penning in several old timers for revival at the El Capitan here. First may be "Girl of My Dreams," with John Hyams and his daughter, Lelia MacIntyre, in the leads. Piece was originally produced 20 years ago with Hyams and MacIntyre, the latter Hyams' wife.

Another old timer for the Duffy dust-off is "Princess Pat," with Sam Davis.

Duffy is also dicker for "Sons of Guns" for Coast production, this fall.

Moses with 3

Harry Moses will debut as a manager in the fall, having three shows scheduled. He landed on Broadway last season with "Grand Hotel," produced by Herman Shumlin. In association with Moses, Kator originally secured the American rights while abroad.

Understood Moses retained a 25% interest, that also applying to the picture rights, which were disposed of prior to production.

STOCK ON PIER

Musical stock opens at Young's Pier. Atlantic City, June 15. Troupe is headed by Emmett Lynn, conductor.

Lynn reported also set for a Schwab & Minkel musical in fall.

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Shows in Rehearsal

"Shoot the Works" (Stroun & Nelson). Book.
"Crabtree" (Will Morrissey). Lyrics.
"Love 'em All" (No-operative). Little.
"Born Lucky" (Elizabeth Applestock). Hudson.

Equity Will Allow Agents Their 5% For Run of Play

A change in Equity casting permits to agents dealing under personal representation licenses is expected to be made upon the issuance of the new permits. Switch is regarded as favoring the agents.

New system will allow the casters to collect 5% of an actor's salary when placement is made by the agent's personal representation, according to Equity's definition. This 5% is to be collected for the duration of the play.

"Sin," formerly "Betrayal," is based on the late Virginia Gordon's exposure and Philip Gerton will produce. Richard Herndon has "Base Drums," also political.

Other shows involve the recent gang popularity, that going for "Sin" and "Inside Story." Latter show was recently owned by Ben Davis but is pending arbitration to title ownership.

Current is "Precedent" about the Mooney-Billings case and California politics.

ADIRONDACK CIRCUIT OF 1-NIGHTERS FOR STOCK

Syracuse, June 15.—Principal Adirondack resorts have been linked into a circuit of one-night stands for the summer to be played by a stock troupe organized by Bruce Conning and Robert E. White.

Season starts July 4 at Hilly's Camp. Circuit embraces: Lake Placid, Monday; Port William, Tuesday; Schroon Lake, Wednesday; Indian Lake, Thursday; Speculator, Friday; and Elk Moose, Saturday.

Company will include Lillian Savin and Kenneth Rowland as leads. Former for the past three years has been in foreign venues for M-G on the Coast.

Up in Maine

Lakewood, Me., June 15.—Owen Davis' new play, "Just to Remind You," which Sam Harris has purchased for Broadway production in the fall, will be staged during the time here July 6. Paul Kelly, who will play the lead in New York, will come here for the try-out.

Sylvia Field arrived June 8 and will play Honeymoon part in "Reboud" tonight (Monday). Others in the cast are Harlan Tucker, Houston Richards, William Harrison, Peg Ziegler, Thurston Hall, Jessamine Newcombe, Wallis Clark, Owen Davis, Joe Gladys Harbut and Frank McDonald.

Elitch's Drawing

Denver, June 15.—Elitch's apparently is still running high on the wave of popularity that carried it through last season. The stock opened last week. Nearly every night has been practically a sell-out. "Death Takes a Holiday" was the attraction. While a hard play to present it went over exceptionally well.

New Coast Musical

Hollywood, June 15.—Harry Askan, Coast musical fan, and Louie Marchand, lyric writer, are planning to produce an original musical by Cecil Stewart at the Hollywood theatre. Stewart is former musical director for Lillian Albertson and Louie Marchand.

"You figure that the success of Harry Duffy's 'Pione' revival at the El Capitan should make the town musical-conscious."

"McCoys" Winds Up

"The Real McCoy," which was in difficulty before it opened, closed at Atlantic City Saturday after playing one week. No salaries were paid according to reports to Equity. Players had waived the salary guarantee provision.

Show was presented by Sam Lowitt.

Success of Film Names As Draws Zips Coast Legit

Los Angeles, June 15.—Coast legit producers anticipate a strong legit comeback not only in L.A. and Frisco, but into the northwest so far as the Pacific slope is concerned. Legit impresarios foresee a general optimistic trend in legit and are making plans accordingly.

Portland and Seattle stock managers visiting here for next season's material anticipate that with Fox West Coast reopening some of its theatres north of San Francisco and turning them over for legit, it will stimulate matters considerably for Belasco & Guyton, Sam Gruman and others to jump their plays following Frisco to Portland, Seattle and Tacoma.

William B. McCurdy, president of the DuWinn in Portland, Ore., said Gruman's "Once in a Lifetime" for the northwest, for example, but the long haul from Frisco violated that.

McCurdy's Names
McCurdy has a flock of picture-legit names coming north, starting Labor Day at the DuWinn, opening with Edward Everett Horton.

McCurdy's is typical of the guest star system among Coast producers. Joe E. Brown's big elixir in "Elmer the Great" provided the picture angle as an essential box draw at the local legit's gates.

Since then Douglas Fairbanks, Jr., Winnie Lightner, Nora Gregor, Jack Oakie, Bessie Love, Kay Johnson and others have been or will be seen in new legit.

Picture stars welcome the stage interludes as part of their talker training, and also as a means of filling in during their enforced vacation. Studio studios ease down on production.

Picture stars welcome the stage interludes as part of their talker training, and also as a means of filling in during their enforced vacation. Studio studios ease down on production.

Milwaukee's Cut Scale For Chi Opera; \$1 Admish

Milwaukee, June 15.—According to Joseph Grieb, manager of Milwaukee's civic auditorium, this city will have two or three performances by the Chicago Civic Opera at cut scale during the coming season.

A most radical reduction in prices will make the cheapest seats \$1 instead of the past \$2.50. Around 4,000 seats will be priced at \$3 or less. Those formerly retailed at \$5 and \$6.

35 Stocks

Stocks surprised last week by edging up a few figures over previously reported companies in operation.

The list touched around 35, continued quiet, mood at this time. The number was made possible by additional, summer openings.

Mitchell's 3 Ways

Thomas Mitchell in two and possibly three ways will figure in "Cloudy With Showers," which Patterson McCurt will produce in fall. Mitchell co-authored with Fred Dell and will also play in it.

Thus way, the playwright's probable director.

McCurdy also has "Contract, Two Hearts" by A. E. Thomas.

4 Summer Stocks

New stocks opener includes the Claret, Mitchell Co. in the Auditorium, Lake Placid, N. Y.; Green Day, Wis., and Frank Winogard's stock in Warsaw, Wis.

Elmer Miele this week opens an indec stay under tent at Sharon, N. Y.

CLEVELAND GROUP REPEATS

Cleveland, June 15.—Cleveland playhouse players will again be in charge of the Chautauqua Repertory Theatre this summer. Open July 9 and continue to Sept. 1.

K. Elmo Howe will return as director with Mrs. Baerlein and Arch Lautner as assistants.

News From Dailies

(Continued from page 39)

connected to a water heater in the basement of the country house. It exploded while three women were trying to light the flame. Employees hastened to thick relief and the trio were rushed to the hospital.

Miss MacCallum, the most severely injured, will be confined to the hospital some time, but it is believed that her face will not be scarred.

LOS ANGELES

In filing a cross-complaint to her husband's suit for divorce on grounds of cruelty, Josephine Dunn (Freedhouse), film actress, asserted that during the four months and 13 days of their married life, Clyde E. Freedhouse, none of it an operator, contributed only a pair of hose and a jar of cold cream to her support. She asked for \$100 per month and \$500 attorneys fee.

Alexander Pantages, on trial in San Diego county on conspiracy and morals charges, was denied a motion to dismiss the charges of conspiracy against him. Jesse Shreve, San Diego business man, Olive Clark Day, one-time film actress and asserted proprietor of the alleged Hollywood night club, and William Jobelmann, associated with Miss Day, are all standing trial together on the same charges.

Freddie H. Girman, publisher, was served with a new (the fifth) indictment charging of sending obscene matter through the mails. Papers were served so that Mrs. L. Thornton, recipient of his papers, might be heard of in court when the case comes up for trial July 24. Fall was continued and Girman is free again.

Ed J. Walter and E. G. Kingsman, San Diego sailors, were charged, narrowly escaped death last week when their boat burned and sank nine miles outside L. A. harbor. They were released by the crew of the yacht Minx, owned by Bill Boyd.

Because of a drunken and malicious crew, Zane Grey suddenly terminated his 13 months' world's record in the South Seas. Aboard the yacht was his daughter, son-in-law, Mr. and Mrs. Robert W. Carney, honeymooning. They had been gone since March.

Margaret Sherman, actress, was booked at Hollywood police station last week on charges of intoxication after a scene at an apartment hotel in which she attacked the clerk with fists and nails.

Wallace Beery won a \$12,064 judgment against Harry Goodman and Richard J. Dwyer, merchants, on a real estate note.

G. Wallace Forks, income tax adviser, was given three weeks to appear for sentence before the District Court and to file application for probation on charge of helping Robert Meeson, late actor, make out a false income tax return.

Ferdinand Schumann-Heink, son of the concert singer, is suing Ed with Carney, conductor and producer, for \$11,000 damages, alleging breach of contract.

Don Arlen, film sound technician, has built a midwest front-drive race car, weighing only 450 pounds. It attained a speed of 85 miles per hour in test.

Suicide of Mrs. Douglas Shearer, sister-in-law of Norma Shearer, here last week, attributed to do-spondency.

Mrs. Mildred M. Foster, sister of Mae Marsh, was granted separate maintenance and custody of her three children and \$100 per month. She charged he used liquor to excess.

Brian Reynolds, son of Herrington Reynolds, actor, suffered a fractured leg and a possible skull fracture when run over by his parents' car. A physician released the bruise.

John DeLong, 88, veteran stage actor, received a broken hip in a bathtub fall. Despite his age physicians say he will recover.

Montagu Leary, actor, lost his suit against Tiffany Studios, Frodoyns, Inc., for \$2,500, allegedly due on a contract.

Guy F. Slater, describing himself as a writer, is being sought by police on charge of swindling the Dawson City stock out of rare books worth \$3,000.

A damaged suit brought by Gertrude Astor against Vivian Duncan has been postponed until Oct. 22, when it was established Miss Duncan is suffering from a throat ailment and will be confined to a hospital in Italy for three months.

Miss Astor is suing for \$17,000 as a result of a suit and damages in a house rented to Miss Duncan two years ago.

Purghars who broke into the Fox Film Corp. studios escaped with \$1,500 worth of equipment for west ends.

Zasu Pitts, firm actress, is suing Radio Studios for \$5,000, charging she was given a contract Dec. 31, 1929, and not been called for work since. Miss Pitts filed the suit as Joyce Payne.

Peggy MacDonald, dancer, is suing the Warner-Kelton hotel for \$4,500, charging the management sold property worth \$5,000 to pay a \$76 bill, although she had offered to pay the debt.

Jocelyn Lee, actress, underwent another appendicitis operation last week at the Cedars of Lebanon hospital. She is being cared for by her wife, L. Luther Reed, film director.

Mona Contant, radio artist, was awarded custody of her child and \$50 per month from Lewis J. Contant in a preliminary to her suit for separation, charging desertion.

Lloyd Hamilton, actor, filed petition of bankruptcy last week, listing his property worth \$15,000 and \$15,000 income tax due the government.

A city ordinance setting up a new examining board for motion picture operators provides that examinations may be conducted by the Building and Safety Commission, subject to the board of directors named by the commission. Two members of the examining board must have at least five years' practical experience.

Joe E. Brown appeared in court as a witness in the Kingsman case, charged with forging Brown's name to a \$500 check. Kimmel was arrested in New York and returned here for trial.

CHICAGO

Annanda King, who won the "Miss Paramount" beauty in 1928, was awarded \$30,000 by the city and surface lines for injuries which resulted in total blindness.

Lola Lynn Rogers, concert musician, won a divorce last week from Jan Joseph Czapewski, concert pianist and head of the Polish conservatory. Grounds named: cruelty. Married in 1925.

Coffee Dan's, dine and dance spot, went bankrupt last week after less than a year of operation. Operated from the start by Milton Wolf and Al Bellin, sheet music publishers.

LONDON

Owen Naras joins the Embassy Repertory Theatre June 16, when Swedish play, "Innocence," titled "A Delicate Question," will be given. Leonora Corbett also in the cast.

Of the 122 exhibitors' applications to be exempt from the Quota Law two were granted. Applications always based on non-compliance with Quota through reasons beyond the exhibitor's control.

Now and claimed to be vital amendments have been sent up to the committee for consideration in the committee's study on the Sunday cinema bill.

Sam Falcman, of Metro, starting a campaign for the abolition of double feature programs.

Understood the Joel family is negotiating for the sale of its controlling interest in Drury Lane theatre.

As a result of British and Dominion press criticism of some of their studios for British International, Paramount, with a long lease on one floor, is negotiating to buy the studio and equipment outright.

Understood a new daily newspaper is being planned in London, shortly backed by a political group headed by Oswald Mosley.

W. F. Garry, head of National Screen Service Corp., is here with a view to expansion of this side.

The Regal is expected to drop cinema-variety shows the end of June. Chief Associated British house of the Regal has built up with stage shows during the last six months.

J. Meiner.

Weather Helped B'way Legit Grosses Last Wk.—Shows Dwindling—Now 20

Broadway got a break last week for its limited number of shows. Rain the first three days was reflected in nearly all box offices, the musicals, benefiting mostly. One shows' business jumped 80%.

A ticket broker commented: "Yes, the theatres had a good month this week."

There are 20 shows now on Broadway, but six may not survive. Five musicals, including a colored revue, are figured, as stickers with an exception.

Ticket agencies are exacting heavy money for front locations to the new musical hits, tickets for "The Band Wagon" bringing from \$12 to \$15 each and those for the "Third Little Show" calling for \$9 and \$10 apiece. Some agencies have no allotments and must pay the other fellow's price to accommodate their pet customers.

"Wagon" went close to \$44,000 its first full week at the New Amsterdam and "Little Show" approximated \$30,000 at the Music Box; both capacity. "Crazy Quilt" got about \$20,000 in six performances (no matinees). "You Said It" climbed from \$10,000 to \$18,000. "Grand Hotel" still stops the dramas.

No openings this week save the revival of "Patience" at Eldorado. Next week will usher in Ziegfeld's "Follies" at the Ziegfeld and "The Wooden Soldier" at the Biltmore. "In the Best of Families" closes at the Forrest Saturday, when two others are virtually sure to stop. "Gasoline Gypsies" quickly faded at the Lyric last week.

Estimated for Last Week
(Symbols: R—revue; M—musical comedy; D—drama; C—comedy; F—farce; O—operetta. Capacities and top prices also indicated.)

"As Husbands Go" Golden (16th week). (C—\$10-\$18). Better weather sent pace up about \$1,000; \$25,000 or a bit more, will go into July and may stick longer.

Barretts of Wimpole Street, Empire (19th week). (CD-1,099-\$3.50). Has varied little and only "Grand Hotel" is getting higher grosses; virtual capacity at \$20,000.

"Crazy Quilt" 44th St. Theatre (6th week). (R-1,413-\$4.40). Matinee out, but climbed to \$20,000; regarded very good, with salaries down by virtue of six performances.

"Ebb Tide" New Yorker (2nd week). (CD-1,500-\$3). Drew lukewarm notices; indications are for light money for drama at this time of season.

"Gasoline Gypsies," Lyric. Stopped

Tuesday (9), played three days; house again dark.

"Grand Hotel," National (33rd week). (CD-1,164-\$4.40). Picked up with the hotel; leader of non-musicals went over \$20,000; previous week around \$25,000.

"Green Pastures" Mansfield (59th week). (CD-1,050-\$3.85). Had been slated to close at end of month but now aimed through summer; picked up smartly and got \$12,300 last week.

"In the Best of Families," Forrest (20th week). (C-1,012-\$3). First week unless trade shows unusual improvement; played longer than indicated; cut rates helped it average \$5,000 until lately.

"Modern Virgin" Booth (5th week). (CD-120-\$3). Has not picked up as first indicated; fewer shows with very little a break; estimate \$15,000 to \$16,000.

"Old Man Murphy" Fulton (5th week). (C-912-\$3). Reported climbing throughout last week after sudden move from Royale; estimated around \$6,000.

"Once in a Lifetime," Plymouth (30th week). (D-1,042-\$3). Cut rates doing very well for early hit and gross climbed to \$10,000 or better last week.

"Private Lives," Times Square (19th week). (C-1,057-\$3). Jumped more than other straight shows last week with the gross around \$12,000.

"Rhapsody in Black," Harris (7th week). (R-1,060-\$3). Jumped; although not up to expectations, figured to make good; \$10,000.

"The Band Wagon," New Amsterdam (3d week). (D-1,424-\$5.50). Stopped all performances and the gross nearly \$45,000; easily biggest thing musically this season.

"Third Little Show," Music Box (13d week). (R-1,000-\$5.50). Played to stardom most performances last week; gross well over \$20,000.

"Tomorrow and Tomorrow," Miller (23d week). (D-946-\$3.55). Near \$3,000 last week; Herbert Marshall out, Glen Anders in Monday; continuance dependent on pace this week.

"You Said It" Chanin's 46th St. (22d week). (M-1,413-\$4.40). After dropping to \$10,000 did a comeback last week with the gross \$18,000 or more; few musicals in town and weather break.

"Unexpected Husband," 48th St. (3d week). (CD-969-\$3). Has fared badly; approximate gross again around \$3,000.

Other Attractions
"Patience," Eldorado's, G. & S. revival opened Monday.

"A Regular Guy," Hudson; revival; cheap tickets.

"Precedent," Bijou; Village entrant getting very little.

\$7,500 for Sole Show

Philadelphia, June 15. With the aid of the doctor's convention and weather breaks, "The Ninth Victim," a new sci-fi survivor, got \$7,500 last week at the Garrick.

Strong enough to hold the show for a third week.

'IRENE'S' \$10,000 TOPS L. A. LIST

Los Angeles, June 15. Closures last week were "Tomorrow and Tomorrow" at the Belasco, and "Mrs. Bumpstead-Leigh" at the Mayan. Both blew to weak takes, "Tomorrow" with \$8,500, while latter got \$8,800.

"Irene's" best bet for the week was the "Irene" revival at the El Capitan, which built up over last week to nearly \$10,000. Musicals in selling at \$15.00 per ad, doing close to capacity evenings.

"As Husbands Go," initial offering of P. E. Olive, who promises to run a season of rep at the Elit, more, got a little better than nut money at \$7,000 for the opening week despite a strong cast headed by Robert Emmett Keane, Claire Whitely and Georgia Kane.

"Mrs. Bumpstead-Leigh," with Doug Fairbanks, Jr., starred, opens at the Mayan Thursday. "Mad Girl," produced by Lew Wyssell, opened at the Belasco Monday to a fair advance.

Estimates for Last Week
"Irene's" 4th week. (M-1,571-\$1.50). Surpassed everyone on the second week build-up to \$9,500. Originally in for four weeks, may be extended to eight.

"Tomorrow and Tomorrow," Belasco (4th, final week). (CD-1,103-\$2.50). Picked to \$8,500; "Bad Girl" opened Monday.

"Mrs. Bumpstead-Leigh," Mayan (3d, final week). (C-1,550-\$2.50). Bled a few more heads with \$8,000. Mrs. Fiske, figured to do capacity for that length of run, was a disappointment.

"As Husbands Go," Biltmore (1st week). (C-1,556-\$2). No rave at \$7,000, but is good but means nothing here.

Stock's One Week

Stock lasted one week at the Amphion, Brooklyn. Promoters were Janet Merle and J. S. McLaughlin.

A. J. M. play, "Poor Simon," by Larry E. Johnston, opener and closer.

MILLER-POWERS' 4,300

Seattle, June 15. Howard Miller and Leona Powers will hold the Moore open indec. from week to week. "Camille" opened yesterday with good advance, and likely this will set new high gross for recent weeks.

Last week the team was headlined in "Up Tops the Devil." Grossed about \$4,300.

STOCKS' NEW PLAY

Stock company at Sharon, Conn., will try out ten new shows, Elizabeth Miele producing. Starts June 23, with "Born Lucky," by Grant Kooty.

Last include two musicals. Cast includes Ulla Torgerson, (Cedee Roberts, Clara Palmer, Tom Morgan, Harriet, Russell, June Mullin, Doan Jorup.

HARTFORD STOCK QUILTS

Hartford, June 15. Fox-Palace theatre goes dark after but four weeks of stock, although plans were for a 16 weeks stay.

This leaves Hartford with no legit and, but one presentation house, the Fox-Capitol.

NEW 'VANITIES' ADDITIONS

Mitchell and Durand, featured, and Dave Gould, as dance stagers, are additions to the Carroll "Vanities" lineup.

Al Melnick placed both.

CAST CHANGES

"Tomorrow and Tomorrow" is continuing at Henry Miller's. Herbert Marshall left it last week, replaced by Glen Anders.

Carroll Ashburn replaced Joseph Baird in "The House Beautiful."

Sunnie Pink and Stewart Seymour replaced J. Harrison-Taylor and Sidney Elliot in "Ebb Tide."

ENGAGEMENTS

Jeannette Toff for "Free for All" (Rohrer).

Joe Penner for "Always Young" (Schwab & Munnell).

William Demarest, "Vanities" (Carroll).

"Sisters" 12 Wks. Longest Chi Run; Convention Helps Loop; Cook \$25,000

Chicago, June 15. Big convention week snapped box offices along the line into life. Cook pretty well spread for entertainment, with every legit gross coming in for a rise over the previous week.

Standout here was the three-grand tilt taken by "Stepping Stones" on the return to the Blackstone for its 12th week.

Everything legit now operating on the two-for-one plan, except "Pine and Dandy." Despite fact Joe Cook whirligig stepped up a grand on the

week, notice was handed out to eight line girls and a couple of backstage boys. Show figured good for another four weeks minimum.

Albigh Ketterling took a flyer east and hooked up George Miller's "High Hat" for June 23 opening at the Adelphi. Clark Street's own impresario also put under contract the Gregory Ratoff summer revue, if and when.

Theatre Guild's "He" folded up after three weeks of mediocre takings at the Illinois. Outside of "High Hat" nothing booked to enter during current month.

Estimates for Last Week

"Apron Strings," Playhouse (8th week). (CD-603-\$3). Pushed up a grand to around \$6,500. No profit here. Advance sales on the pickup.

"Fine and Dandy," Delaiger (5th week). (M-1,319; 12.85). Started off strong Monday night and wound up with a solid \$25,000. Balcony draw stronger than ever.

"Stepping Sisters," Blackstone (12th week). (D-1,385; \$3). Majority of dailies backslipped this one vigorously. There's a little too deeply intellectual for Chicago box office reaction.

Three week engagement brought in about \$24,000, with major part from subscriptions.

"Meet My Sister," Grand (3rd week). (C-1,315; \$3). Cutrate card lured starting to show results. Picked up a half grand to around \$12,500 on the week. Outlook now more promising for this one.

"Stepping Sisters," Blackstone (12th week). (D-1,385; \$3). Had the biggest week of its run, shooting up to approximately \$3,000, three grand over the previous stanza's take at the Cort. Major part of week's trade from the radio manufacturers convention in hotel across the street.

With tonight's (15) performance show takes current season's four run, dramatic record away from "Joneston." Latter had played 115 times.

"The Play," Strebaker (2nd week). (D-1,357; \$3). Shared in the week's dash of prosperity, taking an in-hand of eight yards to a quoted \$7,300.

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MODERN GOWNS AND
MODERN COSTUMES
FOR PRINCIPALS
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DESIGNED AND EXECUTED
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449 WEST 49th STREET

NEW YORK CITY

34 Fargo Merchants Back Station In Fight with Town's Only Daily

Chicago, June 15. Feud between the only daily in Fargo, N. D., and the town's radio station, WDAY, over the newspaper's refusal to carry the outlet's program listings has brought into existence a weekly newspaper officially called "Radio Shopper." Latter sheet, now in its third issue, is hand-drawn and published by 34 of Fargo's merchants, with the WDAY manager putting in his services as editor.

Friendly relations between the "Fargo Forum" and WDAY have come in for a jolt when Charles Burke quit his job as city editor to take over the station's management. Soon after the newspaper began to feel the pinch in its advertising columns. Fargo merchants were going in heavy for ether merchandising.

Radio opposition finally got so tough that a few weeks ago the Forum's publisher, who has been at it not only WDAY's program listings to be dropped but no mention of the outlet was to be ever made in the daily's columns.

Burke's comeback was to sell the town's merchants idea of putting out their own newspaper for free distribution. First issue was of four pages and carried the following copy:

"It is our intention to place in every home in Fargo and Moorhead this 'Radio Shopper' on each Friday. The paper will carry a complete radio schedule for each week, together with news items and details of the outstanding features."

"This paper comes to you through the co-operation of the firms whose advertisements are contained hereon. If you like this idea and wish the 'Radio Shopper' to be brought to you each Friday, mention that fact to the advertisers."

Forum's publisher denies that the daily's local advertising has been affected by the weekly giveaway. Only local advertiser carried in both sheets is the town's leading department store.

CBS Still Can't Sell Time Against Amos-Andy

CBS is still unable to sell its time concurrent with the period Amos and Andy are on NBC. Advertisers continue to fear the A-A competition.

Morton Downey, used for sustaining to oppose the team, drew the best results but when Camel took him over, the firm shifted the time to 7:45. The comics are on at 7 o'clock.

Violinist Gets Credit After 2 Yrs. of Request Hiding

Toscha Seidel, violinist for two years with CBS, gets his first public break with a commercial July 17. On that date Pillsbury's P'four starts a weekly series of national hook-ups over CBS.

Besides Seidel, Pillsbury has engaged Theodore Karle, Southridge Quartet, and Sam Lanin's orchestra. Latter band was formerly known as the Ipana Troubadours.

Although Seidel has been with CBS for two years, his connection with the commercial, American Made Products, was kept secret. Script of the advertiser's broadcast contained a mysterious violinist, who was Seidel, but advertiser asked that the name of the musician remain undisclosed.

DAN RUSSO'S ORIOLES

Now Canton Tea Gardens
CHICAGO
Broadcasting Nightly KYW

NBC EXEC'S SWITCHED, AND SEVERAL MOVE-UP

In an exec shift at NBC, the network is making several changes in department heads.

Glenn W. Payne, in charge of station relations, advances to assistant to the vice-president and general manager, George McClelland. Donald Witherspoon, former confidential secretary to Mr. H. Aylesworth when the NBC president was at N.E.L.A., and lately with the station relations bureau, succeeds Payne as head of that department.

D. S. Tutill, who is succeeded by Payne as McClelland's assistant, goes to the Artists Bureau as general sales manager of talent.

Rudolph Vaynshteyn, NBC's San Francisco artists service, supplants Bruce Quisenberry as head of that bureau there, with Quisenberry leaving NBC.

Burt Rappe got started as general musical director of the NBC network this week.

FIFTH WC FILM STUDIO HOOKUP

Hollywood, June 15.

Deal whereby KMIC, Inglewood, becomes the Metropolitan Studio station with broadcaster, located on the Met. lot, makes the fifth film factory with direct radio affiliation. With KMTR located on the United Artists lot recently, KFVD at the Ial Roach studio and KNX with Paramount, the four deals are arrangements whereby the producers get free mention of their names in all station announcements, and weekly institutional hours in exchange for the space provided, in each case, except at Roach, a specially built studio structure.

KFWB, the Warner station, located in its office building on the boulevard, is the only directly owned film station and, while co-operating with the studio, is run on orders from New York.

Station is used to plug local W-F houses and films and for a while Fox-West Coast was spending from \$300 to \$500 weekly for air space over KFWB, but that outlet decided it was competition to its own the- atres and refused copy, only to re- tract several days later. But by this time, radio advertising had lost its pull at Loew's State, where F-WC was spending \$1,000 a week for radio advertising and the circuit de- cided to kill all air ads.

Pantages, F-WC operated, has two spots weekly over KNX and plugs its stage show with the house band and vocalists from the current Fanchon & Mareu unit. RKO-Hillstreet has a half hour Sunday over KMTR and gives the Orpheum a mention also.

Radio studio has a Monday evening hookup with KMPC, Beverly Hills, and devotes it to one of its personalities. Without having the subject of the program appear over the air.

Tex-Air has a remote control room for KFOX, Long Beach, but it has been out of use for some time.

No other producer affiliated with local stations in Carl Lommie, Sr. has been not to take over one for some time but has never gotten together with anyone on price.

Several studios have frequently tied up with commercials on sup- plying stars for air appearances and Texaco has usually broadcast- ed the big premieres at the Chinese and Carthy Circle.

SCANDAL!

Aylesworth Broadcasts Over Colum-
bia Wire

Chicago, June 15. A. H. Aylesworth, NBC president, talked over a Columbia chain hook- up the other night. Mike that took his voice over the opposition net- work was located at the Delis in Morton Grove.

Seated with him at a table were Niles Trammel, vice-president of the local NBC plant, and Amos of Amos 'n' Andy, when George Olsen re- marked:

"Come on, Mr. Aylesworth, say a word to our other customers. It's the only chance you'll have to talk over a Columbia wire."

Aylesworth graciously thanked the businessmen for the opportunity, and poured a few words of greeting into the mike.

Ban Contests To Forestall Legislation

Chicago, June 15.

Contest stunts linked up with commercial broadcasts have been cited as the NBC network by A. H. Aylesworth. Change in policy is re- garded as first important move made by radio interests to forestall legislative action along those lines now being demanded of Congress by the National Association of News- paper Publishers.

Fact that ban was in effect was brought out when Montgomery Ward, as an after-thought, follow- ing signing of contracts with the network, decided to make a cash prize giveaway part of its \$300,000 other splurge starting next month. When notified the contest got into the mail-order house quickly arranged to switch the plugging of that angle of the air show series. An extensive national newspaper campaign is being substituted, fig- ured to add another quarter of a million to the bill.

Original idea was to present a series of four types of radio pro- grams for the first four weeks of the 52-week network contract, leav- ing the selection of the permanent program to a vote of the listeners. Later it occurred to a Montgomery Ward executive that a sure-fire re- turn would be obtained by the coin-ad-stimulus. Stunt, as now set, offers \$10,000 for the best letters received. Editor, Senator Ar- thur Capper and Rufus G. Dawes, local banker, serving as judges.

Columbia chain had a no commercial broadcast contest rule in effect for some time, but this has never been enforced on the New York end. Western office, operating out of Chicago, took the ban order seriously at the time it was issued and have been turning down pros- pective clients who insisted upon the contest gap being worked into the air show.

New CBS Talent

Contract between CBS and the Duvellet Sisters was closed last week. Girls previously with NBC were released from that agreement. They start a series of bi-weekly CBS broadcasts June 18.

Another team to go CBS this week is Fray and Brayagall, piano duo. Arnold Johnson's orchestra also went CBS last week and Fri- day night (12) replaced Vic Robin at the Vretham Heath Inn, getting a CBS wire.

WDFW Moves

Birmingham, June 15. WDFW has been transferred to Anniston, Ala. from Talladega. Studio will be in the Alabama hotel.

Chi Air Reporter Aired When Too Many Newspapers Squawk

CBS Expanding Its Artists' Bureau for Drive on Name Talent

Competition between the respective artists' bureaus of NBC and CBS is growing hotter with the expan- sion plans put into effect for CBS's Artists' Bureau.

CBS has been steadily increasing the personnel of its department. When Ralph Wonders, head of this artists' bureau, first took over the job last October he was the only man in the bureau, having suc- ceeded Bob Kerr. Currently Wonders has five men working with him. Two recent additions are Paul Ross, for three years with Lyons & Lyons, and John Hyman, formerly with the John Golden office.

Since October, when but one or- chestra under its wing, CBS has added 21 bands.

The competition between the net- works is swinging artists from one to the other regularly now.

DUTCH CENSOR LOSES IN COURT

The Hague, June 2.

Test-case has been won in the Radio-muddle over here by the VARA, the red (socialist) broad- casting association. To supervise radio in Holland a censor-commis- sion was instituted and all pro- grams broadcast have to be sub- mitted to the commission, before sent out, especially political speci- al and plays with political ten- dency.

VARA had engaged a few actors to stage a play which was founded on the radio-muddle in Holland on the lines of Rotpolder's "Chantier" as a lot of talking birds ridiculed the situation. Just before its per- formance for the microphone the commission stopped it. VARA sued the government for \$100 damages. VARA won, as the judge found the commission had unwarrantably stopped the play.

Abe Lyman's Test

Chicago, June 15. Abe Lyman, who opened Friday (12) at the Granada cafe, has been given a "single station" hookup, WEBM, for the time being to try out his radio personality.

If making good as a radio person- ality, Lyman may get a small net- work later.

Lyman's entry was preceded by a splurge of 24-sheeting in and around Chicago. First exploitation of its kind yet undertaken by Al Quod- bahn.

Paint Hour Change

Chicago, June 15. To get a better time break on west coast reception, the Paul Whiteman Paint Men broadcast has been moved up from 7 o'clock Tuesday nights to 9 o'clock Friday nights. New schedule goes into effect June 19, with the program set for Tuesday 16th cancelled.

Only station on the regular hook- up that couldn't take care of the schedule change was WATP, Birmingham. This outlet will pick up the show starting July 10.

Chicago, June 15. Betty Walker, broadcasting for a commercial over WEBM as "The Masked Reporter," stopped on a few toes belonging to Chicago news- paper editors and drew a series of hefty squawks that kept the station man- agement busy for a while reaching for the salve. Outlet, as a result, lets "The Masked Reporter" go soon as the first period of the advertiser's contract expires four weeks hence.

All that Miss Walker did was to retail over the mike a couple of re- ports that have been floating around the town for weeks. First item had to do with the rumored negotiations for the "Tribune" properties; the other, with the pending turning over of the "Daily News" to Emory S. Thompson, publisher of the "Daily Times" tabloid.

Day after the broadcast things started to pop for Leslie Atlas, WEBM's mainstay. First item had to call was Thompson, whose secret has an affiliation hookup with the outlet. After Thompson had deliv- ered a stiff verbal whacking, there was a buzz from the "News" man- agement, who wanted to know how come. Col. McCormick of the "Tribune" later made an inquiry along similar lines.

In the "News" furor of protest nobody concerned pointedly denied that the report wasn't true. Betty claims she got her dope from a banker's secretary.

Ultra-Cautious

To make sure the tab won't have to take the rap for anything "The Masked Reporter" lets slip through the mike, the "Times" has prevailed on the station to have Miss Walker's chatter broadcast, preceded with the following announcement:

"This program has no connection with the 'Daily Times'. Although known as 'The Masked Reporter,' she is presented here on the re- sponsibility of Fresh only."

During the remaining few weeks of the deodrant distributor's con- tract, the station purposes to glim through each of "The Masked Re- porter's" reports minutely to try to avert any morning squawks, as well as threatened bill suits.

Show has been on the air for 22 weeks and reported to be a big puller from an inquiry standpoint. Because of the article it's trying to merchandise, the program has been refused a chain hookup.

COLUMBUS PAPERS CUT AIR LISTS TO 1 1/2 COLS.

Columbus, June 15. The three daily papers here took another slap at the radio industry and broadcasting stations in par- ticular, the policy calling for the publication of less than one and a half columns a day of radio pro- grams. This plan was outlined last week and was a compromise meas- ure, complete dropping of all pro- grams also having been considered.

Local dailies took their first step along these lines about six weeks ago when they decided to cut all dead names of from published radio programs. A trial of the new plan may lead to further cuts.

Nellie's Expansion

Nellie Howell, on the NBC pro- grams as the "Voice of Radio Dis- gust," started on WZAF with week- ly Wednesday broadcast. It has been since hooked up with 11 other stations.

It's a commercial period. Miss Revell talks on celebs, in- cluding radio, stage and screen, for "Radio Digest" (music).

HERBIE

TUNE IN THE

Yeastfoamers Program

1:30 TO 2 P. M. CAT.

N.B.C. RIFE NETWORK

Features: Herbie, Yeastfoamers, Aragon, Baltimore, MUSIC CORPORATION OF AMERICA

AND HERBIE ORCH. STR.

Yeastfoamers Program

1:30 TO 2 P. M. CAT.

N.B.C. RIFE NETWORK

Features: Herbie, Yeastfoamers, Aragon, Baltimore, MUSIC CORPORATION OF AMERICA

AND HERBIE ORCH. STR.

COOKIE BOWERS

"A MOUTHFUL OF MIRTH"

THIS WEEK (JUNE 13)

LOEW'S STATE, NEW YORK

Direction N. B. C. ARTISTS' BUREAU. Thanks to PHIL PONCE

with the higher court ruling the fine must be paid.

\$1.00 ROOM WITHOUT BATH
\$1.50 ROOM WITH SHOWER BATH
\$2.00 ROOM WITH TUB BATH
\$14.00 PER WEEK WITH TUB BATH (DOUBLE)

THINGS WILL MAHONEY WOULD LIKE TO DO

He would like to accept all the wonderful offers he has received in England.

He would like to take the Palladium audience with him.

He would like to thank the Ostrer Brothers, heads of Gaumont British Circuit.

He would like to thank George Black and Val Parnell of the General Theatres Corporation.

He would like to thank Charles Cochran for his kind offers.

He would like to thank Mrs. George Black for her wonderful veal and ham pies.

He would like to thank Mrs. Tudor Owen, the Palladium's energetic press representative.

He would like to thank Horace Sheldon one of the best orchestra directors.

He would like to thank Horace Reeves for all the personal interest he has taken in making his stay a pleasure.

He would like to thank all the English critics for their appreciative criticism.

So let this serve as a token of appreciation to all those he has enumerated on this page and if he has inadvertently missed some names, he hopes he will be forgiven.

How could a little fellow find time to thank all his friends when most of his time was spent on a bicycle between the Palladium and the Kit Kat?

Exclusive Management

RALPH G. FARNUM

1560 Broadway, New York

London Representative
HORACE REEVES

Variety

PRICE

15¢

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VOL. 103 No. 2

NEW YORK, TUESDAY, JUNE 23, 1931

64 PAGES

NEW, OLD AND O Stars

From 3 to 30 Millions for Wrigley's Pacific Joy Spot—\$15 Per Spender

Santa Catalina Island, June 18.—The Dutch originally bought the Island of Manhattan from the Indians for a handful of beads and a slug of drugstore rye. William Wrigley bought Catalina in 1919 for \$3,000,000. That's a little more than the beads were worth, but the investment is turning out almost as good as the Dutchmen's bargain.

The island is 22 miles long, ranging in width from seven miles to a quarter. Recently a syndicate which wanted to turn the island into a wide open spot offered Wrigley \$30,000,000 for the land. Wrigley gave them the wrong answer.

Original investment and improvements stand the gum man around \$20,000,000. Everything that's a sure money-maker is owned by Wrigley. Included are the transportation system between the mainland and the island, the bus company on the island, glass bottom boats, three major hotels, a tent city which can house 4,000, the theatre and all other "must-do" forms of passing time.

As a good will gesture, Wrigley operates a dance hall that will and has accommodated 6,000 couples and a bird farm, both free to the public.

No Midway Island is without an amusement one. Probably Wrigley figured that a midway wasn't his racket. Any one who doesn't want to ride on one of his boats, airplanes or buses must just sit. With exception of a few restaurants and shops, everything anyone spends a dime on the island is paying tribute to him. An 18-hole golf course attracts the niblick hounds. No matter how they play they find their ball in a downhill lie. Any one who comes here, Dance hall is the class spot of its kind on the Coast. Similar to a European club, a construction with seats placed around the entire dancing circle. About 3,000 a. l. c. can watch young America boogie.

(Continued on page 10)

CRIB RACKET BY RENO GETS BIG RENT PROFIT

Reno, June 22.—Under the classification of "apartments" a building permit was secured this week by the Graham-McKay syndicate to enlarge Reno's famous restricted district, known as the "stockade," by the addition of 24 more rooms eight feet wide and 16 feet long.

There are now 47 "apartments" in the brickied-in enclosure. The new addition will make it 72.

Revenue derived from the "racket" in rent alone at \$250 a day, night amounts to about \$775 a day, or \$155,000 a year on a total investment of \$20,000. The maintenance cost amounts to about \$1,000 a month for light, water, fuel and special officers to guard the gate.

It Can

Hollywood, June 22.—When Douglas Fairbanks was in Spain, he was introduced to the then King Alfonso.

"How are you, Mr. Fairbanks," said the royal one. "Whatever has become of Patsy Arbuckle?"

"He's running a restaurant," Fairbanks informed him.

"Well," sighed the KING, "a thing like that can happen to any of us."

Even Bloodhound Walks On Finale N. Y. "Uncle Tom's Cabin" Troupe

Rochester, N. Y., June 22.—The last "Uncle Tom's Cabin" troupe in this section folded last week in Avon. Finale was tough, lights going out in tent and show going on in darkness until a couple of lanterns were procured. Mangy cur that served as a bloodhound ran away, so the dog-effect had to be simulated from offstage.

Show started in April in West Virginia and did pretty well until it hit New York state. William Ketröw, owner, says folks up there are too damned sophisticated.

With Uncle Tom, Aunt Ophelia, George Harris and his wife Eliza, who doubled as Little Eva, joining the unemployed, Ketröw took the tent to Lelloy and opened the next night with a company of midlets. He said his friend, Tom Plan of Hoosick Falls switched from "Uncle Tom" to magic this year.

MEDICINE SHOW BACK Made Modern in South With Radio Plug For Free Show

Dallas, June 22.—A whiff of the old times comes to show biz in Texas in marked reappearance of the medicine show.

The filmlet makers have been extinct for at least a decade in this section. One outfit used a radio plug for its free show, paying for the time.

Absence of legit and vaude during summer brings plenty of drifters. Idea seems to spread to ad departments of firms outside medicine, using the burlesques as plug. Idea seems to look favorable to jobless tab performers.

Bargain Prosperity

Los Angeles, June 22.—One of the biggest local stations is putting on a prosperity hour, contains 50 different 20-word announcements.

Rate is \$25 for eight weeks, once weekly.

32 NEW IN FILMS; LEGIT VERY LIGHT

Vaudeville Negative and Burlesque Hopeless—Come-Backs Mentioned with Fade Outs Included

RADIO'S NAME VALUE

By JOE BIGELOW

Thirty-two picture players took their places as stars in the regular season of 30-31, just ended. The same number faded out for the time being or forever. During that period 41 others reached outstanding prominence in featured or support roles, with the select group of these showing the most promise of future stardom.

The new stars were even as to sex, men and women each numbering 16. Other theatrical branches, probably confined in scope more than pictures, were less fortunate in the discovery of new attractive personalities. During the course of the

(Continued on page 10)

Execs as Extras, Real Barometer Of Picture Biz

Hollywood, June 22.—The extra list is the refuge of has-beens and layoffs. Personnel of the mob has always been an indication here of the picture business' health or lack of it.

Some of the past's high-priced directors, players and former studio departmental heads are now among the crowd, eager for the \$5 to \$10 a day.

In a mob of 250 at one studio the other day an executive counted two former directors, a dance director, six featured players and a score or more bit actors. Director used as many as possible of the oldtimers in bit parts, which called for fat pay checks than they had anticipated.

\$5,000 for the Truth

Ann Pennington was used in an ad display in the New York papers by Lux. Under hand-writing claimed to be Miss Pennington's, she admitted to 39 years.

Miss Pennington is reported to have received \$5,000 for the use of her name and right age.

Bad Times Bring Reorganization To the Business of Booze-Selling

Not So Heroic

New York newspaper stories of the Government's bearing down on Capone were hardly worthy for their change in tone. Noticeable enough to hint of suggestion to stop playing up gangsters.

Even the tabloids, which have been dubbed the trade papers of the racketeers, underwent a change of front in playing down instead of up on the underworld leaders.

Yarns were conspicuously dotted by such descriptive terms as "leering," "sneering," "weak," etc., in, for a change, trying to present an unattractive word picture of the gangster and others of the strata.

In contrast to the effect that the depression may have had upon other businesses, the general trade depression has necessitated a complete reorganization of the bootlegging business that has put it on a far sounder basis than ever before.

The net effect of the conditions on the booze business has been to raise the standard of the liquor sold and reduce its price to the consumer. This is contrary to a good many commodities of other businesses where price reductions in commodities have been coupled with a reduction in the standard of the commodity itself.

Since bad times good grades of whiskey and champagne, formerly selling for \$120 a case, can be bought for \$70 a case, with more assurance of genuineness.

When the slump began the dollar volume of the bootlegger's shrink along with other business volume. The bootlegger had to reorganize his organization or lose money and go out of business. The trade depression caused a complete reorganization of the bootlegging industry, which was managed in a way to indicate that it rivals other big businesses in its quota of brains.

The whole system of handling liquor was changed.

Before the slump the big booze handlers sold their liquor through hundreds of saloons. These saloonmen did not touch the liquor. They merely obtained orders from the customers, passed the orders along to the owner of the liquor and received a commission for the sale.

(Continued on page 10)

Mining Town Gives Joints Own Little "Sin City" and So Reforms

Randsburg, Calif., June 22.—This California mining town, formerly known as a wide open spot, has cleaned up most of its red light joints by giving them a town of their own three miles away.

Known as "Sin City," and sometimes as "Gin City" or "Sinc City," the handful of shacks is one of the hottest places of its size in the West. Post office name for the town is Red Mountain.

Clean up of Randsburg was brought by the depression. The younger free living crowd looked elsewhere for work, leaving the place to the family element, which has whitewashed about 75% of the town.

Polly Moran's New Beak May Impair Her Option

Hollywood, June 22.—Polly Moran's recent nose operation may cause her to be dropped from Metro's payroll shortly. It is reported. Reason given is that the plastic operation, which changed the contour of Miss Moran's nose, killed part of her comely value for the screen. Operation was performed after the comedian broke her nose in a fall last Easter.

U. OF R.'S FILM COURSE

Rochester, N. Y., June 22.—University of Rochester Institute of Applied Optics is offering a summer course for motion picture photographers. College experts a large enrollment.

Thus may make the camera for research in motion picture, also for

SHAKING HOOF IN IA. OKE IN PAJAMAS NOW

Des Moines, June 22.—To pant or not to pant while dancing has been a problem to the gallant gals who frequent public dance halls and ball rooms here.

They have finally won the consent of the hall matrons to don pajamas and are flinging a mean bell-bottom these days.

With the modern pantaloons approved by the female dance hall officials, only one member of the dance hall commission has voiced disapproval. Rex Brown, the commission secretary, feels pajamas are sleeping attire and have no place on the dance floor.

"We can't allow hating suits to be worn at dances," he said "so why should we allow sleeping suits? Even though some of the modern bell-bottom styles are by far of the same material and similar to dress, sanction would only lead to ladder styles. Some say would have the more flimsy and inappropriate style and it should appear only in the theatre."

Department stores and shops featuring pajamas at less than five dollars are getting a big run. Calico types predominate.

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Character Reading Now Called in For Film Selling to Tough Indies

Times are getting so mean for the distributors who have to go out to sell pictures at rentals that will make the production budgets that salesmen are even getting their work down to the fine point of character analysis. "With exhibits to deal with," it's admitted a pretty wide range of characters come under the study.

The exhibitors won't know it, but this year some of the salesmen will be approaching them from different angles. One may refrain from that familiarity stuff, another may get more familiar, while still another salesman may seem to have reformed in many respects since last around.

All because some of the salesmen are going for a new, 1931, character analysis figured out at considerable cost by a mugg-whore's been a character reader for years, as well as author and sundry other things, including a salesman.

How and When

The course is designed to tip off salesmen of any artifice to how to approach various characters for best results. Giving photo studies of various male types, the accompanying instructions are to press familiarity, avoid it, don't see the man in the morning, don't in the afternoon, etc., etc., all the way down the line, with eccentricities in personalities notated, curvature of nose, complexion and other things as meaning something.

No females included, with that leaving the salesmen stumped when they come across female exhibitors or film buyers.

One of the exchange managers tried out the character analysis system on a salesman he formerly had a tough time doing anything with. It worked so well the salesman sold himself on the gag.

The character course is handsomely gotten up in two bound volumes and cross-indexed every way as a guide for the salesman.

WB B'klyn Studios Open July 6 for Shorts' Series

Vitaphone studios in Brooklyn resume shorts making July 6 with new season's schedule to be lined up entirely in series form, according to Sam Sax, production head.

Sax has returned from a vacation to Bermuda. He is readying the one-reelers will be the "Be-lieve-it-or-not" by Ripley, juvenile comedies by Booth Tarkington, and Edward Newman Travel Talks.

Big problems will have a series of detective yarns by S. Van Dine, a series of comedies with names from legit and vaude, and another series to be known as "Broadway Brevities" and made by legit star names.

Cable Working Doubles

Hollywood, June 22. Metro, working Cable Cable and to build him star ranking, has him doubling simultaneously into two pictures. Currently he is Gretna Gatchell, but in "The Sign of the Cross" and also in "Horse flesh."

Actors' next couplet are "Hill Dicks" with a story, and "Big Bucks" submarine story.

Police Link Ki Murder To Charges Against Union

Chicago, June 22. The murder Saturday night (20) of Jacob Kaufman, 41, fourth up on a five-story building, after he was discharged from the Brewery district, where he had worked, and was being booked by police with current conspiracy charges against the union's union.

Kaufman was allegedly a state witness who had already talked.

"Disillusion" for Landi

Hollywood, June 22. Fox has bought William Anthony Landi's original, "Disillusion." Landi, who has been starring in this as one of four to be before he returns east in September.

The Limit—4

Hollywood, June 22. Limit in bargain days was offered on the Triangle theatre here. It handed out four features for the price of one last Sunday.

Metro Buys a Soviet Worker's Script for \$30,000—In Russian

Hollywood, June 22. Having spent \$30,000 on a story written in Russian by Boris Pilyak, chairman of the Communist Writers of Soviet Russia, Metro has now called in a translator to find out what is in the Russian script. Considerable secrecy surrounded the story of Pilyak here, who was housed at a Santa Monica hotel for four weeks while getting out his brain child, although during that time he was feted and wined by the party socialists hereabouts.

His task finished, he bought an expensive car and returned to the east in it.

Translator is Mrs. Sophie Brailowsky, wife of the former editor of "Movie Mirror," and a native of New York, who is working at the studio under an assumed name.

Reason for the secrecy all round is that Metro doesn't want another Eisenstein proposition on its hands before it finds what is in the script. Pilyak went to Metro on recommendation of Ray Long of "Cosmopolitan" mag.

"Hell Bound" in 10 Days For 60 G's—Indie Pride

Hollywood, June 22. Indies are pepped up over the manner in which some of their product has clicked or been taken over by major companies, with the "Hell Bound" instance topping everything for economy and speed in production. "This Janice Cruise production stands him \$60,000 and 10 days actual shooting, with the allotted fortnight being taken up by cutting, editing, etc.

"Hell Bound" also brought Leo Carrillo to attention here.

With some of the major studios doing the usual summer unloading of talent, they feel bullish for the coming season.

Defining Fashion Short

Hollywood, June 22. Deal between Multicolor and Fox theatres for the booking of Fashion News, produced by Multicolor, is on the fire and depends entirely on the reel entertainment or advertising.

Reel has a tie-up with a woman's apparel store in each town it plays. Title is mentioned in the main title.

Joe Brandt's Rush Trip

Hollywood, June 22. Joe Brandt is headed east, going by plane, following an aerial visit inside here to see his brother Al, seriously ill in Hollywood. Joe, 31, is Columbia's purchasing agent. Doctors told Joe Brandt the duration of his brother's illness is indefinite. Business forced Brandt to return to New York after three days here.

Charlie Macks Cool

Hollywood, June 22. Charles C. Mack, of Moran and Mack, and his wife are reported to have a hot and hot battle. Mack's daughter to call the girls with Mack's recently is turned here from a studio trip.

"Squawman" at Astor

A "Free show" which opened at the Astor, New York, three weeks ago, goes out July 5 or earlier. Cecil B. DeMille's swan song under his special production contract with Metro, "The Squawman," is the successor at the Metro #2 stand.



YORK AND KING

Overhead in front of the Palace. Red Estate Agent—"Hello York, so your country home is for sale, eh? How much for it?"

York—"No sir, not my home. Who spread the said word?"

R. E.—"Well, I thought because of the depression."

York—"Depression? Man—I don't know what that word depression means—we've worked steadily since Hector was a pup!"

York and King are now in England.

JENIE JACOBS—America REEVES & LAMPOR—England

Consuls Go Broke Wining, Feeding Foreign Layoffs

Hollywood, June 22. Foreign consuls located in Los Angeles are beginning to cut down on their official entertaining, due to the number of layoff foreign actors who horn in on every social event and run-up the official budget.

One foreign government representative, who has his official residence to the beach for the summer, had 150 callers on his first Sunday by the sea. Guests managed to pack away plenty of groceries and several gallons of wine, setting the consul back \$200 for the day. That's as much as his salary for a month. When the expense account goes to the Washington office of his country he'll have to do lots of explaining, but the actors must eat and drink.

Regulations governing the consuls permit them to have liquor in their residences, which is the big attraction for the mooching. Smart foreign dignitaries manage to have sufficient contacts with representatives of different countries to keep them from showing up too often at any one consulate.

All the social gatherings are the same, consisting of eating, drinking and panning Hollywood.

Dix Set with Radio

Hollywood, June 22. After some uncertainty and long debate, Richard Dix renewed his contract with Radio Pictures. He accepted the same terms as on his original contract, five productions at \$50,000 each. Understood that the financial angle did not enter strenuously into the debate, which chiefly concerned considerations of working conditions. All of the lumps, from out and Dix set for new campaign.

A Pinch Hitter

Hollywood, June 22. Reading the D-List, was having difficulty in finding a suitable story for Ida Negri's first, Thelma Foster, 25, German girl on vacation here, tried and said the studio "A Woman's Commandment."

Only after writing Miss Foster had previously done was a story printed in Germany.

Crandall's From Legit

Edward Crandall, legit juke, has been given a term by Fox to start immediately. He leaves for the coast some time this week with his first assignment, not set. Crandall's last New York appearance was in "Give Me Yesterday." He is the son of E. H. Crandall, prominent hotelman.

Cast Irony

First. Femme Player—What're you going to do, dear? Second ditto—A lousy debutante. First same—A perfect piece of casting. Play still on. From Variety's Hollywood Bulletin.

DREISER O.K. NOT YET PLACED ON "TRAGEDY"

After a couple conferences with Jesse L. Lasky over "An American Tragedy," the screen version of which Theodore Dreiser objects to so strenuously he is threatening to sue for an injunction, the matter has not been patched up from reports. The author came east last week to not only look into the "Tragedy" situation so far as Paramount is concerned, but also to try to straighten out a tangle with Horace Liveright, publisher of the novel, over rights.

The nature of the Dreiser complaint against Liveright as the book publisher is withheld pending further action.

Dreiser is quoted as having received \$15,000 for the picture rights to "Tragedy," an initial \$10,000 to cover agent, and an additional \$5,000 on talker rights.

According to inside, the Dreiser controversy started over a personal peeve against Josef Sternberg, director of "Tragedy," who in a statement ridiculed George Bernard Shaw as old fashioned and included Dreiser in that category.

Dreiser's claim for an injunction on "Tragedy" is based on Fox's failure to get an okay on the script as originally agreed.

H. T. Nolan After Divorce And Custody of Daughter

Denver, June 22. Harry T. Nolan, wealthy real-estate owner and now a manufacturer's agent, has filed suit for divorce from his wife, Irene E. Nolan, charging her with mental cruelty. He asks custody of their 11-year-old daughter, alleging that Mrs. Nolan is not a "fit and proper person for her custody."

Nolan formerly owned several theatres in Colorado, having sold to Public service years ago. He also has heavy interests in Texas. They were married Oct. 28, 1910. In 1913 Mrs. Nolan became involved in a scandal when she was robbed of \$3,000 worth of diamonds on New Year's eve at the Hotel Raudolph, near Denver, when in the company of Rev. Father Garrett Burke. He was removed from his pastorate after this affair.

Smith-Trans-Lux Split

Courtland Smith, who organized Trans-Lux, is leaving that organization within an undetermined period. Meanwhile, his successor remains unnamed.

Information that Smith's resignation went in Friday (19).

Foster and Maude Out

Hollywood, June 22. Paramount didn't renew its option on Cyril Maude, English actor, when it came up last week. Maude made "Grumpy" last year with an option for a second picture. Shortage of story material for the star's time is explained.

Norman Foster, juve, also dropped from Par's contract list.

Renewals

Sam Wood, director, John Mealy, writer, and John Milson, actor, have renewed new contracts from Metro in its last batch of contract renewals.

Only one is Elliott Clawson, writer, whose option expires July 15, is not being taken up.

La Roy Freelance

Hollywood, June 22. Rita La Roy, Radio contract player, is leaving the studio shortly when her option is up. Miss La Roy wants to free lance.

WANGER WANTS BIG MONEY SETTLEMENT

Paramount is going to settle Walter Wanger's heavy salary contract as general manager of Paramount production, but not at Wanger's terms, it is reported. Wanger wants 100% of the agreement that calls for \$12,000 weekly for him for around 26 months to come. The contract was lately executed.

Paramount is reported taking the legal means of settlement of a contract in New York City. The law provides a person who is actually working under an existing agreement must attempt to secure other work, with his pay from the outside engagement, to be an offset during the term of the contract. In view of this, as reported it is said that Wanger may reduce his 100% demand to more closely come within the range of the terms Par believes he should accept. Otherwise Wanger would be obliged to sue weekly for his salary or at any other period when there shall have been a lapse of time under the Par agreement where he had not worked for Paramount nor received pay, with Paramount possibly entering a defense in those suits that Wanger had not made a conscientious effort to get other work.

Entire amount involved on the expired Wanger-Par contract is around \$400,000.

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BOTTOM OF DROP REACHED

RKO's Inexperienced Exec Goes Big For Furrier's Plan—Millions for \$25

RKO paid \$25 for a million dollar idea, but it wasn't such a bargain. How many other theatre owners and exhibitors gave up for the same invaluable info isn't known, though reported that RKO's unknowing endorsement of the plan was a perquisite for the idea salesman.

At RKO the \$25 has been charged off to an error, along with any embarrassment it brought, with the whole laid to the inexperience in show business of James H. Turner, assistant to the president, Hiram S. Brown.

The idea man was Morris Kosofsky, New York furrier and real estate operator. He first wrote to Brown, stating "I am in possession of a certain plan which if adopted by your organization would mean millions of dollars and a few additional revenue every year."

Brown turned the note over to Turner, who invited Kosofsky up to the office for an interview. The latter was said to have been very convincing in his schemes, but he wouldn't say just what the scheme was until Turner, for RKO, gave him a contract plus a \$25 retainer.

The RKO legal department at Turner's request drew up an agreement that Kosofsky found satisfactory. It was drawn on RKO stationery and delivered to Kosofsky along with the \$25 bribe.

But Kosofsky had yet to reveal his plan.

Reprints. He took the contract and had enough reprints made to cover the entire country. In his circular, which included RKO's black and white interest in the idea under the circuit's trademark, Kosofsky asked the exhibitors of the nation that if RKO thinks so much of his idea, so why not they? Also that it ought to be worth \$25 to them to learn the contents of the million dollar plan.

Among recipients of the Kosofsky circular were theatre partners of RKO, which operates the theatres for them. Each one expressed wonderment over RKO going for a million buck idea sales talk for \$25.

Kosofsky's terms were 10% of the gross receipts taken in by each theatre as a direct result of the use of his idea. If RKO didn't care for the plan or any part of it and didn't use it, it wouldn't cost RKO anything. Accepting the \$25, he revealed, said Kosofsky, Turner was said to have given the circuit couldn't lose more than the \$25; and for that small amount might receive plenty in return, but without figuring on the circuit.

When RKO finally glimpsed the Kosofsky plan it estimated that the inventor might do better at taking 10% of the losses instead of the profits. It was just another one of those ideas.

Turner's 2 Years. Turner now has been in the show business about two years. He was brought to RKO by Brown from a commercial line.

It was said that Turner's advance negotiations with Kosofsky were not done through consulting Brown, Ben Kadane or Les Plunkoff, the latter vice-presidents. They were not informed of the matter until the circulars were mailed and received.

RKO states it hopes others have been sold on the plan on strength of the RKO recommendation and authorized by Turner.

Metro's Cuts

Hollywood, June 22. Despite assertions by Louis B. Mayer that there will be no salary cut at the Metro studios, Mayer brought to RKO by Brown from a commercial line.

Similar cuts are reported to have been taken at this studio by other high-priced Hollywood.

Wouldn't Take Orders

Hollywood, June 22. Stage comic was offered his first feature part in a gangster film but turned it down. Reason was the casting exec said: "At the start you slap this guy's face, then you kill two fellows in the second reel. After that be funny."

SMALL BUDGET U-TRIED FILMS

Hollywood, June 22. First of Universal's small-budget series of eight or more pictures is "Graft," started this week with a production budget of \$40,000 and 11 days. Sam Bischoff is to supervise this and other productions on the so-called economy schedule.

It is believed possible to make adequate and attractive pictures at this rate, although "Rio Grande" and "Homicide Squad," the first efforts in this direction, each passed \$100,000 before completion.

Studo argues that practice makes perfect and puts it up to Bischoff to prove that point.

WB Willing to Place All Coast Houses with RKO For 100% WB Film Buy

Los Angeles, June 22. Warner Brothers and RKO are dickering on a deal for RKO to take all WB coast houses under its operation. If RKO will agree to there after play in its coast-operated theatres 100% all Warner and First National feature talkies.

The point appears to be the 100% playing by RKO of the WB-FN product, with its other film services already contracted for in this section.

It will be ironed out one way or another within the next two weeks.

PAR KILLS CHADWICK'S "HYDE" ON ENG. RIGHTS

I. E. Chadwick indie producer who announced a production of "Dr. Jekyll and Mr. Hyde" in opposition to Paramount's, has called off his picture.

Paramount's buy of English rights to the story left Chadwick in the cold. Story here is public domain.

Chadwick will produce a series of comedy shorts with Ait featured.

This Picture Is Studio Hit Before Released

Hollywood, June 22. "Monkey Business," Marx Bros. current picture, already in word eight weeks, or double the time usually planned, is still being expected by the addition of new scenes. Today is to cut the picture to length to the end that the best laughs may be spotted and retained, with slower scenes cut to hold the tempo up. Looney released every picture, and always made money anywhere.

The production has embraced the services of a whole flock of scripters, engineers, and relatives, and the studio gals have largely ordered the making of the picture. If it goes over half as well with the cash customers, the picture is in.

BIZ DECLINE AT 14% FOR 4 MOS.

Comparative Figures for Grosses in N. Y., L. A. and Chicago for May, 1931, Against May, 1930.—N. Y. Down 12%, Chicago 9%, Coast 22%

LOST PATRONAGE?

For the fourth successive month the b. o. decline in monthly receipts for the three big key centers amounts to a 14% drop. That's from February to May, inclusive, as compared with the same period in 1930. Towns cited are New York, Chicago and Los Angeles. First runs only.

Two things taken to be indicated by these figures are, first, the bottom's been reached in b. o. decline; second, there must be a standing drop away in patronage. If the b. o. hasn't lost any patronage in the last four months it also hasn't gained any.

Of the first runs counted in the keys, only the Grand, on Broadway, showed an increase over 1930 for May. This amounted to 3%. The other's didn't even land a standoff. That 3% gain came through one film, "Public Enemy" (WB), which played the entire four weeks of May.

On the general tack Broadway was the least hit in May, and the decline is only 1% over May, 1930, while the Coast houses run to a 22% drop and Chicago 9%.

The Broadway colerics comprising the Roxy, Capitol, Paramount and Strand ran up a total of \$990,700, against \$1,005,000 in May, 1931. Chicago sagged to \$628,000 last month, or \$61,500 below its \$689,500 average for May, 1931. Los Angeles tumbled from \$427,800 in May, 1931, to \$327,900 last month.

In computing the Mayfair and Globe theatres are excluded from the survey on the Broadway houses, since neither figured in the 1930 survey. The Orpheum, the Orpheum and Monroie, Chicago theatres are not included in the survey because, while those figured in the 1930 situation in the Windy City, they are not now in the same class. What match is made house for house for the given month.

Country-Wide 20%

It is more than likely that the drop is bigger inland than in these keys, and for the country generally may be taken to run around 20% or more.

The value of product is clearly indicated by the strand's gain. But beyond that the survey indicates that the outside of product quality is a problem in fact, with a patronage loss it should attempt to regain.

While it is shown that general economic conditions are not getting worse by the 14% standstill in b. o. decline, it is further emphasized for film conditions by figures to show that the decline for May, 1931, over April, 1931, was 2%. That it hasn't amounted to more than 2% accentuates a certain basic about conditions from which improvement can be started, and upward. Figures for the three keys for May, 1931, are: N. Y. \$990,700, against \$1,005,000 for April, 1931.

How much that 14% decline figures an number of customers led to film by the depression and other things. It's matter of estimate. That the party big is an unswerving, and that looks like one of the biggest problem of the movie remains customers who have lost the film-going habit.

Air Film for Farrell

Hollywood, June 22. "Love and War" story, recently included in "Liberty" magazine, has been purchased by Fox for Charles Farrell.

Al Wecker will direct.

Camouflaged Ads in Features Tempt Large Studios as Grosses Dwindle

Just a Sensation

Hollywood, June 22. Economy wave prices for screen writers are now quoted by agents as follows: Terrific writer, \$2,000 per week; stuntman, \$1,000; excellent writer, \$500; colossal writer, \$35.

FREE FILMS BY DALLAS AS OPPOSISH

Dallas, June 22.

City throws open free flickers in about 10 or 12 parks, playing three shows a week per.

Swimming pools, kid story hours (parks), flock of small carnies in the suburbs and probability of usual park band and orchestra concerts.

Indicating headaches for theatres. Situation practically identical in other Texas cities and probably whole south.

Dry Propaganda Film Co. Busts When Penny Padlocks Checkbook

Hollywood, June 22.

Plans of the American Picture Co. for production of a dry propaganda picture titled "Do You Want It Back?", meaning liquor, have blown up and the company has closed its offices.

Reported that J. C. Penny, chain store millionaire and ardent prohibitionist, was behind the venture. Penny has made several visits to the Coast and was in conference with A. Alexander, organizer of the company, several times. Withdrawal of Penny's support, given as reason for the company's folding.

American was originally promoted to produce three pictures from stories written by the late-time Stratton Porter, with Tiffany as heroine; Company and C. Leo Moreland, son-in-law of the millionaire, and representing the estate failed to get together on the treatment of the stories, so that deal fell through.

BAN FINICKY CASTERS FROM TALENT HUNTS

Hollywood, June 22.

Orders have come out from studio heads to require offers to star players to be made on the spot, and to have cast contract players on their own lists. Order holds good even though the home talent may not hit the bill.

Metro Lays Off Stock Idea for New Players

Hollywood, June 22. With conditions what they are Metro is declining the stock company experiment although it has been one of new ideas on the b. o. The people, usually stock held back the last year, are being released, and studio is to be a new plan for pictures to attract them for the summer.

Meanwhile the stock company has been included in "Liberty" magazine to be a new plan for pictures to attract them for the summer.

Hollywood, June 22. Acceptance of cash from national advertisers for merchandise plays in pictures of major companies is not altogether smooth. Some of the heavy line producers are discussing the proposition here.

Conditions currently have induced some of the more radical picture makers to see in a cash tie-up with the advertisers one way by which the negative cost of pictures can be brought down.

As one of the producers favoring the idea put it: "We are unambiguously advertising these national products now, whether or not we want to. Why not get paid for it? These advertisers support the radio and could almost be relied upon to support the picture business, if necessary."

Producers continued that no interior of a store, or scarcely any exterior street scene, can be logically shot without showing some signs or labels, and are commercially profitable in an advertising way to some manufacturer. Plan is to include this advertising matter of secondary nature, in such a way that the audience would not be conscious of the plan.

"Service" Companies. Impetus for the proposed elimination of bars to advertisers came from the outside. Several so-called service companies in the east have lined up national manufacturers, and are chafing them for trying to put their signs and product into scenes.

One of these companies has submitted lists of more than 200 companies that want to break into films in this way. Several so-called plus the current headaches over production cost and the fact that certain independents have gone for pictures paid for outright by groups of advertisers, prompted the present fond glances toward the idea.

Any suggestion that would bring checks to pictures from otherwise unworked pictures is a cinch these days for consideration.

SCENARIO EDS DEFEND READERS AS NECESSITY

Hollywood, June 22.

Planning the reading departments for the district of new industry, it seems to be a popular in-house sport here, is vigorously denied by the first line scenario editors.

They point out that everything is being read nowadays and that few, if any originals, have been purchased from outsiders. What few originals have been screen production were developed on the lot by staff secretaries in between their adaptations or dialoging of published or produced stories and plays.

Stock Selling Enjoined Through Co.'s Title

Newark, N. J., June 22. Vice Chancellor March has permanently enjoined the Official Catholic Film Corporation from selling stock in N. J. Jersey. It was charged that the name of the corporation was being used to deceive the public. The injunction was granted because of the fact that the corporation was not a legal entity and the stock was being sold in violation of the law.

Want Name Kids

Hollywood, June 22. With by the line up almost a mile and for "Are These Our Children" with unknown juvenile talent and directed by William LeBaron.

WB's Playing Policy Now Extends To Any and All Film Producers; Previously Playing WB-FN Only

Reversing itself of policy governing the operation of its theatres, Warner Bros. in future will buy and book product from the entire field, picking pictures which in the company's opinion measures up and are available whether in all or a restricted number of situations.

Previously closed with Paramount and Universal for heavy commitments on '31-'32 product, in addition to others pending and the buy of Metro's "Gentlemen's Fate" and "Call It Love" with others to follow, for WB's Strand first-run on Broadway, are typical of the changes coming into effect in the WB chain.

Learning of the switch in policy from within WB, the distributors are looking to the Warner theatres as outlets practically closed to them until now.

Likelihood that Metro will write considerable business with WB is being strong from the inside, but only in those situations which are open. The booking of Metros, for the Strand on first run in the New York downtown zone, the first time in years a Metro has been sold Broadway first run outside against the Capitol, does not signify a break between the two companies, which, for years has had full call on the product of each other in all situations.

No Trouble

When the trade learned WB had bought Metro's first run against Public in Times Square, in many quarters it was assumed that something was up, but erroneously.

On investigation it appears Public could have had the surplus Metros, but couldn't get together with the home office on terms. Metro wanted to sell the pictures going to WB on flat rental, while Public refused to book except on percentage. Meanwhile it's reported the Warners, after looking at the pictures, came through with satisfactory terms.

In addition to the first two Metros scheduled, WB is getting a few more over the summer, yet to be designated and closed for.

Declared as largely instrumental in effecting the new operating policy for Warners is the chain's operator, Dan Michalove, who succeeded Spyros Skouras last spring. Michalove, holding that Warners has been making a mistake in letting Warner and First National only in Warner houses, made the first move to crawl out of that policy by making "Two Counts A Dance" (Columbia) for the Strand shortly after he came in.

Since then the Paramount and U deals have been set and a couple others are being worked out with anticipated early closing.

L. A. PAR HOUSE DEAL GROWING A BIT CHILLY

Los Angeles, June 22. Chances have dwindled the past 10 days for the proposed local deal between Fox, West Coast and Public for the Paramount, this city, and another similar deal with United Artists for the local U. A. house. If the deal dies off the other deals with it.

The Fox WC people are said to have stopped the Paramount deal through refusal to accept the rental figure placed on Public, on the local Paramount. Difference is not a great deal, considering the \$4,000,000 investment the Par represents. But it is enough to block the deal. Public is said to have asked around \$20,000 a year, with Fox WC countering with about \$30,000.

Local Paramount is the single house owned left under Public operation. All of Public's others have been placed with Fox WC on rental basis within the past year. Fox WC is now operating them.

BRENON-LAWSON START

Hollywood, June 22. Herbert Brenon and John Lawson came in Friday (19) from New York to start preparation at Radio on "Daughters of Joy."

Lawson wrote the story in New York. Brenon will direct.

Stories to Be Submitted To Maude Miller of Par

Story material in the future will be submitted to one source in Paramount in future, under a more centralized scheme than has existed in the past, according to a form letter sent all agents advising them to send all matter direct to Maude Miller.

The letter was signed by Richard A. Rowland, titular head of the scenario department at the home office, but does not make mention of A. Dyan, eastern story editor, nor Henry Salsbury, assistant to Jesse L. Lasky on story purchases and deals.

Previously considerable story material had been submitted direct to Dyan or Salsbury, more frequently through Salsbury, stepping in on closing deals following story conferences.

Miss Miller in Par holds the title of head of the eastern editorial department. She is over the reading department.

BRANDT TAKES \$35,000 AS COMMISH SQUARER

William Brandt, nicknamed A. C. Blumenthal, for \$35,000 cash yesterday (22). It was in settlement of Brandt's paper claim for \$600,000, with the low priced adjustment in accordance with commish deal. Brandt alleged he altered Blumey into the soft span of selling Fox under William Fox, enough to make houses around Greater New York to set up an investment of 12 millions for Fox in what is now known as Metropolitan Theatres. Blumey on the inside charged the house owners 10% on each dollar received from Fox, while Brandt on the outside said he should have had half of the \$1,200,000 Blumey almost grabbed as commish.

Then the suit. Blumey recently settled a pretty big claim he had himself against Fox for commissions on anything you can think of, up to about 2% millions, but Blumey hopped out of Fox in what was \$750,000, also cash. It's a better ratio break than Brandt got.

WOMEN OF DALLAS ARE ASSUMING CENSORSHIP

Dallas, June 22. Local parent-teacher assn. taking it on themselves to handle the censor proposed. Officially, the town's been without a censor over two years, but the women manage to meddle around the rialto in a mild way.

Recently they appointed a "better films council." Purpose is that one woman is appointed for each suburban house to meet with the mgr. each Saturday a. m. and "discuss" the kid angle of the new print. Making Sat. a misery for the male boys.

What most of the houses in town push Sat. a. m. kid mals naturally gives the females an excuse. Most of older headcheers have long ago realized the church pressure here and resort to the old fashioned wading route in preference to bucking.

L. A. TO N. Y.

George K. Arthur, Karl Dine, Bruce Quisenberry, Mrs. Robert Lombardo, Mrs. Carmen Lombardo, Murray Harmon, Joseph Mankiewicz, Edward Sloman, Sidney H. Buchman, Joe Brant.

N. Y. TO L. A.

William Richard, Carl Lasker, Carl Lasker, Jr., Richard Barthelmess, Winifred L. Sheehan.

1st Runs on Broadway

(Subject to Change)

Week June 26
Paramount—"Women Love Onions" (Par)
Rox—"Annabelle's Affairs" (Fox)
Capitol—"The Prodigal" (MGM)

Rivoli—"Newly Rich" (Par)
Strand—"Gentlemen's Fate" (MGM)
Majestic—"Sweepstakes" (RKO-Pathé)
Hollywood—"Chances" (WB)

Winter Garden—"Smart Money" (WB) (2nd week)
Central Park—"The Viking" (Rivoli) (2nd week)

Week July 3
Paramount—"Girl Habit" (Par)
Rivoli—"Black Camel" (Fox)
Capitol—"Laughing Sinners" (MGM)

Rivoli—"Newly Rich" (Par) (2nd week)
Strand—"Broadminded" (WB)
Hollywood—"Chances" (WB) (4th week)

Winter Garden—"Smart Money" (WB) (2nd week)
Central Park—"The Viking" (Rivoli) (2nd week)

22 Pictures
Paramount—"Smiling Lieutenant" (Par) (Criterion) (6th week)
A Free Soul" (MGM) (Astor) (4th week)

Foreign Films

"Zwei Herzen im 3/4 Takt" (Superfilm) (German) (Europa) (3rd week)
"Five Year Plan" (Amkino) (Russian) (Central) (5th week)
"Die Privatsekretarin" (Tobis) (German) (Belmont) (3rd week)
"Drei von der Tankstelle" (Ufa) (German) (Cosmopolitan) (2nd week)
"Verheiratet" (Sie Meine Schwester" (Tobis) (German) (Warners) (2nd week)
"The Black and White" (Amkino) (Russian) (Cameo) (2nd week)
"The Skin Game" (BIP) (British) (Little Carnegie) (2nd week)

Kids Cheer Villains, So Ritzy Evanston Bans Gang Pictures

Chicago, June 22. Evanston, Ill., swanky suburb, has banned gangster pictures. Edict came from Chief of Police William Freeman, who claimed he witnessed a film in which the gangster hero was cheered lustily by small boys in the audience.

Evanston, one of the wealthiest communities in the country, has had gone blue in the last few years, but the town around here. Chief of Police Freeman is a friend of many showpeople, but pressure was probably too heavy on him.

WILDCAT PROMOTION

L. A. Business Bureau Hears About "Swell Equity"

Hollywood, June 22. One of the wildest schemes a wildcat picture promoter ever attempted to put over was submitted to the Los Angeles Better Business Bureau for a. o. k. in snagging an angel.

Bait for angel was the lead in 52 feature picture, to be made one week and in a different town every seven days. Promoter, who claims to be a director, says he cleaned up three years ago with a similar scheme. Angel was to put on five grand to finance the scheme and complete payment on truck and trailer with sound equipment, developer and projection machine.

Promoter says he has 10 national advertisers who will pay \$500 a piece a week to have their products placed in the films. Project was to tie up with merchants, get local talent in each town, shooting the same scenario in all spots, and giving the film to the local theatre. Also would hold a scenic contest in each town, paying \$100 to each winner and coming back the following year to shoot that.

When asked if they owned the truck and trailer, the promoter said: "No, but we have a swell equity in them."

Hollywood

Briefly rewritten extracts from "Variety's" Hollywood Bulletin, printed each Saturday in Hollywood, and placed as a wrapper upon the regular weekly "Variety."

The Bulletin does not circulate other than on the Pacific Slope. News from the Dailies in Los Angeles will be found in that customary department.

All studios are taking advantage of the Starr-Palshoff mystery for moving. They after the story broke studios assigned writers for the latest tabloid dessert.

P. A. Racket
Agents are getting opposition from founts free lance p. a.'s who work with chatter writers. P. a.'s travel with the chatters and make suggestions on casting possibilities.

L. A. Race Track
Liberal element encouraged by announcement that a race track will be built here by Harry Lewis of Panfow track, San Francisco. State has an anti-racing law which has been declared a. by a Trisco judge. Decision never has been appealed.

Laughs Mean Retakes
Chuckles when there should have been, such as preview of Paramount's "Confessions of a Co-Ed" induced the studio to shoot a new ending with unmistakable drama.

Returning Sunday (21) from New York Richard Barthelmess looks until fall before next first National picture.

Wanger's Boys Gone
William Robson, last survivor of the 10 Yale graduates handed John the picture business, was let out last week.

More Musical Outs
Paramount's musical staff is practically a memory with Arthur Johnson, Ralph Ringer and Sam Coslow gone.

Par's Big Schedule
Paramount's next studio is preparing to take on the Astoria, L. I. program and some foreign production. Contract people from New York and Paris are due here.

Gyping Unemployed
R. S. Moore housed out of town after taking several dozen unemployed boys for \$30 each, supposed to be deposits on uniforms which they would wear while working in his theatre auto parks. The Better Business Bureau got hep, but Moore had gone. He reportedly made an agreement with the RKO house in Oakland to provide parking for patrons. RKO has cancelled the agreement.

Sweet in Short
Sally Stuart, second women, gets femme lead in U. S. third Slim Summerville short.

Porter's Quick Rise
Ken Porter, hired last week to write feature stories in the Hill Booklet, has been promoted to be appointed director of publicity several days later.

Hatch's Gesture
Erlich Hatch, working with Pete Smith, Metro publicity head, in discharging his duties, was let after Smith hit his writing stride. Next day Hatch hought a roll.

Chinese Prefers \$150
Chinese may go back to its former \$150 top for "Free Soul." Now burning day and night with the Critteron, showing "Trator Lion."

Garbo's Own Shortage
If Metro can't find a story for Greta Garbo soon she'll go to "Matti Marz" spy story, not due till fall.

Allice White for Chi
Allice White probably goes in two weeks at the Chicago and Oriental Chicago, doing a song specialty at \$1750 per week. She starts after finishing "Tiffany's." The Monster kills.

LeMaire Joins 'Em
Rudie LeMaire, former Fox writer, takes a six weeks' vacation along with other studio people as part of the retraining policy.

Fort Sells Twice
Garrett Port sold his original "Second Honeymoon" to RKO-Pathé for \$1000. Twelve weeks and goes to the studio to write the script.

But On Payroll
Erin O'Brien-Moore, who came here for Sid Grauman's "Street Scene" story, is on the Metro payroll to this week with no picture assignment in sight.

Par Takes Young
Eight months remaining on William Young's contract with Warner Bros. is being bought by Paramount, where he is now writing.

Metro Assignments
Sam Dolman, Paul Harvey Fox

and William Slavens McNutt are at Metro on special writing assignments. Herbert Slobin and Max Zell are on songs for a Tibbett picture.

Felix Young, Super
Felix Young, former talent scout for Paramount, has been boosted to supervisor. First production is "Mistaken Identity" in production by Ernest Pascal. Fredric March in one half of the bed.

Beefs Split Board
Fox billboards on Western avenue, called the biggest in the world, will be split in half. Directors and actors who didn't get on the big board kicked.

Hughes' U. A. Peeve
Howard Hughes' new over production costs on the United Artists lot has the producer sipping a 10-year contract with Minsky and Phillips. Indie some executives in preference to using U. A. equipment.

Salvaging Woodhouse
E. G. Woodhouse, "If I Were You" is up at redeveloping at Metro, with Zella Sears slated to get the yarn ready.

Tiffany Active
First production activity at Tiffany since last year started Monday. "The Man from Kinross" and "Morris." Later is directed by Gene Lewis, with Jessie Love and Gene Lewis. "Morris" is merged by Frank Strayer, with Alice White featured.

Par Meg Dropouts
Victor Korman and Harry Korman, dropped from Paramount's payroll. Stephen R. Roberts and Harold Winston from the Long Island studio added.

"Secret" Stays Crinoline
Garrit Lloyd has been assigned to direct "Secret Service" at Radio. Story will be kept as a Civil War yarn instead of being brought up to the World War as was planned.

Jill Esmond's First
Jill Esmond, imported by Radio from the U. S. abroad, gets her first picture part in "Rich Men's Wives." Lowell Sherman is a last-minute choice to direct "Hot Up." Louis Weissenborn yarn.

Pathe's New Stages
Pathe's new stages are ready. Now unnecessary for Pathe to rent space outside of its own plant.

Burkhardt's Sail
Bob Burkhardt, Fox p. a., and his wife, Mrs. Burkhardt, will sail with him on novel waiting, left for Kauai Monday. Burkhardt has a four months' leave of absence.

Brown Back at Metro
John Mack Brown landed back in Metro's office, refused to do a serial for Universal. Latter study had announced it would buy up contributions from Metro, which has 18 months to run, but pulled the deal off when Brown pooh-poohed the serial.

Academy's Ritz Idea
Academy will cut all membership applications in the future. New members will be admitted as associates, with limited privileges. Once a year associate members who have contributed to the industry will be elevated to regular membership. Idea is to make membership a more desirable attainment.

At the same meeting Clinton Warner, executive manager, was elected to the newly created office of executive v. p.

Par Emigrants
Emigration of some Paramount writers to New York takes in Al Sheen, released; Eugene, released; Al Sheen, former chief manager; Joe Mankiewicz, writer; and George K. Arthur and Karl Dane for shorts.

Enrol in Tab
Los Angeles theatre and Joe Tenen, will cut \$250 over \$4500 on production of musical hits by Tenen. Leon Errol m. s. first show, opening Thursday (25).

RADIO'S BUSY TRIO

Hollywood, June 22. The only directors not on general vacation at Radio are William Zeller, Paul Sloane and Wesley Ruggles. All are at work. Feiler is on "Should We Wait?" Paul Sloane is making "Condemned" and "Tudor City" is handling "Are These Our Children?"

The authoress may come over from Paramount, where she is now working on a Sylvia Sydney-Fredric March story, to do the dialoging of

Spanish Talkers Still No Draw in S. A.; Biz Off with Star Names Lone Draw

The more serious the complex the higher the film tax. In Brazil the only raised it 1,500 or 1,900% this year, from 2 pesos a reel to 35 pesos or something. In Germany, it is inside opinion by observers that it is merely a desire to use its monopolistic powers attained in the elec-

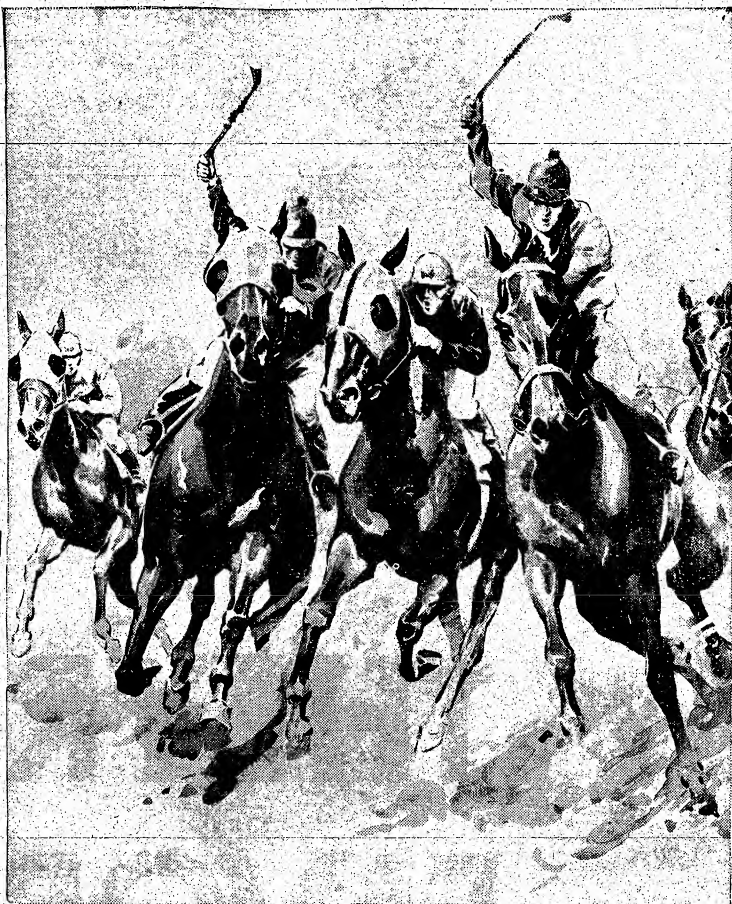
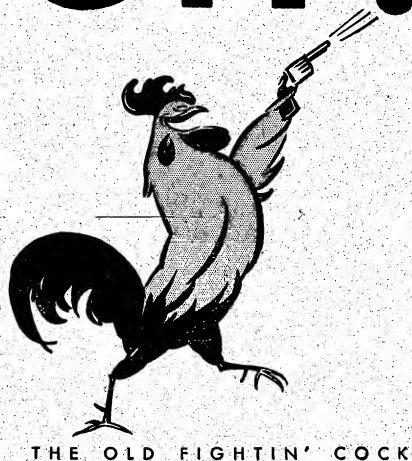
(Continued on page 52)

Shuberts Don't Expect Bondholders' Committee with New Finance Plan

disoled through the iron and ce-
ment bottom casing.

[illegible]

WE'RE OFF!



to a flying start in the 1931-32 picture race with the greatest action-attraction of all time—

EDDIE QUILLAN in SWEEPSTAKES

JAMES GLEASON — MARION NIXON — LEW CODY — PAUL HURST
Story by Lew Lipton — Directed by Albert Rogell — a Charles R. Rogers Production

Eddie, the new favorite, rides straight into the public's heart in a million-dollar melodrama packed with a million thrills! First release from RKO PATHE this year. A winner you can bet on!

OPENING THIS WEEK AT THE RKO MAYFAIR!

RKO  PATHÉ



THEY'RE *a//* FAVORITES!

The Old Fightin' Cock Has Nothing But Winners!



CONSTANCE BENNETT

fresh from a year of big-money hits, in **THE COMMON LAW** and three other big pictures.



ANN HARDING

unforgettable star of "HOLIDAY", in four, of which **DEVOTION** (temporary title) is the first release.



HELEN TWELVETREES

star of "Millie", in **A WOMAN OF EXPERIENCE** and **THE MAD MARRIAGE**, and two others!



INA CLAIRE

Broadway's darling, mistress of "It" in the stage hit, **REBOUND**, by famous Donald Ogden Stewart.



BILL BOYD

the screen's most dependable he-man, in four action dramas, first of which is **THE IRON CHALICE**.



EDDIE QUILLAN

the new sensation among big-money stars, in **SWEEPSTAKES** and three other action go-getters.



ROBERT ARMSTRONG

featured in many of these productions as a special added attraction to the exhibitor and to the public.



RKO PATHE'S 6 WESTERNS

FOR THE KIDS AND THE GROWN-UPS!

Starring **TOM KEENE**, new western whirlwind. This series will be as far ahead of the average westerns as a sweepstakes winner to an "also ran"!

Place your bets on **RKO PATHE'S 6 Westerns** pronto — while the placing's good!

RKO  **PATHE**

The Old Fightin' Cock crows to the world about his product! On the radio every Friday night 10:30 eastern daylight saving time. **RKO THEATRE OF THE AIR** NBC hook-up of 44 coast-to-coast stations!

13 FLOYD GIBBONS' SUPREME THRILLS

Supervised by A. P. Waxman & Michael Mindlin
RKO Van Beuren Production

6 MASQUERS

Comedies

Produced by Masquers Club of Hollywood
100 Hollywood Headliners in Every Cast
First Release "Stout Hearts & Willing Hands"

6

JIMMY GLEASON

Comedies

6

BENNY RUBIN

Comedies

6

FRANK McHUGH

Comedies

6

MR. AVERAGE MAN

Comedies

6

GAY GIRLS

Comedies

6

TRAVELING SALESMAN

Comedies

6

MANHATTAN

Comedies

26

AESOP'S FABLES

13

VAGABOND ADVENTURES

26

GRANTLAND RICE SPORTLIGHTS

13

PATHE REVIEWS

104

PATHE NEWS

ALWAYS WINNERS

In FEATURES
and SHORTS the
Old Fightin' Cock
Leads the Field!



RKO PATHE



BABSON POINTS

**WORLD'S GREATEST BUSINESS
FORECASTER PARADES OPTIMISM
UP AND DOWN THE NATION.**

**HE CALLED THE TURN ON
DEPRESSION ... NOW HE CALLS
THE TURN ON PROSPERITY**

"I am willing to stake my reputation, based on thirty years' experience, that business has now seen the worst; and that within a reasonable time this country again will enter a period of marked prosperity. Tell your merchants that now is the time to advertise."

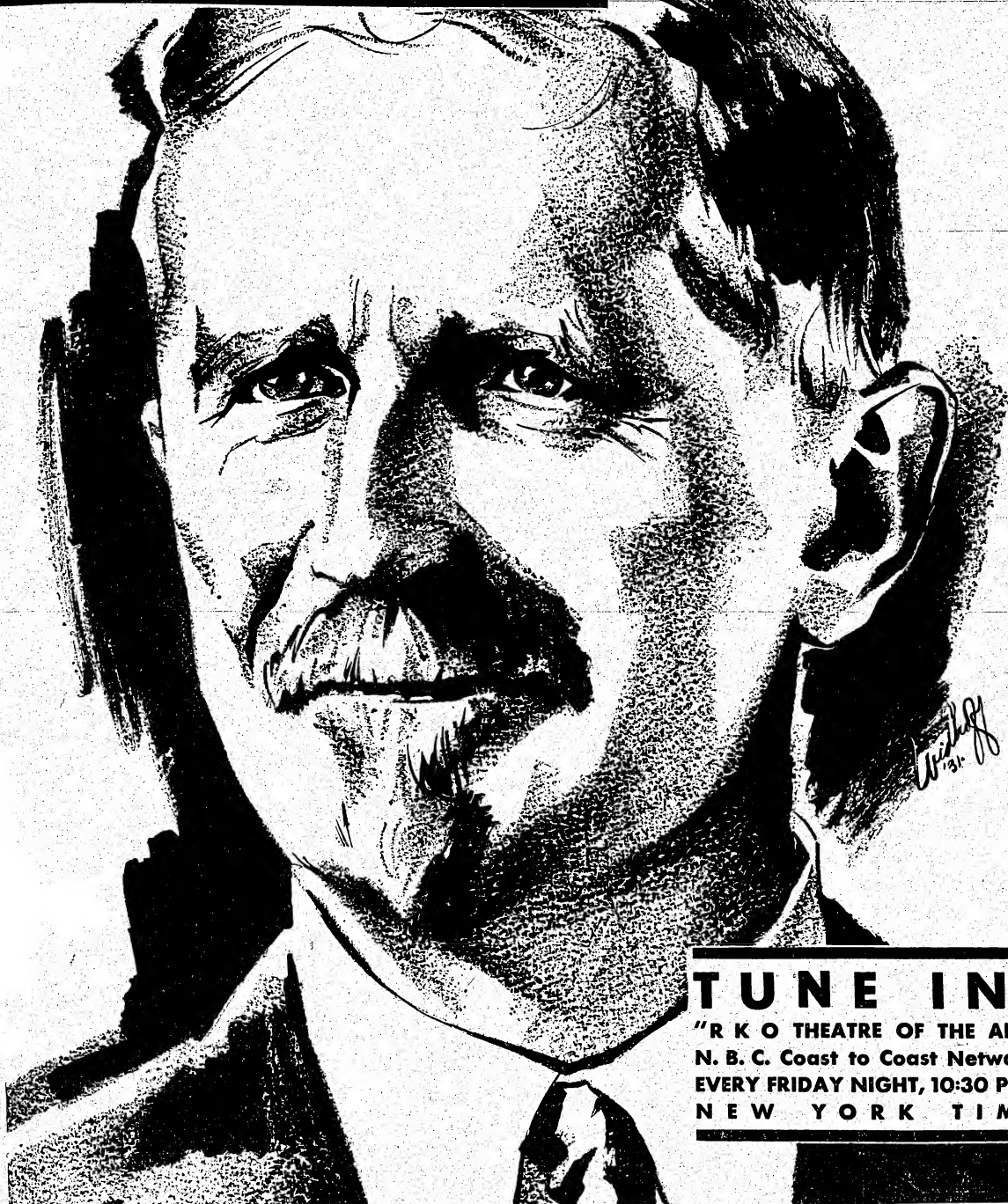
From Mr. Babson's inspiring statement read at the Advertising Federation of America Convention.



**ROGER BABSON, YOU ARE RIGHT!
THE TITANS OF RKO-RADIO ARE
FIGHTING LIKE BLAZES TO SPEED
THE RETURN OF PROSPERITY! . . .**

**36 GREAT ATTRACTIONS...MOST PRACTICAL
GOLDEN ERA ADVERTISING CAMPAIGNS WITH**

THE WAY



TUNE IN!

"R K O THEATRE OF THE AIR"
N. B. C. Coast to Coast Network
EVERY FRIDAY NIGHT, 10:30 P.M.
NEW YORK TIME

**BUY OF THE NEW SEASON! BACKED BY
PROSPERITY WRITTEN ALL OVER THEM!**

Equipment Co.'s Finance Scheme To Protect Exhibs on Overhead

In a wholesale swipe at the equipment-his-dilemma-making picture (DeForest) is swinging along a new sales plan calculated to set up new business standards in the show biz as purchasers of its equipment are financed in an insurance-like manner, against equipment-depreciation and overhead costs.

The scheme is novel if not altogether new, for it has counterparts in other industries. The way G.T.P. has it outlined DeForest users are to be afforded means to buy new equipment on a credit extension basis. A \$1,000,000 finance company is being organized for this special aim, with certain bankers slitting in. This finance company will handle the money end of the new G.T.P. sales plan whereby old users of DeForest machines are to be handled rebates for the unexpired term of their present contracts without depreciation reductions when and if taking on the new DeForest equipment.

The finance scheme is aimed to handle the large credit outlay which G.T.P. means to make under its new plan. The scheme is for a gold bond collateral amounting to the value of unexpired term of the exhibitors old DeForest contract. These bonds will be availing on a financial plan that will permit their use by exhibs for borrowing purposes without interest up to 50% of their par value. The remainder to be paid at the end of three years.

Cashing Rebates
As it will be the bonds are to be made negotiable anywhere on that basis through company arrangements.

Without the borrowing privileges the G.T.P. plan amounts to similar to that in use by the automobile industry. An exhib having a \$1,200 rebate coming under the new sales plan can cash in at any time for \$600 and collect the remainder at the end of three years. This latter is protection for G.T.P. on the contracts.

MUSICIANS CLOSING BRANFORD IN NEWARK

Newark, N. J., June 22. Branford (WB) will drop its stage show July 1.

Musicians refused to allow their number to be cut and insist that 25 men with the result that they will all be out of work.

This leaves only two stage houses here. Proctor's and the remainder of the four first run film houses for the summer.

Ft. Wayne 100% RKO

Ft. Wayne, Ind., June 22. This town becomes 100% RKO upon the latter's purchase of the Paramount from Publix on a 10-year lease. The Paramount is but a few months old and plays straight pictures.

RKO's other Ft. Wayne interests are the Palace, Strand, Embury and Jefferson theatres.

No Free Adv

Hollywood, June 22. Because it won't use any of the "Leviathan" in its picture, Universal will change its announced title, "Leviathan," to "Ocean Jewel." Yarn is a "Grand Hotel" proposition but in staterooms instead of hotel rooms.

PARIS SCALA GOING FILM

Paris, June 22. Following the Edward VII, the new left stand to go pictures will be the Scala.

The Plaza, a music-hall opposite the Max Linder, run by Sylvester, also attempted to go picture but was restrained from doing so by the owner, Pathe-Natua.

Ufa Adding 3 Houses.

Dusseldorf, June 13. Negotiations have been on for some time with Ufa to add the three Davidson theatres in Dusseldorf.

It is said these negotiations have come to a head and that the transfer will be realized shortly.

KURTZMAN AT ROXY

In Charge of Big House Under Arthur—No Changes

Charles Kurtzman's next assignment at Fox Theatre, under Oscar Oldknow and Harry Arthur, will be at the Roxy, Broadway. Kurtzman is presently on his way back from a vacation in Bermuda. He is field director for the eastern Fox circuit and more recently was in St. Louis.

None of the official Roxy family is concerned in the new move with the theatre staff remaining as is, except that Kurtzman will supervise under Arthur. The only shift likely is the temporary moving of Leon Leondoff, production supervisor, to the coast at the F. & M. studios.

Leondoff's trip west looks like part of the original F. & M. plan, which called for an exchange of professorships between the show creators on the coast and the Roxy at periodic intervals. When Leondoff goes to the coast, Mike Marco will probably slide east for a few weeks in accordance with this routine.

CALLS SYNC'S A FAKE AND NOW HE'S BYE-BYE

Hollywood, June 22. Because he termed synchronizations a fake and refused to direct one, Richard Harlow, Cuban director, has been fired by Fox. His contract had six months to go. Assigned to make a dub of "Connecticut Yankee," he turned it down. He was told to fulfill his contract or else, and chose else.

3d Wk. for 'Daddy' at Roxy Distinguishes Film

Few pictures play the Roxy, Broadway, three weeks. The current "Daddy Long Legs" (Fox), on its third leg, is the first 3d timer since August of last year, when "Common Clay" stuck for a four-week play. Both came in the heat of summer weather to testify to the extraordinary strength of the pictures.

Previously, in 1929, and also in August, "Cook-Byrd World" broke the Roxy record, registering \$184,000 its first week.

Conditions are against "Daddy" currently, but at \$90,000, which it did the first week, the film swings real smash stuff. On the ratio of Roxy biz presently around 20% potential biz could have been added but for conditions. For its second week "Daddy" ran to over \$25,000, now a highly profitable figure at the house under certain economy direction instituted by the new management.

Mexicans' American Crew

Hollywood, June 22. Maurice Chase, head of Empire Productions of Mexico City, reported government censorship company, is here picking up a technical crew.

He has two sound men in Tony Semerario, brother of Ramon Novarro, and Carlos Novarro, no relation.

He is also negotiating with Carlos Borsooque, director on foreign at Metro, but about to leave there.

More for Vilches

Hollywood, June 22. Paramount will release two more Spanish language independent pictures, starring Ernesto Vilches, following an operation he is to undergo soon. They will be produced by Leonard Bely, who directed "The Comedian." Day's first release with Vilches.

John Auer, former producer, is out and a new landmark has been found.

Spanish "Doctors"

Hollywood, June 22. Fox will do "Doctor's Wives" in Spanish. Harriet Caston will be in the leading female spot.

Plot-Guesser

Hollywood, June 22. Picture critic on a local daily was late for the review preview of a feature slated for \$5 opening on the same day.

After all the brother and sister critics had waited an hour for the late member, the critic's see called the studio and cooed:

"You don't have to wait for Mr. So-and-so. He just wants to see the ending."

INNOCENT IN BOOKING, RKO WINS ON APPEAL

Coy Operating Co., running the Savoy theatre, Jamaica, L. I., lost its attempt to restrain RKO from playing the Tiffany picture "Hell Bound" in its Merck theatre, L. I. Point was settled by an unanimous decision in the Appellate Court of New York.

Coy's alleged it had an agreement for first runs with Tiffany. Louis Nizer, Coy's attorney, wanted to stop RKO from playing before Coy did.

When the matter came up in the lower court last May, Justice Valentine dismissed the complaint, stating RKO was an innocent party to its contract with Tiffany, and did not have knowledge of the prior Coy booking. The picture is showing at the RKO Merck theatre week of June 18.

Mrs. Theo. Young Dies

Mrs. Theodore Young died June 17 at her home in Pelham, N. Y. Theo. Young is head of the Paramount-reality department.

Ad Screens and Radio's Ads

CARTOON IN LOS ANGELES "TIMES"
Ad Nauseum!



Cartoon reproduced as from the Los Angeles "Times". Of June 12, is particularly apt for film to whom the drawing brings the sentiment of inside journalism on advertising screens. That's itemized in the lowest of the three caricatures daily shows this kind of the picture suggestion in having the theatre passenger leave the theatre?

Perhaps nothing that has been printed so far on the same subject has gone as far as artist Gale's drawing. That title above the cartoon sounds a particular sentiment of itself. When a metropolitan daily shows this kind of painted editorial in three columns with the front page against anything in the cynicism expressions as here shown, that may be something to figure.

Commercial films are not alone. There is the radio field. It's no extraordinary parallel to remember that when entertainment is thrust

Producers, Caught in FWC-Publix Ad War, Call Off Own Campaigns

WRITERS' COMPLAINTS

Meeting in Hollywood—Hope Shortly for Joint Meeting

Hollywood, June 22. Writers' league (Monday) formulating their special grievances to the producers with the hope of a joint writers-producers meeting shortly.

Scriptwriters are demanding specified time limit assignments for the free-lances and the return of material submitted for a particular picture when not used.

B. P. Schulberg, chairman of the producers, expressed himself as being sympathetic to reasonable demands.

CIRCUITS AGREE ON OUT-OF-TOWN AD COPY

Publicity heads of the major circuits met Friday (19) at which time they agreed to co-operate on the expenditures for national advertising over the summer and perhaps into the fall.

The publicity men decided to arrange ad costs in various towns so as not to spend money in competitive effort. One reason for the step is an attempt to get lineage rates down by cutting ad also inroads. Another reason advanced is a precautionary measure against the time when business will improve when newspapers may attempt to raise rates.

Los Angeles, June 22. War by Fox, West Coast and Publix theatres here against two of the most important dailies is having a kick-back at the studios. Producers are now thumbing down on paying out cash for newspaper ad campaigns, which they were forced to settle for when the chains reduced their ads to one inch in these papers.

The two papers, morning "Times" and evening "Herald," represent more than 40% of the total circulation of the city's papers. Campaigns out of these sheets are having their effect on theatre grosses, producers say.

On top of that, the papers have cut down on studio publicity. What little is printed goes in without the studio involved mentioning.

United Artists are still seeing defeat, saying it is caught in the war without reason and is getting reverse English on its pocketbook. This studio points to George Swanson's "Lover's Luck," an example. In the case of the "Treasure" Publix locally spent \$5,700 for newspaper space advance, and for "What a Widow," \$5,000. In the case of the current "Lover's Luck," was expended with no billboard need.

Until the last few weeks the producers dug down for the space the circuits didn't take, but that's over. Producers are still seeing deficits at the box office, but refusing to pay any further.

RICHEY'S CORRECTION

Detroit Makes Explanation Of His Connection With Co-op

A report of the Atlantic City, N. J. convention last week received by "Variety" mentioned H. M. Richey of Detroit, stated on the convention floor he had sent a wire to "Variety," which had not been printed. Richey was asked Sunday (21) to repeat the wire. Yesterday the wire below was received.

With vacation time on and some of "Variety's" New York staff away at all times, the original Richey wire received, which is likely, may have been turned over to a current absentee reporter.

Detroit, June 22.

"Refer your article June 21st headed 'H. M. Richey owns 10% of co-operative Service, Detroit'.

"At time of incorporation of co-operative I was listed as trustee holding 10 shares of stock, and such time as additional stockholder and director could be selected. Co-operative started business Feb. 22, 1930, my trusteeship was cancelled April 22, 1930, and stock transferred to C. R. Beecher, Charlotte, Mich. for whom I originally held it.

"Beecher also assumed his directorship at that time. Therefore since 60 days after cooperative started have had no direct or indirect connection with that organization and the same. I am only of trustee holding no stock in my name or was any ever issued to me. While there are other untrue statements in article referring to cooperative, they will have to correct them but the above correction I feel sure you will want to make the editing statement that I have any connection with cooperative or stock in the same."

"H. M. RICHEY."

Shutdowns or Week-End Bills for 10 in Midwest

Los Angeles, June 22. A group of theatres in the middle west closed last week for the summer and will be open only on week-ends. The group includes small houses in Kansas and Missouri.

Those whose lights will be doosed until Sept. 1 are the Strand, Salina, Kan.; John R. Dodge, Emp. 4th Street, Moberly, Mo.; Plaza, Chanula, Kan.; and Plaza, Brookfield, Mo.

Those open only week-ends are the Palms, Ft. Dodge, Kan.; 4th Street, Moberly, Mo.; Plaza, Chanula, Kan.; and Plaza, Brookfield, Mo.

Real Names of Authors

John Jarvis Conington, author of "The Boathouse Wreck," is Alfred Walter Stewart. Maud Diver, author of "The Yellow Bird," is Helen Maud Marshall. Ed Fitz, "The First Hundred Thousand," is John Ray Keith.

LET'S GO, SHOW BUSINESS!

Here's the type of product you need for boom-time grosses. "CONFESSIONS OF A CO-ED." Good picture *plus* great title *plus* fine cast *plus* real showmanship idea. Congratulate yourself if you've got a booking on

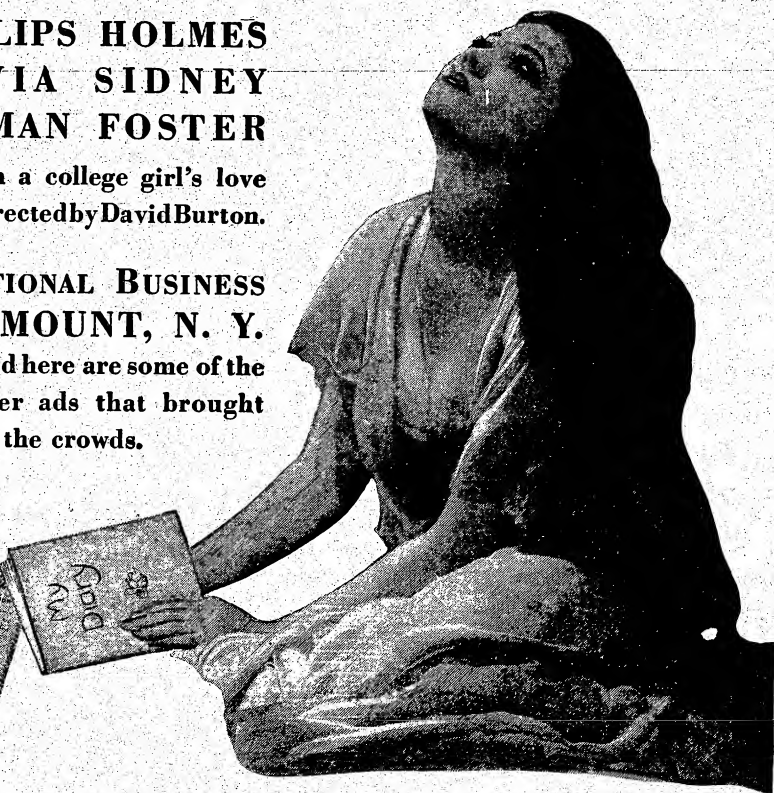
"CONFESSIONS OF A CO-ED"

PHILLIPS HOLMES
SYLVIA SIDNEY
NORMAN FOSTER

Based on a college girl's love diary. Directed by David Burton.

SENSATIONAL BUSINESS
PARAMOUNT, N. Y.

Illustrated here are some of the newspaper ads that brought the crowds.



PARAMOUNT "LET'S GO, Show Business!"

3rd week ROXY

3rd Big Week,
McVICKERS, CHICAGO
COLONIAL, AKRON, O.
PARK, YOUNGSTOWN, O.

More 2nd Week Holdovers,
FOX, BROOKLYN
STRAND, LOUISVILLE
5th AVE., SEATTLE
BROADWAY, PORTLAND, ORE.
NEW, BALTIMORE
IOWA, SIOUX CITY
CAPITOL, SALT LAKE CITY
ALADDIN, DENVER

Not since last August,
when **COMMON CLAY**
smashed thru **3** weeks,
has any picture
attracted such crowds

DADDY LONG LEGS

with

JANET GAYNOR • WARNER BAXTER

UNA MERKEL • JOHN ARLEDGE • CLAUDE GILLINGWATER Sr. • KATHLYN WILLIAMS

Play by JEAN WEBSTER

Directed by ALFRED SANTELL

Another **FOX** smash!

O'Donnell, Ludvig or Smith May Land Saal's Vacated Spot in Public

Either Robert J. O'Donnell, Public division manager for the southern territory out of Atlanta, or L. J. Ludvig, occupying same Public operating jurisdiction in Minneapolis for the northwest, will, according to information, succeed William Saal, resigned from Public last week to join Tiffany unit. Choice between O'Donnell and Ludvig is expected to be officially made before the week is out. If subsequent plans do not upset, for either it would be a promotion to a home office executive berth, but possibly among division managers who have a high rating within Public may be Edward A. Smith, long with the organization and until Fox-West Coast Pressed out of Public's Pacific Slope houses, in full charge of that division. Presently he is operating the Paramount and United Artists, Los Angeles. Smith at one time turned down an important executive berth in the Public home office.

Saal's Post

Saal leaves Public (formerly Paramount theatres) after an association of 12 years. He was in charge of theatre management for the south, southwest and far west, in addition to film buying and booking jurisdiction over that vast territory. Previously he was in full charge of all buying and booking. He came into Public originally when the E. H. Hulsey interests in Texas were purchased.

Joining Tiff Monday (22) Saal will work directly under (A. S. Young, president, as general manager in charge of all distribution and sales on Tiff picture line. He will also officiate in production matters to some extent, working along with Grant L. Cook in that direction. "Joining" into distribution, Saal follows one of his professional Public. But Kelly, into the organization. Kelly had grown up in Public as one of its shrewdest salesmen, and on short notice, Kelly is expected to E. H. Hulsey, with special jurisdiction over distribution.

First Short on Big Screen

Dianey's "Moose Hunt," cartoon one-reeler, is probably the first cartoon short to be shown on a big screen. It's the initial instance of any reel of drawings allotted an enlarged seat around New York. It took place last week at the Roxy for a reason; showman had a great idea.

Theatre had all its brief film foot-cage crammed in ahead of the stage show last week, the news-reel window up on the English Derby at the Roxy. It was not until the borders were drawn back for the oversized picture, the first time the Roxy has ever used this means of emphasizing a news shot. Rather than go back to the regular size for the cartoon, the management voted in favor of allowing the big screen to remain. Hence, the advantages break for the Columbia shorts. Inasmuch as the short drew more than a normal quota of picturegoers, the blow-up size looked good enough to be repeated when a one-reeler of sufficient calibre to stand the added responsibility.

House may play this wrinkle in future, including the Roxy, might borrow the idea, which some theatres now use, of slipping an "inter-relax" or glass in front of the projection lens to lessen the resultant glare. On the other hand, this might be particularly desirable where such a vast expanse of white is exposed.

Raw Stock Companies Now on Anti-Halation

Monday, June 22, Hollywood, June 22. New super-sensitive film now being made by Eastman for 16 mm. cameras on safety stock and other films. Some of the negative now used in studios.

Both Eastman and DuPont are doing a new anti-halation film for their negatives that eliminates glare and makes it possible to shoot directly into the sun or at naked lights.

Cutters are Hot Again For Union as Jobs Given to Collegians

Hollywood, June 22. Importing college boys to supplant experienced film cutters at one of the major studios has the cutters talking of forming a union. They are to hold a meeting this week with a representative of the American Federation of Labor to lay plans for organization.

Two studios are already reported 100% organized, and a third nearly unanimous.

Cutters are afraid their jobs will be taken from them by the diploma holders who are being trained in assistants' jobs at the same rate. Some of the grads are here, with four to come.

Film editors talked union before, but plans fell through.

Current Story Search Is for Pigskin Plots

Hollywood, June 22. With football the next big thing on the sports horizon, studios are in the market for pigskin yarns.

Universal and Metro are both doing Notre Dame stories, the former producing "The Spirit of Notre Dame" and the latter "Huddle". Paramount has an untitled football picture out for Richard Dix.

Warner and Fox are reading all the college stories they have in stock, with or without football angles. Stories without the pigskin flavor will have a game sandwicheed in.

Fox is planning to take George O'Brien out of westerns long enough to win a game in the last minute of play.

Mitchell Beats B. & H. With Noiseless Box

Hollywood, June 22. Mitchell has beaten B. & H. and Howell out here with the first silent camera, which was exhibited at last meeting of the American Society of Cinematographers. B. & H. still has its noiseless box under way.

At same meeting, Bosch & Lomb introduced their new standard 35 mm. motion picture lens, on which they have been working for two years. J. L. Nixon came from the B. & L. factories in Rochester to demonstrate the new glass eye.

McGowan's Quickies

Hollywood, June 22. J. P. McGowan, former Syndicate director, will produce a series of quickie westerns for the state rights market in association with Irving Piskin. Latter is a brother of Sam Piskin, Columbia exec.

Picture will be made at Telefilm studios.

Whistle the Patter

By Fred Stanley

Monday to Monday in any publicity department's releases:

Monday - Director Doolittle is stumped. Can't find a lead for his new story. "Let George Do It" Country will be completed for a while. Every hamlet in the country is to be searched.

Tuesday - Unable to find a lead in Hollywood for "Let George Do It". Director Doolittle is sending out scouts to high schools, colleges, etc. to find a new young man, young man of the hour.

Wednesday - After having tested several prospective young men for the lead part in "Let George Do It", Director Doolittle says he won't start the picture until he gets the perfect type and it won't be any time now on the screen.

Thursday - Director Doolittle will use the radio to announce to the

Oke Mob Week

Hollywood, June 22. Mob calls for the week were 400 below the previous seven days, for a total of 4,088, but a lot better than the past few months' average. Five carried one-sixth of the total for the week with Roy Del Ruth's "Lucky Lane" at Warner getting 214 hotel lobbyists to top the list.

"Savants of New York" at Metro had 176 walking around "Susan Lennox" took 114 for a small town carnival, and "Lullaby" at the same studio, requested 102 French cafe patrons.

"Painy Days" at UA used 91 garden party people, and "Skyline" at Fox had a construction scene with 42 at the trowels and hods.

Sound Personnel Shrinks as Exec Minds Get Wiser

Hollywood, June 22. In the current studio economy wave the biggest comparative saving has been in the sound department. At some plants the manpower in this department has been slashed more than 50%.

Assembling came when the studio execs began to learn something about sound, which was more like a mystery. They discovered the various jobs could be handled by smaller crews.

Technical end of sound had been a Chinese puzzle to the producers, and in the charge were given all the men they asked for. The awakening has cost quite a few men their jobs, and a realization of the part of the studio heads that many dollars have been wasted since sound came in.

Example is one of the majors which now uses only three sound men per picture unit, whereas until a few months ago seven were used. Same studio figures it has chopped down its overhead 25% by removing technical and workman deadheads. They cut out other extras and work on shorts had an assistant. Now, one man on shorts had an assistant. They work alone now. Each department in the studio had a truck and chauffeur to do errands between the studio and downtown. Now, one truck and chauffeur does the errands for all departments. Such efficiency moves are now common at every studio.

Fairbanks First Name Appearing as a Travelog

Hollywood, June 22. First travelog in a picture name as draw will be the Douglas Fairbanks film taken on the actor's recent trip around the world. Fairbanks appears in many of the scenes during the seven were used. This studio found every picture on shorts had an assistant. Now, one man on shorts had an assistant. They work alone now. Each department in the studio had a truck and chauffeur to do errands between the studio and downtown. Now, one truck and chauffeur does the errands for all departments. Such efficiency moves are now common at every studio.

Neither Fairbanks nor Mary Pickford have stories in mind for their next pictures.

U Drops Exchange P.A.'s

Los Angeles, June 22. Howard Hughes for years Universal's exclusive publicity and exploitation manager for the coast is dropping the exchange P.A.'s.

It is reported that the exchange P.A.'s are an economic loss.

Miller's Light Tent

Hollywood, June 22. "Dark Miller," "Light Tent" technique has a patent on lighting equipment which is claimed to save time and labor in the set lighting equipment.

Invention consists of a series of rods, placed around the shape in the front of the lamps, to center rays on particular object and eliminate diffusion.

Distributors Want National Zoning Plan, but None Is Now in Sight; Basis of Protection Not Yet Set

With zoning as a national industry practice further away than ever before and largely ignored as law in buying and selling pictures through aspect of the plan in such centers as Los Angeles, where initially instituted, the first zoning unit at this point to sell pictures in any given district will set the expected basis of protection. In view of the present regulation, anything might be expected, even in distributors refusing to set up a protective establishment by the first sellers in any territory.

It is admitted in various distributor quarters that it would be wholly unexpected that competitive sales of pictures would cut protection demanded by company first into the situation, or protection which automatically has been lived up to all districts in the past. But it is only at the same time there is no guarantee this may not be done.

With some of the major protection is held up now not only as the most important protective procedure in marketing next season's product, but also as a problem to be faced, which in the opinion of district leaders, eventually is going to make it easier for the indies than if they had the old contract and arbitration back.

Making It Tougher

Sidney R. Kent, who led distributors in frantic efforts to bring about a standard contract and a fair zoning and clearance plan, is of the mind that, while exhibitors are now trying to break up protection in doing so they are going to make it tougher for themselves in the long run.

Without a national zoning established or a standard system of protection in force, the field is left so open to the various distributors that they can hold the upper hand in protection as a lever, with the amount both ways under the thumb.

On the other hand, the account can bargain with the district who isn't holding the upper hand in situation where the first run outlets can't so gratifying by agreeing to increased protection. If one first run is getting 30 days' protection and another 60, regardless of conditions, not only the first but the subsequent runs would be involved in an odd local condition. Only the districts themselves, by adhering to a standard of protection and clearance for every territory in the country, can avoid that.

It is they don't a distributor war would begin to foment quickly.

The old informal contract between exhibitors and distributors under subsequent zoning and clearance plans, no district has dared violate the mandate of those procedures as agreed upon between themselves.

Ethics

Walking out on zoning as a national thing, however, there is nothing wrong with it. It can stop a distributor from either oversteering or underselling his competitor with the deals attentive through shorter or longer protection. There is nothing to limit a district from squeezing into tight situations by selling a half dozen second runs around the big house (first run) for a total of rent. He must then the district figures it can get it if not willing away. Any second run house would double rents if getting product first run with corresponding increases in terms down through the subsequent territory, until the end of the run is classified.

In selling away from a long first run around his territory, a district has nothing to stop a district from increasing protection to make it tougher for the man who has first run and more exciting in the account selling that back.

Legal Fears

Just don't down if it is legal in distributor circles generally that a national zoning plan can be worked out eventually. Since the uniform exhibition contract has been unified, that has been the thing with the first local zoning in the L. A. ter-

ritory as the starter. Since then legal fears have been in the air.

Extra-industry lawyers as well as local lawyers close to industry and politics are asking if it is not dangerous to try a national zoning plan at this time in view of the fact that under such a scheme districts would again be acting in concert with each other, thereby making it impossible to hook, protect, cut, or under protection, and clearance which was standard throughout the business.

Since zoning was upset in L. A., where indies walked out of the zoning continuing committee, with that zoning to function, and in other spots, such as Detroit, the local exhibitors have been selling all according to a plan, or originally adopted, and a though still in force, how long this will continue is a question.

Edge for FWC

On the west coast the indies, as well as some of the chains, including Warner Bros. and Pathé, have not without squawks against L. A.'s zoning plan, claiming it has been working out as a great zoning plan for Fox-West Coast.

Kent recently made a statement that FWC could play a major role in districts, or immediately following first runs downtown.

Squawks also occurred in Chicago, Dallas and other keys where a plan was being worked out that seemed out in L. A. was played in effect.

In New York, which serves southern New Jersey, the districts and chains, on reported good advice, shied away from a zoning plan. In addition to legal difficulties, one fear from accounts was that Metro would demand higher protection than now.

Local final local interpretation of zoning as an industry-wide protection is forthcoming, protection will be up to districts and accounts with both product and buying power governing to a great extent.

Kent recently made a statement, speaking for Paramount, that common sense will have to guide the distributor in setting protection, with latter depending wholly on territory, situations, etc.

COAST P.A.'S SAY EAST KIDDING WHEN IT RAPS

Hollywood, June 22. Coast studio P.A.'s say that east is a reflection on their honor, and that the eastern P.A.'s and exhibitors are making a mistake in their progress, having a good time.

Harry Brand, Sam Goldwyn's space-grabber, says that Archie Reece, the P.A. man, drew up a formal statement of protest before Archie Reece was taken out of town.

Says Harry, someone's riding the coast boys in general, with possibly some weak sister specially intended.

Rece's great indignation, "mass meetings, rallies, and general to-do and bull-bugle."

P. S.—With the "Examiner" chatter venturing in Honolulu, the coast is learning to call Harry by her first name.

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Exploitation

(Continued from page 17)

who is unable to attend the current show, so as not to break the continuity.

But Jay Emanuel's "Exhibition" regional paper, gives the highlight when it reports that when another hood kept one woman away from the theatre for 16 weeks she came down and made back payment for nearly four months to save what she had already accumulated on the ticket paid by her.

Bunch of Gigolos

Los Angeles. "Studio" opening at the RKO June 25, all the local dancing academies were tied up by George Brown to stage dance contests, with the gigolo element foremost.

Brown has little difficulty overcoming the cry of "too many" by branding their male patrons who would compete in the gig class, as the dance hounds thought it kinda cute.

Gift Nights Again

Los Angeles. Country stores and other gift nights much in vogue among exhibitors of late, are being revived again in desperation.

Fox-West Coast is going for the gift gag, at its West Adams theatre. If it means anything at the b. o. there, other neighborhood houses of the circuit will start giving things away.

Indie houses have been boosting the country stores for several months. Anything that can be used in the home is figured as an added attraction in the suburbs.

Getting Germans

New York. Warner Bros. are working a lot of schemes to promote trade at the Warner, now giving to foreign films. Latest is contest for a radio set awarded German society having the largest number of members attending the shows between June 19 and July 19. Ticket stubs to be saved and turned in for count by secretary of organization.

In addition house is cut rating for attendance of any organization in a body. These stubs also count toward the radio if it is trying.

Say It with Flowers

Seattle. Orpheum is making a nice take through promotion of juvenile flower show in lobby, in co-operation with the "Star." Paper helpful in enlisting the co-operation of flower growing clubs and obtaining competent judges. Display attracted to lobby. Additional advertising through stories in paper hooking to show. Cups to boy and girl making best displays and donated wrist watches

for second places. Show ran for four days.

Makes Screen a Scrim

London. Metropole, pictures, is getting a series of effective trouble through the use of the perforated sound screen as a scrim. Throwing a strong light back of the screen reveals the performers, precisely as is the case with the usual scrim curtain and as far as the audience knows that the screen has to be perforated to pass the sound, the effect is mystifying.

The first week a small band was stationed back-stage to play into the main title. Following one of the pictures, in a noisy costume, worked with a vibration machine, fading into the title of "Reducing." Presumably the horns are put in place as the backstage is darkened.

Dance Lessons

Los Angeles. Class dance lessons for kids, with Bud Murray as professor, is being tried on the stage of the RKO theatre, while the youngsters getting exercise for the RKO admission. Theatre figures each kid will be accompanied by an adult, who pays \$6c, and that the 45c for two people isn't bad. Lessons started last Saturday morning (20) and will be held every Saturday.

Murray is doing the teaching only for attendant publicity.

Gave Kid a Party

Chicago. Max Sachs, of the Byrd, has a party for the graduating classes of two grade schools in neighborhood. Fancy baskets for the girls and neckties for the boys. Candy for everyone.

Max promoted the gifts, but in telling his plans to the local business lunch club added that he was still shy the fee crisis. "You've got that now," came a voice from one of the tables.

Next time Max is going to tell the lunch club all about it first.

Speeding Typists

Denver. Typewriting speed contest, worked in conjunction with the "Rocky Mountain News" and Remington, gave Denver theatre a turnaway on Monday, its worst night of the week.

Typewriter people donated a portable for the prize and the "News" plugged, lining up the contestants. So successful that eliminations were held to cut the entrants down to 24 finalists, these eliminations being held in private to save the effect for the finals. Each girl eliminated was soothed with a pass to the current show and went away happy. Crowd was standing in the aisles

on the last show Monday, when the girls went to bat in two shifts. Each shift given three minutes and winner decided on accuracy and neatness. Entire stunt ran less than 15 minutes and interest ran high.

Paper used plenty of art and both editor and store manager well satisfied with results. House about doubled usual taking and at no cost.

Home Talent Again

Hollywood. Warners is using the home talent motion picture thing to stimulate business at its suburban houses.

Idea will in every case be tied up with a local newspaper. Plan is to make a one-roller with home talent, but the audience come-on is testing for the parts, the tests to be made on the stage. Later the tests will be shown and the patrons will choose the cast by ballot.

Campaign is starting at the San Pedro house.

Two-Way Selling

With merchants keen on sales, two old timers are being dusted off.

First is the auction sale, in which an article of considerable value is displayed in the lobby or foyer and the patrons drop bids into a box, which always is inside the pay line, even where the article itself may be too bulky to be placed there.

In one such gag an automobile of popular make was put up for auction. Its regular sale price was stated, and it was announced that if a 5-cent bid was found to be the highest, the car would be sold for that price. Generally most of the bids are below the \$100 mark, but there will be a few who will go double that, and still fewer who will run the figure up. As a result the car is generally sold for more than the dealer has to pay for it. Meanwhile, it has been a source of whoopee in both the theatre and dealer advertising, particularly the latter.

In the other form the article is put up for sale at its regular value and the price cut each day until someone buys before someone else beats him to it.

Either way the stunt should cost the house nothing and the return is all profit.

Frame Contest

Use the vacation period to get some new frames. And make it an advertising stunt at the same time. Procure a set of cheap wooden frames of the same size as those regularly used in the lobby. Buy a few pounds of modeling clay and let the school kids decorate these frames, with stream laid on the appropriateness of the decoration as applied to the show to be advertised. For example a western should carry Indian heads, horses and cowboys.

Let the children who desire to compete register at the theatre and select four to six each week, permitting them to work in the lobby

Hollywood Shorts

By Claude Binyon

Hollywood, June 19.

Several hundred miles from Hollywood, on the rim of a high and comparatively unknown mountain lake, the film star had constructed a cabin wherein he could get away from it all. He romped about in dungarees with his algaey dog, fished for trout totally undisturbed by autograph seekers, and he plucked wood ticks from his bosom with the impromptu couple of a fat lady scratching herself in the dark.

For weekends he stretched this life in the rough couldn't be bent.

Came one of those times when

before the house opens. Give a ticket to each child and a small prize for the best frame. Give each a credit card for the display and all the frames with posters or stills.

In a small town this ought to be good for from one to three paces instead a week, including the children, in a rather again, bearded individual had moved into the cabin, near his and wondered what that individual would say if he knew a famous picture star was near enough to throw a rock at him.

Saturday the star watched a pistol

he nibbled his fingernails to the quick and watched the gum, bearded individual cast for trout. Then it was Monday.

the star had two weeks' totally free of picture work, social obligations, nagging on the sky and benefit appearances. He thought of his cabin and packed his bag.

Monday he cleaned his cabin and arranged his fishing tackle. Tuesday he caught seven trout and skulked his boat. Wednesday he hiked to the trading camp to see if there was any mail, caught five trout and annihilated two hell blisters. Thursday he sat on the cabin steps all morning and chopped down a tree in the afternoon. He started talking to himself. Friday he fished all day and threw his trout back. He noticed that a rather again, bearded individual had moved into the cabin, near his and wondered what that individual would say if he knew a famous picture star was near enough to throw a rock at him.

Saturday the star watched a pistol

he nibbled his fingernails to the quick and watched the gum, bearded individual cast for trout. Then it was Monday.

Just Fair

The star's neighbor was out early for trout again, casting his fly with stoical deliberation. Hungry for companionship, the picture celebrity crawled into one of his boats and approached Rip Van Winkle.

"Fair," came from somewhere in the beard.

"Any size?" asked the star.

"Fair," repeated the gum individual, in a rather again, bearded man from his pocket and slipped off a moderate lump. He mouthed it eagerly at first, then tucked it expertly in the crevice between his casing and gums. He resumed his casting.

"This is my first year up here," said the star. "I built that cabin near yours. Haven't seen you around before."

Rip Van Winkle made no answer. Desperately the star broke out: "I'm in pictures."

The gum gentleman pounced himself. "You're really ain't got good since 1927," he said.

"I'm in pictures," repeated the star. "Do you remember?"

"No," said the fisherman.

"I came up here to get away from people," said the star weakly.

"I ain't been to a pitcher show in seven years," said Rip. "They make me sick."

"People bother me for my autograph and all that," murmured the star.

"He looked about with a futile. "They bother me," he added.

A strike occupied the bearded individual's attention for a short period. Shuttling he pulled in a 14-inch trout, deposited it in his creel and spat on the water.

"Nice one for this lake," said the star.

"Fair," said his neighbor.

"It sure is a relief to get away from people," said the star.

"I'm," said his neighbor.

The star smiled coyly. "Do you," he asked, want my autograph?"

"Does it run?" asked his neighbor.

The star rowed back and packed his bag.

"Fair," said his neighbor.

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"Fair," said his neighbor.

"It sure is a relief to get away



**"There'll be a
short wait of
2 hours for all
seats to see**



SMART MONEY

**And six
million New
Yorkers are
saying they
have waited
FIVE YEARS
for a hit like
this!
PLAY IT
DAY AND
DATE with
BROADWAY**



ROBINSON as a
gambler who knows
too much about cards
and too little about
blondes

EDW. G. ROBINSON and JAMES CAGNEY

And this Bevy of Beautiful Blondes

EVALYN KNAPP, Noel Francis,
Margaret Livingston, Gladys Lloyd, Polly Walters

Directed by Alfred E. Green



CAGNEY as a boy
who knows too much
about cards . . . AND
blondes

Screen story and dialogue by
Kubec Glasmon, John Bright,
Lucien Hubbard, Joseph Jackson

**More
than your
contract
calls
for**

A WARNER BROS. HIT !

AN INTERNATIONAL TOAST

To the star whose genius
has no boundary lines



Written, Directed and Produced by CHARLES CHAPLIN

From the Far Flung Capitols of Two Continents to the
Dreaming Hamlets of the Crossroads They Pay Tribute to
His Art . . . And Dollars, Shillings, Marks, Lira, Francs and
Yen to the Box-offices of all Lands!

The Long Run Favorite of the World

NEW YORK 14 WEEKS
LONDON Now in 16th WEEK
PARIS Now in 10th WEEK
GENEVA 3 WEEKS
BRUSSELS 10 WEEKS
MADRID 6 WEEKS
HELSINGFORS, Finland 3 WEEKS
OSLO, Norway 4 WEEKS

ROME 3 WEEKS at 2 theatres
SHANGHAI 2 WEEKS
HAVANA 1 WEEK at 2 theatres
MONTREAL 3 WEEKS
CHICAGO 5 1/2 WEEKS
DETROIT 5 1/2 WEEKS
LOS ANGELES 5 WEEKS
PHILADELPHIA 7 1/2 WEEKS



THE STAR WHOSE NAME IS A HOUSEHOLD BYWORD IN EVERY
CIVILIZED TONGUE . . . AN AMERICAN "AMBASSADOR WITHOUT
PORTFOLIO" TO THE PEOPLE OF ALL NATIONS!

**UNITED
ARTISTS
PICTURE**

RKO's Discovery of a An Open Face Secret In Toledo Theatres

Toledo, June 22.—Although never a secret here, not even thought of as undercover anywhere else, it is said that RKO's discovery of Howard Charnas' connection with a local theatre outfit prompted his resignation as house manager of the RKO Tivoli.

Feigley is a partner of Nat B. Charnas, the Toledo Theatre Enterprises, operating six picture houses in this city. Firm formerly owned the Tivoli. When the Tivoli was leased to RKO about two years ago, it was reported assumed by RKO that Feigley had disposed of his interest in the indie string. He became manager of the Tivoli for RKO, with the latter, from accounts, continually under the impression that he owned Feigley and his services 100%.

Now RKO stumbled over the big discovery wasn't revealed, but reported to have come to attention through Feigley Charnas' recent deal for another house.

The Toledo firm, of which Feigley is president and Charnas general manager, operates the Liberty, Lyric, Diamond, Strand, Frisella and Superior theatres here. It formerly also had two houses in Defiance, O., but disposed of them.

Charnas is a brother of Harry Charnas, of the Warner theatre district in New York.

Feigley is on a month's vacation. Upon return he will again take an active interest in his own theatres. His successor for RKO at the Tivoli is T. H. Stevens.

DAILIES TAKE SIDES IN WB-FWC S.B. WAR

Los Angeles, June 22.—Santa Barbara is experiencing a real picture house war between Warners and Fox-West Coast.

Skirmish started following the opening of the new Fox house there in a territory that was solidly Warners' with four houses.

Bullets in the war are exploitation, with each company trying to outdo the other in advance ballads for pictures.

Even the papers have taken sides. One of the sheets is going for all of West Coast's publicity rage and the other for the ballyhooes of the opposition.

Texan Indie Bankrupt

Dallas, June 22.—First report of bankruptcy this year comes from Hillsboro, small town near here.

B. A. Lawrence, owner of Majestic, recently released his house to creditors, following failure of distributors to okay further credit.

Foremost Film Writers and Dialogicians

Six Top Money Directors for 1930

and

William Slavens Grover

McNUTT-JONES

Wrote for FOUR of Them

RALPH SPENCE

R-K-O

Waldemar Young

PARAMOUNT

VARIOUS RIALTO REVIVALS

Public Buying Anywhere for 25-Center on Broadway

Pictures of every other company excepting Metro, from reports, will be bought for the Rialto, New York, under its revival policy at 25c. While it is said this may also avoid any Fox product for the house, it is learned, on the other hand, that one or two from that company may be later booked.

From Radio "Cimarron" is the long prospect, but it can't be obtained for a while due to its unavailability until all subsequent have used it.

Publix is buying pictures at a price on revival and, through that, plus lowered overhead in operation of the theatre, it is believed the former run house will at least break even over the summer.

Pictures are being booked on percentage and flat rental, depending on the product.

"Hells Angels" (U.A.) is the latest set, following "Criminal Code" (Col.) this week, "Dracula" (U) comes in. Then "Angels". Under the present plan Publix will avoid buying comedy pictures for the house.

STEFFES WOULD SWING HOUSES INTO A CHAIN

Minneapolis, June 22.—

W. A. Steffes, general manager of Allied States in the northwest, has expanded his plans for a buying group and, according to the local trade paper supposed to be his mouthpiece, he now is trying to form independent theatres in the territory into a chain.

Corporation acquiring the theatres would own 51% of the stock and the independent owners would manage their houses the same as at present, but own only 49%. It is not stated what the owners will receive for their present 51% holdings, if anything other than outside control and direction of the show-houses.

Officers of Allied States and the exhibitors have pledged themselves to give out no information at present, according to the trade paper. Steffes himself will say nothing.

Par Branch Restriction On Changes in Terms

No longer can a Paramount exchange okay pictures in its zone for Public situations when terms have been changed, without first getting the signature of the distribution department at the home office.

Under the deal sheets for all Public accounts, instituted last year, Par has notified its branches that while this precludes the necessity of exchanges making up contracts, receipts or cancellations, the deal sheets act as a cancellation but superseding contract changes. In terms should originals in the h.o. If the exchange makes any deals locally with Public offices, it is to make five copies, all to be signed by the local Public broker. Four copies are to go to the h.o. for okay before picture can be played under changed terms.

The deal sheet is clarified for exchanges thusly:

1. All agreements of terms are to be recorded and confirmed by this medium.

2. All changes in terms are to be recorded and confirmed by this applying not only to spot but group bookings.

3. Eliminations of pictures are confirmed by it.

Thieves Pick Spot

Winnipeg, Can., June 22.—

For the second time in two months, the Lyceum theatre here was broken into and the safe robbed of \$1,200. Three years ago the same thing happened. The Lyceum is a first-run picture house owned by Universal.

This time, how the thieves got in is a mystery. It is thought they hid in the house after lock-up. No trace of breaking in was found, with the exception of the missing \$1,200. Law's office door. It showed traces of nitro glycerine. The robbers chose the bluest night of the week, Saturday.

The loot was made up of bills and silver and fully covered by insurance.

RKO GETS NEW PAR IN CINCY AT \$45,000 YEAR

Cincinnati, June 22.—

As reported the deal under which RKO leases the new building Paramount in the suburbs here will be for a yearly rental by RKO of \$45,000 for the house. Lease is understood to have been signed in New York.

Additionally RKO will pay taxes, etc., will reimburse Paramount for the theatre furnishings and equipment installed. Latter will probably amount to around \$135,000.

Lease is for 21 years. It leaves Cincy still served up by RKO.

Rochester Doesn't Care For Double Feature Bills

Rochester, June 22.—

Munroe theatre first here to quit the double feature idea. Manager Elmer Locitz decided hot nights could do with shorter show.

General Impression—here double bills not so hot at the b. o.

Conventor's Capitol, running single film features, has cut price for summer from 35c evenings to 25c, anytime except Saturday evenings and Sunday. This may force cuts in other houses.

Indie Exhib Seen as Block to Bar Of Double Featuring by Contract

Innoculation of the film industry against double-feature bills is now being planned by way of inserting a specific ban against such twin showings in exhibitor contracts. This idea has been discussed among the distributors and is still on the inside so far as confabs go. Each major company is being sounded individually.

When and if all concur on conditions and penalties, the matter will go out generally to the industry. Penalties and conditions will be at-

K.C. for N.M. P.T.A. Meet?

Kansas City, June 22.—

E. Van Hynning, of Topeka, Kans., president of the Kansas and Western Missouri Motion Picture Theatre Owners' Association, advises that he has assurance of invitation from his organization to the National Motion Picture Theatre Owners' Association to hold its convention in this city, which will be accepted. The convention will be held late in October or early in November.

So far as present discussions have gone, there has been little if any dissenting sentiment on the plan, according to inquiry. The obstacle is the indie angle. This is the angle disturbing the major circuits to whom the plan has been propounded.

It all boils down to matter of reliability and whether even if the indie contract so conditions, the indie will stick.

That's because of the penny angle. Getting down to penalties for violations of such a contract ban is something looked upon as difficult to achieve for concurrence among all. It is intimated this phase of the question is all that stands between putting the plan into effect.

As double features have been with the industry as long as most can remember, what puts the squeeze on the present era is the admitted shortage of pictures and production plus conditions. Latter are improving, and with the concerted movement now under way among all companies for a better line of product and less costly objection to any double-feature plan may be avoided.

On the indie side, that's the big idea, getting one good picture to stand off a couple of bad boys.

Selected by Paramount Publix as the
star of their

"FIRST LITTLE REVUE"

Produced by Frank Cambria

PARAMOUNT—NEW YORK

WEEK OF JUNE 26

The first and only revue of its kind in
Publix theatres

**NAN
HALPERIN**

Management William Morris Agency
Arthur Ashley, Radio Representative
Mayfair Theatre Building, New York City

"One of the most enjoyable engagements I have ever played."

NAN HALPERIN

"Some Lousy Snake" Riled Steffes; N. J. Exhibs in A. C. and Get Hot

Atlantic City, June 22.

Annual convention of the Allied Theatre Owners of New Jersey came to a close Friday (19) at the Hotel Traymore, after two days of hectic sessions, climaxed by the charge of W. A. Steffes of Minneapolis, director in the Allied States Association of Motion Picture Exhibitors, that "some lousy snake in the Jersey organization" has been furnishing trade papers with ammunition for attacks against the national members.

H. M. Tichey, Allied States director from Michigan, said he, too, had been made the target for attacks and that he had wired "Variety" 10 days ago to retract statements made against him, but had received no reply.

Leon Rosenblatt of Bayonne, taking the accusations as directed at him, denied that he has called Steffes a crook or said that the Minneapolis man was on the payroll of certain groups antagonistic to the independent cause. In his opinion, Rosenblatt stated, he thought that the national organization was not giving the Jersey organization the proper support. Steffes answered that there were too many prima donnas among the independents, who elected officers, and then tried to check every move made to improve conditions.

Will Hays and the producers he represents were sent sky-high by Sidney Samuelson, president of the New Jersey association, charging that the Paramount ban on underworld picture features was no more than the Hays crowd debunking

the gang feature. "Why should July 1 be the sacrosanct date set aside by Paramount officials to stop producing 'gang features'?" Samuelson asked. "If gang pictures are no good after July 1, they were no good before."

Devil's Invention

Samuelson told of an offer made by "The Will Hays outfit" for a merger which was declined despite "the favorable terms." He urged members to buy as much as possible from Columbia and Universal and advised care in contract making. "The percentage guarantee, he called the invention of the devil, and predicted that the independent theatre owner would turn out the only solvent agency in the picture industry."

Despite plans to unite as a means of gaining improved conditions, the Jersey organization voted favorably on a motion to continue affiliation with the Allied States association. A rather gloomy picture was painted of the season ahead. Sidney E. Samuelson, Newton, was re-elected pres.; E. T. Kelly, Pullman, N. J., and A. Hirschblom, 7000 River, 24 W. D. Irving, Dolinger, Irvington, sec.; Frank L. Warren, Princeton, treas.

"Adventure" at Rivoli

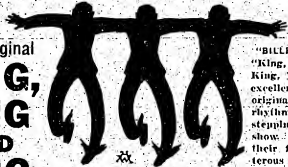
"Forbidden Adventure" will come into the Rivoli, New York, July 2. If not sooner, housing out "Night Angel," present tenant. "Forbidden Adventure" (Par), kid picture, is the new title for "Newly Rich," but may still be changed.

Held Over 3rd Week at Roxy, New York

ORIGINALLY BOOKED FOR 1 WEEK

The Original
**KING,
KING
AND
KING**

Fanchon & Marco
HERMAN CITRON
RKO
BLONDELL & MACK



OUR TRADE MARK

DANCING TO THE KING'S TASTE

Thanks to Leon Leonidoff
and Phil Bloom

SYLVIA and CLEMENCE

Now Playing Public Theatres

THIS WEEK, TIVOLI, CHICAGO
NEXT WEEK, FISHER, DETROIT

Direction: Charles Hogan, William Morris Office

More 1st Runs for Hip

With RKO out of the Globe, New York, its Hippodrome is likely to get more first runs than it has lately.

RKO has been using up nearly everything between the Globe and Mayfair, latter its show window for Broadway.

Fire Deadwood Quick

So Survivors Will Smile, Is FWC Order

Los Angeles, June 22.

Fox-West Coast doesn't want any reduction in operating costs or staffs to affect the atmosphere of its theatres and is informing managers that no air of gloom should enter the door along with economy.

Orders are to get whatever firing that is to be done accomplished immediately so that the employees remaining can feel secure and not have the worry of bouncing on their minds.

TROUBLE OVER SUNDAY OPENING IN N. J. TOWN

Newark, N. J., June 22.

Warner Brothers got into an argument with the officials of Kearny over Sunday opening. The Kearny Council voted that the Lincoln and Regent might open Sundays during the summer provided 20% of their gross was turned over to the Central Service Bureau. WB claimed that its Hudson was not allowed to join in this agreement but the officials say that the Hudson refused on the ground the deduction was confiscatory.

WB ordered manager Reed to open the Hudson Sunday which he did. He was arrested for violating the Sunday law and the house closed with the patrons given tickets admitting to any performance.

Frank A. Rainey, citizen of Kearny, made complaint against the Regent and Lincoln, but the police refused to accept the complaint. Rainey said he would push it.

When Reed came up for trial WB's lawyers asked to have the case postponed, which was done.

Under Warner's settlement with the Kearny police the Hudson will be open Sundays for the summer and pay the same to charity as the others for the privilege. WB maintains the whole trouble was due to a misunderstanding. It had agreed with the central charitable society which was arranging this Sunday opening for the summer, to help those suffering to pay the 25%, but the name of the Hudson was inadvertently not turned over to the police as on the list.

Some one has evidently distorted the facts somewhere, but the case against Reed will be dropped and he won't have to go to jail after all.

ALL OR NONE, SHUT ON SUNDAY IN WICHITA

Wichita, June 22.

Wichita theatres will close on Sunday after July 5 in compliance with notice to E. C. Rhoden, division manager of Fox West Coast Theatre in Kansas City, from George L. Adams, Sedgewick County attorney. If they do, the Greater Wichita Association demands that other business firms and institutions in Wichita and Sedgewick County that are violating the state Sunday labor law, close also on that day.

Complaints naming 55 general violators of this blue law have been filed with the county attorney. List of complaints ranges from selling a candy bar to moving a truck load of furniture.

The association officials have asked that the county attorney take the same procedure in these alleged violation cases that he has taken in the complaints filed against the theatres.

They declare it is not their wish that a strict "blue-law Sunday" be observed but that, if the state law is made to cover Sunday shows it should also, in justice, be enforced for other activities.

Stench Bomber Sentenced

Akron, O., June 22.

First local conviction for stench bombing a theatre was recorded this week as Municipal Judge Gordon Davies imposed a sentence of six months in the county jail with a fine of \$50 and costs against Edward Whitmore, 19, of Akron.

The youth was held for the police by an usher in a downtown theatre. He was prosecuted under a newly adopted city ordinance.

Several Akron theatres have been victim to stench bombings in recent months.

Mixed Yiddish Bill

Tri-lingual programs comprising film, vaude and legit on grind go into the Prospect, Bronx, starting Monday (23). Idea is for the vaude to be partly Yiddish and partly English, dramatic slot of about an hour, in Yiddish, and a feature film in some foreign language, probably German.

Prospect was previously a Yiddish legit. A 50c. top weekdays, with 75c. week end.

BOOTH LAD AVERTS PANIC

Nashua, N. H., June 22.

Melvin Ritty, projectionist, averted a panic among 1,000 persons in the Park theatre when he closed all doors and openings in the booth, grabbed a fire extinguisher and put out a fire.

Someone in the theatre yelled "fire," but, attaches directed the people through the six exits. Shortly after, excitement began seats again were occupied and the show resumed.

Big Films on Double Bills If Exhib Pays High Rental Asked

Contrary to inner reports that distributors with road-show or other expensive pictures, would attempt to get accounts to guarantee that they will not be exploited as half of double-feature bills, distributors will rely on heavy rentals to automatically avoid this.

In that case the stigma of double-billing would not affect sufficiently to worry the distributor.

Another angle expressed is that of intra-industry difficulties through refusing accounts pictures unless it was agreed the exhibitor play them singly, with distributors saying the exhib has the right to dual bill any picture desired as long as the prescribed rental is paid.

May Lose Cameo

RKO may get its Cameo theatre, on 42nd street, off its hands within a few weeks, through leasing. It is a forgoing film company for a long term. Tobis, German, is negotiating for the house on a percentage basis.

Cameo has long been a headache to RKO, with its small seating capacity. Attempt has been made to keep foreign and arty films in the house with insufficient product of that quality available.

Dinner to Swartout

Schenectady, June 22.

John Swartout, city, newly appointed manager of the Griswold theatre, Troy, formerly at the Strand here, was tendered a farewell dinner Thursday night.

Prominent citizens and theatrical forces well represented among the 100 at the dinner.

FANCHON AND MARCO
KING, KING AND KING
A Fox Theatre Unit
Now Available for Independent Exhibitors

THE FOUR MULLEN SISTERS

MONICA - MARY - KATHLEEN - IMELDA

Featured in Frank Cambria Unit "THE LITTLE REVUE"

WEEK, JUNE 26, PARAMOUNT, NEW YORK

We express our deep appreciation to HARRY SANTLEY, of the Wm. Morris Agency, who has booked the MULLEN FAMILY for years. To ABE SAMUELS, who made possible our BROADWAY debut at the ROXY, and to DAVE RINGLE, our personal arranger.

POPS AND JOVY

"The WONDERS of the Dancing Age"
NOW PLAYING PARAMOUNT-PUBLIC THEATRES
Products of WHITMAN SISTERS

HOLD YOUR EARS!



WHEN IT EXPLODES—

it will influence the buying of product for next season more than any other single factor—Get ready for fireworks.



WHILE THE REST OF THE industry shined up the adjectives for a new season — Metro-Goldwyn-Mayer got busy digging up facts!

WE KICKED OUT THE

Dictionary — When you've got facts you don't need the hooey of words, words, words, all tricked up in Announcement Book colors!

M-G-M IS THE ONE AND ONLY COMPANY that says to you: "Let the Box-Office Figures Talk for us!"



SO WE DUSTED OFF THE records of six years—and we'll tell you the results in a bomb-shell



WHEN YOU THINK OF 1931-32, remember this:

An impartial survey covering the receipts in 1,000 theatres shows that Business on M-G-M pictures averaged so much better than all pictures of other companies that there is no comparison!



AND WHEN IT COMES

solely to outstanding hits—we've had 35% of them for six years—Look!

M-G-M in 1925	
GREAT DIVIDE	M-G-M 8
HIS SECRETARY	next 6
LADY OF THE NIGHT	next 5
MERRY WIDOW	next 4
NIDSHIPMAN	next 2
SALLY, IRENE AND MARY	Total 25
NEVER THE TWIN SHALL MEET	M-G-M had 8
THE UNLucky THREE	or 32%

M-G-M in 1926	
THE TORRENT	M-G-M 10
BEVERLY OF GRAUSTARK	next 8
BROWN OF HARVARD	next 4
MIKE	next 2
ROAD TO MANDALAY	Total 24
WAVING SEX	M-G-M had 10
TEMPRESS	or 42%
UPSTAGE	
TIN LIDS	
FLESH AND THE DEVIL	

M-G-M in 1927	
SCARLET LEAF	M-G-M 15
TELL IT TO THE MARINES	Next 12
SLIDE, KELLY, SLIDE	Next 5
MILK & LOLLERS	Next 2
ROCKERS	Total 37
THE UNDISCOVERED COUNTRY	M-G-M had 15
TWELVE MILES OUT	or 40%
MCKINLEY	
BIG PARKING	
ROAD TO ROMANCE	
SEN HUB	
SPRING FEVER	
MAN, WOMAN AND SIN	
LONDON AFTER MIDNIGHT	

M-G-M in 1928	
LOVE	M-G-M 12
WEST POINT	Next 8
DAVINE WOMAN	Next 7
STUDENT PRINCE	Next 4
LATEST FROM PARIS	Next 3
ACROSS TO SINGAPORE	Next 3
LAUGH CLOWN LAUGH	Next 1
OUR DANCING DAUGHTERS	Total 38
EXCESS BAGGAGE	M-G-M had 12
SHADOWS OF THE NIGHT	or 31%
MASKS OF THE DEVIL	
LADY OF CHANCE	

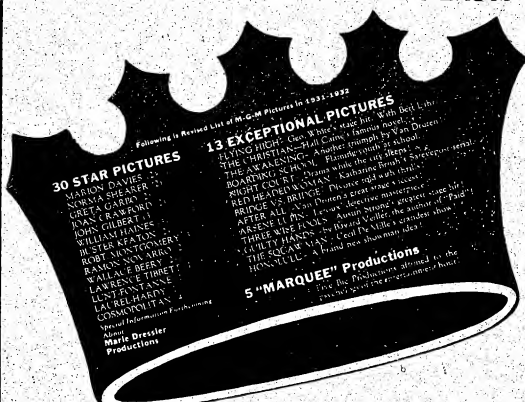
M-G-M in 1929	
FLYING FLEET	M-G-M 20
ALIAS JIMMY VALENTINE	Next 15
WILD ORCHIDS	Next 6
MELANCHOLY TRIAL	Next 5
THE PAGAN	Next 4
WHERE EAST IS EAST	Next 3
BROADWAY MELODY	Next 1
TRIAL OF MARY DEGAN	Next 1
LAST OF MRS. CHENEY	Next 1
SINGLE STANDARD	Next 1
OUR MAIDEN MAIDENS	Total 55
SWEDWAY	M-G-M had 20
MARIANNE	or 36%
UNFAMED	
HOLLYWOOD REVUE	
NAVY HILLS	
DYNAMITE	
DEVIL MAY CARE	
THEIR OWN DESIRE	

M-G-M IN 1930-31	
ANNA CHRISTIE	M-G-M 20
MONTANA MOON	Next 13
DIVORCE	Next 6
ROQUE SONG	Next 5
CAUGHT SHORT	Next 4
BIG HOUSE	Next 3
THE UNLucky THREE	Next 3
OUR BLUSHING BRIDES	Next 2
ROMANCE	Next 1
LET US BE GAY	Next 1
CALL OF THE FLESH	Next 1
GOOD NEWS	Next 1
MIN AND BILL	Next 1
PAID	Total 62
REDUCING	M-G-M had 20
INSPIRATION	or 32%
IT'S A WISE CHILD	
DANCE FOLDS DANCE	
STRANGERS MAY KISS	
TRADER HORN	

THIS SEASON'S NOT OVER YET!

Among other hits, released since the above was compiled—The Secret Six (Wallace Beery) Shipmates (Robert Montgomery) Laughing Sinners (Joan Crawford) and now the new talkie of the industry, Norma Shearer in "A Free Soul".

WEAR IT next season and REST EASY!



The Crowning Glory of METRO-GOLDWYN-MAYER (May 7th)

Indie, with Only Double Bill in Providence, Doing Best B. O. Trade

Providence, June 22. Providence showmen are wrestling with a problem that has not the local film situation tied up.

Altogether too much elasticity in programs in the last few months has put the theatrical business here in a tough spot, local exhibitors admit, but what to do to rectify the situation is another story. There are plenty of suggestions, but not one good enough to suit the bunch here.

Grosses in general have been chopped in two and no one blames it on the depression. Some months ago theatre men began juggling with programs. Adding one week, cutting another and what not. Then one of the indies got sore and since then has been playing twin-feature

bilis every week with the result he is getting twice as much business as the other houses week after week.

One theatre attempted to meet issue by switching programs three times in one week. The crowds took this about wrong. They kept away, figuring that the pictures were pulled out because they were bad.

Another theatre put on stage attractions for a time besides a full-length feature, sound news, cartoon and a couple of comically short. Proved expensive and failed to work for the house. So out.

Meanwhile the indie was educating the public with a duo bill. Word of mouth kept his show as the best in town.

Now one or two exhibitors are suggesting a huddle. Programs on a whole here should be stabilized. But the indie insists on the twin features. The others say no, it can't be done, but the indie stands pat. He has a long-term contract with a couple of producers that will assure him of pictures for quite a spell.

Col's Summer Releases

With all of its current (1930-'31) product completed in addition to "Pagan Lady," first for release on the new season, Columbia has three more to release over the summer.

They are "Arizona" (Laura La Plante), going out the end of this month, "Fifty Bohoms" (Jack Holt), early in July and "Mifrice Woman" (Barbara Stanwyck) topping, also in July.

"Pagan Lady," from Lenore Vio's play, is set to lead the season's program, probably first week in August.

In addition to that Col is putting "Drigible" on general release also in August.

MEET THE WIFE

(Continued from page 19)

in the lesser daily changes here and elsewhere. These theatres trying to spread it for a longer stay will have something to worry about despite what attractive qualities some of the cast names may be deemed to possess.

Pictures' outstanding asset is Laura LaPlante's appearance and performance. Also favoring it is some pretty fair work from the Messrs. Cody, Myers and Allen, plus more eye appeal in Joan Marsh and a good looking production background. But the director, Pearce, has put it all into the gun and withdrawn a very stringy rabbit. The stretching carries to an extra and unnecessary 1,000 feet. Hence, what might have been a very good three-day visit has had its various stays curtailed by 43 hours.

Miss LaPlante has, or made, the opportunity to wear plenty of clothes. She looks delectable all the way and does exceedingly well with a mild "Dulcy." For those who don't know "Dulcy," she was a dumb and rattle-brained wife introduced to the legit stage by Ljane Funt. Here Miss LaPlante is confronted with the problem of a supposed dead husband, who returns and has an inclination to hang around, plus a second better half who would like to marry her. The boys get together and solve the bigamy knot to their own satisfaction. The secondary film has the younger sister tied in between a newspaper reporter and a silly top Englishman.

Lew Cody is sufficiently suave as the returned husband, becomes a famed author, and Harry Myers probes what he can from the disoriented and distracted No. 2. Claud Allister, ever directed by the Britisher, and William Janney is flameless as the sister's choice. Latter still looks as if he could do something but lacks any semblance of a spark in this film. Miss Marsh, now with Metro, is mostly a matter for the eyes. She's not yet positive on dialog.

Given this lineup of personnel and a script of some farce basis, it figures to have had a chance to evolve into a fair feature. But Pearce has undermined everything by too much padding. Result is a demand upon audience patience which would snap in the better grade houses were this picture to play to them. A slow moving and mostly dull comedy.

Some Detroit Indies Are Asking Questions About Allied States

Detroit, June 22.

Detroit Exhibitors Club has been formed locally with 66 members. Although formed as a social club it seems to be endeavoring to find out what's wrong with Allied States. With about 50 of Dec's members also of the Allied group it is expected an endeavor will be made to put the present leaders of Allied on the spot.

Understood that various members of the local Exhibitors Club attended an Allied board meeting held June 17 at which many charges were made. At the same time it is understood the members of the Allied board who also were either directors or stockholders of Coop

were asked to resign from the Allied directorate.

The charges were received, it is understood, with a reply to be furnished at the next meeting of the board to be held July 1.

It is understood there is a lot of dissatisfaction with the regime of H. M. Richey, who has been g. m. of Allied for years.

It was also charged that Coop. Theatre Service Corp., company formed for profit and which used Allied money to get started, according to report, is inimical to the best interests of all the Allied members.

Another claim was made that unless Allied takes steps to curtail, or eliminate Coop, that Coop will eventually eliminate Allied.

which might have been a highly colored farce. The best chance for laughs is before juveniles of from 10 to fifteen and before that type of clientele which styles these entire as "comical."

But that LaPlante girl. Why in such as this?

LAST BOHEMIAN

(CZECH-MADE)
(Dialog and Songs)

Prague, June 11.

This is the A. B. Film Atelier (Senior Electra film company) dialog film, based on the comic story, "The Good Soldier, Svejk," by Hasack, and shown on continental stages. A film, full of melodrama and highly amusing comic pictures, contains native Czech types, folkways and picturesque Prague quarters, beer gardens and Bohemian night spots. It should do well over here, but where else can it play?

Picture supposedly presents the life story of Hasack, his activities as a journalist and publisher, teacher of French, his arrest while addressing public gatherings, his call to the colors, and his highly amusing experiences as a soldier in the Austrian army are revealed as in his book.

Sasa Rastlov plays the Czech character and Jan Riecher does well in support.

"When You Say It Up to the Disney Mickey Mouse

Standard There Is Nothing Left to Be Said"

Writes the Motion Picture Daily



"AINT THAT SUMPIN'! Asks MICKEY MOUSE"

GARY COOPER

Paramount Pictures

National Screen Service Trailers

are the backbone of Talking Picture Advertising

New York—126 West 46th St.
Chicago—810 South Wabash Ave.
Los Angeles—1922 S. Vermont Ave.

EDDIE PEABODY

NOW PLAYING
PLAZA THEATRE
London, England

Here it is! **RCA PHOTOPHONE** \$1600⁰⁰
All A-C Operated
Special Size Equipment for
500 SEAT THEATRES
Lease Price

RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT for theatres of 500 SEATING CAPACITY and under is now ready! Designed and built to meet the requirements of the smallest theatres . . . compact . . . simple in operation and offered at a price that makes it the salvation of hundreds of houses that heretofore have remained dark or unprofitable with silent pictures or with unsatisfactory sound equipment.

COMPLETE A-C OPERATION

No Batteries . . . No Motor Generators . . . Direct Connection with the A-C Power Line . . . making operation extremely simple. Built for small projection rooms.

DESIGNED FOR SMALL THEATRES

Adapted to Simplex, Powers and Kaplan Projectors, operates with 110 volt, 60 cycle and 50 cycle, and 115 volt, D-C Power supply. (Powers and D-C equipments at a slightly higher cost.)

AN ENGINEERING TRIUMPH!

At Last! The small theatre is given the same opportunity as the super de-luxe house. With confidence the small theatre owner can proudly advertise his RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT, knowing that the box-office attractions of the major studios will be presented with the fidelity of tone and perfection that characterizes RCA PHOTOPHONE performance.

**\$100.00 DOWN,
\$25.00 A WEEK!**

On the Lease plan, this RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT may be installed on deferred payments as low as \$25.00 per week which includes lease and finance charges, insurance and REGULAR SERVICE during the payment term. It takes but a very few extra admissions to pay for it and deliver a profit from the first day of operation.

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Yates' Franchise Cancelled After RKO Execs Juggled 2 Mos.—Agent Protested

RKO's intention to issue a combination agent-producer franchise to Irving Yates has been dropped, with Yates' status remaining as formerly, producer only. He will continue to book his vaudeville productions through his regular RKO agent, Charlie Morrison.

Another combination franchise for a producer, Irving Tishman, stands. This is through the entrance of Sam

Tishman, the former RKO booker, into the agency field. His brother Irving has been the producing partner of Jimmy O'Neal. The Tishman & O'Neal firm now disbands, nominally, with Irving Tishman as an agent with his brother, and O'Neal, the producer, for and booking his acts through that office.

When RKO announced it would franchise Yates and permit him to

book directly his own acts at a saying of commission and others he might represent as an agent, it brought a protest from Morrison and from the other non-franchised independent vaudeville producers.

That occurred about two months ago. Since then Yates continually declared he'd prefer not to have a franchise and would rather continue booking through Morrison. But for a reason known only to the RKO officials, the matter was juggled around.

Morrison has been representing Yates' acts with Keith's and RKO for the past seven or eight years, and for the past two years has contracted with Yates to book all of the latter's act there. He contended much of his agency's effort and time have been devoted to Yates' acts among others, and that franchising Yates would be a means of suddenly depriving the Morrison agency of a source of material and business on which it spent considerable effort in building up.

When first considering a franchise for Yates, Charlie Freeman, the RKO booking office head, declared Yates rated one on his record as a prolific producer of moderate-priced flash acts. "Another reported reason was that Freeman didn't consider it necessary for Yates to continue selling through an agent and that a franchise for the producer might effect a saving for the RKO circuit on the price of his acts. This was disputed and proved unlikely.

Associated with Morrison in that agency is Jess Freeman, brother of the RKO booking head. Jess Freeman also represented several Yates acts personally besides all Tishman & O'Neal productions in the past.

Morrison's Protest

Morrison complained to Charlie Freeman and was advised the Yates franchise would stand. The agent then went direct to Hiram S. Brown with his protest. Brown turned the case over to his assistant, James Turner. From that point the juggling passed from Turner to Charlie Freeman and back during the two months that elapsed before settling the simple question. The RKO circuit heads were regarded to have wasted more money in excess time than either Yates or Morrison or both will make in the next two years on producing and booking acts.

City Court Decides Contract Is Illegal if Calling for Sunday Work

Invoking the blue laws of the New York State penal code relative to Sunday labor, Judge Wendel, sitting in the City Court of Manhattan, Monday (22), rendered a decision in the case of Catherine Ann Healy, a performer, against Harry J. Conley, vaude actor, that practically nullifies all contracts between parties which may be made in contemplation of work by either party on Sunday.

Such contracts calling for a full seven days working week were declared illegal as Judge Wendel dismissed Miss Healy's suit on those specific grounds. The sections in the penal code invoked here are Sec. 203 and 2152 which prohibit labor on Sunday in New York State.

The decision while made in New York City is apparently on the basis

that if such contracts executed in New York are made for labor outside of New York the contract so made is still n. g. as the court doesn't presume to judge on states outside New York.

Conley was represented by Attorney Julius Kendler. He brought this phase of the contract before the court that resulted in the dismissal of Miss Healy's complaint.

She was suing on an alleged contract made with Healy around June 25, 1927, by which Miss Healy was to perform in his act at a weekly salary of \$100. Miss Healy claimed she was guaranteed a 30-35-week under the terms of the contract but was let out after rehearsing for her role and didn't even get started. She asked for \$3,000. She was to start work under the contract on Aug. 21, 1927.

An appeal is looked for.

An Open Letter from

JEROME MANN

To His Mother:

Dear Mom:

Great news. My representative, Bernard Burke of the Jack Curtis office, just phoned and said that Charles Freeman saw my act yesterday and immediately routed me in a RKO Intact, opening at the Kenmore, Brooklyn, June 27; then the Madison and Chester, and then out of town for 50 weeks. Will also be featured in the headline act, "Anatole Friedland's Affairs of 1931." Enclosed find new picture of me. Love from your son. (Remember?)

JERRY.

P.S.—Watch for my ad on the route page every week.



BLONDELL & MACK ATTRACTIONS

BOMBY
AND HIS
RADIO GANG

Henry J. Kelly

June 20, 86th St. (1st half)

TRACY and VINETTE

SAM SHEPARD
PRESENTS THE
5 Hot Shots
June 20, Lowell and Auburn

FANCHON & MARCO Presents

ZELDA SANTLEY
Headlining "VACATION DAYS" Idea

Personal Direction HARRY FENTELL

SECOND BIG WEEK WILLIE AND EUGENE HOWARD

RKO PALACE New York

THIS WEEK, JUNE 20

Thanks for the many kind offers which we could not accept owing to our engagement in the forthcoming George White's "Scandals."

Reduced Salaries Cut and Lay-Off Wks. for RKO Unit Acts Next Season

RKO with intact show weekly budgets set at not more than \$5,700 entailing reduced salaries for actors this coming season, will further reduce the actors' incomes by retaining the cut weeks as last season, with possibly one more week added to that classification.

The booking department reports that acts so far interviewed regarding the new lower offers are not raising any great objection. A few are still holding out for their last season's money, and a small number of acts have asked for increases on proffered routes with RKO.

The general all-around cutting of salaries on RKO when decided by Charley Freeman a few weeks ago, brought comment from actors and others interested in the idea. It was the opinion among them that if Freeman retained the cut weeks and reduced acts' salaries also, he would run into difficulties. Most figured that acts would not accept cuts two ways. Idea of cutting down weekly overhead by the stage talent met with the same objections on the street as usual.

Necessary Cuts

With the retention of the 6½ weeks of 25% cuts on top of the reductions in salaries, it is a question as to how long before RKO will run into snags clashing with actors. Although most of the pruning has been done with acts usually collecting from \$700 up, still many believe that figure have been offered less. The \$1,000 class acts when taken down to \$750 do not feel the pinch like the turn brought from \$400 to \$500. RKO states that many acts, regardless of the saving movement on their part at present, have been very much overpaid and should have been cut long ago.

The retention of the 6½ cut weeks is justified by RKO on the basis that the cut houses are losing propositions and otherwise they would have to discontinue vaude. They state that the houses probably will never pay but will be retained as spokes in the wheel in order to round out a season.

2½ Weeks' Layoff.
The RKO intact route of next

CRANDALL OF WASH. TALKS OF COMEBACK

Washington, June 22.

Harry Crandall, who built up a chain of motion picture theatres bearing his name in Washington, D. C., and then sold out to Warner Brothers, is now about to stage a return, according to his own announcement.

Crandall expects to build a \$500,000 picture theatre on fashionable Connecticut avenue, north of the White House. His plans are contingent upon the District of Columbia commissioners re-zoning the property. The proposed theatre would seat 2,500 people—ranking it next to the Fox—in capacity.

Buster West Sailing

Buster West opens in Africa's curl Aug. 1. In order to catch the boat after finishing his present RKO time in Toronto, he must motor to New York.

West closes in Toronto on a Friday and his sailing is set for the next day from New York. There is no train out after his show. Hence the motor or plane ride.

LONDON OPENINGS

Fred Sanborn opens July 27 at the Palladium, London, on the same bill as McLellan and Sarah.

Season as far as plans are set at present will have around 24 weeks, with 2½ weeks' layoff scattered between travel and discrepancies of opening dates. Acts will receive 22½ weeks of full salary after accepting the first cut and 6½ weeks of 25% cuts. The 2½ weeks of layoff is a total loss.

This does not include the eastern RKO time not playing the intact units. These bookers can buy acts for whatever price they settle upon, as long as starting within their budgets.

JOE LAURIE'S SIZE GOT HIM PINCHED, TOO

Joe Laurie's "relatives" caused him plenty of grief and trouble during his date at the RKO Albee, Brooklyn, last week. Laurie's closing line is where he invites the audience to visit his home at 332 West 46th street.

As he stepped off the Albee stage there huskies of the Children's Society were waiting in Joe's dressing room. Laurie thought they were three invited guests. But they placed Frankie Finn of New Haven, under arrest.

William Sanford, acting manager of the Albee, and Laurie accompanied the officers and the boy to the Poplar Street police station.

The dock lieutenant, after hearing the charge of the society's agent that Finn is under age and appearing on a public stage without a permit, paroled the boy in the custody of his mother.

Sanford and Laurie, who figured their duty had ended, started to leave the station but were told to stop up to the rail. The lieutenant, looking at Laurie, figured the Children's Society had made another mistake and had brought in an additional minor relative appearing in his act. Laurie was also placed under arrest and held in \$500 bail for employing a minor, with Sanford likewise.

Commissioner Peter J. McChinniss arrived at the station, furnishing bail.

In court Finn was held in \$500 bail for trial in the Children's Court July 7. Sanford and Laurie for July 6.

Capt. Must Scram

Hollywood, June 22.

His period in the United States having expired, Capt. Willie Must had to return to Germany just when he was all set for a Fanchon & Marco berth in "Carnival" Idea. The captain, German aviator, does a trick bicycle act.

"Carnival" Idea will be produced in St. Louis by Leltoy Prinz.

FRED ALLEN SAILING

Fred Allen sails for Europe tomorrow (24) for a vacation.

He will return in time to go on the road with "Three's a Crowd."

N. Y. NVA Club Matter Awaits Court; Cal. Actors Approached, Uninterested

CANTOR CHILLS ON THAT "FRIEND OF THE ACTOR"

Hollywood, June 22.

Eddie Cantor, past president of the NVA, is, naturally, who razes Henry "Chatterfield's" attitude, and opines that the self-styled "friend of the actor" is more concerned with the \$300 a week salary he is getting as secretary of the club, says Eddie: "You know \$300 is a lotta dough, especially to a guy who was worth \$80 bucks on the stage."

Cantor, when he accepted the NVA presidency, went over all the books and states that all E. P. Albee ever contributed to the NVA didn't total \$100 in the years Albee took the bows as the mentor of the NVA.

Cantor, now that he is an authority on economics, as witness his forthcoming "Yoo, Too, Prose-ity" book, observes that the actors have other things to worry about; they don't need a clubhouse to lay-off and around in; what they need is a club to make 'em get out and get some work.

That Singer Title

Joint Complaint Bureau of the V. M. A. has notified its theatre members that the title of Singer's Royal Midget Band is an infringement on the original Singer's Midgets and in the billing might lead to misrepresentation. This necessitates a name change for the act on the major circuits.

Leo "Singer" owns the original midget act; title. The owner of the other is also named Singer, but not related.

ROGERS' 11 MONTHS

Roy Rogers sails for Europe July 11 to play 11 months of vaudeville. He starts in London.

Route arranged by the William Morris office.

Status of the NVA Club matter remains unchanged for the week. A meeting was held between attorneys for the actor and manager factions last week with nothing reported occurring.

It was said that at the meeting all in attendance agreed not to discuss the affair on the outside. Later the same day the meeting was generally talked of by the actors and others at the NVA clubhouse on 46th street, and a report was circulated on Broadway that the actor group headed by Henry Chatterfield would come out on the long end.

That any settlement, in flat or another way, is likely outside of court was held improbable by Pat Casey, for the managers. They have decided to let the matter rest with the courts. Meanwhile the case is under a two-week postponement in New York Supreme Court.

The managers are reported as still convinced that if relinquishing the NVA funds and direction to the small group of protesting NVA Club guests, the financial and directorial obligation, without funds, will only be tossed back to them in a year or so, anyway.

Los Angeles, June 22.

After Henry Chatterfield, brought Harry English, in charge of the local NVA branch, to personally seek out a specific group of ex-vaudevillians here, all the artists approached expressed total indifference as to the fate of the ornate clubhouse which some of them have never entered.

Working vaudevillians in pictures out here, or those who are more or less taking things easy in semi-retirement, are equally lukewarm in their interest. If they haven't their own immediate problems, with many pointing to the flop of the Bank of Hollywood and the Guaranty Bldg. & Loan as economic proof that they have other things to worry about, they are decisive in their antipathy to the Chatterfield faction.

Among the most salient deficiencies of the NVA, aside from the

(Continued on page 63)

FRANK BUSE

The COLONEL of AMERICAN "NUTS"

BRAND NEW IN THE EAST

NOW WEDNESDAY
THURSDAY
FRIDAY

RKO 86 ST. YORK

SAILING SOON FOR EUROPE

SENATOR MURPHY

IS SAILING JUNE 25---ILE DE FRANCE

To Open at the PALLADIUM, LONDON, July 6

Dir.: WM. MORRIS—EDDIE MEYERS

Campaign Speech by DARBY AARONSON

NARO LOCKFORD

RETURN ENGAGEMENT THIS WEEK (JUNE 20), RKO PALACE, NEW YORK

ORIGINATOR OF THE BURLESQUE QUARTETTE ADAGIO

Direction LEONARD ROMM—HARRY ROMM Office

FORD--MARSHALL AND JONES

THREE BLACK ACES

NOW RKO PALACE, CHICAGO

Vaudeville Direction: MILES INGALS—JACK CURTIS OFFICE

Week June 27, RKO Palace, Cleveland

Paramount-Publix Direction: NAN ELLIOTT—WM. MORRIS OFFICE

Lack of Break-in Spots Troublesome To Acts—Tryout Bits While Working

Matter of break-in houses for new acts and material has become so acute among vaude performers they have resorted to the new angle of trying out new bits, songs and pieces of business while out playing regular dates for RKO. The new stuff is broken in, one at a time, slipped into the old act in spots without attracting undue attention. Finally set, the bits are either put in the trunks for the following season or replace the present playing turn.

It is well known house managers on the road look upon this practice as okay. It has turned out to be a life saver for many turns who knew they had to replace the old act with a new one and looked ahead to no places to break it in.

Unless the RKO operating de-

partment decides to set aside at least three or four cold break-in weeks for acts to put on new acts, the practice will continue by actors breaking them in while getting paid to deliver their standard act.

The break-in question is the most troublesome one before performers. They have to resort to all sorts of tactics to enable them to show RKO eventually a completely act turn.

The fellow who is not routed over RKO is practically out of luck. He does not have the chance to break in while playing and in many cases cannot get the oil can dates due to all sorts of flangling upon the indie bookers and actors parts. There are many good scripts and standard performers laying around at present due to this situation of lack of a place to put it into proper condition.

Brighton's Vaude Bill May Tour Shore Resorts

Lyons & Lyons may tour its vaude bill opening Monday (29) at the Brighton theatre, Coney Island, over the shore resorts as far as it can travel for the summer. The agency has booked in the show at \$5.35, with a guarantee of \$7,000.

On the bill are Jim Barton, Frances Williams, Ann Demickson, Jack Osterman, Ritz Brothers, 16 Albertina, Kasch, Girls, and the 3 Ritz's. It's said that all but Barton and the smaller turns are working under a cut. Barton is reported playing on percentage.

L&L is interested in the Texas Guinan Revue, with the Shuberts also in it. The show in cabaret style will play the Bayes Roof. If over there, it may be taken out next season on a one-nighter route under Shubert bookings from coast to coast.

Radio Kids as Act

New vaude act is being framed by Arthur Paul, Eli Belterman and Duke Sherman.

All three are under 17 and have done radio work.

Benson Replaces Delmar As RKO Club Booker

Jules Delmar is out as head of RKO's club booking department. Edgar Benson goes in. The latter hails from Chicago and formerly operated the largest club business in the west.

Delmar, at that time an agent, went into the RKO club bureau last year as successor to Alf T. Wilton. It is likely he'll return to the agency business.

Morris Commission Claim Disputed by Three Slates

The William Morris office has started suit against the Three Slate Brothers to collect commissions alleged due to it for booking the trio over a Public route last season.

The Slates deny owing Morris the commission, stating they did not sign any Public contracts, only playing two weeks of the total claimed by Morris. Slates declare all confirmations and talk regarding the Public thing were made verbally, and mostly on the phone. They left the Public tour around Nov. 15, after playing Brooklyn and Jersey City and opened in the Hammerstein "Ballyhoo" show in Philadelphia.

Jules Kessler is attorney for the act.

'No Release' Point Saves Commission for Jackson

Commission from the booking of Harrison and Elmo, blackface team, at RKO has been awarded to Bill Jackson, of the Max Gordon office, following arbitration by the booking office. Bill Mack also sought the commission.

Jackson claimed he had been representing the act on the RKO floor for six months. The William Morris office has the turn under an exclusive management contract but, turned the act over to Mack for RKO placement.

Mack contended he was the official agent through Morris' authorization, but Jackson's claim that no release had been secured from him, and that he was still the act's RKO rep, was upheld.

Howards for B'klyn Met

Loew booking department has secured Willie and Eugene Howard for the Metropolitan theatre, Brooklyn, week of June 27. Neville Pleeson and Louise Groody play Loew's State, New York, the same week.

Daisy and Violet Hilton, Siamese Twins, open at the Metropolitan week of July 4. The Howards played the RKO Palace, New York, last week.

HUDSON'S, N. Y., VAUDE

Playhouse theatre, at Hudson, N. Y., will open June 23 with five acts of vaude and pictures. Theatre has been closed for remodeling.

Vaude will be played the last half only until September, when six acts each split will be used.

MINSTRELS ON PIER

Dan Fitch has gone to Atlantic City to produce Fitch's Minstrels at the Pier.

Fitch at one time had a minstrel troupe on the road.

Lucille Page's Revue Chance

Hollywood, June 22. Lucille Page, dancer who has been working coast presentation houses, is spotted for the next "Vanities" by Bill Perlberg.

Her first show.

RKO WILL ONLY BOOK 4 WKS. IN ADVANCE

For the summer, and possibly indefinitely after that, RKO will discontinue booking acts for its intact units more than four weeks in advance. Up to now spots have been issued more than six months ahead. Only exceptions will be unusual or especially desired turns.

Circuit has found that the booking of acts more than four weeks ahead has often resulted in deals that later appeared not so favorable. Advance bookings have frequently clogged the books and left no open spots for acts which became suddenly available and were considered more desirable than turns already under contract.

New method will allow more freedom on the road show book, it is figured.

WILLIAM DEMAREST

Delivering a Command
Performance for
His Majesty

AL CAPONE

in Chicago This Week

THE "ENQUIRER"

Cincinnati, O.

June 15, 1931.

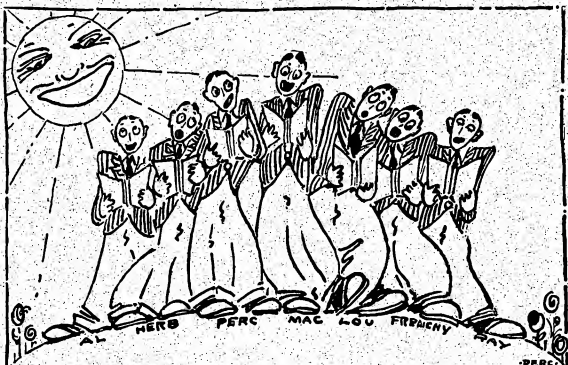
"WILLIAM" DEMAREST plays hideous music on a 'cello, looks glum, gets thrown out of pretty girls' dressing rooms.

"WILLIAM" DEMAREST is ESTELLE COLLETTE. The two enter for what appears to be a conventional violoncello duet, but which turns out to be a wild collection of nonsense. Veteran trouper are the DEMAREST-COLLETTE pair, and always adept at dealing out the laughs. You are sure to like them."

Signed with
Earl Carroll "Vanities"

DE VITO and DENNY
with DOT STEVENS

Spare No Expense to
Produce Laughs for RKO



CALIFORNIA COLLEGIANS "THE SEVEN BLUNDERS OF THE WORLD"

LATE FEATURES OF
"FIFTY MILLION FRENCHMEN" AND "THREE'S A CROWD"
CLUB RICHMOND DAFFYDIL CLUB

AND
LES AMBASSADEURS, PARIS
THIS WEEK (JUNE 20)
R-K-O PALACE, NEW YORK
AND WILL TOUR NEXT SEASON WITH "THREE'S A CROWD"
Direction WEEDEN-SCHULTZ AGENCY

TRIXIE FRIGANZA

GOLDEN GATE, SAN FRANCISCO, CALIF.

CHAS. H. ALLEN, Personal Mgr.

DAVE GENARO

HEADLINING

PLAYING RKO CIRCUIT Direction: HARRY FITZGERALD BOOKED SOLD UNTIL FEB. 1932

BOB, BOB AND BOBBIE

This Week (June 20), R-K-O PALACE, NEW YORK

RETURN ENGAGEMENT

Direction LEWIS MOSELY—LEE STEWART OFFICE

Thanks to BOOKERS and MANAGERS

GEORGE BEATTY

THIS WEEK (JUNE 20), R-K-O PALACE, NEW YORK

R-K-O Direction: PHIL OFFIN

Thanks to R-K-O BOOKERS and MANAGERS

smart enough to go for laughs via hokc. After all, that is their selling point. The boys trot out some fun-

The Misses Brooks and Kish-
nice when they're dressed nice,
there are lots of nice-looking
in yauville against very few
can look funny. And fun is
more effective. It's possible
they're too anxious to get into
evening gowns, but the idea
serves as a foundation is too
able to toss away. It can be
into something much better
passable No. 2 material.

STAT

it very well. He has Jean McHarry C. Ward and Anna J. latter a midget, for support. They help considerably. This Bergman's second new act in years. The previous number was the type that's ordinarily slow after one season, but perhaps it

(Continued on Page 62)

Numeral in connection with bills below indicate opening day of show, whether full or split week

Mr. & Ray	Nosma King
Itzuko	Keith Wilbur
o & Sanlos	Con Kenna

Times Sq. May Have Regularly Run Local Bus Route for First Time

Fifth Ave. bus lines have petitioned the N. Y. City Board of Estimate for a 10-year franchise to run buses locally over 7th avenue and through the Times Square district. The petition temporarily postponed comes up again for consideration before the board July 1. It will be the first time for double-decker buses to traverse the streets of Times Square already is the headquarters of all long distance bus lines.

What such a route may mean to the district is a matter of local analysis. On angle is as follows: (Continued on page 60)

DOROTHY RUSSELL GETS \$75,000 FROM ESTATE

Pittsburgh, June 22.—About \$40,000 will be taken from the estate of the late Alexander P. Moore and added to that of his wife, Lillian Russell, to increase the value of her estate to \$75,000, under an agreement announced last week by attorneys for the Moore estate, for Mrs. Dorothy Russell Calvit, Lillian Russell's daughter and herself, a former actress. The agreement is regarded as a victory for Mrs. Calvit in her contest against Moore's will.

In her suit, Mrs. Calvit claimed half of the \$80,000 Moore estate, basing her claim on an alleged prenuptial agreement between Moore and Miss Russell. At the trial of the contest, Mrs. Russell's testimony was taken to show that valuable art objects, jewelry and rugs in Mrs. Moore's estate had not been accounted for. Testimony was given that Moore had bought for \$10,000 a pearl necklace valued at \$10,000, which had belonged to his wife.

With the estate of her mother increased to \$75,000, Mrs. Calvit would be assured of a yearly income provided for her by her mother's will, according to attorneys, without the necessity of drawing against the principal, which she has had to do because of Mrs. Moore's estate having shrunk to \$35,000.

In Moore's will, Mrs. Calvit was given a bequest of only \$1,000. Under her mother's will, the estate will revert to the Moore estate upon the death of Mrs. Calvit.

RENO'S NEW TRACK ALL SET—CASINO ADDED

Reno, June 22.—All set to go at the Reno race track July 1, with a \$15,000 loud speaking apparatus installed to keep the fans wised up to what the ponies are doing on the other side of the track.

Reno's racing plant is now on a par with the best of 'em with its new \$35,000 club house and gambling casino as an added come-on. Bill Graham and Jimmie McKay are the fathers of the club house. They expect to draw in a couple of hundred grand during the hot month of July over the gambling tables. They also get a cut out of Dempsey's fight show on the fourth and all in all they are sitting pretty.

Bill Nye, who put over a red hot race meeting in Kansas City a few weeks ago and brought that track back to life, is here all steamed up for the biggest meeting ever held in the west. He too expects to see the dough rolling through the mutual machines so fast that a double shift of checkers and auditors will be necessary to handle it.

Reno competes directly with Azusa Caliente in the race meet, as the Mexican track opens on the same day as Reno. But Nye says he has an ax on the pick of the racing fans and is going to give 'em some purrs that will make the auto race look like a penny ante race.

Combine Show Off

Melba Sykes (Graham) has defied the colored crowd during until the fall. Combination of 1,000 voices aroused no little interest, though strangely combined with like voices.

Later efforts were cancelled, unable to compete with outdoor cycle racing.

GREATEST CHUMP RACKET

Galveston Sees Another Beaut Parade—Dames on Floats

Galveston, June 22.—The 12th international beauty pageant is now history. Probably the greatest event of the kind ever staged in the Southwest.

Official estimates place crowd that saw fancy titled costume parade Sunday (14) at 110,000. That's some mob for here parts.

All parades were free, with beauty on decorated floats.

King Victor, billed as one of judges, didn't come. On his last visit here in 1923, with his wife, Eleanor Boardman, he cost pageant committee \$500 for hotel bill, alone. Talk now is of limiting pageant to United States and possibly Canada, Mexico and Cuba. European angle too costly and doesn't mean anything.

Laudatory attack was delivered by Catholic bishop, who issued orders: barring girls in pajamas or wearing pageant insignia from churches.

CHAS. STRICKLAND AND GIRL ARGUING AT 4 A. M.

Charles Strickland, 40, band leader of the Nichols avenue band, and Alice Santry, 37, theatre cashier, residing at the same address, according to the cops, were arraigned in Washington Heights Court on the charge of disorderly conduct.

Strickland and his companion were considerably crestfallen in court where many recognized the orchestra leader. After accepting their plea, Magistrate Louis A. Brodsky suspended sentence. They left together.

Dennis Curry, cop of the Wadsworth avenue station, had his hands full. He was patrolling his post when Lieut. Charles Coghlan, of the Wadsworth Avenue station, told him to hurry to 16 Marblehill avenue, where a disturbance was in progress. Much trouble was outside. Residents had been awakened.

When Curry reached the scene he found Strickland and Miss Santry in a tussle. The chauffeur had been hailed by them to fix a tire. The chauffeur explained it would cost the femme who owned the car \$150, and time that spun around on his clock. The clock showed 6 o'clock.

Landed in Station

The job completed the chauffeur sought his money. And what a yell Strickland and Miss Santry put up. So much so the immediate sector was aroused and heeded the calls for the cops. Curry sought to adjust it and he was roundly abused by Strickland and his companion, he asserted.

He took Miss Santry and Strickland to the station house. It was then 4 a. m. The car owned by Miss Santry was also taken to the station.

In the station house, Strickland began to accuse everyone of stealing his wallet. Curry told the Lieut. he saw the wallet, safely placed in the Santry's handbag. A search revealed the wallet there. The Lieut. offered Strickland a chance to make good the taxi bill. "Nothing doing," he declared. "And he was right," said the Lieut. with Santry on the charge of disorderly conduct.

All but the chauffeur came to court. The facts were heard and the suspended sentence imposed. It was said by the cops that Strickland and Miss Santry had attended a party that was given in honor of a graduate of Hightwell University.

NO SUNDAY BALL IN ALA.

Birmingham, June 22.—Sunday baseball was outlawed again by the senate last week to 15. Under a resolution passed by Senator Hiram, no ball game is to be held on any Sunday in Alabama. The law is to take effect July 1. The group last week. Nobody ever seemed to know a law ever existed against that in the state with people playing tennis and golf on Sunday all over the place. There has been a tennis racket and golf ball in existence.

SINGER HAS SLOWED UP, BUT WINNER ON POINTS

By JACK POLASKI

There was a fairly good turnout at the Garden Thursday (18) to get a peek at Al Singer in his first ring match since he lost the lightweight title to Tony Canzonari last fall. Al beat Lew Massey of Philly, but by the end of the 10th round he was tired and not a little disappointed. He had something after seven months without first-class competition.

Last summer Singer was riding high and handsome. After knocking out Sammy Mandel with ridiculous ease, he or his manager developed the nutty idea that he could upset Jimmy McFadden, an acknowledged welterweight. After tasting some of the whiplows from Baby Face Al, Singer, the canvas, the final blow being to the neck. Last night afterwards he fought Canzonari at the Garden and went down and out from what looked like a light tap. He said Tony was surprised. Since then Singer has been messing around with his manager, each blaming the other for the eclipse of one of the sweetest left scorpions in a decade. Prediction had been that Al would be champion, but nobody figured he wouldn't stay that way.

Al looked determined, and round after round he poked the left and right hands at the winning Massey, who has a wild starboard mitt that failed. In the first five rounds Singer landed one-twoes designed to upset Lew. When he did not drop, Al seemed to give up trying for a knockout. In fact, it couldn't be done that evening. In the final rounds Singer's judgment of distance was missing. What rights he lost went beyond the main event.

Singer, too, seemed less than usual, and towards the end he was tired. Massey landed his best punch in the ninth round, a hard left hook to the face, but Singer was not in a daze. He was up afterwards. He won on points, probably copying every round, but the performance was less than expected. Whether Al can make the expected comeback, no one can doubt after the showing with Massey.

Semi-final a good fast bout of eight rounds, which had Jack Rosenberg, a middleweight of standing from Harlem, getting the win over Paulie Walker of Trenton. Walker lifted Rocky over in the first round with a left hook. No count. Looked like Walker was well in front. But Jack's left jabbing right foot kept him a lead and he finished very well.

CARNERA, HE SMACK

Over in Brooklyn at Ebbets Field earlier in the week Jimmy Johnston, with all the stuff as a promoter by having the fight between Joe Carnera, meet one of the biggest of bismen, Pat Redmond, a guy with a long chin. It was over in less than a round with Pat writing on the canvas. An excited crowd attended. It was rather a clown bill. Fans turned out hoping something would happen to Primo.

Joe Humphries chastised the number portion of the crowd twice, once telling "you barbers" to pipe down. That referred to Carnera's admirers. Latter's wounds are annoying. 2714 pounds, six inches starting in the neck. He is no babe, weighing only 240 pounds. It was noticed that just as Pat went down the first time it started to rain. Second drop was the final one.

(Continued on page 60)

A Kiss in the Kitchen Becomes Part Of Vanderbilt-Arno's Funny Mess

FRANK TELLER DIDN'T

Dismissed in Court on Complaint of Love Wounded Girl

Frank L. Teller, 34, theatrical producer, released at the Great Northern Hotel, who was arrested on the charge of grand larceny, was freed in Jefferson Market Court. Magistrate Edward Walsh discharged Teller after a hearing.

Teller was arrested by Detective Fred Sorger of the West 36th street station on the complaint of Deborah Antler, 104 West 97th street. Miss Antler complained to Sorger that she believed she was in wedlock with Teller. A good-looking buxom saleswoman, cried when she related her story to the detective. She asserted she was courted by Teller and that she vainly waited for him at the marriage license bureau, where they would obtain a license. She alleged she gave Antler \$750 to purchase some household furniture for the baby's home. In court Teller made a stout denial, and asserted he had borrowed some of money from Miss Antler on other occasions and had always paid her. He said he had never promised to marry Miss Antler.

OLYMPICS COMMITTEE RACKETEER-CONSCIOUS

Los Angeles, June 22.—All the Coast can see currently for the Olympic Games here in 1932 is a flock of gimmickers heading this way.

Red flag was first waved by a radio spelling minister who has been warning the community that the games will attract all the con men in the world.

Now the Olympic Games committee is on the air regularly warning the citizenry about "aleklers and confidence men."

They are here already, announce states, "and are beginning by selling fake perfumery." Games committee has asked it, to the Olympics, although the event is more than a year off.

Committee is also warning against various backdoor peddlers who are beginning to sell so-called Olympic novelties.

Film Teams Hold Own

Three games were played in the picture ball league Saturday (20) with each team playing two games, holding their own in the league standing. The Fox-Pathé game was not played, but will be scheduled later on in the season.

Columbia trimmed RCA Photophone 5 to 3. Warner Brothers took National Theatre for a ride to the tune of 13 to 9 and RKO whipped Epl 5 to 4. Friedman of Columbia marked out the only homer of the day.

League standing week ending Saturday June 20:

	W.	L.	Pct.
Columbia	5	0	1000
RKO	4	0	1000
Warner	2	1	.667
EPLU	3	3	.500
Fox	2	3	.400
RKO Radio	1	3	.250
National Theatre	1	5	.167
RCA Photophone	0	5	.000

Roxyettes Get a Break with New Roof Garden for Their Exclusive Use

When the Roxyettes relax, that's overlooking first street, has been lined with a private hotel and national headquarters, equipped with a healthily striped awning, sprinkled with bric-a-brac, and chairs, tables, benches, marble and tables and leather. Four cushions to make each Roxyette feel like a princess in a pink dress.

The Roxyettes of whom have worked at the Roxy for three years, have not fully recovered from the shock of this roof-top glorification. They are taking the time to take the leisure of the terrace and lobby. A pleasant strip of balcony.

These hard working young women, former step children of the Roxyettes, have been given the luxury of leisure as much as the regulars. They are given the luxury of five daily reprieves of current pictures. Instead of roving making a dash out for a breath of air between performances, the dancers slip into and bench palms and take the time to take the leisure of the terrace and lobby. A pleasant strip of balcony.

Handbook Acquittal

Arthur Feldman, 33, salesman, of 315 West 46th street, was acquitted in Special Sessions after trial on a charge of furnishing a handbook in a room at the Marlborough Hotel, 132 West 47th street.

Feldman was arraigned in the Court by Police Commissioner Joseph Williamson of the 3rd Division when the officer said he found the defendant receiving letters from men and over the phone.

Another Race Meet for K. C. Kansas City, June 22.—William B. Kline, who promoted the Spring Sports meet at Riverdale, Mo., is planning to hold a race meet in the city, established for and at one time over \$50,000 in the book, but the net loss will be around \$10,000.

The race meet will be held on a large track early in the fall.

Broadway

Jddie Blitt's moving.
Maxine Lewis went bound.
Joan Cochran's vacation.
Paul Gray's back on Broadway.
Betty Barker likes playing basketball.

Willard Keefe's finished a new play.
Beatrice Lillie's left heel turns over.
For film salesmen, Film Center Grill.
Lyon Fagan, back from the coast.
George Greenberg nursing a muscle.

Harry Parnol back from a vacation in Colorado.
Eastern visit of Raoul Walsh suddenly cut short.
Dick Watts, "Trib's" picture critic, back from his European vacation.
Anatole Friedland is stretching his ears as leg man for Ed Sullivan.
John Decker says he doesn't like New York so back to California any day.

Max Gordon with "Band Wagon" expected to leave July 15 for the other side.
Leonard Hall going in for writing to order from love letters to advertising.

Irving and Sadie Yates expecting another baby. It's six years since they had the first.

Pete Milne, w. k. silent scenarist, to be in the RKO scenario department as a reader.
Eddie Alexander (Alexander and Olsen) was stricken last week by temporary blindness.

Harry (Fanny) Sadler has quit vaude temporarily to visit her parents in Anderson, S. C.

Nat Ayer, son of the song-writer, in town from "Phyllis with some songs of his own."

The Kellys have a house at Winfield, L. I., big enough to house all of his acts living off.

Charles Zukor is back on Broadway from the West Coast film tour for next stage connections.

Nell Roy, a m. to for some time, is trying for a m. as a single. She's got as far as rehearsals.

With Miss Patricia resting over the summer, Mabel Pugh agency biz is temporarily on the fritz.

Wallace Sullivan has written a play about Broadway which Jack Harris is said to have accepted.

If Jerome Dreifuss can get his play, "Prisoner's Base," ready and set in a week or two, he'll get to Europe.

Rian James, the columnist, has decided to become a regular vaude actor on a par with all the others. He's hired a stooge.

A blonde girl was offered a chance to join the new "Vanities" if reducing 20 pounds. Trying to make the grade she gained four.

The first exclusive presentation on Broadway is the Society of Madmen. Only four members accepted so far: 4800.

Helen Brown seems to have disappeared from Broadway completely. Some of her friends are making inquiry.

One of the film critics refused to review "Night of the Living Dead" because he didn't like the welcome at the theatre on arriving late.

Alice Foote MacDougall with star salary is trying the theatre method of popularity contests with an auto as first prize for biz.

Kenneth and Richard, advertising agency, announces everyone but a mere office crew in its office will be on vacation from July 27 on.

Bert Wheeler when in Hollywood was 10 pounds under weight. Getting up at 6 and going to bed at 10, he went to bed to pictures all wrong, he says.

After the doctor removed the stitches from Clifton Webb's appendicitis incision, Webb distributed them among his guests at a formal reception.

W. K. sidestreet restaurant in Times Square is considering closing during July to save certain loss. The condition of eating there now.

That secretary stuff at NBC always all visitors. Every body from the janitor up, or down, has his own private set. They make a guy look busy.

Joe Plesler says he knows how to tell whether his pictures are big or not. If there's a big demand for free passes, he says, the film's in.

Berlin

By Max Magnus

Paul Abraham here.
Marcelle Chantal here.
Karl Huzar-Chaffy in Thurnia.
Lucy Dornbach back from Hollywood.

Glitta Alpar's next role will be in "The Emperor's New Clothes."
Commissioner Passpart resigned from Parnha.
Max Mack, retractor, intends making a big picture in China.
Lillian Harvey gets \$6,000 monthly the highest salary of all Ufa players.

Director Auerbach, formerly with Tobis, has founded a film security company.
Max de Vaucorbell supervising the French version of "Bonnie and Clyde."

Peter Kruder, guest of the dive Sthouette, phoned two hours with his girl friend and left without ordering anything.

Paul Czinner, together with Elisabeth Bergner, will make the locations for his next picture, "London, Die Herren des grossen Hauses," in California.

Mexico City

By Doug Grahame

Current smash here is U's talker serial, "Here Come the Indians." Serialist serial to hit these parts. Native are crazy about it.

Empire Productions, S. A., which claims to be the first native enterprise, is now making a studio on Chapultepec Heights here. This company also has 3,000,000 pesos capital.

Mexican and other Latin fables are on the trail of Julio Camena, noted Mexican writer. He has written an essay called "La American Girl," published locally. He has Uncle Sam's niece.

Bella Magana, Mexican screen actress, is here to make personal appearances in connection with the showing of "Gente Alegre" ("Gay People"), in which she is starred, at Par's Cine Olimpia.

W. S. Van Dyke, American film director, is now in Mexico to direct talkers for an all-Mexican enterprise recently organized here known as National Film Production Co. Company claims it has 300,000 pesos (about \$1,500,000) with which to start operations.

Federal Ministry of Public Education has set out to provide every school in Mexico with an open air theatre. These theatres will be used for amateur productions and professional entertainment. The country already has 1,500 such theatres, says the ministry.

Customers at Teatro Garibaldi, burlesque house, recently panned for a new show, were treated to an unexpected diversion. Two plain clothes men pounced upon the head comic in his dressing room and charged with using dope. Actor talked sleuths into allowing him to do his act. No comic get on the stage and the cops nicely settled down to watch the show.

The lights went out. Cops raised a row of illumination. Two lights went on, expected happened. The accused actor had vanished. Sleuths jumped onto the stage to seek their man. Customers hid behind the law guardians. So burned were the cops that they pinched two actors on the ground, who they assisted the comic to escape.

Ottawa

The young ladies still ask for Dewey Brown.
Vaudeville due to return to Keith's shortly. Change of the name too.

A week passes and Col. John A. Cooper hasn't been in the Canadian capital for a change.

Harvey Hunt has been making a fine job of making Keith's temporarily during past month.

Hamilton friends have been inquiring as to what keeps Mike Wilkes in Ottawa so long.

Fred Robertson steps out of the Fort theatre and starts building his suburban house in Ottawa South.

The whole local film colony keeps its eye to the ground for distant news of the federal film probe report.

Senator McIntyre gets wide support for his bill to lendize sweepstakes in Canada under government auspices.

J. M. Franklin is on the road to recovery after a series of operations for eye and sinus trouble. Mrs. Franklin joined the nursing.

Capt. Bill Gradish, one of six to

pass annual military staff course and gets presentations of cocktail shaker, wine set and clearest stand. J. J. Fitzgibbons and Clarence Robson stage whirlwind inspection of Ottawa and Players houses, followed by Leo Devaney for RKO. Joe Demerath drilling the lady who is in the new Canadian uniforms. Originally written as "Joe Demerath has his hands full drilling actors."

Reported Canadian cabinet too busy with budget to resound Order-in-Council providing full city of sound trucks which remain out of the country.

London

Billy Merson at Elstree.
Basil Dean had a septic jaw. News in this town negligible.
Dorothy Boyd back in pictures.
Sinclair Hill in financial crises.
Sybil Thornehill out to Preston.

Moir Lynd flying for the camera. "Ben Hur" couldn't stand revival. Paddy Carstairs publishing pamphlets on to give Thornton RKO tie.

Frank Tilley started novel writing. Tallulah still drawing audiences here.
Emily Fitzroy over from Hollywood.

"June Moon" razed at the Plaza recently.
Adrian Brunel director of a new company.
Gordon Selbridge offering prizes to legmen.

Barbara Hoffs getting publicity in the courts.
Frank Phillips moved into the West End.
Walker Summers on a never-ending picture.

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Gordon Selbridge offering prizes to legmen.

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Switzerland

By Prof. E. B. Rice

U.A. Swiss branch, had its annual convention at the Geneva offices.
Kursaal, Geneva, opened with what is known as a rather old music hall show.

The Revellers gave concerts at the Townhall, Zurich, and at the Victoria Hall, Geneva.
Mr. and Mrs. Benson of Western Electric for Western and Southern Europe, visited at Geneva, coming from Italy.

For the first time no Zurich theatre has an American-made picture on the bill. All are German or French made.

Lilli Langner, German actress, played some scenes at Geneva in a picture on the life of the Empress of Austria, Elizabeth. This unfortunate Empress was assassinated here by the Italian anarchist, Luchini.

Pietto, "Leichtsinneige Jugend" (Pretentious Youth), in a German version starring Walter Rilla, German actor, and Camilla Horn, actress, was handled by the Italian, anarchist, Luchini.

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Budapest

By E. B. Jacobs

Most theatres closing. "Unusual heat."
Glitta Alpar, Hungarian soprano, engaged for a "Broadway musical" next season.

Franz Liszt Festival Week here in September.
Annie White, American actress, last year's \$4,000 platinum bracelet in this city within a day.

7,000 people on the river in Budapest on Sunday. Every other form of amusement at the moment.

"Hungarian Passion Play," at Szeged, Open-air performances in new architectural square at night with 45 performers.

Tert Feles was due at the register to get married, but she phoned her fiancé to be excused, she couldn't, after all, make up her mind.

Before closing, Kiraly Theatre made a final effort with a new review, "Hello, Hollywood!" All about Hollywood, which turned into a screen star. No good.

Irene Zilaly, in "Traumexpress," at Szeged, Open-air performances in new architectural square at night with 45 performers.

Tert Feles was due at the register to get married, but she phoned her fiancé to be excused, she couldn't, after all, make up her mind.

Havana

By Rene Canizares

Billy Gay Morgan still m. c'ing. Summer Casino fighting hard for live acts.
Montmartre cabaret folded without notice.

Francisco Varona, former dramatic revoluting.
McKnight getting sweet telegram. Oh, that man.

Ramon Breall now handling both drama and film dets. in "El Pais." Another orchestra getting ready for New York. Xalau Brothers re-heating.

Comedia theatre property valued at \$600,000, in auction brought \$150,000.
New agent of Johnny Walker secured \$1 a case and bars are boycotting him.

Galindo, tenor, arrested for forcing his attention on a certain dame, who refused to be revivified.

Fausto theatre reopened after remodelled modernistically. Warners deliver. No making behind.

Keeping out of red.
The correspondent of the New York Herald Tribune, who took a few scoops and got called down plenty for it here, lost his job to a former writer whose clothes shopping folded recently.

Local radio performer had heavy sugar mama, who stocked him with suits. He did go to the limit. He broke off with the girl 10 years his senior. Next day thieves broke into his home and left only a suit with patched pants.

Montreal

Joe Nito putting it across at Kit-Kat.
Boxing and wrestling getting most.

Amusement parks got it all last week-end.
Police Director looking-out in 11 weeks (13-14) didn't help.

Nabes offering free parking space. Not many parking.

Police Director Dufresne handing out bouquets to cops.

Local press schemes boosting Canadian opera scheme.

Fred Goldthwaite in New York telling "me about Canada."

Edith Hing on handbooks, "trap joints," and "spare" area.

Orpheum shop paying for ads in local press and getting biz.

Authors raising howl against U.S. magazine that said July 1.

Underecurrent gossip has it main stems will try general admish cut.

Former "Fascism" won't tell about the elections, due this year.

Night clubs getting busy through the racing men for Blue Devils.

Edith Hing on handbooks, "trap joints," and "spare" area.

Winnipeg

By Matt Corbett

Mike Goodman managing Capitol. Lily Strachan dancing better than ever.

Stewart Wilson is bouncer at Dominion.
Bill Reid still "good angel" to actress.

Charles Wright is summing. Doubtful about Hollywood.
John Craig and Edna Sutherland open dramatic school for summer.

Horse races in full swing at Polo Park. "Dumb-Dora" wins first race. Commonwealth at Dominion's shows girls \$1.50 each for week's play.

Jimmy Corbitt and Gladys Hansen are Dominion "Fascists." Costing them more than their salary.

Joe Hearst carrying on his music publishing in same old style; many former performers locally plugging his songs.

Dick Kovalski, not knowing English perfectly, is satisfied when local actors tell him he will be paid pro rata. He gets \$3.40. Dick thought he got 50%.

John Fiddes promoting "benefit" for Mrs. Mervin, whose three children were recent murder victims. Artists contributing include Ernie Holden, Graham Hattway (radio), and John (radio).

Gardner, Helene Zimmerman and others.

Toronto

By Gordon Sinclair

Margaret Schilling dining at the Savarin.
Morley Callaghan's the barbed wire.

Maxie Rosenbloom taking a bow at the Imperial.
Eddie Musgrave thinking the Ivories over C.F.C.A.

Maxie Musgrave thinking the Ivories over C.F.C.A. \$5,000 bill. Mayor McEldine's "Toronto Telegram" cost him \$20,000.

Department store includes portrait of a woman, the world's leading drama series, in all-Canada at exhibit.

Sunnyside amusement park proprietor, will have to pay the Balne, family \$21,378 because they wanted out of a ride.

Holy Young, film column conductor on "Sunday Star," and Fred Tebbelcock Imperial's asst. mng. will head for Banff and the Pacific coast.

Contributions for a memorial to Maxine McEldine, writer of "The Maple Leaf Forever," have lain in the city hall coffers for 20 years. Estimated at \$16,700.

Les MacLean, former columnist of U. of T. "Varsity," and Vincent Geller, this year's paragrapher on same sheet, will make a new Canadian humor mag here and tag it "Hutz."

Bob Noble of New York "News," to Toronto. "Star," Jimmie Kinloch, former of "Star," now by-lining on Ottawa "Journal," Ben Simpson, publisher of "Toronto Star," on vacation. John Tierney, S.N.S. correspondent for S.N.S., home on vacation. John Tierney, S.N.S. correspondent for S.N.S., home on vacation.

John Tierney, S.N.S. correspondent for S.N.S., home on vacation. John Tierney, S.N.S. correspondent for S.N.S., home on vacation.

John Tierney, S.N.S. correspondent for S.N.S., home on vacation. John Tierney, S.N.S. correspondent for S.N.S., home on vacation.

of material for action.

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

Jack Greenway and Bruce Winston, said to be actors, now involved in the Starr Fifth Avenue case.

Wire sound recorder to be put on telephones, where desired, by A. T. & T. Ready very soon.

Irma Kelt, suing for divorce, names Dorothy Ruby, who divorced Harry Ruby, songwriter, as co-respondent. Kelt is connected with a novelty concern and Dorothy says Irma is "just a novelty" he carries as a side line.

Carl Lorens, Hagenbeck here with lot of bargain animals from the famous Hagenbeck Zoo.

Advertising men told 60% of radio sets are in U. S. About 15,000,000.

Henry Ford growing canteloupes to make alcohol but only for auto ethanol. Still, there's an idea there.

Anna Pavlova's estate estimated at \$350,000. Will probated in N. Y.

Frank Gilmore denies that Equity has suspended 6,000. List no greater than last year's 1,500, he avers. Admits suspended salary cut to officials of Equity.

Irving Niles, admiral of the stage, left bulk of his fortune to Actors' Fund. In excess of \$1,000,000. Will admitted to probate after 10 relatives withdrew opposition.

Louise Groody won in suit brought against her by income tax expert for \$3,500.

Tex Guinan to capitalize round trip with "Hot Toddy For Paris" at the Bayes. About June 29.

Ministerial marathons latest craze. Hollywood pastor races 20 hours, beating record of C. Z. Brown, colored, who sat the pace at 12.

Hoyt Brown's co-op musical comedy "Shoot the Works" in rehearsal.

Louise Homer, singer, given M. A. by Smith College last week.

Ben Bernie being sued by Clarence Kirk, dance hall proprietor of Monroe, Mich. Clarence Ben soaked him with a music-rack but Bernie insists it was merely his fist with which he hit it. Clarence walked early and Bernie stopped playing. Soccer came when payment was refused on ground of early halt.

Paul Block, publisher, elected to directorate of American Arbitration Assoc.

Get prepared for campanologist cops. England using bell traffic signals and it won't be long reaching here.

William Shapiro, (Sliding Billy Watson), extradited to Chicago on charge of wife abandonment, released. Case compromised. Back alimony kick.

Earl Carroll signs "Miss Universe" for "vanities." Carols for 36 weeks if immigration tangles can be overcome. Otherwise 24. Can't speak English, but should have some great lines.

Edwin Felgenbaum, son of a Newark brewer, slighted by bureau which his private film projector caught fire. It was not the picture, which the "Bremens" movie tour picture.

Creators and his band will radio. He may be able to do it without gestures.

Fox Printer reported improving from last week's operation.

Theodore Dreiser again threatens to join showing of Paramount "American Tragedy." Says the script is an insult. Now Hollywood feels insulted, too.

Wm. T. Kroun Amusement Co. has agreed to receive Theatre Co. theatre at Lexington and 107th street. Lease starts July 1933, and runs for 10 years. Kroun \$25,500 first five years, then \$50,000 annually.

Late Ralph Barton's personal estate \$5,000 as reported to Surrogate.

Mrs. Albert O. Jennings, Jr., once well known on Broadway, married

to Richard House in Paris 15. Divorced Jennings last year.

W. D. Canada, of Lohr & Fink, tells Talking M. P. Ad. group that withdrawal of Paramount and Warner cannot check spread of ad films.

Jerry S. Hochelmer, lawyer, suing Prime Camera for \$2,500 for legal advice.

Reno reports Cornelius Vanderbilt, Jr., gunning for Peter Arno. Denied by Vanderbilt's attorneys. Vanderbilt suing for divorce.

Three robbers took \$200,000 worth of jewelry from Mrs. S. Stanwood Monday Wednesday (16), promising to give her a chance to buy it back later.

Berry Connors, who wrote "Unexpected Husband," will have two new scripts tried out this summer: "Toast to Venus" and "My Wicked Story." All production if.

Samuel Untermyer has revoked permission granted Actor's Memorial foundation to hold open air benefit on his estate. Action taken on advice of Daniel Frohman, he states.

Queens residents, breaking into apartment in which radio had been going all night found owner dead. Suspected that others had beaten them to the idea.

Oakland, Cal. judge, evidently not a ball fan, is going to break up the batting order of Philly Nat. team by requiring Russell Arlett, champion in Philadelphia, to appear in person to press charge.

Three bandits raiding 3rd Ave. speakeasy ordered William Walters, bartender, to put up his hands. Shot and killed when he failed to do so.

Doc Marston, Columbia's psychologist, says blondes are most faithful but that "brunettes are most faithful to all out on that reaction machine of his, but only used pine glass.

Hammerstein theatre leased to Schwab & Mandel, opening in August with new monitor and show.

Paul Sydow will give nightly pop concert at Metropolitan Auditorium, starting July 8. Dollar top and smoking permitted.

Milton Wallace announces fall production of "Elophedy in Red." Written by himself and William Oxtan.

Peggy Woods making American musical comedy "Linda" in stock at White Plains, N. Y.

Digest drive predicted for mid-July. N. Y. enforcement staff to be increased to 340.

Mrs. Nixon-Rindler seeking to break late husband's will, which gives her only life interest and cuts her off if remarrying.

Belgian entrant, Netta Dicheatue, wins Galveston beauty title, with Anne Lee of Kentucky, second. Memphis: Lena Thomas was third. Memphis Chamber of Commerce may write another letter.

Fred Stone back in town after six weeks' fishing trip to Fla.

Trainer, Pa. firemen in trouble for selling home brew to raise money for earthquake relief. Pa. firemen are naturally wet no defense.

Another beauty-contest hoodoo. Anita MacLay, 19 winner of Asbury Park contest three years ago, secures annulment of marriage on grounds of illness, cruelty and intoxication.

New York newspaper offices flooded with pictures of Clara Bow on ranch.

"Mr. Zero" distributing 5,000 crullers free to jobless in Bryant park.

Post Office after the sweepstakes in a big way. Will put front use of mails all newspapers carrying advertising. "United P.O. ruling printing any information on sweepstakes is held to be advertising. Sweepstakes declared worse than the old Louisiana Lottery.

Receives Hornsby in jail with income tax Bureau over his 1927 tax. Question: Hornsby on his residence. He claims Texas, but bureau says St. Louis. Texas requires split income which reduces surplus. U. S. says Hornsby only winters there.

Police uncovered forged auto license

rocket in Brooklyn. Licensees look regular, but cannot be traced in event of a ticket. Motor numbers changed to conform to fake license.

Larry Fay married to Evelyn Crowell, actress, Friday (19).

"Driverless" auto? In Sells-Photo show got out of control of its hidden driver in Jersey City Friday. Injured three cops.

Jersey springs a new racket. Fake "funigators" cause debate cloud of smoke under cover of which they pick up portable valuables.

Widow of Joel Chandler Harris suing Coca Cola Co. for copyright infringement. Using Uncle Remus in advertising. Wants \$10,000,000.

Exhibition cigarette factory at B'way and 45th to be replaced by department factory with daily capacity of 100,000 smokers.

Equity cities college pros to show seven-day week too great a strain on legit players.

Mayor Jimmy Walker 50 last Friday.

Rye women protesting nude bathing on beach. Not a press rag.

Rol Tolleson, of "Daily Racing News," got 30 days in county of court in default of \$300 to pay fine. Enjoined from calling rival publisher names, he repeated offense by calling "Daily" liar with outcoasting swindler.

Reginald B. Brown, N. Y. broker, drowned at Ocean Beach, L. I. Called for help but crowd thought he was kidding.

Joanne Stevens announces summer revue, "Bad Land Nights." Theatre not set.

W. S. Harrower and Eugo George designing stage for "Belgenland" summer cruises.

Government decides to exclude drug enforcement from current economies.

American Bankers Assn. urging reduction in size of checks to match greenbacks.

Richard Headrick, boy actor, is now evangelist. Playing week at N. Y. church.

George Johnson and Julie Murphy replace Ramon and Rosita at El Patio. Latter going to Europe.

Audrey Dale, musical comedy, to marry Kenneth Robinson, megger.

Metropolitan Opera signs Gota Ljunberg, Swedish soprano, for next season. More trouble for proof-readers and critics.

State Commissioners plan to remove "The Lines" from the lines of European health resorts.

Mrs. Lottie Singer and her brother-in-law, Nandor Singer, under temporary injunction obtained by Ike Rose, who charges they are molesting his 15-year-old daughter while he is in Omaha.

Edward Ervin quits as asst. mag. of Philharmonic. Succeeded by Bruno Zirato.

George Sherwood, Hollywood producer, working on a mystery drama to be brought to B'way in mid-August if.

Following "Variety," the "Satevepost" has shifted publication day to Tues.

Hospital rules suspended to permit fire house races. A Dalmatian to visit its master in Bellevue. Pooh on hunger strike since Patrick J. Murphy was injured.

Jack Kearns in N. Y., which argues that he has settled his attorney troubles with his ex.

Someone can be pushed just so far. Joe Paterson, N. Y. church elder seeking a divorce because Mrs. See pelted him with "indecent" dishes, one can condemn milk, one uncondensed one not of red pepper, one axe, one tomato.

George M. Cahan, Jr. made his first stage appearance with the Friars' Frolic.

Frank C. Vogel, who lost \$150,000 in the stock crash, claims romance failed when his wife said she wanted her photo taken in the nude. She counters with claims of unwarranted jealousy.

Betty Martin, show girl, married three months ago, threw herself from the window of her fifth story apartment Sunday. Professionally known as Betty Taylor.

Boston police seized \$20,000, in tickets for a fake sweepstakes.

Anna Chandler suing Lester Lee, her husband-plaintiff to compel him

Going! Going!! Gone—Hollywood!!!

By Grace Green

Fif Dorsey socks acquired gowns generally. Hollywood, June 19.

Greta Garbo is fond of lace gowns. Her is Clara Bow's fav.

Ann Harding doesn't use make-up off the screen. Marion Dietrich goes in for facial in her mails.

Lilyan Tashman always has her boudoir entirely furnished and decorated in white.

Greta Garbo's attire is usually a navy blue tailored ensemble. Raquel Torres' good luck charm is a little peacock.

Joan Crawford has the most fascinating eyes. Norma Shearer's hair is quite an asset.

Irene Rich is the most charming matron on the screen. Boys call Thelma Todd a luscious blonde. Girls agree.

Chatter Harold Lloyd bought nine Chinese puzzles at one time. That's another favorite pastime in our gone Hollywood.

Gabe York's son is starting to be a yes-man at 11. If you're a New Yorker he'll tell you how he really likes California.

The tricky little hats worn by Miss Russell in "As Husbands Go," are very becoming.

The Embassy's luncheon business is terrifically off. George Brown taking advantage again of that good old golf out here.

Harry and Frances Usher sailing for London to fill a six-week contract.

Lido Beach Club at Santa Monica is just another Ocean Island bathhouse now. Last year quite swanky.

The Tam O'Shanter Inn gives out Scotch lassie matches. Free. New York girl makes good—Dorothy Rose, George Olsen's secretary, is now running the works at the Culver City roadhouse in George's absence.

Some of the blasé Hollywoodites have found a new pastime. They do "30 days in county" in the county of court in default of \$300 to pay fine. Enjoined from calling rival publisher names, he repeated offense by calling "Daily" liar with outcoasting swindler.

Grace Starford and her husband, Grace Dwyer (now Tom Keene), cowboy star, invited this lunch-getter. Each succeeding week an increasing dozen or so in their and future. This week four were occupied by such as Sylvia Dremier, Priscilla Dean, Vera Reynolds, Dickson, Glenn, and others.

Clarence Nordstrom and many others. Judging by the hilarity they got their quarter's worth.

A Load of Guests The John P. Medbury gave one of those open house parties. Invited every one, invited every one and guests of guests came.

Secret: Cute little red headed Betty Brown was tired of her attraction, particularly with the women who go for that past, present and future. This week four were occupied by such as Sylvia Dremier, Priscilla Dean, Vera Reynolds, Dickson, Glenn, and others.

Clarence Nordstrom and many others. Judging by the hilarity they got their quarter's worth.

Joe Lewis M. C. Lewis as m. c. is undoubtedly a draw to those who go for his low

to assist her. Complains she is helped without him in action.

Fire at Dinty Moore's Sunday night dance. The corned beef, but drew big crowd.

LOS ANGELES Bishop James Cannon, Jr. of the Methodist Episcopal Church, is suing William Randolph Hearst and the Los Angeles Examiner, one of Hearst's dailies, for \$150,000 damages, charging libel and conspiracy to defame the character of the plaintiff. George Young, publisher of the Examiner, is also a defendant.

Rita La Roy, actress, has assumed presidency of the newly organized women's auxiliary of Hollywood Post No. 35 Disabled American Veterans of the World War.

Clara Bow left with Rex Bell for Bell's cattle ranch in Nevada, where she will remain several weeks to recover her health. Clara says she and Bell will be married in 1932.

Dorothy Ledford, actress, awarded a divorce from Harrison Ledford, vaude actor, for cruelty.

Pauline Lord, film actress, received her final divorce last week from Phillip H. Olin. She was awarded an interlocutory decree a year ago on grounds of desertion.

Vincent Barnett, pro flubber, was pinched on three warrants charging \$4,000 fine, rent and possession of the building housing the club.

Curtis B. Mosby, proprietor of the Apex night club, lower in a suit by Mr. and Mrs. O. E. Brookings for \$4,000 fine, rent and possession of the building housing the club.

Charges of desertion made Mrs. Charlotte Lange her divorce from

(Continued on page 63)

Mr. and Mrs. Spencer Charters
pictured, a daughter. Mother was
formerly in stage musicals.

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15 YEARS AGO

(From Variety and Clipper)

Frederick L. McClure, active head of the McClure newspaper and magazine concern, brought legal action against the stockholders of Paramount Picture Corporation to gain possession. He claimed a contract of sale for the film distributing corporation.

Broadway night clubs were under the eye of the police and 24 man-closing order was in effect. Many cabarets were operating as social clubs under chaperons.

War was becoming a serious menace in the United States. Ray Hodgson, a captain in the 71st Regiment, National Guard, and many others from the Palace Theatre building, New York, went away to army camps.

High prices of all building materials due to the war were holding up construction work on several new theatres.

Tommy Gray, now deceased, and a columnist for "Variety," said: "Several actors have enlisted in the army. We hope when they arrive at camp they will be satisfied with their dressing rooms."

National Vaudeville Artists' Club was looking for a clubhouse for permanency. The president, Eddie Leonard, stated the clubhouse would be self-supporting and would be right in the Times Square district.

Pictures were being tried at Ebbetts baseball field in Brooklyn. It was the second attempt. The first one busted from an overdose of rain.

50 YEARS AGO

(From Clipper)

American actor James Henry Rice was packing a London, England, theatre with his imitations of Sarah Bernhardt. He was billed as Sarah Heathorn.

Experiments in flying were attempted by several men. One westerner rigged up a flying machine in which he flew half a mile before landing. Power was foot pedal.

A large school of seals were causing plenty of trouble to New York fishermen by getting into their nets planted just outside New York harbor.

"Clipper" advertising columns carried many ads offering theatres and opera houses for sale and rent. Territory included whole country.

Haverly's Colored Minstrels, composed of 100 men singers, dancers and comedians, were sailing for England on a specially chartered steamer. It was the first troupe of its kind to play a London theatre.

Mrs. O'Leary whose cow was said to have started the great Chicago fire, was arrested at this time and held in jail for assaulting and punching a neighbor.

Coney Island was doing a land office business every night. Sidewalks were running out of beer early each evening.

Cornell University rowing crew were defeated by the Hertford College crew of England in a race at the Henley Regatta, near London. The Cornell boys, champions of United States, lost their heads during the race, got stuck in the mud and the Britishers went past them to win.

P. T. Barnum called the "Clipper" back to Europe in 1850 and sent it back to United States with a load of freights and a "white elephant." Editor, raised plenty of talk in other years with some claiming it was an ordinary elephant painted.

Inside Stuff—Pictures

Talker patent situation in the film industry looks far from settled as Western Electric and General Talking Pictures (DeForest) head off for future litigation. G. T. P. is building along the lines of stepping into some other jurisdiction than Delaware or Pennsylvania to get another ruling on the Rice patent, thus bring the case back to the U. S. Supreme Court on a question of law entirely. Probably a year before either side gets to it again.

Western has a suit pending against G. T. P. in the Federal District Court, New York. It is continuously supposed to be on talker patents but is actually on amplification mechanics which W. E. claims G. T. P. to be infringing. This suit has never gone beyond the action of filing, around two years ago. Inquiry revealed that at that particular time G. T. P. asked for a bill of particulars on the W. E. charges but never got same.

Although little known and apparently even W. E. is ignorant of this fact the amplifications used by G. T. P. are Western Electric made and purchased by G. T. P. from a Western Electric licensee. G. T. P. pays a royalty for them.

Emil Linder, Jr., a member of the preparatory class at Gallaudet College, one of the largest institutions for the deaf and dumb in the United States, won the District of Columbia prize in a magazine contest, with a new angle on the show business. His essay was entitled "Silent Talkers." He claims that the disappearance of the silent film has deprived great numbers of deaf people of their principal source of entertainment.

Not only that, the prize winner suggests that at least one theatre might easily be made profitable in each large community, since there are so many people hard of hearing, along with those naturally deaf. The writer deplores the fact that speech seems to have replaced action on the modern screen. He finds comfort in the more easily understood news reel, travelogue and prize fight or wrestling pictures.

Police department's censor of the stage and films in one of the largest cities in New England landed in that snafu job because he got sore feet. He was just a sergeant tramping a beat and watching the rookies when his dogs began to bring him misery. Then someone thought of a theatrical censor job. The sore-footed sergeant got it. Among his most notable achievements is forcing obscure girls to wear "loose" tights and barring the stage version of "Strange Interlude." He's noted for lacking any sense of humor, but really isn't so bad when it comes to looking over films.

While he's supposed to be a judge of American entertainment, he's from a foreign country and it isn't Ireland.

Studio head had all his subordinates in for one of those round-table efficiency confabs that are the daily order now on the Coast. He preached economy for two hours, how money must be saved by cutting this corner and that, then ended by piping: "Nothing is too small to save, even a nickel and a dime."

On his way out of the conference he stated he wanted to see a certain picture in the projection room at eight that evening. Two operators were told to be on the job. Operators waited until three the following morning, but the exec didn't show. Overtime bill for the operators who didn't operate that night was \$45.

The Harry Warner auditorium, presented to Worcester (Mass.) Academy in memory of their son, Lewis Warner, who graduated from the Academy in 1828, and died April 1, last, will be erected this summer. Cost, \$250,000.

It will seat 400 on the main floor and a large number in the balcony. Completely equipped for stage and sound. The Worcester Academy Players will make it their headquarters.

Warner Brothers operate the Warner theatre in Worcester. It formerly was the Mark Strand.

RKO will save around \$4500 weekly on theatre advertising this summer through agreements reached with opposition circuits and the theatres through the country.

The deals also provide for a saving for the other circuits where one or more of their theatres opposes an RKO house.

Each of the 12 RKO theatre division effects economy for the summer on newspaper and outdoor house advertising. Amounts saved for the divisions range from \$100 to \$300 weekly.

Universal is not a little resentful that Hearst-Metrophone in its newly-dressed newscast went out to copy the U. idea originated with its Talking Reporter. As a consequence U. is selling and advertising its real stuff: "They may imitate it but they'll never equal it."

Rental on the two reels, with H-M including some direct recorded material, depends on account and situation, but it's said the H-M reel is the costliest to make and market.

Newscast contracts appear to be the big objective of the film salesmen in many sections, where the fight for bookings days on. As high as a 35% cut on feature contracts is reported to have been obtained in consideration of inclusion of the newscast in the contract.

Universal is out to get what it can from the two Hearst issues. All three have a knife up the sleeve for Kingograms, which threatens to take away a number of bookings in the Allied indie theatres.

Just how valuable is the opinion of a studio story reader was shown in the action of one of the readers who had a yarn of his own to sell. In peddling his manuscript at another studio he asked that the studio please not turn it over to the reading department but let somebody else pass on its picture possibilities.

Inside Stuff—Vaude

Two of the RKO vaude film houses in New York trying their best to adhere to the "do and don't" rule of show operation are the Hippodrome and the Jefferson.

Every Wednesday and Saturday as the acts report at the Hipp and Jeff each receives a note from the management to keep "he" out. Occasionally an act slips the word through, but an immediate reminder from the manager finds the word removed instantly.

Earl Carroll refused to permit Bill Demarest to play the Palace, New York, for a week before the next "Varieties" opens. Demarest is under contract for the revue. He was advised by Carroll that other vaudeville playing would be okay, but that the Palace is out through its Broadway location.

There's been a lot of controversy lately among vaude actors as to who brought the "do and don't" rule into vaudeville, now leading pretty common. Ray Hughes who took July 4 at the Hippodrome, Brooklyn, with an RKO contract, claims he was the first to do it eight years ago.

George Jessel's five weeks in Town's Vaudeville, starting June 21 at Newark, will be on percentage. His guarantee is \$3,500, with the % the netted split with the house on average grosses.

The European Runaround

By Frank Scully

Abroad, June 13.

There never was a time when show people had to know more about law than now.

Even Charlie Cochran, you see, got ticked for not knowing the quota regulations of Alsace. As a part time picture exhibitor between revues at his Pavillon, he showed one American picture, and 7% of it ought to have been British.

So it cost him \$200 to square the oversight.

Shaw's Clowning Glory

That guy C. Burnheim Shaw.

On toward 76, he is still the greatest 1-guy in his own unbelieving world. He is the best proof in the world that age cancels all bonuses.

Forty years ago a poet, now a prophet. They even call on him to preach the sermon for England's only nation-wide broadcasting system on the occasion of Joan of Arc's untimely strike.

He takes the occasion of the fifth hundred anniversary of her toasting to tell the world what a swell Protestant Franco's Catholic saint was. Why? Simply because he wrote a faithful play about her.

Well, currently at the Arts Theatre in "The Trial of Jeanne d'Arc" by Edward Gurnett, and nobody is asking his opinion on St. Joan beyond that.

Antoine France, Mark Twain, Shiller and Harris—all born doubters—have also tried their hand at portraying the Maid. If playwrights have to be picked for such occasions why not French playwrights, diplomatic playwrights, men who understand the people who honor her?

Why not Ambassador Paul Claudel, who is a pretty good playwright, too, though not so heavy on the nut stuff as G. Burnheim, whose last crack certainly must rate the clowning glory of his career.

Set Ups

In Fabriceus, Holland's only Dutch dramatist to rate international billing, has moved bodily to England and at 60, becomes a West Endor at last. He's had 20 plays produced, but only got into London two years ago with "Insult." Currently he has "A Knight Passed By," which W. A. Darlington, "Telegraph" critic, adapted for the Ambassadors.

Up to his death Herman Heijermans was the big shot of Holland's show biz. He didn't want to be behind him at the end. Fabriceus isn't Dutch anyway. He is really German and has been on his own from the age of 11.

By the time he was 21 he was head printer on a rag in the Dutch East Indies. He stayed there for years and tried his hand at the theatre when not typing type.

Once back home he tried merging the solid Dutch realism with his Malay romanticism and got a clicking novelty at last.

Literati in Greasepaint

Is there any other trouper than Milton (Mike) Hayes who has made his way to success as a novelist? Many comes get books published, usually rewrites of their stage plays. Eddie Cantor, Joe Cook, Will Rogers, Chic Sales, Harry Lauder are such cases in point. But Hayes, at 45, has retired from the English stage and now is clicking quite well in the field of belles lettres.

One American publisher tracked him down to a remote village in France the other day, being obsessed for three years by a novel of Hayes which he had turned down.

The book had one character the publisher could not forget, and he finally searched Hayes out to ask him to develop that character and throw away the rest of the book. Book was "Bad Men Make Good Wives."

Saint Granier, in France, has had similar talents to Hayes. He has written no less than 27 revues which he was 17 and plenty of features for the dailies, books of verse, songs and plays. He is now writing for Paramount at Joinville-le-Pont.

His smile is better known in France than Chevalliers', and, judging from the present temper of French critics, better liked. But none of them have made the switch so nicely as Hayes.

Red Checks

Hayes and Robert W. Service, two rhyming vets, now bent on bottling metaphysics, philosophy and science, met the other day abroad.

"You and I suppose," supposed Mike, "have written all of Kilgus's worst poems."

"If I ever saw him coming down the street I'd dodge into an alley," confessed the most handsome of all the Services.

Van Druten Translating

Though "Topaze" was the fastest of fops in London, John Van Druten, feeling well healed with two hits of his own under way, is going to try Pagnol's "Marius." This piece, a two-year affair in Paris, folded like a jackknife in Sydney Howard version in N. Y.

Van Druten isn't trying that one. He's translating one of his own.

Vitality

Things have come to such a pass in London, legit circles that only revivals can stand transfers. "Belle of New York" has just made its top to the Winter Garden after nine weeks at Daly's.

The staging power of these antiquies has prompted Stoll and Ephraim to bolt down other oldtimers and give them at top prices two nights. This isn't a bad gag, as most musicals can be tickered to two hours without hurting them.

"Desert Song" will be the first to be shrunk to size.

To Pay the Actors

Maybe the Shuberts two million dollar sale of five houses on this side was to get some cash so they could hold up on talent.

Anyway, they're taking Leslie Banks to N. Y. in the fall with "Lean Harriet," currently at St. Martin's.

Easiest Out—Always

Thalberg, hanging around one of those wifely interviews in Paris, was asked by a French scribe: "And you? Who are you?"

"I'm Mr. Shearer," he gagged it.

Cocky, Too

Greater ice bath no man than to offer a script to his own company, have it turned down, and then sell it to a rival.

Val Valentine, who writes for B.T.P., has just sold an operette which his picture outfit nixed, to Eric Pommer and Ufa.

Naturally

"Smoking Nook," "Atlantic," "White Cargo," and "Under the Green-wood Tree" were voted the best British pictures of 1930.

Tom Walls, Ralph Lynn, Mary Jephson, Winifred Shuster, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000.

(Continued on page 52)

BRANDTS LEAVE JAMAICA

London Show World

Bonus for Picked Italian
Films of Over 4,500 Ft.

ZELLI AS OWN "ANGEL"?

Taking Over Apollo in World With
Partner for 3 PlaysSeymour Hicks Unable
To Stand Film Criticism

London, June 12. — Hunting ground for ideas in show business is now the continent of Europe. America had the success of mid-continental musicals and things have changed it over.

G-B Side Staff

Rank and file of the film trade are up to speed on the G-B side. It is too extensively patronized by the men at the top of the industry; the ordinary executives complain they haven't a look in. The position holders' putting out has its own touch, even at the Kit-Cat with the profits on the which, supply, the has the chief members of the society. Members are regularly caressed to make the Kit Cat their rendezvous with suggestions they form dinner parties every now and then at \$7.50 a head exclusive of wines.

Seeing the Collins Society is a good thing for Gaumont.

Hasard Short arrives in London on the "Olympic" today. He is to direct "Waltzes from Vienna," to be produced at the Alhambra. While in London, Short will seek plays and negotiate with artists suitable for the United States, for "Elmberg."

Blattner

Inside information this side suggests that at the next general meeting of stock holders of the Luvign Pictures Corporation, the directors will press for the formation of a stock holders' committee with a view to taking power the management of the company.

The Blattner firm has dithered around in the film field here since ever since the passing of the Quota act. It has succeeded in giving birth to one feature here after another, but it has not felt it keenly. Stocks affecting the amusement business are generally below par, and one of the outstanding sides being the fall of Gaumont. British security, now standing at \$2 for \$2.50 shares, has been after the war and rose to around \$15 at a time when it looked as though Fox would be getting control. Many thought the fall in the hope of Fox nominees paying a still higher figure for the holdings.

Generally, British film stock, in particular, is now around its real value, perhaps a little over, with indications more slides are unlikely.

Show Stocks

London market in England has not been so strong in months, showing the inevitable slide during serious depression, and the chief complaint also has felt it keenly. Stocks affecting the amusement business are generally below par, and one of the outstanding sides being the fall of Gaumont. British security, now standing at \$2 for \$2.50 shares, has been after the war and rose to around \$15 at a time when it looked as though Fox would be getting control. Many thought the fall in the hope of Fox nominees paying a still higher figure for the holdings.

Generally, British film stock, in particular, is now around its real value, perhaps a little over, with indications more slides are unlikely.

Billy Merston

British International Pictures, having lined up Gene Gerrard, George Gee, Monte Longins, Stanley Lupino, Ernie Banks and Lullino Leach, have asked Billy Merston to be their comedians.

International is known to be concentrating on the film business with a schedule of 35 pictures it's more difficult to go wrong that way.

Hicks' Fall Downs

Seymour Hicks is getting a bad break. After a long and somewhat of the world's worst talkers, for British International, he said it was a good film, and was indignant even the English critics panned it. (Spectator of an English critic panning anything is a bit surprising). His reply to Ewing Holliston, the critic of the "Daily Express," who gave it a harder hammering than any of the others, was just bulimic for he did not succeed in putting over a single excuse or reason for the film's existence.

And to this the fact his latest review, "At the Sign of the Seven Devils," in which he played the part of a madman, after five nights, and it looks as though Hicks will have to wait up.

London's Legits

London show business is so-so, with a lot of it, but the weather and the start of the holiday season, it is fairly empty in new dates, and a lot of staff will be off within the month.

Corbin's "Evergreen," in the "Alhambra" and "Theatrical Times," at the Alhambra open the first, still scoring after a good running, the second coming around at the disconcerting figure of a knock. "The Church Mouse" is due off at the Apollo, after coming in from the Mayhew.

"White Horse Inn" continues to cause traffic dislocation in St. Mary's Lane, while "The Land of Smiles" looks like losing its grin in the "Theatrical Times."

"The Land of Smiles" looks like losing its grin in the "Theatrical Times."

The Duke of York's is in profit, but the picture is not the best of the day. "The Millionaire" is a fine picture, but at the Garrick, is closing, and "The Improper Duchess" at the Globe, is the best of the day. Marie Curie's new picture, "Marie Curie," is new in London and is doing well. The picture is a fine picture, but at the Garrick, is closing, and "The Improper Duchess" at the Globe, is the best of the day.

Priestley's "Good Companions" is proving quickly at its Majesty's, with a doubt as to its run. "Black Coffee" is doing well at the Little Theatre, and "The Barretts of Wimpole Street" is doing well at the New. "The Barretts of Wimpole Street" is doing well at the New. "The Barretts of Wimpole Street" is doing well at the New.

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Seymour Hicks Unable

To Stand Film Criticism

To Stand Film Criticism

To Stand Film Criticism

To Stand Film Criticism

To Stand Film Criticism

Siddals Liked
London, June 22.
Siddals Sisters at the Palladium
this week in a fast Apache routine.
Well received.

FOLLIES

(Continued from page 50)

strings, had three spots, all of them clever, while the Brittons with that spastic "Poet and Peasant" finish of theirs, rolled the folks.

Albert Carroll with his impersonations had a tough spot, immediately following the Brittons, and the old "Grand Street Follies" bandy couldn't get started until one of the Britton boys came out to quiet the mob. Even then, it was rough sailing for Carroll and his band, and he should have another set or nine at all.

For specialty click acts, Ziegfeld has everything he needs. What he doesn't have and what's expected of a "Follies," especially his first in four years, is a couple of hit tunes and at least a few more laughs.

In production, costuming, etc., it's a typical Ziegfeld show, ever-filling lavish, beautiful and all the other superlatives you can usually shower upon a glorified revue. Wilbur has outdone his self again, particularly in his "Reveries" and "Buckingham Palace" scenes. Dances are certainly a triumph for Bobby Connolly—not a hitch and some really difficult routines for a flock of "Follies" beauties who aren't supposed to be dancers—while eight Albertina Rasch girls go arty in a couple of numbers with good results.

The two production numbers that stand out both come in the second act. "The Elephant" and the "Buckingham Palace" scenes, the former featuring the beautiful Gladys Glad, ending with three huge mechanical elephants walking to the front of the stage carrying draped maidens in their tusks. It's a beaut of a bit and certain to be a standout. The "Buckingham Palace" thing shows the changing of the guards with a bagpipe band and 10 men going through a long routine that will send Connolly's stock sky-high.

In the first act, Mark Hellinger's "Broadway Revue" sketch has been turned into a three-quarter of an hour show, contrasting clowns of old, Revue's with the modern nitty, probably the Club Abbey, for Carroll's doing an m. c. imitation of Jenn Maun and there's also a shooting. This is the spot where Miss Bittling, showing her legs for the first time, comes on as a clectric to give them "Cigarettes and Cigars," and she gives it, too. It's a standout right through—every chorus with Bittling selling it for all it's worth. Seems the sketch is cheapened considerably at the end, however, when a flock of gang-

sters shoot up the place, getting an irresponsible kid, Le Roy, by mistake, who dies in Bittling's arms as the warblers another chorus for the curtain.

Miss Bittling has one more spot, in the second act. It's with Richman and called "Here We Are in Love," also by Oakland, Trivers and Murray. Number was missing just in time for a bulling up process instead of shooting it on and was done at the premiere. Show could stand more of Bittling all around, because when she sings a number, no matter what it is, there's nothing to it. Give her a real tune and half of Ziegfeld's worries would be over. But he can't afford to take chances on revisions, etc., after the premiere, like in "Snail." It might be too late then.

Hellinger has another sketch, "Grand Hotel," that has possibilities but far too long and needs some tightening. Richman's finish at the end of this one smells bad and won't put the Broadway corks in a very happy frame of mind when they go home to write about it. It's the last word in poor taste and should be eliminated.

Buck and Bubbles have a spot in the first act, in which they set their old routine in style, but it might be a good idea for Ziegfeld to dress the boys up in tuxes, same as his other principals. They have a strong act for the show, but seemed as if their holey get-up lowered the class of the revue immediately.

One sketch, "Grand Guignol," by Edward Ellis, in which an interviewer explained to a couple of Americans about a French play going on at the time on another stage—a French play wanted a billy and sent for the apartment janitor because her husband wasn't able to—went out after the opening night. With Hellinger's "Sophistication" substituted, and not so hot, either. Sid Silvers had one sketch, "The Hokey," programmed, but it never showed up. Viola Price, the English actress who has been played up, found herself opening night with only a line or two in the whole show, while Ethel Borden, the sassy recruit, who was with Miss Price in "The Truth Game" fared little better.

The new "Follies" is a girl show, as Ziegfeld has promised, and there's probably enough beauty and leg display to keep the tired business man satisfied. But after they're satisfied, there's the problem of things to do. And Ziegfeld had better do some thinking in a hurry. He's taking it to Broadway without a hit song and without a strong high sketch and that seems to be inviting trouble.

DEATH DANCE

Melodrama in three acts presented at the Auditorium Theatre, Rochester, week of June 15, by the Rochester Auditorium Players, Inc., in association with Brock Postcard. Written by Valentine Davies; staged by Elmer Brown. \$1 top.

Max Jordan	Carl Benton Reid
William Nelson	Suzanne Nelson
Peep Lawton	Marion Tom
A. Roy	John Brooks
Joseph Hawley	Joseph Hawley
Jack Wines	Jack Wines
Donald Lockner	Donald Lockner
Jack Abbott	Walter Polonsky
Robert Phillips	Robert Phillips
John Albert	John Albert
Robert Phillips	Robert Phillips
Mrs. Walter M. Black	Peggy Hythe
John Albert	John Albert
Clarence Harvey	Clarence Harvey
Wm. Trindle	Wm. Trindle
Walter M. Black	Arthur Bohrens

Decidedly novel construction. The three acts take place in the residence of Walter M. Black simultaneously on three different floors. First act is on the first floor, the second on the second and third on the top floor. A murder is committed at the close of the first act and a high degree of suspense is sustained until the unexpected climax on the third floor.

Dreck Pemberton, who expects to produce "Death Dance" on Broadway, rushed the rough script to George Kondolf, Jr., for production before the close of the Auditorium season to get audience reaction.

The play was none too smooth, but it had qualities. It dragged badly at times and the actors became all tangled up in the mechanics. A drawback is a repetition in the succeeding acts, yet this doubtless can be overcome with surer and speedier action.

Pemberton, Antoinette Perry and Valentine Davies were present for the final rehearsals and opening. Eleanor Phelps and Geoffrey Bryan came up to play in the piece.

Action opens in the reception room of the Black mansion with a dance in progress. A newspaper editor announces that a large bank in which several present have most of their funds is about to fail. A meeting of directors is scheduled later that evening upstairs, at which Black is expected to save the bank from ruin the next day by providing funds to carry it over. It is also revealed that Black has been threatened with a strong high sketch in an anonymous note. For that reason he is keeping to his office on the

third floor and is guarded by four detectives placed on the different floors. A big loan to develop Peruvian oil fields also figures in the story.

The tense atmosphere is increased by a visit from a representative of the Peruvian consulate, who is allowed to go to Black's office. Shortly after a gunman gets inside and gets the drop on the two first floor detectives and rushes upstairs. But he is captured above and quietly whisked away to the police station. Guests become edgy, but obtain little satisfaction. Soon after this amid much running about the shot is heard from upstairs.

The second act develops suspicions and further tensions, with precisely same ending as the first act. Last act reveals Black as a schemer willing to see the bank crash to attain his own ends. The death threat was engineered by himself to avoid the bank directors' decision to save the bank. In bending people to his will, however, he fails to reckon with a romance between his secretary and a reporter, to his own undoing. Diverting of suspicion from the one who fired the shot and giving the appearance of suicide to all except one member of the party, provides a surprising and more or less effective ending.

Eleanor Phelps was attractive in the secretary role, but both she and Geary Wallerworth lacked the material to work up audience feeling.

Record.

Cast Change

Richard Lammie succeeds William Wallace in "Barrett's of Wimpole Street."

Market Theme for 2

Wall Street and the market will be the subject matter for two plays slated for fall showing.

Chester, Eskin is doing "Bull Market," involving a revolving stage. "Front Money" by George Holland, will be produced by Robert Newman.

Actor's Musical

Another actor-writer-producer affair is by Milton Wallace, who is preparing a musical titled "Rhapsody in Red."

It's Wallace's first attempt at producing.

FUTURE PLAYS

"Monkey," by the late Sam Janney, P. C. Strickland producing. Walter Batchelor and Danny Dare have acquired a new play, named, by Lulu Vollmer, Lucile La Verne will play the lead.

"Cloudy With Showers," by Floyd Dell and Thomas Mitchell, taken by Patterson McNutt for fall.

"Empty Virtue," by Henry Rosendale and Ralph Ketterling, due to start rehearsing this week. Ed Hutchinson, new, producing.

Engagements

Hilda, Louise and Maxine Forman for "Vanities."

Loretta Shea for "Four Men's Daughters" (Harris).

Betty Kashmar for "The Better Road" (W. J. Gluck).

Three Adon Sisters for "Vanities."

Dennis King and Lester Allen for "Cassanova" (Grady & Connolly).

Thomas Mitchell for "Cloudy, With Showers" (McNutt).

WILBUR QUITS HONOLULU

Los Angeles, June 22.

Dick Wilbur, whose stock company has been the only legit attraction in Honolulu for four years, will not return to the island this fall.

Wilbur has leased the Vancouver theatre, Vancouver, for stock, opening Sept. 1.

Millbrook Stock

Millbrook, N. Y., June 22.

Dramatic stock, opens a summer run in the Millbrook theatre tonight (22).

Cast includes: Joaquin Souther, John Hoyt, Fredric Foreman, Anne Tonetti, R. Birrell Tawis, Katherine Warren, Alexander Clark, Jr., and Anne Revere.

Jewish Rep in Philly

Philadelphia, June 22.

Group of Philadelphia headed by Morris Davis, M. Seltzer and Israel Zidgar has leased the Girard Ave. theatre.

House will play Jewish rep.

The Road Is Waking Up!!

The legitimate theatre is coming back stronger than ever. Everywhere enthusiasts of the theatre are demanding flesh and blood entertainment in place of canned amusement.

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PRICE CUT IS SORRY MOVE

New York, June 20. May was a fairly chaotic month for the majority of the publishers. The price cut, 10 to 15% wholesale, did it. It went into effect May 15. One week later half the publishers admitted they were sorry, for one or a good many reasons, that they had reduced prices.

Aside from that, the cut price added nothing to sales during the month. However, not much action could be expected the first two weeks. This month, June, will really tell.

May generally was a slow month for sheet music, with the picture slower and slower. That's customary for this time of the year.

No. 1 tune for May was Peita's novelty number, "Moonlight Saving Time."

In the duce is Remick's "Please Don't Talk About Me," which was No. 4 for April. Second test for April, Berlin's "Wabash Moon," slipped and held the lower berth. No. 6, in the current, was Abe Olman, New publisher, who started the first of this year, comes into the best seller class with "Whistling in the Dark." No. 3 song. Peita's second to earn a rating in the new seller is "Waltz You Saved for Me," which holds down No. 5. Wabash Moon," which scooped the sixth spot.

In the record sellers, Victor's "Wabash Moon" coupled with "Dream a Little Dream" in the tray for April climbed up, and rates in the ace rung. Deuce is the same as in the preceding survey. "Please Don't Talk About Me," teamed with "When Your Lover Has Gone."

Middle West

Chicago, June 20. Music sales were off somewhat in May, with unusually wide range showing between the leading groups and the runners-up. The leader, "Moonlight Saving Time," came out of nowhere to make the grade. Two other newcomers in the select list are "Whistling in the Dark" and "Two Hearts in Waltz Time."

Popular tunes came back into the disc field as leaders after many months of radio and fresh recordings. "Peanut Vendor" came back on the Victor list for a bow, but not for the lead. In Radio group the Russell Sisters make a winner for Brunswick with "Taking My Sugar to Tea," the first time these girls have broken into the lists here.

On the Coast

Los Angeles, June 20. With summer here, the music is going but bloom within the Coast music circle. Sheet disc and instrument sales are at the bottom, with nothing in sight to cheer.

Victory in the disc field are prominent this month. Hill-billy numbers are out. Few of the record tunes have landed in the best sellers. It's a hum and cadence territory out here.

Local bands and singers head the lists of Victor and Brunswick. Columbia still lags behind, due to lateness of releases.

Barrett Wins His M. C. Case on Jury's Verdict

Rochester, N. Y., June 22.

Hughie Barrett, let out on m.c. at Lewis's after three weeks on an eight weeks' contract, won a verdict for the balance of his salary in a Supreme Court action here. He was getting \$150 a week. Jury was out five minutes.

Lewis's bill-boys claimed Barrett was ousted because he clowned through what was intended as a serious version of "On the Road to Mandalay," thereby disobeying orders. George Traylor, dramatic critic for the "Democrat and Chronicle," Amy Croughan, film critic for the "Times-Union," and Helen Clune, former p.a. for Lewis's, testified they liked Barrett as an m.c.

Glenn Hill and His University Mockers have been playing at the Showboat, New Paltz, N. Y., and at other dance halls in New York and Massachusetts, are going on a tour of Europe.

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING MAY BY THE LEADING MUSIC JOBBERS AND DISK DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
No. 1—SONG	"Moonlight Saving Time"	"Moonlight Saving Time"	"Out of Nowhere"
No. 2—SONG	"Please Don't Talk About Me"	"Waltz You Saved for Me"	"River St. Marie"
No. 3—SONG	"Whistling in the Dark"	"Whistling in the Dark"	"For You"
No. 4—SONG	"When Your Hair Has Turned to Silver"	"When Your Hair Has Turned to Silver"	"Wrap Your Troubles in Dreams"
No. 5—SONG	"Waltz You Saved for Me"	"Two Hearts in Waltz Time"	"Were You Sincere"
No. 6—SONG	"Wabash Moon"	"Please Don't Talk About Me"	"If You Should Ever Need Me"

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	"Out of Nowhere," "If You Should Ever Need Me" (Bing Crosby)	"Moonlight Saving Time" (Hill Kemp Orch.)	"Out of Nowhere" (Bing Crosby)
BRUNSWICK—No. 2	"St. James Infirmary" (Cab Calloway Orch.)	"Alpine Milkman" (Ben Bernie Orch.)	"Sing Another Chorus, Please" (Earl Burdett Orch.)
BRUNSWICK—No. 3	"Minnie the Moocher," "Do the Rumba" (Cab Calloway Orch.)	"Let's Get Friendly" (Nick Lucas)	"Wha' Ja Do to Me" (Boswell Sis.)
BRUNSWICK—No. 4	"When I Take My Sugar to Tea" (Boswell Sis.)	"Bidding My Buddy Good-Bye" (Isham Jones Orch.)	"In a Cafe on the Road to Calais" (Abe Lyman Orch.)
BRUNSWICK—No. 5	"Moonlight Saving Time," "Ho-Hum" (Hill Kemp Orch.)	"When I Take My Sugar to Tea" (Boswell Sis.)	"La Campanasata" (Carlos Molina Orch.)
BRUNSWICK—No. 6	"Roll On, Mississippi, Roll On" (Boswell Sis.)	"Whistling in the Dark" (Ben Bernie Orch.)	"Good Night, Sweet Dreams" (Isham Jones Orch.)
COLUMBIA—No. 1	"By the River St. Marie," "Running Between the Raindrops" (Guy Lombardo Orch.)	"Ho-Hum" (Ted Lewis Orch.)	"Whistling in the Dark" (Guy Lombardo Orch.)
COLUMBIA—No. 2	"Egmontella," "I'm Crazy 'Bout My Baby" (Ted Lewis Band)	"Moonlight Saving Time" (Guy Lombardo Orch.)	"River St. Marie" (Guy Lombardo Orch.)
COLUMBIA—No. 3	"Say a Little Prayer for Me," "Out of Nowhere" (Smith Bailey Orch.)	"Sugar Blues" (Clyde McCoy Orch.)	"Were You Sincere" (Ruth Etting)
COLUMBIA—No. 4	"Basin Street Blues," "Beale Street Blues" (Charleston Chasers)	"Building a Home for You" (Guy Lombardo Orch.)	"By a Country Lane" (Ted Wallace Orch.)
COLUMBIA—No. 5	"Walkin' My Baby Back Home," "When Your Lover Has Gone" (Johnny Walker Orch.)	"Lonely, Gondolier" (Clyde McCoy Orch.)	"Ho-Hum" (Ted Lewis Orch.)
COLUMBIA—No. 6	"Love Is Like That," "You're The One I Care For" (Ruth Etting)	"My Gracie Sweetheart" (Henri Gondron Orch.)	"Please Don't Talk About Me" (Ethel Waters)
VICTOR—No. 1	"Wabash Moon," "Dream a Little Dream of Me" (Wayne King Orch.)	"Dream a Little Dream of Me" (Wayne King Orch.)	"One More Time" (Gus Arnheim Orch.)
VICTOR—No. 2	"When Your Lover Has Gone," "Please Don't Talk About Me" (Gene Austin)	"Please Don't Talk About Me" (Gene Austin)	"Wrap Your Troubles in Dreams" (Ruth Etting)
VICTOR—No. 3	"Out of Nowhere," "Yours Is My Heart Alone" (Leo Reisman Orch.)	"Peanut Vendor" (Don Azpiazu Orch.)	"Out of Nowhere" (Leo Reisman Orch.)
VICTOR—No. 4	"Now You're in My Arms," "I Wanna Sing About You" (Bert Lown Orch.)	"Waltz You Saved for Me" (Wayne King Orch.)	"Without a Song" (Lawrence Tibbett)
VICTOR—No. 5	"Ho-Hum" (Gus Arnheim Orch.)	"When Your Lover Has Gone" (Bert Lown Orch.)	"I'm Gonna Get You" (Gus Arnheim Orch.)
VICTOR—No. 6	"Whistling in the Dark," "My Cigarette Lady" (Rudy Vallee Orch.)	"Two Hearts in Waltz Time" (Johnny Hamp Orch.)	"Elizabeth" (Waring's Penns.)

Publishers' 3 Best Sellers in Sheet Music

Publishers are listed in alphabetical order, not according to position their numbers hold in the present market. Publishers made their own reports

PUBLISHER	SONG NO. 1	SONG NO. 2	SONG NO. 3
Ager, Yellen & B.	"Let's Get Friendly"	"Bubbling Over with Love"	"You Said It" ("You Said It" prod.)
Berlin, Irv.	"Wabash Moon"	"I Wanna Sing About You"	"Hooked in the Cradle of Kalua"
Davis, Coote & E.	"Dream a Little Dream"	"On the Beach with You"	"I Do, Do You"
De Sylva, Brown & H.	"Nevertheless"	"One More Time"	"Smile, Darn Ya, Smile"
Donaldson, Douglas & G.	"Hello Beautiful"	"Mary Jane"	"You Didn't Have to Tell Me"
Famous	"Ho-Hum"	"Out of Nowhere"	"When I Take My Sugar to Tea"
Leo Feist	"Moonlight Saving Time"	"Waltz You Saved for Me"	"Love Is Like That"
T. B. Harms	"Two Hearts in Waltz Time"	"Donna Clara"	"Have You Forgotten"
Kornhieser, Phil	"Faithfully Yours"	"Maybe It's the Moon"	"Pardon Me, Pretty Baby"
Marks, E. B.	"Poor Kid"	"Maria, My Own"	"Mama Inez"
Jack Mills	"Star Dust"	"Mood Indigo"	"He's My Secret Passion"
Joe Morris	"When Your Hair Has Turned to Silver"	"You'll Be Mine in Apple Blossom Time"	"Would You Take Me Back Again"
Olman, Abe	"Whistling in the Dark"	"Heartaches"	"Little Girl"
Red Star	"Beautiful Love"	"Toodle-Lo, So Long, Good-Bye"	"Love at Sight"
Remick's	"Please Don't Talk About Me"	"Now You're in My Arms"	"Little Old Church in the Valley"
Robbins	"River St. Marie"	"I'm Through with Love"	"Were You Sincere"
Santly, Broe	"By My Side"	"June Time Is Your Time"	"Building a Home for You"
Shapiro-Bernstein	"Wrap Your Troubles in Dreams"	"Roll On, Mississippi"	"Rocky Mountain Lullaby"
Sherman-Clay	"With the Help of the Moon"	"I'd Love to Be Your Sweetheart"	"To Whisper Dear, I Love You"
Sterling	"That's My Desire"	"Prove That You're Sorry"	"Heaven On Earth"
Universal	"Little Sweetheart of the Mountains"	"We've Got a Sweet Somebody"	"Poor Little Gigolette"
Wilmart & Bone	"Say a Little Prayer for Me"	"For You"	"Just a Blue-Eyed Blonde"

MACK BACK AT PAR

Week after next, when Rudy Vallee leaves his Paramount and Public as well, Ted Mack, m.c., comes in for an indefinite stay.

Mack was at the Paramount second month last spring before settling in Dallas.

A DISK HISTORY

Paris, June 14. A radio, titled "Dye," by the "Dye" author, by M. Hornum, is the first attempt to include all phonograph discs recorded up to date.

Legible Music

Brussels, June 18. Musicians, shortighted or otherwise, may be interested in the invention of M. Pierre Hans, a Belgian engineer.

It consists of a yellow transparent film called Acetophane, which, placed over a sheet of music or any other printed or written matter, renders it legible a yard further from the eye than under ordinary circumstances. Acetophane adheres to paper "electrically" by simply rubbing it with a soft rag.

UNION GIVES JOBS

Provide Concert Work for Needy Members

Chicago, June 22. Chicago Musicians' Federation is donating \$20,000 from its treasury to help its unemployed members. Union decided to act on the roller measure after pleas for aid from musicians became numerous and aggravated. Union is spreading out the \$20,000 in a series of benefit concerts, with recipients including hospitals, orphanages and similar institutions.

Petrillo Meets the Boys

Chicago, June 22. Jimmy Petrillo, head of the musicians' union, was taken for \$700 while his wife, Marie, gave on two thousand rings valued at \$1,250 in a stick-up in front of the Petrillo abode Friday night. Petrillo had just stopped his car when two men got out of another machine and flashed bats. Petrillo later said it was very embarrassing, but he had to oblige. As a result of the holdup, other union officials are now keeping their valuables in vaults.

Both are supposedly tidal
tania, with sound effects
locomotive getting off the
the program. These sound
continue amidst the com
As the mythical trip ge
(Continued on page

WOODS THEATRE BUILDING—CENTRAL 0644-4401

"Meet the Wife" (Col.) feature.

CHICAGO OFFICE

\$10.00 a Week Table Bed

CHICAGO

(Continued from page 33)

much at home as Bergman. Here he warmed them up quickly with his pianolog and at the finish was drawn back for an encore. The shirt-sleeve boys had already mooched with the piano, so Navarré told a gag. Much better than one of those speeches.

JEFFERSON

foolery and gags that seemed to fire the audience right. A hit and seemingly easy for the pair. They were followed by Adelaide Hall and two colored pianists. Miss Hall did everything to help her sell her. She was quite generous with her

(Continued from page 47)

Mary Lawlor's Dress

Al K. Hull's assistants have the thankless task of trying to look well in uninspired sports ensembles of two-toned silk, the smaller girl resplendent later by a brisk little rig of well fitted red wool crepe, and a sweet evening gown of blue taffeta, sailor collar and hem bordered in matching tulle.

(Continued from page 47)

Spending Money

Same in German:

ly the bigger of the two men the
standout. Neat turn and not over-
done. *Mark.*

MAIN FLOOR **OPEN ALL NIGHT**

NO COVER CHARGE **NO MINIMUM CHARGE**

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JOHN WAYNE, JUNE CLYDE, FORREST STANLEY,
NENA QUARTARO, AND OTHERS. DIRECTED BY
GEORGE B. SEITZ.**



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CAPONE KIDS GANG FILMS

B'way Two-for-Oneing All Lines; Even the Juice Joints Try Cut-Rates

Broadway has gone completely cut-rate. Business first started by the late Joe LeBlang for selling legit theatre tickets has been adopted by practically every line of business in the Broadway theatrical zone.

Broadway is getting a cheaper class of walkers, buyers and enjoyment seekers. A tip off may lie in the practical demise of expensive night clubs, with speakeasies getting some of the trade and cheap eateries and cabarets getting the rest. 42nd street isn't the only street to have gone Bowery. While other theatre streets so far are retaining their rank the main thoroughfare hasn't. Compilation of some of the lines reveals that existent prices are at half their former range or a complete adoption of the two for one vogue that infested legit business last season.

Two lines seemingly hardest hit are haberdasheries and barber shops. Reduced prices and tick combinations, bringing the total

(Continued on page 33)

Tenn. Showboat Doubled In Booze, Knives, Guns

Birmingham, June 29: The showboat Blue Heaven, which has been playing up and down the Tennessee river for years, got into a pickle with the prohibitory act. During the week the boat was in the battle the showboat was in Federal hands and locked tight.

Joe Russell, owner of the tub; George Hardy and J. D. Epps, employees, kicked down the hoosegore and got out of town. They're being sought.

Officers slipped on the boat at midnight and greeted the folks by surprise. They seized five gallons of whiskey, 40 gallons of beer in bulk and 500 bottles of beer. An armful or two of firearms and ammunition was also scooped. Proak was one of them measuring 26 inches long, was captured. Some of the boys said they kept it to eat rizzards out of chickens for the Sunday dinners.

The boat used two speedboats and two outboard motors to transport customers to and from the boat. All of the property, valued at \$5,000, was confiscated.

All Men in Hiding

Spokane, June 29: Something new in the way of publicity is set by the city council of Centralia, passing an ordinance ordering the entire male population to grow whiskers between July 8 and August 12.

Those creating the idea state its purpose is to provide realism for the 20th annual Southwest Washington Pioneer fair and picnic, to be held the latter date.

Reno's Slogan

Reno, June 29: This lively burg can't decide upon a slogan.
Mostly favored is: "Liberty bonds for sale cheap."

Big Fight Tickets Are Selling Slowly; Maybe Gross Gate \$300,000

Reports from Cleveland where the Stripling-Schmeling heavy-weight fight will take place Friday night, (3) said the ticket sale is lagging considerably under expectation. Hope for a half million dollar gate appears cold. Almost daily the promoters of the event have been on the radio, both principals being hooked in from their respective training camps. Schmeling's remarks are in German.

Looks like Stripling will be made an 8 to 5 favorite, with Easterners inclined to take the short end because of Strib's uniformly bad showing in all his New York appearances. Sunday night Tommy Loughran on the air, unqualifiedly picked Schmeling to win. Loughran said that as he had met Strib three times he knew something of the Georgian's ability. Tommy explained that Schmeling has a good right—which Strib fears—and that the German also is much better with the left.

Touching on the Sharkey-Schmeling affair, Loughran said that the foreigner took everything the gambler and there is no telling what might have happened had the foul not occurred that made Schmeling the champion.

Up to Monday it was estimated the fight gross was \$175,000 and doubt was expressed the gate would reach \$300,000. Branch ticket offices are operating in the larger cities within 100 miles of Cleveland and ticket sellers are reported touring the smaller towns to strain up interest in the match.

GIBBONS AS TALK TEACHER

Starting Broadcasting School of Instruction in Washington

Washington, June 29: Floyd Gibbons, NBC's fast other chatterer, is going into the radio instruction business here as a side-line. The radio talker has started the Floyd Gibbons School of Radio Broadcasting in this city. It offers to teach all phases of broadcasting from acting to station management, by correspondence.
Gibbons is the first major radio name to become attached to the radio instruction field.

Chicago's Six-Foot Citizen Tells "Variety" Mugg About His Fan Mail, Film Offers and Annoyances Looks and Acts Like Business Exec — Called "Snorky" by Intimates — Closely Guarded

By Lou Greenspan

Chicago, June 29: Al Capone doesn't like and doesn't tell the literary racketeers who have elected themselves his biographers, pretending to be his best pals.

Mostly they make him laugh, but sometimes they make him sore. Referring to one of the phony ones (Continued on page 19)

\$1,000 WKLY. FOR B'WAY HOUSE

In the Shubert office astonishment is rampant over the rental of Shuberts Central theatre on Broadway to Sam Cummins at \$1,000 a week.

The lowest known weekly rental for any Broadway house to date and that for the Central has been \$3,000 a week.

Cummins is reported to have paid three weeks' rent in advance with an option. He is showing at the Central "Road to Hell," an aged German sex film, revised for the New York display with the current version passing the censors without cuts. The usual "sex stuff" goes with the film, including a stage girl display with admission 50-75.

Rockefeller in Screen Story—Arlist for Role

George Arlist may impersonate John D. Rockefeller on the screen in a picture based on the oil king's life. Negotiations between "Warner" and the Rockefeller family are now on with such a film in view.
On the Rockefeller side it may come under the head of publicity and so pass, the oil family having their own exploitation ideas which to date have been mostly restricted to consistent announcements by the nation's press.

Choristers as Waitresses Because Of Getting the 3-a-Day Which Count

Another Starver

Dallas, June 29: In this day of commercialism, whom here is the artist who starves for art.
A femme painter is touring the Rio Grande valley, sketching desert scenes in exchange for gas for the car and grub for the kids.

Reformers Pan Films, Passing Over How Boy Had 2 Guns for Month

Newark, June 29: The reformers in Jersey are agog over the shooting of 12-year-old Winslow Elliott of Montclair by 18-year-old Harold Gumble, who stated he was demonstrating a scene from "The Secret Six." Elliott died later. A vigorous campaign against gangster pictures has been going on afoot here and all the leaders are out with statements showing how this tragedy justifies their action.

It transpires the Gumble boy was arrested last month for shooting his gun, but instead of having his gun taken away from him he was given a reprimand. He had had two guns, the one with which he killed Elliott having been purchased from a mail order house. When asked today why he bought the gun he said nothing about gangster pictures, but stated he had a friend who was a gun expert.

In all their howling against the pictures none of the reformers is at all incensed by the selling of a gun to a boy by a mail order house or at the court for allowing a boy to keep a gun after arrested. They mention nothing but pictures.

A committee of managers has gone to the papers to see if the inevitable editorials cannot be toned down to reason, but how successful they will be remains to be seen.

REFORMED EXHIB

Cassidy of N. B. Goes Political With Personally Conducted Jobs

St. John, N. B., June 29: Leandre Cassidy, for several years owner of the Pelipse, Shading, N. B., showing films exclusively, has given up picture exhibiting to be a provincial constable, justice of the peace and inspector of advertising signs overnight camps and gasoline pumps.

As an inspector, it will be part of his duty to pass on posters advertising attractions at the theatre, he once owned, but which is now operated by Ben Wagner, formerly of Montreal.

Cassidy will tour New Brunswick in the course of his examination of the billboards. It is within his jurisdiction to make an arrest and act as judge against the accused.

Chorus girls, unable to find a job in show business, are storing their practice clothes and donning waitresses' caps and aprons. Practically every restaurant on Broadway has its contingent of temporarily retired chorines.

The girls, accustomed to selling that personality, throw the front-line sparkle into high while working for tips. The job, they declare, is no more arduous than repetitions of strenuous routines. Stage training teaches them to wear their uniforms and walk smartly, facts which impress potential employers eager to improve the general aspect of their restaurants and sandwich bars.

Proprietors know that the girls, having the promise of three meals a day, will work for a sum as small as \$5 weekly. The additional \$35 that they may collect in tips is considered adequate compensation for stalled theatrical careers.

Comforting
"Waiting table" may not be glamorous, explained one serving novice who, until a few months ago had worked steadily in musical comedy, but it's a comfort to know where the next meal is coming from.

"The work doesn't seem hard (Continued on page 54)

Lawyers Cutting Rates For a Reno Freedom

Reno, June 29: Price cutting lawyers are gunning up the racket and \$250 divorcees are being purchased now for \$50 or 100 bucks. Smart shoppers from the east are breaking down the ethical morale of the cupid annihilators.

With 112 clients going through the mill in one day there should be plenty of business without resorting to bargain sales, say the high priced lawyers, who cut fees for friends only. But it's unethical to tell a fellow lawyer what fee to assess a smart client. It's ethical to tell him to suck the dumb ones; \$250 or more.

The bar association, by resolution, fixed a minimum divorce fee of \$250; for uncontested cases, but it has no power to enforce the order and divorce seekers are wise to the situation.

"Here's \$100. It's all I got. Get me a divorce for it or I'll go next door," say the fair, victims now as they rip the century off a big "all" and pass it across. He takes the hundred.

TEXAS AFTER SEX MAGS

Dallas, June 29: State officials are starting a war on hot licks, mainly the artist and sex brand.
First official action taken at Austin, capital, where county barred all dime issues off stands.

From Steerage to Yachts Killing Producers' Mass Contact, Sez Cynic

Hollywood, June 29.

"If some of these picture execs forgot their yachting caps and got back by mingling with the masses, maybe they would produce mass entertainment all over again," observes one showman, in criticism of the recent penchant by the studio moguls to go naval.

Maintaining a \$1,000 a week obligation for a glorified life-boat to take 'em across to Catalina Island, which can be had by the masses for a \$1.25 fare, has made the amateur yachting admirals lose their conception of popular standards, says the cynic. "If they paid that buck and two bits," continues this showman, "and mixed in with the boys and girls on the holidays, they'd get a better idea of things."

Short Memories

"Maybe if we had some young men on the producing end who don't own yachts and still remember how back when, or rather didn't have such short memories as these studio executives, opportunists, it might get us somewhere."

The own-your-own yacht thing out here is getting to be quite a gag. Maybe the biggest gag is to the captain and the crew of such boats who lay off all week and then take their commanders to Catalina, or somewhere else for a short cruise over Saturday and Sunday. A flock of apocryphic friends and relatives reminisce how much different this is from the steerage when they or their immediate forbears originally made another ocean voyage.

CO-FEATURE REBUILD CAMPAIGN FOR OAKIE

Hollywood, June 29.

First picture for Jack Oakie since his return to the Paramount fold will be "Come On, Marines." He will be co-featured with William Boyd, Buddy Rogers, Stuart Erwin and Regis Toomey.

Paramount plans are to try and rebuild Oakie to his former popularity through a series of co-appearing films.

Bill Weisman has been borrowed from Warners by Par to direct this feature.

No Plays for Ann

Los Angeles, June 29.

Local publicity has named Ann Harding as an interesting legit appearance out here this fall, with her picture work. But Charlie Rogers, Pathé's production head, says "No."

Rogers stated that under no condition will Miss Harding be allowed to appear in a picture while she is under contract to Pathé.

Polly Says She's Set

Hollywood, June 29.

Polly Moran registers a squawk. She says that her new screenmate has not endangered her Metro contract, which has five more years to run. Renowned was signed up shortly after her nose injury.

Concomitantly, rumors that her screen mate with Marie Dressler expects to "go the limit" have given children for the time being a "little" on which there have been many mistakes due to the studios' desire to eliminate racketeering angles from all records.

The Dressler-Moran screen romance meets next year with Marie Dressler's "Fish." Meanwhile, Miss Dressler will settle in "Tampa."

ELAINE STERN'S ORIGINAL

Elaine Stern, co-director, author of "Night Shift," has been commissioned to write an original for Ann Harding.

Leon Schiff, who is responsible for the deal.

Play/fair, be square, and you will find more sport in living and less fear of dying.

MR. AND MRS. JACK SOWORTH
100 West 41st Street
New York

Pony Golf Licked

Pony golf looks definitely licked in its second season around the metropolises. The No. 2 golf courses are slanking away, night, despite warm or cool weather. Same situation marked all over the country.

Replacing it in the outdoors, but to a very slight degree, as the golf courses are bowling and golf-driving tees.

Renaldo Cleared from Alien Charge by Wife 17 Years His Senior

The involved case of Duncan Renaldo, who attracted attention as the juvenile lead in "Under Hood," has been straightened out by immigration authorities at Washington. Renaldo has been cast for several months on the matter. Allegations by his divorced wife, Suzette, that he was an alien, and had illegally entered the country were set aside last week.

Renaldo was born in Camden, N. J., in 1904. His mother is a Hungarian, "Gypsy," and his father, Francis B. Duncan, of Scotch origin. Renaldo's accent was explained by the fact that at the age of four his mother took him to Rumania, where he remained until reaching 10.

He married Mrs. Renaldo five years ago. There is a son in her custody. The wife is 17 years his senior. When they divorced in Los Angeles last year, the settlement provided Renaldo pay her \$150 weekly and \$50 per month for the boy during any period he is away from the payments for the upkeep of the child to continue regardless.

At the time Mrs. Renaldo made charges to his citizenship, the wife also averred non-support. His checks later disproved that, but he was arrested without warrant. That occurred three days prior to the "Border Horn" premiere in Hollywood.

Didn't Know of Son

The wife was formerly on the stage and was formerly known as Suzette Gordon. She changed her show name to Beth Varden. By a previous marriage she had a son named Tom. This was not revealed to Renaldo before he wed her, Renaldo stated.

Before the case was transferred from the coast to Washington, Mrs. Renaldo and her son, confined to Federal authorities, out there by alleging Renaldo was a Chinese prince.

Cowan Remains in Charge

In an announcement issued during the week by Paramount of the departure of Walter Wanger from the organization, it stated that the Long Island studio will continue under the management of James Cowan.

Cowan, who has been the Par's eastern stage manager for a long time, with Wanger away, now under the direction of Jesse Lasky, now Par's head production man.

Ambitious Girl Prefers Sage Sagas to Resting

Hollywood, June 29.

Reversing the usual contract, Marion Shilling, under contract to RKO-Orson, requested a first to play opposite Tom Keene in that "The West" picture. "I don't think it is for those who studio tickets to do any big hits for Sage sagas,"

Miss Shilling, who will get the picture, is better known as the girl in the movie since than waiting for a part.

Nina Wilcox Putnam West

Nina Wilcox Putnam West is leaving New York tomorrow (1) for Hollywood. Her latest story, unpublished, is "The Girl in the Rain," "The Love" episode at the Paramount studio on the coast for consideration.

Miss Putnam lately returned from a six-year stay in Europe.



WILL MAHONEY

The "Herald Tribune" said: "In his second successful week at the Palace Theatre, New York, Will Mahoney continues to be the outstanding hit and drew more laughs and applause than any other act on the bill."

Direction

RALPH G. FARNUM
1660 Broadway

FATHER'S WILL NAMES CARLYLE BLACKWELL

Syracuse, June 29.

Carl G. Blackwell, of London, known to picture fans for 15 years as Carlyle Blackwell, is one of the heirs to an estate of undetermined value left by his father, George H. Blackwell of this city, who died May 20. The father's will names the actor, his brother, A. H. Blackwell, and Mrs. Bess C. Mingo, housekeeper for Mr. Blackwell, each receive \$500 by terms of their grandfather's will.

The first wife of the actor and their two children reside in Hollywood. The children, Carl G. Blackwell, Jr., and Esther Blackwell, each receive \$500 by terms of their grandfather's will.

Carlyle Blackwell is now with his second wife, the former Leah Barnato, daughter of the multi-millionaire diamond mine owner.

Will Hold Lil Dagover A Month for Publicity

Lil Dagover, the German girl whom Warners is bringing over, will sail from the other side Aug. 4. She is not due on the Coast until mid-September, but WFL will hold her in New York a month for publicity purposes.

Hubert Voight, who heads the Burbank film publicity staff, will come east to handle this actress cross country tour to California.

Gangsters' Kids

Los Angeles, June 29.

Current attempts to get the gangster atmosphere in a picture without having it fall into that classification, is exemplified by Columbia.

Rowland V. Lee is directing in "Gully Generation," which deals with gangsters' children.

DARROW'S LECTURE FILM

"Mystery of Life," German film depicting the theory of the universe, with a lecture entirely by Clarence Darrow, goes into the Canine this Friday (29).

Film is being released over here by Universal, which made the deal with Darrow for the talk.

SHIRLEY GRAY'S LEADS

Hollywood, June 29.

Shirley Gray, opposite Richard Dix in "Public Defender" (the "Reckoner"), will also be his leading lady in "Secret Service," the actor's final job on his present contract.

Miss Gray recently came here from an Oakland stock company.

FLIES FOR PART

Hollywood, June 29.

Erie Linder, Theatre Guild playwright, arrived by plane yesterday (29) to play one of the leads in "These Our Children" (Radio). Wesley Ruggles will direct.

Engagement is the result of tests made in New York.

Publicity!

Della Livingston was pinched in Rochester, N. Y., Friday on the complaint of a New York dressmaker, who alleged a balance due of \$100.

Belle got front page publicity for that Saturday and Sunday. She returned to New York Sunday. More publicity Monday.

Yesterday she paid the bill and was dismissed in police court.

More publicity today. Don't ask why she didn't pay the bill in Rochester, before she left New York to go to Rochester.

Belle's account stands: In red for furs, \$102.

In black for publicity, \$50-000.

Belle's been pinched before, and probably all over.

Jeanette MacDonald Is Going to Europe to Dispel Scandal Rumors

Hollywood, June 29.

Jeanette MacDonald is going to Europe to dispel the wild rumors Continental papers have been printing about her for almost a year. She will make personal appearances while over there.

Having completed her agreement with Fox Miss MacDonald leaves here about July 15 and will spend 10 days in New York before sailing. She will probably play in London and Berlin as well as Paris.

Miss MacDonald's name has been consistently linked with a Continental scandal, press and public over there refusing to believe she hasn't been abroad in years. It appears to be a case of mistaken identity but the foreign idea is that all alibis are being offered to hush up the matter because of Miss MacDonald's picture career and the prominent personalities involved.

Somebody even published a book about the scandal with Miss MacDonald's picture on the cover.

U's Anderson Gap

Hollywood, June 29.

Having cost Universal \$257,000 at \$3,500 a week, during which time he only made one picture, Junior Lane, who is now being brought in by Murray Anderson back to the studio to do something.

Murray's lone film was "Paul Whiteman's 'King of Jazz'."

SAILINGS

Aug. 4 (Berlin to New York) Lil Dagover (Columbus).

July 9 (New York to Paris) Jack Curley and wife, daughter and son (Saturday).

July 8 (New York to London) Max Gordon, A. L. Bernham (Majestic).

July 7 (New York to Bremen) Otto Lederer (Europa).

July 6 (New York to Paris) Dan McCarthy (France).

July 6 (New York to London) Evelyn Herbert, John Halliday (Europa).

July 6 (New York to London) Bert Wheeler (Leviathan).

July 2 (New York to Paris) Olga Petrova (Pravda).

July 2 (London to New York) Grace Talmage, Peter Mason (de France).

June 29 (Bremen to New York) Leonid Skokovsk, Walter Kirchhof (Europa).

June 27 (New York to Los Angeles) Jimmy Durante, Eddie Jackson, Jack Harvey (California).

June 25 (Capetown to London) Dick Norwood, H. Marley, J. Davis, Fred Lake, F. Phillips, Stevens and Molt. Dent Norman (Kenilworth Castle).

June 25 (Sydney to London) Elsie Prince (Nabucco).

June 25 (Sydney to Japan) Ishida and Garner (Kishida Maru).

June 25 (New York to Paris) Theodore Young, daughter and niece (de France).

June 25 (Sydney to Vancouver) Brock and Thompson, Ada Heave (Nisnaran).

June 25 (New York to Paris), Hattie Stiles, Henry d'Amant (de France).

June 19 (Capetown to London) Hirste and Vinton (Arundel Castle).

EXTRAS' BREAK WHEN TALENT HUNTS FLOP

Hollywood, June 29.

Extra girls are getting their breaks as the studios decided to switch talent agents to the home grounds.

The recent rise of Rochelle Hudson, Lita Chevert, Roberta Hinton, Cecilia Parker, Peggy Ross, Rosalie Roy, Ruth Hall, Mae Madison, Irene Thompson and Patricia Farr from "B" roles to "A" roles, shows that there is a Santa Claus.

Costly flops in talent scouting on Broadway and abroad had an ergonomic reaction. A director spotting a promising new talent mob now arranges a test before the eye attraction gets off the lot.

Fox selections from the crowd include Cecilia Parker, in "Over the Hill," Peggy Ross, singing. Will Rogers in "The Plutocrat," and Rosalie Roy, also opposite Rogers, in "Young as You Feel."

Radio has Rochelle Hudson in "Pammy Policy Herald" and Lita Chevert in "Are These Our Children." Both former extras.

Warner contracts for mob graduates are held by Mae Madison and "Pammy Policy Herald" and Lita Chevert in "Are These Our Children." Both former extras.

Paramount has Patricia Farr, due for a picture after her work in "Silence" and "Secret Call."

Mack Bennett picked Irene Thompson from a casting bureau batch and handed her a ticket for comedy leads.

WANGER MAY GO INTO INDIE PRODUCTION

Upon the final adjustment of his present contract with Paramount, Walter Wanger, after taking his first rest for seven years, may go into the matter of independent picture production. This is reported to have his attention.

Wanger's contract that calls for a large gross amount of salary for its unexpired term is in the throes of settlement between L. J. Ludwig, attorney for Paramount, and Nathan Burkan, acting for Wanger. It is expected that when the settlement is reached with Paramount, it is estimated, it will be paid to Wanger at regularly agreed upon periods. Up to last Saturday Wanger was drawing his weekly pay check as usual.

Last week Paramount issued an announcement of Wanger leaving the production organization. The statement said that Jesse L. Lasky remains in full charge of Paramount production, with J. P. Schulz in authority at the west coast studio under Lasky, as is James Cowan who continues as the Par studio manager at Astoria, L. J.

The puzzling point to show people in the Wanger-Par settlement is why a new contract made in April, last, should be settled two months later. Show people wonder why an actor should be paid.

Gross amount involved in the adjustment is between \$600,000 and \$700,000.

Arlliss in "Calamity" After European Trip

Hollywood, June 29.

First for Chester Arlliss when he returns from Europe in October will be "Successful Calamity," play by Clyde Kummer, produced by Arlliss, and cast with William Gillette in the title spot.

Story is about the same lines as "The Millionaire."

"Graft" Sweetened So Dailies Won't Squawk

Hollywood, June 29.

Universal's newspaper yarn, "Graft," will be rechristened.

Studio feels the combo of graft and newspaper makes a gross kickback, so a change will be made to keep the critics sweet.

No new handling selected yet. Change in script also kept only selfish in the picture from sour money.

Nationwide Kickback on Studio Press Ban Means Gate for System

Hollywood, June 29. The studio press system is due for a placard, judging by the action by the publication of newspaper raps the industry has been subjected to of late. These are laid to the utter lack of sympathy from newspapermen, and especially for the feature editors, the news service, which have gone out of their way to be unkind.

The "Wodhouse" pan on Metro; the Los Angeles "Times" series of anti-picture articles; and the national newspaper attitude of recent weeks against the industry, finds the situation laid at the doorstep of the local studios.

Eastern exiles, some weeks ago, suggested that the press, being too modified to frankly discriminate against those who are unwelcome, but that the others be not made the victims. Studios, normally have been sympathetic with the home office instructions had not this h. o. come along with slash and retrenchment orders, which economic problems quickly eclipsed the studio press problem.

There was also a kickback from Wall Street, but the greatest impression was made by the general attack on the industry with the news syndicates and newspaper publishers bawling their reporters and Hollywood commentators.

L. A. Paper's Attitude
The "Times" local attitude is frankly that the studio uses it to their pleasure and forget all else in one sweeping embargo against unwelcome visitors to the lots, just because they were also being over-run with bothersome and chivalrous agents, bootleggers, mad dashes, jewelry salesmen, insurance brokers, etc.

Just what irked the daily men out here the most was that the "National" studio picture, which circulates with pad and pencil despite the specially augmented studio police force, while the reporters are non persona grata.

With the raps and puns coming in from the major motion picture publicity men are carrying the sad spoils to their chieftains and are renewing pleas that the representative sheets be accorded consideration.

Daily scribbles, with their studio contacts totally cut off, have taken to digging back into the mental files for shortcomings, "inanities," studio deficiencies and discrepancies, and are using this as ammunition.

The press boys, even for lay circulation, have picked bookings, distribution, productions and the like, and are citing times of pictures, the names of executives and companies copiously to drive home their evidence.

Powell-Lombard Wedding Has News Men Hissing

Hollywood, June 29. William Powell and Carole Lombard were married here Friday (26) after giving reporters a runaround until the end. Powell, Miss Lombard and the actress' mother and maid all took turns at handing out misleading information regarding time, place and date.

The marriage started off wrong as far as the dailies were concerned. When appearing for their marriage license, the couple were recognized. They denied their identity to the reporters and then wouldn't pose for pictures. After that they did everything they could to keep out of sight.

Press boys were further angered Friday when the maid at Miss Lombard's home said: "They don't want the papers to know anything about it." Then she said the wedding would not be for two weeks, although Powell and Miss Lombard had reservations on the Alhambra sailing the following day for Honolulu.

Winchell's Newsreel

A proposition is reported having been made by Winchell to become a screen newsreel. Scheme is for Winchell to occupy the place of the newsreel, which is now being run by the newsreel company.

If going through, Winchell will ask for a guarantee and a split of the net, if any.

SIX-CENT OIL HOOKS COAST FILM COLONY

Hollywood, June 29. Quite a few of the picture people are caught short on the oil thing out here. Drop in the oil market to six cents a barrel for the crude product—although it went up to 30 cents last week—nicked plenty of the professional colony.

As one complainant expressed it: "Papers would be doing a favor in not printing the occasional hokum that so and so's oil wells at Santa Monica came in, because that's the very thing that misleads everybody."

"They're no idea about the maintenance and other charges," for example, "I'm nicked almost five grand and my wife and I decided not to bother with any more royalty interest in this community well proposition, but just the same they're still sending us bills for \$10 monthly maintenance charges plus other deprecations, which we, as participants therein, are hooked for."

There's talk of an expose involving several international figures related to the picture biz.

STAR FOR YEAR, BUT NO FILM AND OUT

Hollywood, June 29. Carman Barnes, the by-and-with girl, will soon be an out girl. Paramount does not intend to renew her contract when it comes up in a month.

Miss Barnes has been at the studio a year and has yet to be used in any but still pictures. She has been taken out of a lead in "Road to Reno" and Peggy Shannon substituted.

At the time of her signing Miss Barnes was in a story written by herself called "Debutante." Picture was to be called "By and with Carman Barnes." It was never made, for lack of a story.

Although without acting experience, Miss Barnes was only mentioned for leading roles, never breaking in on a minor part. This is believed to have been a mistake. She was in college before being signed for pictures.

ASS'T MEGGER'S JOINT ASSURES FILM JOBS

Hollywood, June 29. Foreign talent coming here for movies have many the same several racket wheezes that hadn't been thought of here. Newest is the chap who is an assistant director in the daytime and at night runs one of those foreign clubs, specializing in wet goods and ladies.

This boy makes it work two ways. Brings his prospective director and casting director bosses to his night joint, going that they are royally entertained with a deadhead on the bill at the finish.

This way he is assured of further studio jobs from grateful producers, five bosses, and as some of those entertaining femmes get jobs there's commission coming. Later takes care of the sign-offs on the checks.

Studio Snubs Send Actor To Death Valley—Gold

Hollywood, June 29. Eugene Borden, formerly of stage and pictures, was lashed at town last week for a little nose-thumping, told to join from greasy studio subplots, and sent to Death Valley to dig gold.

Last week he was showing his old pal a chunk of ore with the yellow stuff oozing out of it. Just a sample of what's under his 300 acres up in Nevada, he says. And he's not after inventors.

CAN'T GET CLARA

Turns Down \$10,000 Stage Offer and \$1,000 for Bell-Farnum Tried

Los Angeles, June 29. Ralph Farnum, New York agent, left for the east by plane Saturday (27) after failing to secure Clara Bow and Rex Bell for stage work. It wasn't so much a matter of terms as it was Clara's non-desire for stage work at this time. Farnum proffered \$10,000 a week with another grand for Bell.

Bell goes Universal for five weeks to play in the Buffalo Bill serial there in which Tim Tjyer will play the title part.

Miss Bow conferred with her lawyer, doctor and agent today, arriving here with Bell from the Nevada ranch.

Farnum's proposition to Miss Bow for "Vanities" was only one week's rehearsal to permit her full recuperation.

RADIO PLAY ON WILLIAM FOX AS TRAGEDY

Berlin, June 29.

Over the Berlin broadcasting station the premiere of R. Beecher's play, "The Tragedy of William Fox," was given. This interesting subject was well received, as the tremendous fact of the great William Fox was most dramatic. Beecher's adaptation of this subject is very intelligible and interesting. Naturally this impaired the historical truth. For example, the change to sound pictures was made far more important than it most likely was in reality. Also William Fox was in no way the only picture talker, but, like the others, he joined the movement of Warners on sound. It is correct that William Fox was a victim of the Black Friday.

Mr. Sheehan, who is given another name in this play, is not painted in very flattering colors.

The accusation against Wall Street are popular, but, after all, William Fox himself was a supporter of the capitalistic system and it is probable that he did not treat people who were dependent upon him with kid gloves.

Heinrich George in the lead was very good.

OBJECTIONS TO 7-YR. CONTRACT

Hollywood, June 29.

New California law allowing seven year contracts is not looked upon favorably by talent, who see it only as an advantage to the producer. It gives the film company a chance to shake the player at option time, but binds the artist for the full length of time, according to the players' side.

Present five year contracts are called only that in name because of the semi-yearly options to be taken up at the producer's preference. Adding two years to the contract would only lengthen the agony, the contractors contend.

\$175,000 Asked by Edna Ferber to Film Rights For Unwritten Book

Edna Ferber is reported to have set \$175,000 for the talker rights to her as yet unwritten book with tentative title of "American Beauty."

Over one picture producing company is said to have placed a bid with the authoress.

The abnormal price asked for "talker" rights is traced from account to the extremely successful "Glamour" talker, made by pictures from the Ferber volume of fiction of the same name. In the film trade credit has been given for that talker's success to its making by Radio City's exploitation by Radio's distribution dept. As a matter of book record "Glamour" did not even rate as among the best sellers.

Average of Smashes, Moderates and Flivvers About Same in Films as with Legits—One Hit in Seven Attempts

THREE MORE PLAYERS JOIN BANKRUPT CLUB

Hollywood, June 29. Noel Francis, Walter L. Catlett and Bert Roach are recruits to the Hollywood Bankrupt Club. Noel Francis lists \$5,787 owing, the big five being claimed by Leo Hitzgron in pending litigation. Her \$900 assets include \$400 tied up at Radio studio in that suit.

Walter Catlett has \$14,521 in obligations here and New York. Income tax of \$3,500 is the largest item, \$1,500 owed Leo Morrison the next largest. Included are a number of one, two and four century touches divided between Hollywood and the Lambs' Club. His assets are \$400 of exempt household goods.

Bert Roach figures his debt at \$17,538 and his assets at \$14,825. Later includes his Beverly Hills home, figured in at \$11,500.

"QUEER PEOPLE" PARTS GO BEGGING

Hollywood, June 29.

Howard Hughes is finding it tough to cast his "Queer People" as other producers are thumbs-downing his requests for loans. Jack Oakie, sought for the "Whitey" part, is back at Paramount and that studio won't let him play the Hughes assignment.

Even the free lance players and their agents are timid about taking proffered parts, fearing a future boycott.

Hughes will have to fill his cast from those under contract to him, stage people or recruit from the brave free lances.

"JUST ZIEGGY'S ALIBI," MCGUIRE'S FILM PEEVE

Hollywood, June 29.

With one story completed and another sold to the studio, William Anthony McGuire says he thinks his contract with Fox "is going to wear out all right."

The writer, whose New York friends bet he would never get to Hollywood, will probably do two more stories before returning east in September. Originally his contract was for two.

McGuire resents the attitude of execs at the studio who aren't sure that he isn't another Wodehouse. He didn't mind Flo Ziegfeld's using him as an alibi (when Ziegfeld couldn't get his production ready on time), but here in Hollywood McGuire wants to shed this rep. Several Fox execs, who heard of McGuire's reputation for getting paid, never showing up with a finished story, etc., couldn't help laughing surprised when the writer kept an appointment.

McGuire reports he delivered script of "Who Wanted a Millionaire" to Sol Wurtzel right on time. He sold an original, "Disillusion," to the studio and will work on the adaptation, also on the McLaglen-Dove "Disorderly Conduct."

He is also putting on his "Bad Boy" to "Sol Wurtzel" (Christian Knight) at the Alhambra theatre.

LUPE GOES HOME

Lupe Velez ended her RKO tour at the Palace.

The records for five years of the successes and flops of legitimate productions, reveal approximately similar seasonal proportions. About two-thirds of the shows presented each year are failures.

Figures show one real hit is scored out of every seven legit shows reaching Broadway. That stacks up fairly close to the proportion of outstanding successes among pictures. In both fields there are intermediate or moderate successes.

Including smashes and moderates, about one to every 2-3 shows presented appear to turn a profit. Last season there were 30 unquestioned hits and 29 moderate successes out of 154 Broadway attractions listed, the flops numbering 105, two-thirds of the whole.

Intermediates
Matter of intermediate shows is an important factor to legit as it appears to be with pictures. Last season there were 306 feature pictures exhibited on Broadway. Real successes totaled 56 films, which is a flop crop of 11 pictures. These intermediates in pictures have a better chance to earn money because of the vastly greater outlet. With the legit some of the moderate successes may have played the required time for such rating without actually climbing out of the red, but picture rights and perhaps stock are figured to have made them winners to some degree.

The proportions of hits and flops do not vary much with legit productions. An exception was the season of '29-'30 when but one smash was recorded in every 11 tries. That season can be regarded as the worst in 10 years or more. The figures had about the same number of moderates, at 25. The flops number 136 in the field of 176 new shows.

Last season, '30-'31, saw an improvement. The figures indicating more success in a production season of fewer shows. In '29-'30 out of new show total of 176, there were 26 hits, 28 moderates and 122 flops. For the '28-'29 season, 290 legit reached Broadway, 28 scored hits, 34 were intermediate and 138 were flops. In '26-'27 out of a total of 182 shows, 28 shows stood out as real winners, 26 were moderate and 136 did a brodie.

Dix-Radio Split
Los Angeles, June 29.

Richard Dix and Radio did not get together on a new contract through mutual hitches. It was, practically set for Dix to make five pictures at \$50,000 each.

Reported now Dix is to make independent pictures in September.

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Publix May Play F&M Stage Units In All of Its Stage Show Houses Outside of N.Y.C.—Now Negotiating

Paramount may play Fanchon & Marco units outside of New York. Paramount and the Brooklyn Paramount when Par shuts down its Long Island studios had folds its stage show production division, also housed in the studio plant. F. & M. stands to net around 14 weeks through this plan. This is exclusive of three weeks with Warners, which P-B is now supplying.

There is no info on how far the plan has progressed. It is indicated by the current shifting of Publix stage show producers into other jobs, lending the surmise of the foldup for Par's stage show production division. Boris Morros, recently elevated to head the P-B stage production division, is reported as designated to supervise the special shows for the Broadway and Brooklyn Paramounts only.

E. M. Halperin, former head of the stage show division for Publix, now its city manager for Detroit, Louis Lipstone, stage show head for B. & K. in Chicago, has also been shifted and is destined for new duties in an operating capacity.

The F. & M. angle is gleaned from the known negotiations with Par that have been going on for some time relative to certain play dates outside of New York. Folding of the Long Island studios makes the F. & M. deal look closer to realization. As T-P stretches out to get stage show production fill the needs of its delinquents.

Chicago Time

The deal may land four weeks for F. & M. in and around Chicago and will likely include Minneapolis, besides Detroit. F. & M.'s close approach to serve these spots is indicated from its show headquarters maintained in Milwaukee for embellishment and revamping acts and units that head eastward and into P. & M. ideas.

It is not known but figured from an inside angle that when P. & M. takes over the stage show route for P-B it may move the Milwaukee headquarters to Chicago. The plan will likely extend for an indeterminate period, running for some months, if not longer.

The Par-Warner stage show deal is about expiring and looked unlikely for renewal. This may have impelled the present talk. With those three weeks out and the two Paramounts in New York territory having special productions of their own, Par was left with a heavy overhead department and apparently only 11 or so weeks of talent which the setup evidently didn't warrant for continuance.

Another indication of the plan may come from the sudden appointment of M. D. "Doc" Howe, F. & M. chief booking manager in New York. Howe flew from the coast to be on tap and the new plan is likely the result.

GRANT COOK OUT OF TIFF

Said in General Charge—Carl Goe Also Out as Sales Mgr.

Grant Cook has passed out as the general manager of Tiffany. He is succeeded by William H. Hall, of Paramount. Said takes charge of the Tiffany company, with E. A. Young its nominal president.

Another Tiffany out is Carl Goe as sales manager.

Charles Steele is now Tiffany's comptroller.

Cook has been with Tiffany since Young started to pour money into it. Young started the journey a few months back, when Earl Hannon bought the company, combining it with Education and World-Vue. Cook was a Detroit attorney before attending his show business adventure.

Joe Marcus Costanzo, Joe Lawrence, in charge of Warner's eastern casting for years, plans to return to the Coast.

He recently severed relations with WB.

Says Bob

Bobby Jones, who was still in town last week, in talking to some of the picture boys about the bigger and lighter golf ball, said he couldn't understand all the fuss being made about the new sphere. That Atlanta's highlight sport model also has a memory, and follows pictures pretty closely was gleamed in a comparison he drew between the film business and the ball which the dufters are now using as an alibi.

Said Robert Tyre: "There's nothing the matter with this new ball. Why, I remember when sound pictures first came in, didn't some of your film leaders publicly state that talking pictures would never get anywhere?"

Bessie Mack and Capitol P. A. Crew Turned Loose

Bessie Mack and the Capitol theatre, New York, press staff have been dismissed by the Loew opening department. Capitol press crew numbered eight. Reported that Miss Mack will be retained by Major Bowes.

Several ushers were also let out of the Capitol, according to report. Move may carry into other houses.

Roxy's New P.A.'s

Albert Margulies and Edgar A. Waite are in charge of advertising and publicity at the Roxy, Broadway, following the resignation of Martha Vilchinski as advertising director.

Latter resigned Thursday (25) with her resignation accepted by Charles Kuzman, Fox field director, in charge of the deluxe theatre.

"Pinky" Siegler's Moral Zeal Tempered by a Little Common Sense from Chi Police and Mayor

Chicago, June 29. Chicago's censorship embargo, which has been giving exhibitors a pain for a long time, has finally reached the City Hall. And some of the city fathers are inclined to offer in opinion with the censor board.

Sequelae have been so numerous that the matter has been brought to the Mayor's attention with a plan for the formation of a board of appeal to arbitrate between the censor board and the exhibitors.

Under the law the only one who can reverse decisions of the censor board is Acting Police Commissioner Aleock. In the past few weeks "pinky" pictures have been whitewashed by the chief despite protests from the censors. "City Streets" (Par), "Indiscreet" (U.A.), "Holl Hound" (TIF) and "Secret Six" (MGM) were banned by the censors, but released on general permits by Aleock. At the same time "Public Enemy" (WB) was ruled out by the censor board and upheld by the commissioner, the matter going to the courts for an injunction.

Counter attack from Dr. Fred Eastman, of the Chicago Theological Seminary, leader of a church group interested in motion picture reform, contended that theatres are launching the "pink" influence, with Pandion and Katz specifically named as offenders. Official statement from B&K said that the "adults only" rule of the censor board was being ignored on advice of Henry Sonnenschein, secretary to Mayor Cermak. This was later



YORK and KING

"You people certainly have made me laugh out loud," said Trader Horn, who has been the originator of "Old Family Tintype" in Africa. May his soul rest in peace. JENIE JACOBS, America. REEVES & LAMPART, Europe. Now in England.

STUDIOSEYE REMAKES FOR ECONOMY

Hollywood, June 29.

With the economy man in the riding saddle, an early reaction is "Why play a new story when an old one is just as good?" Current remake fever.

Almost every studio has one or more remakes announced this season, and there are plenty of old stories being cannibalized by the changes and new writing credits before installation on the program lists.

One exec who usually comes back from the east with a trunkful of new manuscript reached home last week empty-handed, and his intentions for story material are obvious.

Denied by Sonnenschein, who said he had nothing to do with reversing decisions of the censor board. But Chicago censorship board, which has been coming through the city hall is still maintained.

Effie Huffy

Principal ball of fire in the censorship situation is Effie "Pinky" Siegler, executive ruler of the board, which is comprised of eight judges, seven of them civil appointees. The only non-civil service member is Frankie James, former musical comedy performer, recently appointed by the Mayor. Entrance of Miss James on the board was eyed with suspicion by Miss Siegler and a verbal battle between the two has been reported.

Theatres maintain that the censors could remedy objectionable material in films by making out instead of "pink" them and thus driving business away. In some instances, through Miss Siegler's enterprise, pictures have been both clipped and "pinked."

Max Baibalan, in behalf of the B&K theatres, said the "adults only" signs but only drove women and children away from the box office, but created the impression of a salacious picture. Baibalan also stated it was misrepresentation and that the theatre operator in the city of a carnival seker at a side show as far as the public was concerned.

Chief Aleock admitted that when theatres were dissatisfied with the rulings of the censor board he was bound to see the pictures himself and give the benefit of his own judgment.

Bankers and Pictures

A growing opinion with several show business experts is that the current drop in theatre trade and film rentals may eventually become the cure for whatever ills the picture industry is suffering from. That reasoning is based upon the simple theory that the show business needed a slumping time to bring out the inefficient and the deficiencies.

Showmen who are showmen say it's no trick to play theatre or picture making when business is okay. It's when it's necessary to get the theatre full, to pull 'em and drag 'em in, to keep the boxoffice hustling on the theatre end that it becomes a showmanly trick. With the novelty of talkers worn away, that trick of easily turning out a picture that draws has gone. Comes the day when the picture itself, not its novelty, must be the prime attraction.

If both the theatre and producing ends seem to have fallen down somewhat, this will be attributed by those mostly responsible for the slide to the now w. k. depression. Outwardly the depression thing may stand up for the moment, but the theatres are standing all the time. Among those experts who believe things are not what they should be, they think the depression has existed too long for a theatre loving public of what once amounted to nearly 100,000,000 people who are still living in these U. S. These wiser showmen would like a better argument. They prefer the truth. Their idea of the truth in the show business is that a good show will always draw, with or without depression. That's the trouble, they say, good shows.

A good show, or even a bad show, may be composed of two parts—screen and stage. From that point on the experts and some of them are most important in their show organizations, are thinking a lot while they are waiting. They expect the decline in grosses to work two ways in time and the sooner the better—for the screen and for the stage.

For a bad spell in front of the theatre may work out a better spell behind the theatre—in the offices and in the studios. That is what the wiser ones anticipate. Changes in administration, and, perhaps, reorganization. With the evils, if any, to be corrected through this current situation.

In "Variety" a couple of weeks ago appeared a reprinted story from the financial pages of the New York "Times." That story read as though giving the bankers' impression of the show business as it stands.

The potent angle of the "Times" story is that big business thinks it can run the picture business along big business lines. The "Times" says that Fox Films present board of mostly nationally known bankers will be the spot for the experiment.

The story in the "Times" was the outside impression of the picture trade. It's likely accurate, but leaves a single wrong impression. One could judge from the story in the "Times" that the bankers like the picture business, as a business or as an investing outlet. That is quite doubtful. Or that the picture business is particularly fond of the bankers. Just as doubtful.

The "Times" states that big business would like to see production costs of pictures curtailed. Everyone interested in pictures, now and for years past, have wanted to see the same thing. According to the present outpouring of full length talking pictures, to cut down production costs will cut down quality. These same full lengths of late haven't said there's enough quality in picture making at present to take any risk of a chance with cutting down costs that may mean temporary disorganization of personnel until talking pictures get nearer to a box office drawing point.

The present need appears to be to cut down quantity. That should come first, and the production costs later, when the reduced quantity holds sufficient quality to make pictures once again drawing cards.

It's the common understanding in the show business that any studio believing it can turn out an abnormal number of full length features in one season under one roof and one head will go flopping this season as they have done in other talker seasons. A lesser number of pictures doesn't guarantee better pictures. And it may be said the ratio of non-draw pictures doesn't change, but the lesser the number of pictures the more opportunity for concentration.

An alternative, of course, is to divide up the picture making. If picture making in high is too much for one or two men, get more than one or two men—if that can be accomplished under the present system of studio operation.

Bankers are not too intimately acquainted with the business, either in the producing or exhibiting divisions. Bankers go mainly by statements. They are safe enough in depending upon statements. Statements are the best guides, not only for bankers, but for the heads of the show business. Statements carry figures, not alibis.

Perhaps bankers would like to find out a bit more about the inner workings of the spectacular trade known as the show business. The glamor of the show business is most attractive

(Continued on page 6)

NEXT FILM STYLES UNKNOWN

Gov't and Fox Behind 4-Day Educational Film Test—Mixed Pairs of Pupils from All States

Washington, June 29.—Just how much the screen impresses children will get an all-inclusive four-day test beginning July 4 at Georgetown University. It is part of a series of experiments to be made to determine the value and extent of visual education as a supplementary aid to current teaching methods in schools.

Although coming under the head of education, the experiment may have its effect on theatres generally as concerns the reactions of the juveniles. What makes the plan more important is that it is being launched under the official guidance of the White House itself.

One factor in the move which may or may not lead to ultimate flinching of the schools, is Hatley T. Clarke, president of Fox Films. This company is said to be financing the experiment with the acknowledged interest of official government circles.

Other Companies Refused. Fox is said to have been approached after other companies put thumbs down on the experiment. Clarke, personally, is known to have been interested in some such scheme for years. He is a prominent figure in what is known as the Society for Visual Education under whose direct supervision the present experiments are to be held.

Concerned in the preparations of the tests is Glen Griswold, v.p. and director of public relations for Fox. From these experiments a trend towards specific manufacture of educational films by Fox and other companies, for direct school consumption may develop. The requirements of the tests as far as known and which have not yet been made public, will call for 96 boys and girls to be assembled in pairs from each of the 48 states. There are to be given various tests in visual opportunity for learning, among which will be several series of pictures. Each state group, comprising a boy and girl, will be judged by a specially selected teacher throughout.

FOX AND RKO SET ON 3 TOWNS IN WISCONSIN

Chicago, June 29.—Fox and RKO have set their theatre deals for Milwaukee, Madison and Racine, Wis.

In Milwaukee, the RKO Palace goes to Fox, with RKO moving its vaude from that house to the RKO Riverside.

In the other towns the picture house end of the circuits will be jointly operated by each other. RKO will operate in Madison and Fox in Racine.

Deal goes into effect by July 10.

Sheehan East Again

Hollywood, June 29.—Winnic Sheehan, dancer, east again, this time to attend a Fox board of directors meeting.

He left here Saturday (27), is due in New York tomorrow (Tuesday) and is scheduled to start work again next Saturday (4). But Sheehan's itinerary is always subject to change.

Herbert Grau Marrying; Bride Due from Chile

Herbert Grau, Ufa's American man, is to marry Edith Baumann of Chile Friday (3). Miss Baumann, who is the show business, is coming in from New York from Chile for the wedding, the couple not having seen each other for nearly two years. The wedding will take place at Grau's home on Long Island.

Short Story

Hollywood, June 29.—An overcast mother and her buxom daughter were casting office fixtures. Repeatedly they heard the drone of "nothing right now" as casters let a disapproving eye rove over the daughter's generous expanse.

But as the months wore on the daughter's figure melted into graceful lines and her manner developed grace. The mother, too, shed poundage. "Finally a casting director, noting improvement in the girl, decided to give her a break. He called the pair into the office, saying:

"You look marvelous. What have you been doing for yourselves?"

"Starving to death," said the mother.

PUBLIC CUT OF 15% MORE ON OVERHEAD

Lowered overhead of Public, brought about by an economy program to reduce costs during June, will be increased an approximate 15%, under expectations, beginning in July. This is due to reductions obtained in various directions only for the current month, including cuts in advertising rates with newspapers in many cities, layoffs of union help, etc.

Under the agreement in May when these economies were effected, other from the home office or locally they would not extend beyond June. Meanwhile other savings were secured through Paramount salary slash for the entire P.O. organization.

It is estimated that the retrenchment on operating costs within Public alone, aside from the salary cuts, has been around 40%, with savings reductions bringing it around 50%.

In some situations, Public theatres locally reduced operating expenses as much as 50%, taking advantage of every possibility on economy.

HOTELS NOT WILD OVER HIGH COST WIRING

Unlike the theatres, the electricians admit they are finding out at the start that hotels and schools will not go for "high priced talker equipment." As a result both Western and General have decided to lay low on outside sales pressure until the 16 millioner projection apparatus is ready for the market.

Where hotels won't pay \$3,000 for standard size equipments it is indicated from conferences held with business groups that the same will require the talker experiment when only \$600, which is slated to be the standard price of the 16mm acts from both electricians is involved.

From present indications W.E. and RKO Phonographs will debut their small equipments in September. Under the patent arrangement Phonographs will have exclusive right to the freemove with the rest of the field, including hotels and institutions, open to both electricians.

MERE GUESSWORK OVER NEW SEASON

Producers' Announcements Not Positive—Any or All May Follow Easiest Way as Shown by Early Hits—Gangsters Thinning Out—The Eerie Kind May

Step In

COMEDY AND ROMANCE

Everything from tea leaves to gypsy charmers have been resorted to in an effort to get a line on next season's trend of production, but without very satisfactory results. The only thing which seems at all positive is that there will be a comparative absence of the gangster film. This is not because the gangster stories have not been money-makers. They still are in many sections, but they have been barred in so many places that their production is no longer profitable.

The eerie seems to be regarded as the best bet. If the material will hold up, with the western story, produced on a large scale as runner up. Comedy drama, the wiper feature and comedy would seem to follow in about that order, with effort being made to develop the heart interest story since the success of "Daddy Long Legs." The files are being scanned for old issues of this kind. It may be that these reissues, plus similar originals, will be made the backbone of early release with one or two stories of each of the other types put out for test purposes.

Production policy will not be finally set until one or two solid hits demonstrate the value of a certain type, and then all may race as usual to produce that kind. Recent audio slowdowns may be due as much to indecision as to the need for economy. Yesmen have been turned into guessmen and all announcements have the familiar ring of the theatre pamphlets that "Program is subject to change without notice."

The annual announcements of the various production companies do not mean anything at all. Comparatively little of the product has been announced by title. Even these are subject to change under a clause in the contract which permits omission to produce that kind. The additions, substitutions and the adding of entirely new material without the usual comeback against substitutions. All of the studios are, including along, making a few pictures of varied type and hoping that

Hays' Brash Questions to Federal Council of Churches Over Break, With Changes to Date from 5 Yrs Ago

before the new season gets actively under way some company will have brought in a hit which will serve as a pattern to the others.

Toward the end of the season just closed there was a curious belief

that the bizarre story would have the inside tracks "Dracula," which only a few years ago had been turned down by most of the major companies with shudders, had made considerable money for Universal, "Frankenstein," "Svengali," and similar grotesqueries were due out, and "Svengali" was made public no longer ago. The sinister presence of the hypnotist did not seem to click, and rather disturbed the confidence of production managers who, had been searching the files for blood chillers. One or two of this type are in the works. If getting over, there may be more encouragement to do other, but there is an undercurrent of feeling that too much of these will serve to cloy the appetite for the supernatural and unreal.

Success of "East Lynne" suggests to the producers the advisability of the good story, and "Over the Hill" will be revived, probably with good results; but here, again, there arises the fear that too much of the lachrymose will prove a surfeit. There is always the demand for

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JOHN ZANFT PARTNER IN STOCK EXCH. FIRM

Tomorrow, (1) John Zanft will enter as a partner the stock brokerage firm of Eric & Dreyers at 115 Broadway, New York. It is associated with the principal exchanges of the country, including the New York Stock Exchange.

Zanft, who is said to be the first partner accepted by the established firm in 13 years, recently resigned from the general management of the Trans-Lux Theatres. Previously Zanft was the general theatre operator for the entire Fox chain.

Connected with the show business for many years, mostly in important posts in the Fox company, Zanft was reported some months ago as being of the grind of the show trade.

Zanft is reported independently wealthy. That is believed to have had something to do with his departure from theatre direction.

25 Big B&K Houses Are Milking Chi by Double Film Shows; Indies Who Started the Idea Groaning

CHI'S INDIE HOUSE TO PLAY ALL COL. FILMS

Chicago, June 29.—With indie exhibitors making a desperate stand to extricate themselves from the double feature octopus that is forcing them to the wall, it looks like curtness for some of them before the summer is over. Principal bone of contention to the indies right now is the Public-Lix-K&S setup locally with the major circuit refusing to abolish twin bills following a resolution adopted weeks ago by 100 exhibitors jointly represented in both the Exhibitors' and Allied associations to do away with the policy.

Although both exhibitor organizations are numbered in the resolution almost a month ago, not a single one of the 150 exhibitors has as yet come away with doubling. General attitude of the indies appears to be a watchful

Continued on page 48

Filmland won't go to confession until it has a liaison-organized representative of every creed from the Catholics to the Mohammedans, its experience with the Federal Council of the Churches of Christ in America has taught the industry, according to official admission yesterday, that that title which sounded so high five years ago is not even representative of American Protestantism, not to consider the rather multi-sects in this country.

Those five years, summed up as fanning, rather than fanning, the clerical, cost the Hays organization less than \$10,000, not over a million as has been intimated. The 10 grand is figured in straight rail-fare and meal tickets from back home to the conference and home again. Not one preacher is a penurious lover of ever was. Not one representative ever submitted a series of swindle sheets that totals anywhere near a single grand, it is averred.

Blindness is conceded to have profited by this admitted flop in its lengthy overtures to systematic relations with the pulpit. It has learned it can be no more sectarian than to turn up a parliament, politically. It has learned, according to a frank spokesman on the inside from the start, that a group, not even representative of Protestantism, cannot hold the gospel over Catholic, Jewish and Brahman picture audiences.

Real Reason for Break. The real reason for the break with the Federal Council was revealed (Continued on page 53)

B'way Hotel Is Turning 550-Seat Church Into Talker House at 25c

Reported finding the draw considerably off at the church operated as a part of its building, the Manhattan Towers, midtown hotel, is going to turn its 550-seat temple of worship into a picture house.

Proposal is to play pictures six days at admission for general public and one day free for the residents of the hotel, over Catholic services splitting that seventh day up.

The church fronts on Broadway with a separate entrance. It has been maintained by Manhattan Towers as one of its perquisites.

Turning the church into a picture house, the hotel will take last run in the neighborhood, with its film rental costing around an average of \$250 a week, and three pictures of two days each, plus seventh day free. That seventh day, not yet designated, won't be Sunday, it is said.

As a picture house, the theatre will grind from 1 to 11 at a 25-cent admission.

Shipping around for film now, the Towers will start operation early in July with portable talker projection machines installed.

RKO-Par in Cedar Rapids

Cedar Rapids, June 29.—An RKO-Paramount arrangement here, due to become effective July 5, will give RKO operation of the Paramount theatre, besides the RKO Town.

Under the terms the syndicate, RKO-owned, now playing the Iowa, will be re-arranged by the Paramount. The Iowa goes straight to RKO.

MARENO LEADS MASQUERES

Hollywood, June 29.—And so Marenco has been elected president of the M&A Masquerade Club.

The M&A Masquerade Club is a group of actors and actresses who have been elected to a vacation abroad.

Studios' Contract with 6 Unions Extended for 2 More Yrs. on Coast

At a conference of representatives of six international union bodies covering workers in the West Coast producing studios last Saturday, the producers' committee, in New York Thursday (25), it was agreed the contract between them for five years will be extended two years more. The union reps will report the finding of the hurdle to their bodies for final consideration. It seems a certainty the extension grant will remain approved at the New York meeting.

The agreement which first served

through a two-year period and was extended three years doesn't expire until Nov. 30 next.

The agreement regulates the work done by the members of the different trades' craft in the production of pictures and doesn't touch upon time schedules, pay salaries, as these matters are regulated from time to time by other agreements. They are at present covered by an agreement which went into effect for one year, dating from May 1 last.

The union groups included in the (Continued on page 9)

Bankers and Pictures

(Continued from page 4)

at first to the layman. He may evade the glamor and what it means if getting too close to it. Chances are that he won't. A banker picking up a bit of the show business inside may want to become a showman, too. It's so simple. Everything seems wrong but easily rectified to the layman. That's not so. The show business remains. If there's anything wrong with it it is the people in it.

If bankers look closely into the picture business they will discover what the show people know—that there are too many companies and heads in the film industry operating individually and independently of one another. They have not a common meeting ground, nor a common thought that is spread amongst all, either in producing or exhibition. Instead of pulling together, even under cover, they pull against one another. In that the bankers will find that unfathomable mystery to them; big salaries in the show business and high cost of production.

Bankers in the Fox directorate, if they seek to aid Harley L. Clarke, the Fox president, in the operation of the Fox business, will be aiding but one picture company. What the bankers would decide is that the film industry should have a guiding board of control over all companies. Not in contravention of federal statute, nor for trifurcation of the business, but for its preservation. The Government is unlikely to strongly object at this time to the conservation of a trade involving so much money, most of it in theatres built in over-seated towns.

Meantime, banking advice for financing has been constantly what the show business has required. Some companies have had it. Other firms waited for a jam before seeking it. Only recently a company after production money for next season found itself up against the usual when going after a large loan in haste and at the last minute. That company has gotten its money, but proper banking advice would have safeguarded that situation weeks ago.

The outstanding instance of the need of banking advice was with William Fox when he headed the Fox company. Not only did Mr. Fox not want banking advice—he spurned that offered to him. That William Fox eventually sold his Fox interests in a manner most satisfactory to him doesn't negative the point, for the William Fox matter threatened for a long while to become a catastrophe to the entire film industry. Its effects are still seen and felt, particularly with the very bankers here spoken about generally.

In exhibition the same parallel may be laid as with the over-production of a studio. No one man is capable of operating 500 theatres or more. It's a super-human task. Proven because theatre chain operation has not been proven. The only exceptions are Loew's and RKO. Each of these circuits is limited in number of theatres, of around 175 houses, and with both having a better run of Class A houses than may be found on the larger chains.

It has been the thought of the showman that if the banker came into his field, the banker would install methods and policies the show business cannot stand. For the show business is the most sensitive and peculiar of any trade. But the banker would not think of trying to operate the show business without the counsel of showmen.

And perhaps the show business needs the bankers, or an operation evolved by the banking mind. The first thing the banker would say to the 10 or 12 companies would be to "get together." And they would get together if they had someone behind them to make them get together. It's the only way they ever will. Excepting that some of the present executives of both the theatre and producing divisions may retire sooner or later, to see others with other ideas coming up; men who are not afraid the other fellow will get his job.

It may be safely said there are some important unknowns in the show business. They will elude to the top. Perhaps slowly, but they will get there, for brains in the executive end are just as necessary as talent on the screen. And it's possible that among the best producers, and the best theatre operators in the show business there are several you have never heard of.



NICK LUCAS

Back with RKO again by popular request. Just completed a week at the RKO Jefferson Theatre, playing to capacity every show.

This week (June 27), RKO, Paterson, N. J.

Direction, Leo Fitzgerald. 226 W. 47th St., New York

RETIREES AND REFORMS

Treasurer of Small-Town Circuit Goes Into Other Lines.

Dallas, June 29. D. Bornbaum, former treasurer of Robb-Rowley circuit, gone into clothing manufacture and oil biz here.

After years of service with R&R, says six on show biz. Pro tem, anyway.

No Moore-Metro Deal

Los Angeles, June 29. Colleen Moore is not signing with Metro, although she made favorable tests for John Gilbert's "West of Broadway."

Miss Moore is trying for a comeback.

L. A. to N. Y.

Marjorie Beebe. Con Conrad. Charley Levy. Lother Mendes. Joseph Schnitzer. Harry Takitt.

N. Y. to L. A.

Mr. and Mrs. Ned Marin. Dorothy Hall. Jack Robbins. Jimmie McHugh. Dorothy Fields.

1st Runs on Broadway

(Subject to Change)

Week July 3

Paramount—"Girl Habit" (Par).
Rox—"Black Camel" (Fox).
Capitol—"Laughing Sinners" (Abe).
Rivoli—"Newly Rich" (Par).
Strand—"Broadminded" (WB).
Mayfair—"Miracle Woman" (Col).
Hollywood—"Closes July 4".
Winter Garden—"Smart Money" (WB) (3d week).
Little Carnegie—"The Viking" (3d week).
Cameo—"Mystery of Life" (U).

Week July 10

Paramount—"Secret Call" (Par).
Capitol—"Five and Ten" (Metro).
Rivoli—"Newly Rich" (Par).
Strand—"Enemies of Law" (Regal).
Winter Garden—"Smart Money" (WB) (4th week).

32 Pictures

"Smiling Lieutenant" (Par) (Circulation) (7th week).
"A Free Soul" (Metro) (Astor) (5th week).

Foreign Films

"Zwei Herzen in 34 Tage" (Superfilm) (German) (Europa) (38th wk).
"Die Privatsekretarin" (Toledo) (German) (Belmont) (4th wk).
"Der von der Tankstelle" (Ufa) (German) (Cosmopolitan) (3d wk).

Fox May Sell All B'klyn Houses but Deluxer—Asking One Million Down

WRONG JIM SAVAGE

Picture Clubs' Director Sues "Sun" For Libel—Wants \$35,000

Jim Savage, physical director of the Motion Picture Club, located in the Bond building, New York, has filed suit through his attorney, Louis Nizer, against the New York "Sun" for \$35,000 damages. Savage is claiming an article printed in the "Sun" May 23, last, was libelous. Savage, a former professional prize fighter, who fought Frank Moran, Gusnot Smith, and Batting Levinsky, besides a hundred others, has been physical director for the Motion Picture Club since 1929. The item printed about him in the "Sun" confused him with that of a down and outer who was found dead on the Bowery. The dead man's name happened to be Jim Savage also, according to Nizer. It was evidently assumed by the "Sun" reporter it was the same Jim Savage of the picture club and former fighter.

Howard Amos III

Macon, Ga., June 29. Howard Amos, manager of the Public theatres here, has gone to Asheville to recuperate from an attack of laryngitis.

He succeeded here by H. A. Swanson.

Hollywood

Briefly rewritten extracts from "Variety's" Hollywood Bulletin, printed each Saturday in Hollywood, and placed as a wrapper upon the regular "Variety" paper.

The Bulletin does not circulate other than on the Pacific Slope. News from the Dailies in Los Angeles will be found in that customary department.

S. A. P. A.'s

Made free lance press agents are getting strenuous competition from a rising crop of girl space hounds, who are getting into and hitting the dailies by using those looks. Recent studio and paper letchies have thrown a lot of slobbies into press agency. Older female pals are using the crying act to get copy printed.

Standard Cues Confab

Standardization of length of changeover cues was to be settled at the Academy's standard release committee meeting Monday (29). Suggestions from projectionists throughout the country are to be considered.

News

Comes down for a final, Juan Torron's Fox picture picked up and he goes into "Mama," Spanish play.

Next For Swanson

Gloria Swanson leaves Paris about July 1 for home. August 1 is scheduled as starting time for her "Tonight or Never" role in the adaptation written by Adria Rogers St. John.

Wheeler-Woolsey Dates

Wheeler and Woolsey, leaving New York this week to take bows in Europe, on return, do two weeks at the Palace Sept. 1 before making "Each of Mine" and "Girl Crazy" for Radio.

Union Showdown

Projectionists' union goes after a showdown with the non-union Hughes-Franklin circuit this week upon the return of Walter S. Croft, I.A.T.S.E. special rep. Croft has been the matter up twice with no results.

WB-FN Puzzle

Production is down to three units at Warner-FN as an "efficiency measure," with Jack Warner's state-of-the-art with cutting at least one unit rate. But all writers have been chased off the set and it's not clear what will be used for scripts.

Brandstetter's Roof

Eddie Brandstetter plans to perch on a glass-enclosed roof garden at the rear of his Embassy Club.

Zanuck Supes

Darryl Zanuck is supervising overhauling of "The Telling Voice," timed as a "super underworld," at Warner. Due to financial sequences.

Moran Vacates

Lola Moran, Bantam's "Trans-Atlantic," now vacations again from the Fox lot. Her contract is for

Fox Theatres looks to step out of theatre operation in Brooklyn completely, except for ownership of the Fox over there. Around 20 houses now remaining in that sector under Fox operation is being negotiated for purchase by Rinzler and Fisch. Latter have offered \$1,000,000 cash, with the balance in term notes. The houses sought are rated for an aggregate value of around \$4,000,000.

When and if the deal is completed, Rinzler may step out of Fox operation, where he is now division director of the Brooklyn section. Acquisition of the remaining 20, with the 17 theatres already acquired by R. & S., will give this pair a circuit of 37 houses, all in Brooklyn. The houses within the pair are angling for inclusion some of the best paying properties of the Fox eastern circuit, which explains the big cash down payment proffered. When the two approached the Fox theatres management on the deal it was turned down precipitously unless terms could be met.

The deal, however, is still in the confidence, with nothing done by either side except as to the offer and consideration being talked of, according to inside. From close sources, however, it has been indicated that the deal is very likely to occur.

B. B. Series

Dr. Willard Brown will bring some of his U. of Wisconsin basketball cracks here in July to work in Universal's b.b. series.

Desmond's Spot

William Desmond goes back on the screen after two and a half years off. A small part in Universal's "Buffalo Bill" serial.

U Lendees

Universal, topheavy on writers, loans Francis Paragov to United Artists for the Swanson picture and William Hurlbut to Fox.

Read, Jr., Bankrupt

J. Parker Read, Jr., once associate producer with Thomas H. Ince, has turned situation of \$15,000 and 10 years' interest on them over to a bankruptcy referee. Read lists \$1,000 owed to Luine Glaus and \$50,000 to Ince's estate.

Minors Contracts

Minor contracts for court approval: Ruth Hm) Ylance, 20, six months with Warners at \$75 a week. Emily, 17, seven years with all touch starting at \$75; Robert Quirk, 19, three months with Nat. C. Goldstone at \$25.

Par Wants Goldstone

Paramount offers to use Phil Goldstone on Tiffany. Latest offer was to produce eight features as associate.

Sportsman Misses

Dietrich Kohlhaas, millionaire sportsman, who was tied as a Hal Roach writer, has gone back to sports. Replaced by William Halligan.

Restricting Directors

Fox is desisted to keep directors out of story conferences, securing better results for the megacra stick to their mess. Following follows the "Golden" preview, after which (from Towne, author, and Ben Stoll, director, were left out.

Whiteman Shorts

Possibility of Paul Whiteman making novelty musical shorts for Universal renewed with arrival here of Jimmie Gillespie, Whiteman's rep, who is conferring with Laemmle, Jr.

Radio on Boulevar Dam

First on Boulevar Dam, film around Boulder Dam from an idea by Myles Connelly.

"Heaven" Wasn't

"Heaven on Earth" troupe, which has been shooting on location near Sacramento, returned to Universal. (Continued on page 54)

SWITCHING TO FILM STOCKS

Receiver Asked for WB's St Louis Co. Of 25 Houses by Minority Holders

St. Louis, June 29. Charges that Warner Bros. had directed the firm's affairs in its own interest and to the detriment of the minority stockholders, are contained in a suit here asking receivership for the St. Louis Amusement Co., operator of 25 neighborhood theatres.

Warner Bros. own a majority of the stock of the company. The suit was filed by two minority stockholders, who cite as one example of alleged bad management a contract for music made by the director last August.

Circuit Judge Hartman will conduct a hearing this week to determine whether a receiver should be appointed.

St. Louis Amusement Co. was formed in 1921 to control 14 theatres, of which three had previously been controlled by Skouras Brothers and the other 11 by Harry Koplar. Warner Bros. acquired control of the company last year.

The three Skouras Brothers, Symos, George and Charles P., were on the directorate of Warner Bros. until January, when all three resigned. Charles Skouras is still manager for Warner in the St. Louis area, but he has not been in the city for two months.

Sam B. Jeffries, attorney and director of the amusement company, denied the charges in the suit and said the company will defend the action.

Individuals named defendants in the suit include the three Skouras brothers, Jeffries, H. M. Warner and three other executives of the Warner company who live in New York.

WRONG CREDIT ON KILL OF 2-BOOTH-MEN BILL

Chicago, June 29. Wrongful credit is claimed to have been given Jules Rubens for the defeat of the two-booth-men bill in the Illinois Senate at Springfield. It is said the legislators who voted the bill believing it to be unconstitutional, since it exempted towns of under \$5,000, leaving it class legislation.

Another erroneous statement is that it cost the state's exhibitors \$100,000 to kill off the bill. Actual expense of those lobbying against the measure amounted to less than \$100,000, it is said.

An additional claim is that if there is any personal credit concerned with the bill's defeat it should go to Jack Miller of the state's Exhibitors' Association.

Two L's Interchange

Hollywood, June 29. Universal is advertising a new system whereby Lou Lessor will share Carl Laemmle, Sr.'s duties and act as the company head's right hand man. One of the other will be stationed here and one in New York. They will alternate.

With Laemmle, Sr. returning to New York about July 3, Lessor remains here, but has no direct connection with studio production.

Harris' Russian Deal

Hollywood, June 29. Joseph H. Harris, head of Harriscolor, heads east July 6, from where he will sail for Russia in August on a Soviet film deal involving his process.

Harris states there is no thought of closing the company's Hollywood plant, as previously reported.

LAEMMLE, SR., SAILING

Los Angeles, June 29. Carl Laemmle, Sr., will be east-bound early next week to sail abroad. He will be accompanied by Jack Roth, secretary, and Dave Bader, special representative.

Wearing the Collar

Managers of chain-theatres, in referring to any one of their number rumored as being slated for the skids, say: "He's wearing an Arrow collar."

Members of this fraternity are so fearful of their second summers with an organization, as are mothers about their ill-behaved ones through the same period.

Personal Privilege Is Upheld by Decision In Favor of Schenck

Loew's stockholders' attempt to compel an accounting of the Fox-Loew deal, of 1929, has been kayoed by the N. Y. Supreme Court. Suit was brought by two minority holders who claimed that the \$9,500,000 which Nicholas Schenck, David Weinstein, Arthur Loew and Mrs. Marcus Loew received was an illegal profit.

This money represented the difference between the selling price of \$12 per share for 100,000 shares and the \$102.50 which went to the owners of the stock.

Around \$750,000 of the alleged profit was further distributed among certain employees of Loew's also as a bonus. Stanton's suit carried charges that the officers of Loew's in making the deal had violated their fiduciary capacities in that William Fox in purchasing aimed to make Loew's a Fox subsidiary to the disadvantage of Loew's stockholders.

Court rejected this idea by citing the increased earnings of Loew's the year of the stock sale and the year following and being still under the same management.

As a purely legal principle the court held that officers or directors of a corporation had the right to sell their personal property interests when and if willing.

Dallas Fitzgerald Bankrupt

Los Angeles, June 29. Dallas Fitzgerald, independent producer, is a bankrupt with \$147,000 liabilities and \$145,000 assets.

Publix Winding Up Final of All Double Feature Bills on Circuit

After dropping a bombshell in operating and distributing pants by turning himself first into a double feature last spring, Publix will come back to where it started Saturday (4) when it removes the last of its houses anywhere in the entire south from the dual-billing policy. This is the Tennessee, Knoxville, using two features on a half week, single features the other half.

Not only results with dual-bills but evidence that Knoxville is against the policy finally led Publix to restoring its Tennessee to first run standing alone. The newspapers in Knoxville have consistently attacked the double-features thing. Trial of dual-billing, away from New England and other localities where the policy has become traditional with the picture business, has proved an important point to not only Publix, but other operators with whom the policy has the lower subsequent classifications.

No Builder

According to chain sources, this is the realization that double-features will never be a business builder in the south and other territories where the theatre-going public is not largely made up of (Continued on page 46)

GROUP HOLDS IN MARKET SETBACK

Loew Climbs to New Top at 48% in First Hour Before Pressure Appears—Swift Advance Among Fast Steppers Brings on Realizing—Volume Falls Off as Prices Recede

DEBT RECESS NEWS

The U. S. Government's world debt recess plan went into the negotiation phase yesterday, and without a new spur in the news the stock market went into the expected corrective dip. On small volume the leading industrial stocks declined from fractions to about 4 points. The amusements generally closed off, but by smaller reactions and gave a good appearance during the session.

News from Europe was that the debt holiday conferences had gone (Continued on page 10)

Col. Socking Depression With Staff Promotions

Columbia Pictures believes in meeting depression with promotion. Hal Rodas and Al Seligman are the first to benefit.

Hal steps into a new post, assistant to Lou Metzger, general sales manager. Al takes the title of accessory sales head in charge of sales promotion.

Arrigoni's Body Found

The Weirs, N. H., June 29. The body of Gelsio Arrigoni, former Connecticut state senator, and theatre operator, was found Thursday in Lake Winnepesaukee. He disappeared several weeks ago while boating on the lake. Officials said they found no evidence of foul play, although it had been indicated that Arrigoni might have been slain.

Publix Winding Up Final of All Double Feature Bills on Circuit

UNIONIZATION OF FILM LABS GROWS NEARER

Negotiations for the unionizing of the film labs including those that are company controlled are in order as leaders of both sides keep conferring with an outlook for completion of negotiations in the future. Only film lab not included in the confab, according to report, is Consolidated.

The angle of negotiations is to effect a 44-hour week for employees and the classification of the latter under certain qualifications and experience for certain weekly pay similar as other union matters. Negotiations have been hanging for around three years.

Radio Holds Writers

Hollywood, June 29. Radio will maintain its writing staff at nearly 100% during the production lull, only letting out a few men not under contract. Humphrey Pearson remains, according to J. I. Schnitzer.

O'Donnell Elevated to Important Post in Publix House Chain Staff

Yesterday's Prices

Sales	High	Low	Last	Chg.
1,000 Col. P. Ct.	124	124	124	—
2,000 Fox T.	151	151	151	—
3,000 Gen.	214	214	214	—
4,000 Gen.	214	214	214	—
5,000 Gen.	214	214	214	—
6,000 Gen.	214	214	214	—
7,000 Gen.	214	214	214	—
8,000 Gen.	214	214	214	—
9,000 Gen.	214	214	214	—
10,000 Gen.	214	214	214	—
11,000 Gen.	214	214	214	—
12,000 Gen.	214	214	214	—
13,000 Gen.	214	214	214	—
14,000 Gen.	214	214	214	—
15,000 Gen.	214	214	214	—
16,000 Gen.	214	214	214	—
17,000 Gen.	214	214	214	—
18,000 Gen.	214	214	214	—
19,000 Gen.	214	214	214	—
20,000 Gen.	214	214	214	—

CURB

1,000 Col. P. Ct.	124	124	124	—
2,000 Fox T.	151	151	151	—
3,000 Gen.	214	214	214	—
4,000 Gen.	214	214	214	—
5,000 Gen.	214	214	214	—
6,000 Gen.	214	214	214	—
7,000 Gen.	214	214	214	—
8,000 Gen.	214	214	214	—
9,000 Gen.	214	214	214	—
10,000 Gen.	214	214	214	—
11,000 Gen.	214	214	214	—
12,000 Gen.	214	214	214	—
13,000 Gen.	214	214	214	—
14,000 Gen.	214	214	214	—
15,000 Gen.	214	214	214	—
16,000 Gen.	214	214	214	—
17,000 Gen.	214	214	214	—
18,000 Gen.	214	214	214	—
19,000 Gen.	214	214	214	—
20,000 Gen.	214	214	214	—

Prices and sales 2:10 p. m.

30-DAY PRESENT FOR BEST RKO COIN-GETTER

A month's round trip to Italy will go to the RKO house manager making the best box office showing during July. Time includes 10 days for the long trip each way and 10 days on the Continent.

RKO managers in charge of a theatre for six months or on an RKO house staff for that period on July 1, are eligible.

The award will be based on a weekly average of receipts and profits for the four weeks during July. Herman Zohel, Nate Elmhurst, B. M. Gluckman and O. R. McMahon of RKO are the judges.

If the winning manager is married the prize will include double passage and expenses. If single, the trip will be for one person. Managers have been advised by the RKO publicity bureau to publicize the contest locally and go after the elite pride to stir up the various towns to send their own RKO.

Cash value of the trip prize, if double, will amount to around \$1,000, but secured gratis by RKO through a tie-up with the Lloyd Schaubel bank line. RKO has been broadcasting lately from the "Gente Grande" flagship of the line.

Julian Johnson Packs

Hollywood, June 29. Julian Johnson, associate editor in Paramount's story department for 10 years, has resigned from that organization. Johnson's withdrawal is reputed due to a disability which will be given script to revive instead of actual production work.

Tiff Joins Tab Cycle

Tiffany will make a newspaper year by year tie of "Yellow Sheet." Original to hit the headline is being written by Scott Darling.

GALLAGHER LEAVING COL.

Joe Gallagher, assistant to Al Selig, publicity-advertising, chief of Columbia, has left that firm. He is reported entering another field, possibly advertising, from which commitment he stepped to the press. Successor not yet chosen. Gallagher had been with Col. nearly two years.

Richmond for "School"

Hollywood, June 29. Laine Richmond will have the top role part in Metro's "Boarding School." Trio of girls, heading the cast, will be Anita Page, Dorothy Jordan and Madge Evans.

R. J. O'Donnell has been appointed by Sam Katz to the important Publix theatre chain supervisory post recently vacated by William Saul. Each moved over as gen. mgr. of Tiff. In his charged sphere of Publix work O'Donnell will be on top of the Publix houses in Texas, Louisiana, Oklahoma, Arizona, Utah and part of Colorado. It is one of the most extensive zones of Publix operation.

In moving up from division director for Publix of Florida and Georgia, O'Donnell will work with the other four leading Publix operators, under Katz. They are John J. Lander, Arthur Mayer, David Chitlin and Milton Feld.

Each of these general Publix operators has four or more division directors under him.

Distinction

O'Donnell is a graduate to Publix from the Interstate Circuit in Texas, of which he was the theatre operator with Charlie Freeman, now the RKO vaude hooker, then looking vaude for the Interstate. Between Freeman and O'Donnell they turned the Interstate from a \$200,000 yearly loser to a \$600,000 annual winner. The Interstate was bought by RKO.

O'Donnell's first spot for Publix was in the Senger division in La. From there he was shifted into Florida, with Georgia added to his division. That occurred last fall.

O'Donnell is rated as one of the few chain theatre operators who possess a complete showmanly grasp of both the stage and the screen.

BRECHER MOVES OUT OF JOLSON, \$25,000 IN BOX

Shubert's Central Park theatre, formerly Jolson, New York, closed Saturday (29), after four months of a hopeless attempt by Leo Brecher to turn the house into a foreign or party play. "The Viking" (Eris-sell), there for the past week, moved over to the Little Carnegie, Brecher's other house in the 50's, with the "Skin Game" (HIF) taken out of the Carnegie after an extremely mild first week.

Closing of the Central Park is allegedly due to the general months. There's little likelihood of Brecher reopening it, despite his reported loss here. "The Viking" in its first week at the Central Park grossed about \$5,500, despite exceptionally good notices from most of the dailies. With that being only starvation money for the theatre, which has about 1,000 seats, and the Little Carnegie, dying with the HIF policy, Brecher figured he had a better chance of building it, as well as future line-up in a smaller house. The Brecher try in the Central Park thus far figures to have cost him a net loss of about \$25,000.

Smith Not Resigning

It is stated for Courtland Smith he has no intention of resigning as head of the Trans-Jux theatres. Smith is in charge under a Trans-Lux contract, it is claimed.

There are two Trans-Jux corporations concerned in the theatre end. One is the Trans-Lux Screen Corp. and the other Trans-Lux Movies Corp. RKO is said to have 50% interest in the latter, which operates and owns the Trans-Lux theatres.

Galloway Goes Radio

Hollywood, June 29. Morgan Galloway, who came here when his wife, Dorothy Appleby, received a picture offer, signed with Radio on a five years' optional contract.

So Hot in L. A. It's Helping; "Co-ed" Near \$15,000 at Par, but "Smart Money" Fades in 2d Wk.

Los Angeles, June 29.—Brutal heat is denting, but it's so hot the weather probably figures as an asset to some all-weather houses.

Warner's, holding over "Smart Money" speaks for itself, although the picture isn't quite meeting expectations on the second week. Same goes for "Free Soul," which is day and dating at the Chinese and Criticon.

Norma Shearer's competition to herself in Hollywood, at the Chinese and Criticon, is having little effect. "Strangers May Kiss," at the latter house, is running to over \$10,000. This is fair, especially in this kind of weather.

The State's \$20,000 gait for "Five and Ten" owes lots to an unusually strong stage show and the extra heavy Hearst ballroom.

The drop at the Carthage and the Criticon, which took the Chinese on day and dating of "Free Soul," despite a lower scale and smaller capacity, indicates that this town doesn't want any more intense daily showings. The Chinese is twice daily with its present low scale.

Estimates for This Week
Chinese (Fox) (2,025; 25-50); "Rebound" (M-G) (2d week). Very weak at just above \$4,000. First week ran to \$3,000, including \$4,000 opening; means daily out, despite scale cut to \$1, top except for few seats at \$1.50.

Chinese (Fox) (2,025; 25-50); "Free Soul" (M-G) (1st week). Fair under \$12,000. Last week of "Truett Horn" (M-G) was \$3,700. Criticon (Fox) (1,600; 25-50); "Free Soul" (M-G) (1st week). Nifty figure of \$14,000. First week of "Truett Horn" (M-G) \$7,200.

Egyptian (UA-Fox) (1,800; 40-60); "Dishonor" (Par). So-so here at \$2,300. Last week "Up to the Mountains" (Par) \$1,900. Fox (1,800; 25-50); "Seed" (U) (3d and final week). Sliding for \$2,000 at around \$6,000. Last week same film, \$3,000.

Pantages (Fox) (2,700; 20-40-60-80); "Strangers May Kiss" (M-G) (1st week). Not bad at \$10,000. Last week "Secret Six" (M-G) \$7,900; dated after strong start.

Paramount (Public) (2,500; 25-50); "Confessions of a Co-Ed" (Par). Unusual considering that at \$15,000, \$10,000 better than last week. "Take This Woman" (Par); both figures light.

RKO (2,950; 30-85); "Just a Gigolo" (M-G) (1st week). Value of \$10,000. Same last week for "Everything's Rosie" (Radio).

United Artists (Pub-UA) (2,100; 25-50); "Indiscreet" (UA) (2d and final week). Out at \$6,500; "Tabu" (Par) opens July 1. Last week Buena over \$10,000.

Wilshire (Fox) (2,290; 25-60); "Lawyer's Secret" (Par). Okay at \$4,400; \$4,200. Last week "Disheveled" (Par) \$4,700.

Downtown (WB) (1,800; 25-50); "Smart Money" (WB) (2d and final week). Holdover at \$8,000, not so strong. First week \$13,700. Fox.

Hollywood (WB) (2,750; 35-50); "Smart Money" (WB) (2d and final week). Also figure moderate \$8,000. Last week \$14,300.

Louisville Okay, with 'Svengali' Neat on \$7,000

Louisville, June 29.—Best hope for this week is "Svengali." Hot weather not particularly discouraging since crowds proved last week that they'll go to a good picture.

Estimates for This Week
Rialto (4th Ave.) (2,940; 30-40-50-60); "The Tulse" (UA) (1st week) and vaude. Moderate on \$10,000. Last week "Mistress Falcon" (WB) \$8,000.

State (Loew's) (3,252; 25-35-50-60); "Five and Ten" (M-G). Famine. Heavy pull and Marion Davies with Publicity, added \$1,000. First week \$50, fine. Last week "Just a Gigolo" (M-G) \$4,500, fair.

Grand (4th Ave.) (1,865; 25-35-50-60); "Svengali" (WB). John Harrington favorite here; going big. Last week "Daddy Long Legs" (Fox) opened \$10,000.

Alamo (4th Ave.) (1,100; 15-25-35-50); "Girl Habit" (Par). Charles Ruggles popular. \$4,000. Last week "Black Camel" (Fox) \$4,000.

'SVENGALI' SISTER AT \$12,000-\$11,000, MONT'L

Montreal, June 29.—(Drawing Population, 600,000).—Standout this week is "Svengali" at the Capitol with some sugar in sight for a house that has done none too well lately.

"Princess is back to normal after a top-out of British film which didn't click to any extent although summer conditions should be considered. His Majesty's is dark again after a not very successful French picture, "Le Million," last week. Nabs staggering and praying for rain to come.

Estimates for This Week
Palace (FF) (2,700; 75); "Lawyer's Secret" (Par). Moller may get by for possible \$10,000. Last week \$10,000. Fox (2,000; 25-50); "Svengali" (WB) and vaude. Extra everything in town with \$13,000.

Capitol (FF) (2,700; 60); "Svengali" (WB) and vaude. Extra everything in town with \$13,000. Fox (2,000; 25-50); "Svengali" (WB) and vaude. Extra everything in town with \$13,000.

Loew's (P.P.) (3,200; 35-60); "Bad Sister" (U) and vaude. Looks okay and should run to perhaps \$11,000. Last week "Lightning Flyer" (Col) closed at around \$10,000.

Princess (CT) (1,600; 35-50); "Woman Hungry" (WB). Not likely to set the Lawrence on fire, but may be fairly strong around \$8,000. Last week "Tell England" (British) with big press, ballroom and patriotic support, couldn't get over \$8,000.

Imperial (FF) (1,900; 25-40); "Lady Who Dares" (WB) and "Hook, Line and Sinker" (Radio). Not much in these to boost above usual \$3,500. Last week "Dancer of Paris" (Par) and "Air Police" (WB) about \$3,000.

Cinema de Paris (Ind) (600; 25-50); "Charles" (WB) (1st week). Just another French production that may be \$1,800. Last week "The Great Illusion" (French) perhaps \$1,500.

Minn. Has Its Complaints, Only \$20,000 for 'Squad'

Minneapolis, June 29.—(Drawing Population, 500,000).—Extreme heat and the slump is on worse than ever, if anything. Lack of outstanding attraction this week makes it even more gloomy.

The Knights Templar conclude last week was a bust as far as the show houses were concerned. Minnesota was the only theatre to prosper with "Daddy Long Legs" earning the credit.

Minneapolis (Public) (4,200; 75); "Vice Squad" (Par) and Public. Not received too well and "Squid" (Public) is a magnet here; cool temperature there; present in-drawn here around \$20,000. Last week "Daddy Long Legs" (Fox) close to \$4,500.

Minnesota (Public) (2,850; 60-70); "Transgression" (Radio) and vaude. Picture and stage satisfactory, but reviews none too enthusiastic. "Hill Bound" (Tiff) near \$11,500.

State (Public) (2,200; 60); "Just a Gigolo" (M-G). William Haines not much of a card; maybe only \$10,000. Last week "Women of All Nations" (Fox) around \$3,500.

Lyric (Public) (1,300; 35-50); "The Tulse" (UA) (1st week) and vaude. Little has big local following; front page publicity about his marriage; a break for house, but didn't seem to stimulate around \$3,000, not so good. Last week "Kick In" (M-G) about \$4,100.

Grand (Public) (2,000; 25-35-50-60); "Svengali" (WB). Will be lucky to exceed \$11,000. Last week "Daddy Long Legs" (Fox) opened \$10,000.

Grand (Public) (1,100; 25-35-50-60); "Girl Habit" (Par). Last half, steady run. About \$1,800 indicated. Last week "Tender Form" (M-G), third loop run, about \$2,500.

NEWARK FAIR

"Up for Murder" \$14,000 at Brantford
—"White Shoulders" Moderate

Newark, June 29.—(Drawing Population, 850,000).—Hot and the usual result. With weather break business may turn out to be all right.

Estimates for This Week
Brantford (P.P.) (2,500; 25-40-50-60); "Up for Murder" (U) and stage show. Ayres opening okay and may reach \$14,000. Last week "Chances" (RN) good at \$10,000.

Little (Pine Arts Theatre) (200; 30-50); "Die. Hoss" (Pigeon). Possible at \$1,000. Last week "Forsterchrist" (Transcension) neat on second week of \$1,200.

Newark State (2,700; 30-50); "Newer the Greater" (M-G) and vaude. Not hopeful of more than \$11,000. Last week "Daybreak" (M-G) good enough to over \$14,000.

George Jessel, in the flesh, did it. Proctor's (RKO) (2,600; 25-40-50-60); "White Shoulders" (Radio) and vaude. May be out for \$13,000. Last week "Everything's Rosie" (Radio) n.s.s. at over \$10,000.

Teatro (Public) (2,000; 25-50); "Daddy Long Legs" (Fox). On third week ought to get a profitable \$10,000. Last week "Die. Hoss" \$7,500; fourth week is a possibility.

LOCAL PITT UNIT GIVES STANLEY \$25,000 SPEED

Pittsburgh, June 29.—(Drawing Population, 1,000,000).—Hot weather is expected to put a crimp in the picture business here and biz has generally fallen off, although, on other hand, trade for the beginning of the week has picked up.

Stanley may lead the town at \$25,000 this week, chiefly on strength of "Up for Murder" and "White Shoulders" acted unit called "Pittsburgh On Parade." Presentation has been excellent and "Up for Murder" is getting some great word of mouth.

Only original, takings indicated were \$14,500. "Up for Murder" is the film.

Gary Cooper is still a negative quantity locally. "Girl Habit" day and date at Fulton and Sheridan Square, off a bit at opening, but splendid notices and excellent patron reaction to Charles Higgins like a hot fire.

Estimates for This Week
Fulton (Shea-Behrm) (1,750; 15-25-35-50); "Girl Habit" (Par). Picture and stage, carrying picture and word well kept up and word of mouth getting around and should build to \$3,000, fair enough with regular \$2,000.

Last week "Vice Squad" (Par) about \$3,600. Last week "Vice Squad" (Par) about \$3,600. Last week "Vice Squad" (Par) about \$3,600.

Double feature, "Too Young to Marry" (FN) and Bob Coster western, "Son of the Plains." Prices jumped about 40 cents at opening and looks a little better than \$2,000. Last week "Hell Bound" (Tiff) around \$1,500.

Penn (Loew-VA) (3,300; 25-35-50-60-70); "Take This Woman" (Par) and stage show. Picture not so hot but "Squid" (Public) is a magnet here. Last week "Vice and Ten" (M-G) claimed \$20,500.

Shedden (Public) (1,800; 10-15-25-35-50); "Girl Habit" (Par). Day and date with Fulton, downtown, and Sheridan Square, off a bit. Last week "Vice Squad" (Par) around \$3,500.

Stanley (WB) (3,800; 25-35-50-60-70); "Up for Murder" (U) and stage show. Presentation, one of those local things with plenty of ballroom, expected to be a big success. Last week \$25,000; biggest opening here in months. Last week "Smart Money" (WB) about \$21,000.

Warner (WB) (2,000; 25-35-50-60); "Always Goodbye" (Fox). House still getting off to fairly good start and "Squid" (Public) is a magnet here. Last week "Black Camel" (Fox) around \$3,200.

NEW HAVEN IS LOW

Even Outdoor Parks are Hurt—
"Girl Habit" \$12,000.

New Haven, June 29.—Business in this town is bad and prospects fail to indicate any immediate improvement. Shows are being reduced to a minimum, with some jobs being doubled up. Even the show amusement spots are taking a hit on the day.

Estimates for This Week
Paramount (Public) (2,333; 65-70); "Take This Woman" (Par) and stage show. Picture not so hot but "Squid" (Public) is a magnet here. Last week "Vice and Ten" (M-G) and unit. Will probably be held to modest \$10,000. Last week "Free Soul" (M-G) got about \$11,000.

Roger Sherman (WB) (2,200; 60); "Kick In" (M-G) and "Big Business" (Fox) (2,940; 50-60); "White Shoulders" (Radio) and "Men of Steel" got \$4,800.

Shedden (Public) (1,800; 10-15-25-35-50); "Girl Habit" (Par). Last half, steady run. About \$1,800 indicated. Last week "Tender Form" (M-G), third loop run, about \$2,500.

NO EXCITEMENT IN K. C., \$16,000 IS TOP FIGURE

Kansas City, June 29.—Not much to enthuse over this week. Picture showing and entertainment, but the competition is tough, with the extreme heat also against them. Parks are going after business with extra publicity, while the theatres are not doing anything outside of the regular allowance.

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Philly Sees Good Wk. for a Change, Earle Near \$19,000

Philadelphia, June 29.—Headline houses for all three circuits have lots for good business this week as about having picture features. For the second week "Daddy Long Legs" seems set for \$25,000 at the Fox. Norma Shearer always a good draw here, has been giving the Mastbaum its best business in several weeks, and with the aid of a midnight show for the Thursday opening of "Free Soul," the week should total \$41,000.

With "Forbidden Adventure," the new "Id" picture, Keith's looking for at least part of the business. It got a heavy start, and it will close good vaude bill and it will be a good draw here for the Park. All in all, it seems like a good week in Philly for a change.

Estimates for This Week
Mastbaum (4,800; 35-50-70); "Free Soul" (M-G) and stage show. Midnight opening and Shearer popularity reaching for \$14,000, good. Last week \$35,000 for "Just a Gigolo" (M-G).

State (2,000; 35-50-70); "Daddy Long Legs" (Fox) and stage show. Still a winner, with \$28,000 expected. Normal drop from \$35,000 to \$30,000. Picture will be a good draw here this Thursday (3).

Keith's (1,800; 35-50-70); "Forbidden Adventure" (UA) and stage show. Pictures well liked; weekend business indicated \$16,000. Last week \$15,000. (Radio) \$15,000.

Stanley (4,700; 35-50-70); "Chances" (FN). Medium business indicated \$15,000. Second week of "Smart Money" (WB) about \$10,000.

Stanton (1,700; 25-50); "Till Bound" (Tiff). Fair notices, but Caution. "Up for Murder" (U) and stage show. Last week same figure for "Good Girl" (Col).

Warner (1,000; 30-50); "Smart Money" (WB) and stage show. Last week \$10,000. Last week \$10,000.

Arcadia (6,000; 50); "Lawyer's Secret" (Par). Average week of \$3,000 indicated. Slightly more than last week. Last week for "Ladies Man" (Par).

Earle (2,000; 25-50); "Give and Take" (M-G) and stage show. Last week \$15,000. Last week \$15,000.

State (2,000; 25-50); "Give and Take" (M-G) and stage show. Last week \$15,000. Last week \$15,000.

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Magician Will Hold Up Oriental for \$24,000; Choir May Get Palace \$23,000

Chicago, June 29.—Downtown film houses continue to pour out of the theatre, but the going is not so good in this town. Friday, for instance, for most of the houses, ranging up a new high of 95 degrees on the thermometer, and Saturday was also a scorcher.

Most conspicuous is the drop of night trade, while mats are strong. Reversal of order is attributed to shoppers and paywalkers being driven by the heat.

Upsetting all hope for hot weather, "Free Soul" smashed out \$29,000 on Wednesday. To Monday, with the outlook for the Shearer picture good to wind up the first week at about \$40,000.

Honore Hilda's band, on the Chicago stage, may help somewhat, but not enough to keep the day house out of the doldrums. Gary Cooper and Carole Lombard are both billed over "I Take This Woman."

At the Oriental, "The Great Gatsby" is in its third week. In the ads, with the little utility submerged in favor of Nicola and his story on Saturday night, the point to a good pull from this end. Vying with the pop "Babe" stand, the Palace has "The Great Gatsby" choir as the stage draw and, unless the heat impedes, should click to fair gross.

"Smart Money" failed badly at the Roosevelt from the start and will be lucky to wind up to \$15,000. Notices on the Warner picture only faint, but much stage company is being put in. "Smiling Lieutenant" comes to the United Artists this Thursday at five, m. relieving "Night Angel" after two weeks and a bad drop. Unusual opening time for the Chevalier film is being pulled by the fact for the second time, together with Chaplin's "City Lights." Idea is to get the sock in the first three night shows.

Estimates for This Week
Chicago (Public-Box) (4,000): 50-75-85—"I Take This Woman" (Par) and stage show. No hot from the start, but probably will make \$25,000. Last week \$32,000 for "Just a Gigolo" (M-G) too weak.

Palace (Public-Box) (3,500): 50-75-85—"Gold Digger" (W.D.) and stage show. Picture doesn't mean a thing here with only Winona Light and some of the same names used in billing. Great Nicola, magician, on stage drawing plenty of kids with the little utility. Last week \$24,000. An eye-opener for this party these days. Previous week "Foxy Husband" (FN) as nothing on here to draw—sank to negative \$17,000.

Palace (RKO) (2,500): 50-75-85—"Always Goodbye" (M-G), Pauline, cheer-heating variety and with break in weather expect \$22,000. Better "The Great Gatsby" (M-G) and "Love Come Back" (Col) unable to hoist over \$18,000.

Decker's (Public-Box) (2,000): 50-75-85—"The Great Gatsby" (M-G) of the week, took a fast lead, looks like an easy \$40,000 for the week, and "Daddy Long Legs" (Fox) shimmered out in last days to a whisper.

Deum (M-G) (400): 40-50-75—"Secret Six" (M-G). Early report of gang film, less than 30 days out of "McVicker's" where it ran the gamut, probably grossed \$5,000. Twin bill last week, led by "Foxy Husband" (Col), but the last to lose than \$2,000.

Roosevelt (Public-Box) (1,500): 50-75-85—"Smart Money" (WB). Bad, they think it's a "Foxy" and chief-machine guy film through names of Robinson and Cagney; \$10,000 badly to \$1,000 with more than \$15,000 on "Foxy" and "Ten" (M-G) nosedived, last week on a report \$12,000.

Star-Lake (Public-Box) (500): 50-75-85—"Sweetest Thing" (RKO-Pathé). Looks doubtful of bettering \$11,000. Last week "Transgression" (Radio) around \$10,000.

United Artists (Public-Box) (1,000): 50-75-85—"Night Angel" (WB). Dropped slightly in second and third week, prospects better than \$12,000 on "Smiling Lieutenant" (WB) and "City Lights" (WB). First week of "Angel" health at \$21,000.

Tyler's Title Part
Hollywood, June 29.—After having told M. Brown to go by "Buffalo Bill" in the story, "Buffalo with Buffalo Bill" and then dropping him and running an advertisement with other people's studio, finally bought back Tyler for the part.

Tyler, former Western star, has been out of sight for several years, but is out there again, the Indies, and "Romantic" being his last film. Rex Bell and Lucille Brown.

Two Cincy Leaders Are Stalking \$36,000, Foreign House Dark

Cincinnati, June 29.—(Drawing Population, 700,000) Gaynor and Sharer the big cheer this week. There is talk to normal after building with Lombardo to summer high last week.

Exchange Grand, and featuring Germaine, turned out the lights, heat and disintegrated too much.

Estimates for This Week
Albee (RKO) (3,500): 45-75—"Iron Man" (M-G) and vaude. Only an average \$20,000 in sight. Last week Lombardo and "Daddy Long Legs" (M-G) failed to splurge \$24,000.

Palace (RKO) (2,700): 30-50—"Daddy Long Legs" (M-G) and "The Great Gatsby" (M-G) failed to splurge \$24,000.

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VAUDE HELPS TOWN

All Birmingham Has Perked Up—Bama at \$15,000

Birmingham, June 29.—(Drawing population, 223,000) Capitulum policy at the arena is going to cost some. A star house is coming anywhere near it from a h. o. angle.

Local opinion is that the return of vaude has helped show business here in general. Three weeks since vaude came in, and figures are better all around.

Weather so blistering that the only place to go is the theatre. It's a good thing, and has helped in country last week. Little, second run house, goes double feature first three days of week.

Estimates for This Week
Alabama (Public) (2,500): 25-35-50—"Free Soul" (M-G) and vaude. Should hang around the \$15,000. Last week "Free Soul" (M-G) and vaude fairly good at \$13,000.

Rite (RKO) (1,500): 25-40—"Smart Money" (WB) and vaude. Last week "Smart Money" (WB) and vaude fairly good at \$13,000.

Strand (BTLAC) (800): 25-40—"Quick Millions" (Fox). Fair for \$3,500. Last week "Quick Millions" (Fox) fair for \$3,500.

Empire (BTLAC) (1,100): 25-40—"Always Goodbye" (Fox). Looks like \$3,500. Last week "Always Goodbye" (Fox) looks like \$3,500.

Galax (BTLAC) (500): 25-40—"Three Girls Lost" (Fox). Improvement in picture, but not in box office. Last week "Three Girls Lost" (Fox) looks like \$3,500.

Baltimore, June 29.—(Drawing Population 850,000) The Little theatre joined the summer dating procession, bringing in a lot of new business. Last week "The Little theatre" (WB) looks like \$3,500.

Strand (RKO) (1,250): 25-40—"Laugh and Get It" (Radio). Last week "Laugh and Get It" (Radio) looks like \$3,500.

Family (RKO) (1,100): 20-35—"Everything's Rosie" (Radio). Last week "Everything's Rosie" (Radio) looks like \$3,500.

Strand (RKO) (1,250): 25-40—"Laugh and Get It" (Radio). Last week "Laugh and Get It" (Radio) looks like \$3,500.

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"Smart Money" Remains B'way's Best, Second Week for \$38,000; Par and Capitol Both Near \$50,000

"Woman" Holds Met Fairly at \$34,000; Other Spots Are Off

Boston, June 29.—(Drawing Population, 850,000) Not much better than last week for business. Weather is still setting in, but not too hot.

Estimates for This Week
Met. (Public) (4,500): 40-75—"I Take This Woman" (Par) and stage show. Ought to go to \$34,000. Last week "I Take This Woman" (Par) and stage show fairly good at \$34,000.

Keith's (RKO) (4,000): 35-50-60—"Sweetest Thing" (RKO-Pathé). Last week "Sweetest Thing" (RKO-Pathé) looks like \$32,000.

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Main Stem Business is being swamped by the heat. Pictures which under reasonable conditions would attract normal grosses are "Way off" and the only thing above average is "Smart Money" at the Winter Garden. On the second week this Warner picture looks to reach \$28,000, very big considering conditions.

Everything else is huddled, including the RKO, at a \$63,000 pace which is "out" for Paramount. Will again finish around \$10,000 on "Women Love One" while the Capitol will be around the same figure.

Warner's is again darkening the Hollywood when "Chances" closes a 12-week run. "Chances" is now a Rivoli toss-off of "Night Angel" after a week. There looks to make way for "Night Angel" this week.

Estimates for This Week
Astor (1,200): \$1-25—"Free Soul" (M-G) (2nd week). Doing okay, women helping plenty.

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Buff. Perspire and Melts Takes—Woman \$17,000

Buffalo, June 29.—Business is not so good this week. "I Take This Woman" (Par) is the only one to show a slight improvement.

Estimates for This Week
Buffalo (Public) (3,500): 40-75—"I Take This Woman" (Par). Last week "I Take This Woman" (Par) looks like \$17,000.

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BROOKLYN STRUGGLING

"Women Love One" \$31,000 at Par and Gold, \$25,000, Fox

Brooklyn, June 29.—Most of the population residing in the Coney Island waters. Film houses downtown have been resorting to the Coney Island picture in order to get the crowd into the houses.

Estimates for This Week
Paramount—"Women Love One" (WB). Last week "Women Love One" (WB) looks like \$31,000.

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Studios and Unions

(Continued from page 6) conference were the musicians, stagehands and operators, carpenters and joiners, electrical workers, and the C. I. O. painters, paperhangers and decorators.

Heads Present
William F. Cavanaugh represented the L. A. C. I. O. Joseph Wehr, A. F. of M. and the C. I. O. and Harry Linge, Indianapolis, the carpenters; John T. Hines, the musicians; Ed. Dineen, Baltimore, electrical workers; James Lindoff, Los Angeles, the C. I. O. painters; New York, Aceto artists; Al Beres, Los Angeles, secretary, producers, committee, and Frank Caruthers, Los Angeles, secretary, his department, secretary, and also attending in the conference. They were the studio people, for the producers.

The combined union on-organized group of 2,500 men, all the studio people.

There were no dramatic discussions. About an hour was devoted to the general subject.

and made (2,500: 25-50-75). Near \$14,000. Last week "Indiscreet" (WB) looks like \$14,000.

Albee—"Sweetest Thing" (RKO-Pathé) and "Always Goodbye" (Fox). Last week "Sweetest Thing" (RKO-Pathé) looks like \$14,000.

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German Talent Ass'n Outlining Ambitious Ideas for Co-operation

Berlin, June 26. A few days ago the Dacho met at the Wintergarten. The body is a German organization of picture artists and artisans, comprising the directors, the camera men, the authors, the actors, the architects and the composers. G. W. Pabst opened the meeting as the chairman of this large organization.

The first to speak was the Reichsstaatsminister, Lehmann, who dwelt upon the close connection between picture and a picture crisis.

G. W. Pabst's program includes a number of most important questions which will take the Dacho's strength to solve. The first question to be raised was the necessity of introducing a tariff, as nowhere else are working conditions outside of all laws as in the film branch. A contract paragraph was read as follows: That the person in question is to be at the disposal of the company at any day, every time, regardless of Sundays or holidays, and at any place designated.

The problems of obtaining work (Continued on page 46)

Coast's Foreign Talent In Anti-Sync Move As Production Fades

Hollywood, June 29. Opposition to having their voices used in synchronizations is crystallizing in the formation of a union-like organization by foreign players. They hope to force the studios back to direct-shot versions.

Club is so far only in the formative stage with a score or more German and Spanish players, mostly under contract to studios, holding several meetings but endeavoring to enroll all foreign players. None of the local French players, however, are involved in the current organization, mainly because at present there is no production of that language and most of the worthwhile have returned home.

First instance of active remonstrance occurred on the Metro lot several weeks ago when several Spanish players "kicked" against having their voices dubbed over comedies. In this case the protesters met the Spanish consul to further their objection which was effective.

Current organization started when Richard Harlan, foreign director on the Fox lot, told his bosses that all synchs were false and sacrificed his contract rather than stay and mug a dub. Eric von Stroheim, at Metro, also refused to be a part of a dubbed version, and won out.

Knowledge of the secret combine of the foreign talent has reached the producers' ears, but currently the total foreign production hereabouts would rattle in a walnut shell.

Sayag Converts Legit Site To Films in Self Defense

Paris, June 26. Following "Countess Maritza" flop, resulting in Abe Kahn leaving part of the cast and orchestra unpaid, Edmond Sayag was compelled to break the subsidence with the Ambassadors theatre, and assume all of Kahn's obligations under penalty of losing his ground lease on the house from the city.

Ambassadors opened today (26) as a picture house, using the acts and girls of the next door Ambassadors restaurant for the stage presentation, and showing "Le Million" as the feature.

Maybe Ufa's Additions

Frederick Wynno - Jones, Ufa's New York chief, has left for a two-week jaunt to Chicago, and will have to make final arrangements for theatres in those cities to be joined to the Ufa American chain. Wynno-Jones will examine several other spots for possible theatre locations while enroute.

UFA IN ENGLAND

German Producer Would Like to Make English Talkers

London, June 29. Ufa, major German producing concern, plans crashing the British market with extensive drive on English-language talkers, some of which are to be made in England. Company's agents have been in England for some time looking over the market for likely active propositions which might give the films British if not American appeal.

FRENCH QUOTA OF NO AID TO AMERICANS

France's new law, passed last week, doing away with the old quota law, will have no effect on the American market over there. That is the opinion generally expressed by students of the foreign market in American film circles.

That this is true, despite the French quota law was a serious problem for Americans when it was passed, is due to the changes in the foreign field since the arrivals of talkers.

Where the quota still is a problem for Americans is the only remaining country in which this is so — England, with no likelihood of England giving in. Where France made the gesture of doing away with the quota and other Continental countries may follow suit, it is only a gesture. France and several other European countries are facing a film shortage for the time being and are willing to open up at this time when possibly their theatres can be filled more easily in that way.

Idea on France's side, generally is that if Americans will now help France fill its theatres, France can meantime mark time and build up its own production schedule, with the bar going back heavier than ever just as soon as the French can catch up.

W. E. FILM SITES SPEND \$25,000 WKLY. IN PRESS

London, June 29. West End picture houses kick in an average of \$25,000 a week to London's daily and Sunday papers for display space.

Plaza and Carlton figured to spend around \$4,000 a week each, with the five Gaiety-British houses accounting for some \$7,500. Empire leads individually with around \$4,800 weekly.

This 25 grand goes for space buying alone and doesn't cover cuts, layouts, billboards or sandwichmen.

Germans in Dutch

The Hague, June 29. Dutch censor again bawling German films. Equal thing over here, "Unter Roten Laternen" ("Under the Red Lanterns") (Sapho) latest rejected.

HEAT IN HAGUE

Leaving Film Houses Bare—Cutting Short Runs

The Hague, June 29. Heat wave doing things to show business to such an extent that everyone's wondering what it's doing for the display of "The Red Light" (Sapho) in the Dutch film which has been pulled up by records here. Run 12 weeks.

Picture houses are all empty and generally taking no chances on new films, but playing old ones until trade picks up. "Bye Bye Light" (I.A.) only picture that still strung, though in sixth week.

NO SPEECHES

London, June 29. Maddock and Welles threw a press luncheon, C. G. with all dailies present. C. G. had a good time.

Anzacs Demand Stage Fare with Dual Films and 3-Hour Shows at Under \$1

FRANCE-GERMANY HAVE OWN FILM SETTLEMENT

Berlin, June 29. France and Germany have finally completed a contingent agreement between themselves. Results are much as expected, with the likelihood that Germany will benefit more than anyone.

Under the new agreement Germany can send 40 pictures to France yearly outside of the regular contingent. France can send Germany 25. This number includes four American made in Paris.

Anything outside of the 25 or 40 has to go into Germany on the regular one-for-one contingent.

Fox-Tobis Deal for All German Versions

Berlin, June 29. Clayton Sheehan, of Fox, is due here today (Monday) to sign a production arrangement with Tobis. Means that Tobis will make all of Fox's German versions. Deal is being finished up in negotiations here Sheehan leaves for Australia to establish a Fox production branch there.

Young Quits Kane

London, June 29. Howard Young, Paramount's production chief on this side, under Robert Kane, has resigned due to creative differences.

Inside it says Kane is cutting the unit overhead in every way on this side in Howard's resignation the first move.

No Money Aid Needed For Murnau's Burial

Berlin, June 29. Real reason why F. W. Murnau's remains have not been interred yet is not because there's no money available, but a vault being built in the Stahnsdorf Cemetery won't be completed for six months.

Slavy got around that there's no money and many of the director's friends offered help, but his family refused it. Murnau's mother and brother, his sole remaining family, are not financially well to do, but do not wish to seek outside help.

Murnau left no money at death because he had invested all his cash in the filming of "Tabu" and was killed in an auto accident before it was shown anywhere.

4 Suits Filed Over Faulty Rental Returns

London, June 29. Joint Investigation Committee of the British Association of Film Distributors, representing the distributors and the Cinematograph Exhibitors Association for the theatres, has revealed 21 cases in which discrepancies in returns to renters have been detected by the investigators. Evidence showed that in four cases the probe revealed justification for legal action, which is now being taken.

Disquiet is felt among C. E. A. executives that the investigation may uncover and haul forth a much increased number of exhibitors who have failed their returns, with legal action likely to be taken jointly by the C. E. A. and the K. I. A.

HOLDERNESS WEDS JULY 4

London, June 29. Leslie Holderness, assistant to Earl St. John, director of Paramount's European Theatre, will marry Doreen Thornton, well-known actress.

The knot is being tied on Independence Day.

Dr. Mayer With Klingfilm

Berlin, June 29. Dr. Emil Mayer, hitherto representative member of the board of directors of the A. B. C. and delegate of the Klingfilm, has entered the management of the Klingfilm and will act as chairman. Klingfilm is a new production company, according to the T.S. (Frankfurt) for a while.

Sydney, June 16.

Theatres are finding that the public is more willing to return to vaudeville in the big city picture houses. Day of the statistic talker bill has passed. Besides a double feature program, at least one vaude act must be included in every lineup to secure business. Presentations on a lavish scale are also coming back into the theatres not playing pictures. About the overhead incurred, the public will not pay more than \$1 top and demands three hours of entertainment for the price.

Some time ago Union Theatres planned the importation of big vaude acts. Idea was killed by the introduction of terrific added taxation and excessive rates applying to foreign performers. So U. T. tried playing local acts. When conditions right themselves in this respect, American performers will find plenty of work in Australia.

Australia is hungry for big time vaude, having been starved for so long.

The Princess Edward theatre, considered the most highbrow theatre in the city, hitherto refrained from introducing either vaude or real presentations, but will next month introduce this form of entertainment in conjunction with a film feature. Mel Lawton, g. m., stated a vaude act was booked in recently with the feature, "Viennese Nights" (W.B.), as an experiment and matinee receipts increased 30%.

Tobis May Try Reorganizing of Terra in Germany

Berlin, June 29. Tobis is considering the reorganization of Terra Films. Terra, at the moment, is in financial difficulties.

Terra Films, with a capital of \$750,000, is facing a deficit of \$400,000. Chief creditors are the Scotoni Brothers, Swiss exhibitors; German Dye Trust, Tobis, Svenska. Films and United Artists.

Only a few days ago Terra made a tieup with Pathe-Natan of France, for the Russian director, Osep, to make two pictures for P-N. Osep directed "The Brothers Karamazov," considered one of Europe's finest efforts from an artistic standpoint. He is to make a film in French called "Parisian Nights" and a French version of "Karamazov." It is one of the ones which is influencing Tobis to consider a reorganization of Terra.

Terra is one of Germany's biggest film companies and has been in difficulties previously, although its present headache is more or less unexpected. Ralph Scotoni, a vice-president of the firm, was in New York on a month ago to attend a distribution tieup on this side, finally signing with Tobis to handle Terra's film in the U. S.

If Terra folds United Artists will have to make a new German alliance.

WEBB AND RADIO

Bringing Over His G-B Film—Would Produce 4 as Indie

London, June 29. Millard Webb, director, is taking his "The Impassioned" which he produced for Gaumont-British, to an open market to be viewed by Jules Levy with release through Radio the objective.

Webb is also negotiating to produce four pictures independently for Radio.

Joinville's 100% French Film Is Marked Paris Hit

Paris, June 29. Paramount's picture, "The Man in the Saddle," adapted from the Mirande play, has established itself as an immediate success.

It is the first Joinville studio effort which has been entirely French and has no semblance of foreign handiwork.

"Daddy" in London July 21.

London, June 29. "Daddy" from London, Fox's picture "Miracle" (Cody) at the Tivoli (July 21).

THE

RKO
Radio
PICTURES
Reg. U. S. Pat. Off.

SPIRIT OF PERSHING


JOFFRE!
FOCH!
HAIG!
BYNG!
CHATEAU THIERRY!
BELLEAU WOOD!
S T. MIHIEL!...

Fighting Spirit Won for Pershing Just as Fighting Spirit Will Win for Modern Industry. RKO-Radio Wishes to Thank the Hundreds of Showmen Who Have Commended Its Efforts in Behalf of Prosperity... And to Call Again Upon Each and Every One To Work With Unflagging Energy and Enthusiasm... With Eyes Ever on the Box-office!

DEPRESSION IS OVER! PROSPERITY IS AROUND THE CORNER! RKO-RADIO OFFERS THE MOST PRACTICAL SHOW BUY OF THE NEW SEASON . . . 36 GRAND ATTRACTIONS . . . BOOK THEM ALL NOW!

TUNE IN! "RKO THEATRE OF THE AIR"
N.B.C. Coast to Coast Network
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NEW YORK TIME

ALLENBY!
PETAIN!

RICHARD
DIX
THE PUBLIC
DEFENDER

**TRAVELING
HUSBANDS**
PAUL SLOAN'S
NOVELTY SMASH

**WHEELER
WOOLSEY**

IN
COURT PLASTERED

TENTATIVE TITLE

LILY
DAMITA
THE WOMAN
BETWEEN

**NEW SHOWS! NEW IDEAS! BACKED
BY DYNAMIC GOLDEN ERA AD CAM-
PAIGNS. PROSPERITY ATTRACTIONS
BURSTING WITH B. O. VALUES . . .
RKO-RADIO STEPS JAUNTILY UP TO
OLD DAVIL DEPRESSION AND WHACKS
HIM FLUSH ON HIS STUBBLED CHIN!**

THE
RUNAROUND

MARY BRIAN
JOS. CAWTHORN
100% TECHNICOLOR

COMING SOON!

ANOTHER TITAN NATIONAL AD CAM-
PAIGN FOR PAUL SLOAN'S BOUNCING
CLICKER "TRAVELING HUSBANDS"... BIG
COPY IN EVERY IMPORTANT DAILY PAPER
WILL FOLLOW PRELIMINARY TRADE-
PAPER WARM-UP . . .

**START PLANNING YOUR
CAMPAIGNS NOW!**

**R K O
RADIO
PICTURES**

"Maciste in Hell" (Pittalugia). Outmoded Italian silent spectacle with papier mache inferno, false-face devils and a plump cast. Disconnects and generally ridiculous.

LET'S GO, SHOW BUSINESS!

Thousands of Exhibitors
are guaranteeing them-
selves boom-time profits
in the New Era of Pros-
perity by signing up for

PARAMOUNT'S
1931-2 (20th Birthday)
Jubilee Group
PRODUCT Now!

TYPICAL!

"I bought PARAMOUNT for 1931-2 because of quality, trade mark and fair dealing."
—R.W. Spence, Lyric Theatre, Manchester, O.

"I believe PARAMOUNT'S 1931-2 line-up is the strongest group the industry's leader ever had."—D. L. Kelliher, New Sprague Thea., Elkhorn, Wis.

"For 16 years PARAMOUNT has been an unfailing source of dependable product for us."
—Smoots Circuit, Ohio

"We bought PARAMOUNT for 1931-2 because we believe it to be the most attractive you ever offered."
—Delft Theatres, Mich.

"Happy to sign for 1931-2 because PARAMOUNT always gives us complete satisfaction."
—Geo. R. Warren, Opera House, Woodville, N. H.

"Buying PARAMOUNT for 1931-2; best ever offered by the company."
—Fred Hinds, Strand Theatre, Whitewater, Wis.

"Happy to buy PARAMOUNT because product looks good and service always 100%."
—P. D. Hollen, Princess Theatre, Mt. Hope, W. Va.

LET'S GO,
Show Business, with

PARAMOUNT



CONGRATULATIONS CHARLES R. ROGERS

You've given me something to crow
about with these two smash hits!

INA CLAIRE REBOUND

A CHARLES R. ROGERS PRODUCTION

drawing the mobs, now!

FOX CARTHAY CIRCLE L. A.

EDDIE QUILLAN SWEEPSTAKES

A CHARLES R. ROGERS PRODUCTION

standing them up, now!

RKO  **PATHE**

RKO MAYFAIR N. Y. C.

THE OLD FIGHTIN' COCK — SHOWMAN'S TOAST FROM COAST TO COAST!

Arbitration Settlement Labor Vs. Indies at Miami with Union Given Booth Men and Scale Cuts

Miami, June 29.

A union settlement that should eventually have a direct bearing on future union negotiations throughout the country was completed this week between the Miami Theatre Owners' Ass'n, comprising the Capitol, Biltmore, State, Tower, Tivoli, Biscayne Plaza and Coconut Grove theatres, and the Motion Picture Exhibitors' Local No. 316, which the parties accepted a decision rendered by an arbitration committee of three. The decision calls for one man shifts replacing two men shifts in downtown and neighborhood houses, in addition to a salary reduction.

All independent contracts expired June 1. Unable to arrive at any measure the independents locked out all union hands and replaced them with non-union crews. Local union officials continued negotiations despite this move and finally agreed to a new contract. The decision is a victory for the independents as it calls for a scale of \$12.75 for one man per hour against \$1.75 for two men per hour where two shifts were employed. New scales for neighborhood operators approximately \$48 per week and operators in downtown houses approximately \$55. The scale under the expired contract was approximately \$175 per hour, with operators in downtown houses ranging from \$45 to \$72.50 per week for crews of four. Neighborhoods were \$150 per man with two men shifts. With the new scale the Capitol booth will now cost \$110 against \$290 weekly. State \$110 against \$260, and neighborhoods \$48 against \$85.

New Way

Decision follows closely the new trend of arbitration settlement rather than carrying on negotiations to a point where violence and unfair methods usually result. It shows what settling this decision will have on future local negotiations will be labor day. Many local contracts expire Labor Day. Meanwhile local operators and stage hands have agreed to a new salary cuts besides agreeing to additional working hours under the existing contracts.

Exploitation

(Continued from page 16)

to try and win business. A star promotion ball is a bet if handled properly.

Best plan is to hook the event to the theatre's immediate bookings by running all contestants to the nearest one of the stars in the theatre's coming attractions, listing above four weeks in advance. One of all of these attractions should be placed in the lobby and in the dance hall well in advance, each shift carrying bring but strong sales copy. The contest should be staged on one of the theatre's off nights and the broadcast is to make the following night at the hall but to select from the entrants those adjudged the best and present these the following night at the theatre, where either proper judges or the audience makes the selection of winners.

With this contest, the ball can be laid off to two or more halls, with a smaller number of runners up chosen at each venue to compete in the finals at the theatre.

Promoting the prizes from local stars will add to the window advertising and reduce the cost.

Jockeys on Broadway

Four jockeys on good-looking horses have been riding through the Times Square section to advertise "Sweetstakes" at the Mayfair. Only advertising on back signs of each jockey.

Accessible Managers

Personality counts—or should—for far more than money in the theatre and the house manager who shifts himself in his office and puts a sign around it is one point of view being a real manager.

The intelligent manager, unless the house is large and business depends on heavy advertising, should be on the floor at least three and the breaks. He should not allow, to know as much as he can about the business, by sight if not by name, and should be quick to acknowledge suggestions. It may be a hard business, but it's a hard one to do. It may be a hard one to do. It may be a hard one to do. It may be a hard one to do.

DAVIS, PTSBG., CLOSES

Second Downtown First-Run to Go Dark Over Summer

Pittsburgh, June 29.

Davis theatre here, owned and operated by Warners, closed for the summer Saturday, making the second downtown first-run to fold for four years without a fortnight. Loew's Aldine was the other shutting two weeks ago.

With both the Davis and the Aldine down, Pittsburgh has only five first-run sites: downtown—Penn, Stanley, Warner, Fulton, and Harris—in operation; the first time in recent memory that such a state of affairs has existed in the local theatrical field.

In East Liberty there is actually only one first-run site, the Sheridan Square, which plays pictures day and night with the Fulton, inasmuch as the Enright recently went to a split week policy, with only the first-half picture being a first-run exhibition.

NO PROTECTION FOR OVER 7 DAYS IN N. Y.

Distributors refusing, from accounts, to sell Loew film more than seven days; protection is demanded; that circuit is not expected to force its way to 14 days' clearance in the Greater New York zone, as claimed desired recently. Protection around New York has run generally around seven days with few exceptions of a first for runs on Broadway.

While Loew can take 14 days on its own Metro-controlled product, if wanted, it is doubtful if that policy will be placed into effect unless other distributors are willing to write contracts giving similar protection on their pictures.

Stench-Bombing Penalty Made Drastic in Calif.

Los Angeles, June 29.

More drastic penalties for stench-bombing of theatres or other public places, houses at the state penal code by the last legislature. Penalties now set are imprisonment for three months to one year, or fine of \$500 to \$2,000 or both.

Recent appearance of stenchers at picture houses at out on labor questions brought about the new teeth.

Persons that when the manager or his assistant is called on the phone, the call shall be put through without delay. It is called "the calling" on the theory that anyone has the right to speak to the manager. However, it is probable that an even better gag would be, "Who shall I say, please, and then 'I'll put the name to the manager, who can often solidify his hit with a mere personal greeting than merely 'Hello.' Which ever it is done, it is a sure thing that the manager who seats himself on the phone will eventually be parked on the floor, or the theatre will be a high hat or a tin crown. It still sells personality.

Instead of Cans

Port Collins, Col. Adapting the tin can machine to a local condition, Ed Blarman, of the America, gave a special mance for children to which the admission was 10 pounds of dandelion blossoms. Result was seven tons of blossoms and plenty of appreciation from newspaper and citizens.

Women's Council, which had asked Blarman to do something about it, published a letter of thanks in the paper.

Cow Milking Contest

San Diego, Cal. Add the cow milking contest to the rest of the stunts. Watched here for children to which the admission was 10 pounds of dandelion blossoms. Result was seven tons of blossoms and plenty of appreciation from newspaper and citizens.

CREDIT FOR OPEN SUNDAY

Rival Indie Factions in Texas Making Claims

Dallas, June 29.

With Sunday shows coming in officially in August, Texas' two indie factions, Allied and Protective, now squabbling about honor of the legislative victory.

J. H. Cole, Allied head, says Allied did it because his organization had fought blue laws in Texas for at least 10 years. Roy Walker, leader of rival group, insists Protective pushed the Sunday bill through. Which it did.

New Cantor-Colman Films Abroad and in Resorts for July-Aug.

While it will not have any pictures for New York grind runs and general release until September, United Artists is working out plans to pre-release during July and August two of its 1931-32 productions in resort areas, as well as capitals abroad. These are "Palmy Days," Eddie Cantor's second for Sam Goldwyn, and "Unholy Garden," Ronald Colman's initial effort on the new program.

In connection with the pre-release showing of "Palmy Days" abroad, Cantor will ask to make special appearances over there. The two pictures are now being set for such resort engagements as Atlantic City, Cape Cod, Asbury Park, Saratoga Springs, etc.

Pa. Gov. Vetoes Negro Bill

Harrisburg, Pa., June 29.

Governor Pinchot has vetoed the equal rights bill of Wm. H. Fuller, Negro Philadelphia representative. It provided for heavy penalties for owners, managers, employees or others who discriminate against anyone because of creed or color.

"Greeks" to Stand

United Artists will release "Greeks Have a Word for It" under the stage title, "The Last Decision" to date.

Capone and Gang Pictures

(Continued from page 1)

side staff authors, Capone told a "Variety" mugg:

"If you ever meet that guy give him a punch in the nose with my compliments."

Cicero's most renowned son doesn't like publicity. He's personally a quiet guy who sits at a big desk in a palatial suite of offices surrounded by a lot of assistants.

Publicity has made Capone an international celebrity. His fan mail is terrific. He gets as much as most prominent movie stars. And all want to make a touch.

Most photographs show Capone as short and stocky. Actually he is near six feet with a powerful frame. Capone is now making pictures and has private showings with professional projectionists to run the show. Gang pictures are the big high providers to him. There again the literary fraternity who write the yarns mostly from imaginations amuse Capone because, to him, they're all silly.

Al Capone himself as a potential screen actor, either near or remote, has as much chance of happening as fish growing on trees. In so many words the most publicized character in the film dismissed the idea.

Film Offers

Asked whether he had actually been approached to make a picture, Capone grinned broadly and replied "Yes, many times." Then the grin vanished. "I wouldn't go into a picture for all the money in the world. It doesn't interest me and I've never considered the thought even. It's a fool's idea about it."

"Another thing, that burps," he continued Capone, "is the book of books, stories, articles, and interviews written by guys, all of whom claim to know me personally. You can't go on and on saying I don't know any of 'em."

Wrangle by Exhib Organizations Over 'Buy Now' or 'Don't Now' Not Considered Effective Either Way

KEITH'S PHILA RUMORS

Expected Park's House Will Go Over to WB Operation

Philadelphia, June 29.

Adding to the rumors concerning disposition of Keith's when Stanley-Warner starts on Paramount product after its year's scrap, is a story that the house will be included in the Paramount-Warner deal, with its operation going to WB. Indemnity as Warner recently closed the Hoyt, it seems hardly likely that it will part with Keith's, though the lease may be a part of the bargain.

Keith's was leased from the Shuberts a year ago by Al Lloyd's Moon Amusement Co. to show Paramount first runs. It has been doing consistent business, having a good location in the shopping district.

With most of the Paramount pictures in the city, it would have had a hard time getting product as an independent.

NEW TYPE CHISELER CLEANS UP AND BLOWS

Dallas, June 29.

Local film board looking out for a new type grifter who's peddling among the small town exhibs in Texas.

Blows into town and offers to buy the exhib's stand (usually only one in town). Deal's closed by contract, any price favorable to the exhib, but no cash until some future date set for sale. Meanwhile the chiseler lines up the merchants for some screen advertising, cash in advance. Soon as all possible is collected he travels.

Traveling under fake monickers makes it hard to grab him. Several exhibs fell around here.

Means Nothing

While it is true that at this time exhibitors are holding off on buys for the coming season, it isn't believed in distributor circles that a "Buy Now" or "Don't Buy Now" warning will have any effect one way or another.

Every distributor, expecting return on the basis of his product, terms, and situation, etc., if franchisees are not held, fully knows that the individual exhibitor and his particular situation must be the guide. No product or policy can be chosen thus; far only sounded on the programs of a couple of companies, that exhib is holding off waiting to learn what the market is for before closing for anything.

Additional reasons aside from MPTOA and Allied broadsides are local conditions. Product sewed up by opposition, indecision on policy for the coming fall and possibility of lowered rentals.

"The average exhib knows and the distributor has no hesitancy in insisting that with odd situations not giving the account title, upper hand, the distributor is going to hold back. No product or policy can be chosen thus; far only sounded on the programs of a couple of companies, that exhib is holding off waiting to learn what the market is for before closing for anything.

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In addition to further decreasing any future possibility of Allied and the MPTOA, getting together, with exhibitor bodies and distributors working out a much desired uniform contract, arbitration and zoning, Allied, through advice of its attorney, the "Buy Now" movement is curbing trouble between those exhibs and the major sales departments.

On top of the MPTOA, which is regarded as under the thumb of the Hays office, attempting to avoid further stricture of the economic situation, attempts to influence in urging accounts to buy product, the Allied group counters with a severe attack.

In a pronouncement to its members, its official position is that "the hysterical campaign inaugurated by certain exhibitor organizations and trade papers to stampede the theatre owners into buying product at this time is an act of treachery to the independent exhibitors of the country."

Reasons

Allied gives its reasons as follows:

1. Business conditions are so unsettled there is scarcely an exhibitor who knows what, if anything, he will be able to pay for pictures next year.
2. Few of the producers have made announcements that really give exhibitors any definite information as to the kind of product they will release.
3. The financial conditions of a large number of exhibitors are such that it by no means certain that they will be able to furnish the product they have announced.
4. With rigid economy being enforced all down the line, exhibitors will want to see some of the product before they commit themselves to pay the prices asked.

Several exhibitors are quoted as saying they have not yet decided on the form of contract to use for next season's product. It is pointed out that the campaign is designed to leave the independent exhibitors holding the bag in an uncertain and dangerous situation.

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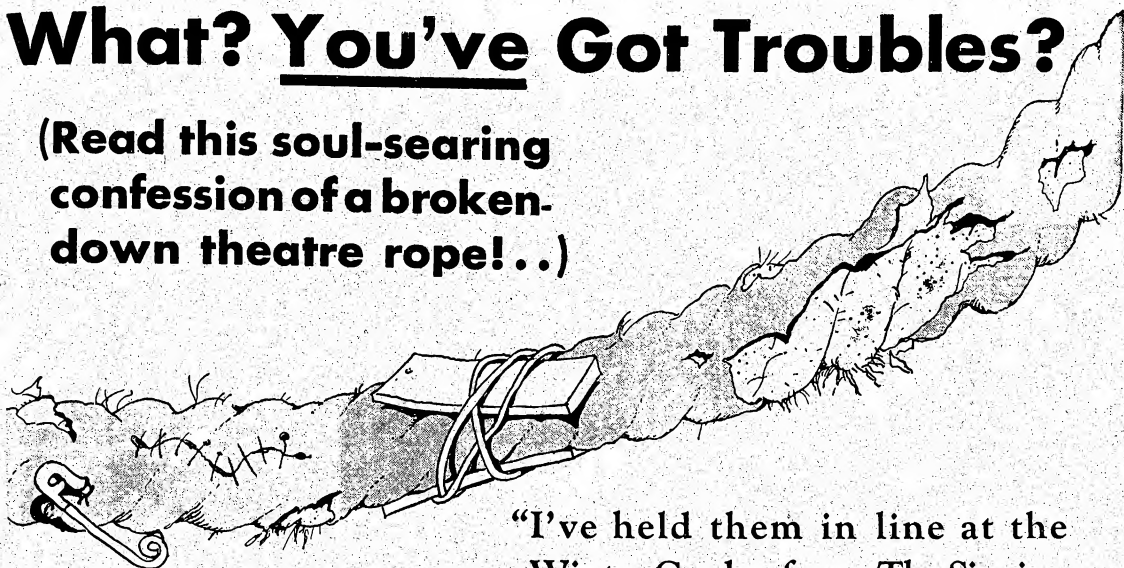
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What? You've Got Troubles?

(Read this soul-searing confession of a broken-down theatre rope!..)



"I've held them in line at the Winter Garden from *The Singing Fool* to *The Millionaire*, but



EDW. G.
ROBINSON

Hollywood's
Prize Theatre
Rope Breakers



JAMES
CAGNEY

SMART MONEY

was too much for me!

You'd think those guys would be satisfied to overwork me with that ace crowd-getter **EDW. G.**

ROBINSON

but when they add a card like **JAMES CAGNEY** and *5 Beautiful Blondes*, that's enough to break any rope's back. What they need for that picture is a steel cable and more seats!"

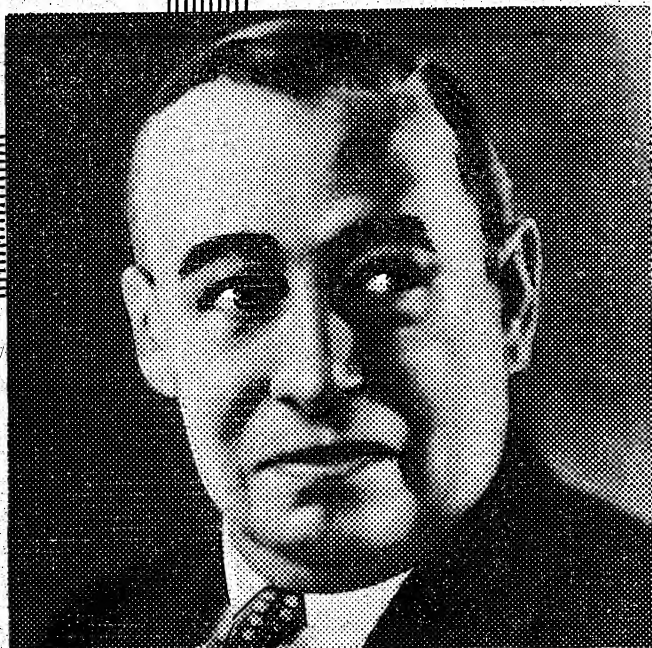
Prepare now!
Write to Continental Theatre Accessories, Inc., 321 W. 44th Street, N.Y.C. for a nice, strong steel cable to hold the crowds in line when you play

BARBARA STANWYCK
in
NIGHT NURSE

and **CONSTANCE BENNETT**
in
BOUGHT!




WARNER BROS.
more than your contract calls for
HITS!



WILLIAM COLLIER SR



THE BRAT
ANNABELLE'S AFFAIRS
6 CYLINDER LOVE
MR. LEMON OF ORANGE
UP THE RIVER
HIGH SOCIETY BLUES
HAPPY DAYS
HARMONY AT HOME

When the curtain rose on William Collier's life, in New York City, he found his family so overrun with stage people that the arrival of another actor created no excitement. So when he was eleven, he ran off with a road company of "Pinafore"—being just out of pinafores himself.

After this taste of theatrical life, he finished school and got a job as call-boy with Augustin Daly. When he called 'em, they stayed called.

Next he trouped with Eddie Foy, joined Russell's Comedians, starred in his own farces, made a hit in "The Man From Mexico," became a Weber and Fields star along with Lillian Russell, David Warfield and Sam Bernard, and finally appeared under Charles Frohman management. For a change, he swallowed London and toured Australia as a chaser.

Back on Broadway, he set the roarin' Forties roarin' in a series of farces—"Caught in the Rain," "The Patriot," "Take My Advice," "Never Say Die" and "Nothing but the Truth."

He joined George M. Cohan in "Hello, Broadway." "Cohan and Collier" were pals together till they parted as a publicity gag. They're still great pals. Two Music Box Revues collared Collier, and he had a hand in other musical productions. He is dean of The Friars and sizzles as a toastmaster. He is addicted to all the superstitions of the profession, and invents new ones constantly.

Advertising and publicity men confuse him with his son, Willie, JR., but Collier, SR. says that doesn't give his boy a break.

In Fox pictures, he's not only a comedian par excellence, but a joy before the camera . . . an expert in stage direction and a wiz at dialogue writing. It is predicted that this young fellow will go far. On the set and off he's always Willie Collier—and that's expressing Willie.

TWENTY-SIXTH OF A SERIES OF FOX SCREEN PERSONALITIES



M. A. Shea Operating His 12 Houses Going to Publix—Shea on 50-50 Deal

As against the former policy of acquiring theatres with full control by Publix, another independent comes in to operate his string for Publix in a 50-50 partnership deal with M. A. Shea to cover the Shea entire chain with the exception of two houses in Ohio, Cairo, Toledo, and State, Conn. A total of 12 houses in Pennsylvania, upper New York state and Ohio are involved.

While all details have been worked out and both sides are in accord, the papers have not been yet signed. That formality is expected to be disposed of this week.

The Shea string of 12 will operate as Publix-Shea Theatres, with date when taking effect to be decided on signing of papers. This will be between July 1 and 15.

While the Shea transaction is along the lines of the new policy marked by Publix in annexing the Dubinsky (Kansas City) and Bamford (Asheville, N. C.) circuits, it differs in that the Publix-Shea set-up does not embrace a single Publix-operated house. Six came in under the Publix-Dubinsky deal and three under the Bamford partner-

ship, with the indie owners in each case having operating jurisdiction.

Theatres

Of the 12 Shea houses, a departure on operation will take the Park, Jamestown, O., away from Shea for placement in the division covering that territory operated by Milton H. Feld; from the Publix home office.

Other theatres involved and which Shea will operate himself are Shea's Bradford, Bradford, Pa.; Shea's Opera House, Jamestown, N. Y.; Rialto, Regent and Strand, Amsterdam, N. Y.; Shattuck Opera House, Canastota, N. Y.; Colonial, Akron; Herkley, Dover, O.; and La Grande, Palace and Cook, Astabula, O.

Two Shea houses, Park, Westfield and Townshill, Amherst, Mass., were acquired by Publix a year ago.

Sami Dembow, Jr., conducted all negotiations for Publix with Shea. M. A. Shea started as the operator of the Shea's, but about many years ago, Shea gradually bought out his partner, H. H. Feiber.

L. A. Theatre Mobbed By Foreclosure Suits

Los Angeles, June 29.

Four suits to foreclose on the Los Angeles theatre under mechanic's liens totaling \$133,861, have been filed against Gumbiner Theatrical Enterprises, George M. Thompson, receiver, S. Tilden Norton and Security First National Bank as realty owners, and other lessees and sub-lessees on the property.

Total cost of the building was \$664,797 and the fixtures \$240,155, according to S. Charles Lee, the architect suing, who splits the fee on the building itself with S. Tilden Norton, the owner.

Fire Sale Version

Los Angeles, June 29.

The head of a theatre circuit whose coast houses are doing well, considering, doesn't broadcast the good news.

"Distributors are easier to talk to about prices," he says, "if they think you're in the red."

W. G. PATTERSON MOVES FROM PUBLIX TO WB

Willard G. Patterson, Publix district manager out of Atlanta under R. J. O'Donnell, has joined Warner Bros. in an assisting theatre operating capacity at the home office. He will not be replaced by Publix, with the division manager of the territory spreading from Alabama to Florida's east coast, taking full charge.

This is caused by elimination of several houses in the division, including two in Birmingham turned back to Jack Merrick, former owner; closing of the Fairmont, Atlanta, and transfer of the Augusta, Ga., house to another division.

A promotion within the Warner ranks coincident with Patterson's appointment of R. W. Budd as personnel manager of Warners, this to take in various administration activities, including home office, exchanges and theatres.

Free Parking vs. Cut

San Francisco, June 28.

With the Fox cutting scale here, the nearby Golden Gate is planning to meet the competition with free parking for its patrons. The other RKO house, the Orpheum, Oakland, already has free parking.

Cliff Work, RKO division manager, is planning on free parking for the L.A. Orph. and RKO by leasing a downtown lot for that purpose.

Kinney-Wilby in N. Y.

M. C. Kinney and Bob Wilby, operating partners with Publix in the Carolinas, were in New York together checking up on conditions, bookings, etc. Kinney and Wilby string numbers around 60 theatres.

Dirty Politics with Dough Kill Off Sunday Chance in Birmingham

Birmingham, June 29.

Another campaign for Sunday shows has ended without even getting started. Blue noses killed it. Kelly-gram Post, Vets of Foreign Wars, some weeks ago sent out a questionnaire to members asking whether they would like to see Sunday shows and baseball in Birmingham. If so the post on behalf of the good of the community would fight for them. Ninety percent of the questionnaires returned were in favor of the campaign.

While these questionnaires were being sent out a number of anonymous phone calls were received by Ray Allen, commander, telling him to lay off if he knew what was good for him. The callers would hang up immediately when he asked them their names.

The principal reason the post is dropping the campaign is that \$35,000 was asked for "lobby fees" by

dirty politicians. Allen said a representative of a lobbyist came to him and said that on payment of \$25,000 Birmingham could get Sunday films and baseball. Unless paid there would be one chance in a thousand of the blue law being repealed.

Allen got sore and said that if the post couldn't bring Sunday shows and baseball to town without dirty politics he would quit. And quit he did.

He said he hadn't the backing that he wanted. Theatres were willing to back him, but officials of the Birmingham Baseball Club were only so-so interested.

Some of these days Birmingham is going to wake up and find Sunday wide open. Until then it will keep on being second to Memphis as a six-day town and one of the worst.

F-WC Now Sues to Settle So. Calif. Theatre Deal

Los Angeles, June 29.

After \$107,500 had changed hands in West Coast Theatres deal four years ago for an interest in California Theatre Company of Santa Barbara, the deal was called off.

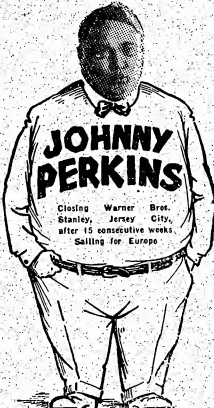
Fox-West Coast since has not only got over \$90,000 back in instalments, but has secured controlling interest in the company and is now suing to compel directors to cough up alleged looting of assets.

Kutinsky's Partners

Morris Kutinsky, former New Jersey indie operator, later with Fox, is taking in Jack Springer and Sam Coelius as partners in a new house under construction on Pelham Parkway, Bronx, scheduled to open around Sept. 1.

The trio is interested in the Allerton and York theatres in the same zone.

Stephen Dick, of the advertising staff at the Roxy, transferred to the home office p. and a department of Fox Theatres.



Personal Direction O. L. OZ

BORIS PETROFF Presents

BERT GORDON in "RIO ROSA"

WITH
VERA KINGSTON

WEEK JULY 3, PARAMOUNT, NEW YORK

Direction WILLIAM MORRIS AGENCY

SECOND PUBLIX UNIT

WILFRID DU BOIS

JONGLEUR

Selected by BORIS PETROFF as a Feature for His "RIO ROSA" Unit
WEEK JULY 3, PARAMOUNT, NEW YORK

PUBLIX TOUR TO FOLLOW

Direction JERRY CARGILL

Thanks to NAT KALCHEIM

RKO MARTY FORKINS

THEODORE, ENRICA and NOVELLO

Featured in BORIS PETROFF'S Unit, "RIO ROSA" IN NEW DANCE IDEAS
WEEK JULY 3, PARAMOUNT, NEW YORK

Direction WILLIAM MORRIS

Personal Manager, NICK BOILA

FANCHON & MARCO Present

MISS NOREE

DIRECT FROM GRAUMAN'S CHINESE THEATRE, HOLLYWOOD

"HOT JAVA" Idea Staged by FANCHON

This Week, PANTAGES THEATRE, Hollywood

ASK METRO-GOLDWYN-MAYER!

Indicate which ads on this page you want and we will furnish mats of this Astor Theatre campaign now running to S. R. O. business in New York. Address Advt. Dept. Metro-Goldwyn-Mayer, 1540 B'way, N. Y. C.

She wasn't a Divorcee but she believed that Strangers could Kiss!
A Free Woman with a Free Soul!



Norma Shearer
Another Glorious Success!
A FREE SOUL
Clarence Brown's
Production of the story by
Leslie Howard, Lionel Barrymore, James Gleason, Clark Gable
A METRO-GOLDWYN-MAYER PICTURE
THEATRE NAME

TONIGHT
The Astor Theatre again commands the spotlight!



NORMA SHEARER
LESLIE HOWARD
LIONEL BARRYMORE
JAMES GLEASON
CLARK GABLE
Trade-Name Cast
Sensational for a Play!

A FREE SOUL
Clarence Brown's
production of the novel
by Adèle Rogers St. Johns
A Metro-Goldwyn-Mayer
Picture

World Premiere
TONIGHT at 8:40
(Last One-Theme)
ASTOR
43th St. & Broadway
A Metro-Goldwyn-Mayer Picture

Again The **ASTOR THEATRE** Commands the Spotlight



Norma Shearer
LESLIE HOWARD
LIONEL BARRYMORE
JAMES GLEASON
CLARK GABLE

A FREE SOUL
Clarence Brown's
production of the novel
by Adèle Rogers St. Johns
A Metro-Goldwyn-Mayer
Picture

Tomorrow night Metro-Goldwyn-Mayer, producer of "A Free Soul," continues its brilliant production of the season's greatest picture at the **ASTOR THEATRE 43rd St. & Broadway**
A Metro-Goldwyn-Mayer Picture

A new and remarkable screen triumph produced by Metro-Goldwyn-Mayer has won the distinction of presentation at the Astor Theatre—



NORMA SHEARER
LESLIE HOWARD
LIONEL BARRYMORE
JAMES GLEASON
CLARK GABLE

A FREE SOUL
Clarence Brown's
production of the novel
by Adèle Rogers St. Johns
A Metro-Goldwyn-Mayer
Picture

ASTOR THEATRE
TONIGHT
8:40 P. M.

Norma Shearer
wins the distinction of an Astor Theatre presentation, the highest honor that may be conferred on a star!



A FREE SOUL
Clarence Brown's
production of the novel
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A Metro-Goldwyn-Mayer
Picture

World Premiere
TONIGHT at 8:40
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ASTOR
43th St. & Broadway
A Metro-Goldwyn-Mayer Picture

"I CAME FOR A THRILL!"



Norma Shearer
LESLIE HOWARD
LIONEL BARRYMORE
JAMES GLEASON
CLARK GABLE

A FREE SOUL
Clarence Brown's
production of the novel
by Adèle Rogers St. Johns
A Metro-Goldwyn-Mayer
Picture

ASTOR
43th St. & Broadway
A Metro-Goldwyn-Mayer Picture

Presented at the Astor Theatre



The tradition of great screen achievement attends the opening of a motion picture at the Astor Theatre.

As "Frodo Horn" completes his suspicious run, the Astor again has the distinction of bringing New York the World Premiere of another remarkable talking picture.

On Tuesday Night, June 2nd at 8:40, Metro-Goldwyn-Mayer will proudly present

Norma Shearer
LESLIE HOWARD
LIONEL BARRYMORE
JAMES GLEASON
CLARK GABLE

A FREE SOUL
Clarence Brown's
production of the novel
by Adèle Rogers St. Johns
A Metro-Goldwyn-Mayer
Picture

ASTOR
43th St. & Broadway
A Metro-Goldwyn-Mayer Picture

NORMA SHEARER
Nominated for the Screen Hall of Fame



Presented by Metro-Goldwyn-Mayer

A FREE SOUL
Clarence Brown's
production of the novel
by Adèle Rogers St. Johns
A Metro-Goldwyn-Mayer
Picture

ASTOR
43th St. & Broadway
A Metro-Goldwyn-Mayer Picture

"I CAN TAKE CARE OF MYSELF IN YOUR MAN'S WORLD!"



Norma Shearer
LESLIE HOWARD
LIONEL BARRYMORE
JAMES GLEASON
CLARK GABLE

A FREE SOUL
Clarence Brown's
production of the novel
by Adèle Rogers St. Johns
A Metro-Goldwyn-Mayer
Picture

ASTOR
43th St. & Broadway
A Metro-Goldwyn-Mayer Picture

CIRCUIT BREAK-IN PLAN

Candidates for N.V.A. Election July 6 Are Selected by Nominating Group

Last night (Monday) the NVA Club's nominating committee, headed by Walter C. Kelly, met to choose a ticket for the club officers' election, called by Henry Chesterfield for July 6.

Chesterfield last week mailed out around 3,000 proxies to entitle him to cast votes for any actor-members of the NVA who might be absent on election day. He claimed 700 had been signed and returned up to yesterday.

Pat Casey, representing the management members of the NVA Fund, in adhering to the original decision to refuse to support the NVA's social activities on money collected ostensibly for the Saranac and week-day charitable list. This is based on the opinion of Nathan Burkan that there is no grounds for spending money contributed by the public for charitable purposes on social gatherings.

Burkan's reported advice was that the public was informed its money gifts were to be devoted to the sick and needy, not to the support of a social clubhouse for able-bodied others.

The managers' decision to close the 46th street clubhouse and use the money for the ill and unfortunate, instead, remains unchanged. A report credited to the law firm representing Chesterfield and the dispirited NVA social group, to effect that the managers had acquiesced to the demand that the clubhouse remain open, was declared to be without foundation by Casey.

The matter, however, being in court and has not been settled by arbitration so far, it was stated. Court matter will remain in abeyance in case the managers agree to close the present NVA club to have a meeting room and office elsewhere when and if the lease of the present NVA club is disposed of.

Chesterfield and the NVA members patronizing the NVA Club can remain there about five or six weeks on the \$25.00 secured recently for the club's maintenance.

1% From Salaries

A plan submitted by Chesterfield to the circuits and reported to have received an okay from Harley Clarke of Fox, did not have to do with continuance of the NVA social club under present conditions, it is stated. Chesterfield's suggestion was to deduct 1% of the weekly salaries of working vaudeville acts for support of the NVA, socially and charitably.

Similar ideas have been advanced by others in the past, but none has ever been found practical. From accounts, Chesterfield, was advised that the circuits would sanction the idea if Chesterfield finds a way to make it work.

In his letter accompanying the proxy to actors Chesterfield said, "I am going to close by saying that you can safely leave the conduct of this institution and your vote in the hands of such sterling men as Walter C. Kelly and all the other officers, including, I hope, the signer (Chesterfield)."

Another canvass last week of some of the working acts around New York revealed that most of them are still disinterested in the matter from either viewpoint, with most declaring they don't care.

Hal Sherman Marries

Hal Sherman was married June 27 at 10:30 in Syracuse to Helen Steinheim, formerly a stenographer in the William Morris office.

The wedding was delayed one day, it is said, until Sherman's final decree from the first wife arrived.

Sherman is on the RKO intact, met route.

Jenie Jacobs Back

Jenie Jacobs returned from Europe Saturday (27), on the Mauretania.

Contacting European associates well as vacationing.

DURANTE BY WATER

Taking Slow Way of Going Into Pictures—Troupe With Him

Jimmy Durante is taking the water or slow way of going into pictures. He's on the "California," Pacific-bound, with Eddie Jackson and Jack Harvey as laugh companions.

They missed the boat Saturday (27) in New York but will land on board today in Havana. When reaching Mexico, Jackson will increase his permanent tan, and Harvey is going to be the official viceroy for all.

Durante and Jackson are traveling without their wives. If that's the reason they missed the boat, it's their secret. Harvey is still single, after observing married couples for some years.

Lou Clayton, the other important member of the Durante trio, may go to the coast later. At present Clayton is reported deluged with engagements to play with several near-good players who somehow just fail to beat Lou. Clayton may pick out the wealthiest of his emblems and take them to L. A. with him.

Durante's contract with Metro is for six months, optionally after that. Meanwhile coast agents would like to book Clayton, Jackson and Harvey for this or that stage or safe out there.

Billy Leonhardt's 5-Yr. Son Drowned in Lake as Father Tries to Save Him

Toledo, June 29.

William Leonhardt, Jr., 5-year-old son of Billy Leonhardt, leader of the orchestra at the RKO Rivoli, was drowned Friday (26) when the boat in which he, his father, sister and two other men were taking a sail on Lake Erie capsized, throwing all into the water.

The party was caught in a sudden lake squall which overturned the craft in an instant. The father kept his two children afloat for half an hour, when failing strength and two other men were taking a sail in the party to take the boy. At the moment the change was being made a huge wave tore the boy from their grasp and carried him under.

The remaining members were presently rescued by a yacht. Their exhaustion was so complete that a delay of another ten minutes might have resulted in the deaths of all five.

POLLACK-RAY TRADE SOCKS BACKSTAGE

Low Pollack and Joey Ray sewing at each other last week at the RKO Kemore, Brooklyn. Both men are in the same act, with Ray a six-footer who towers over the much smaller Pollack.

Fight started over one of those backstage arguments, with Harry Burns stopping the fracas.

Burns announced Pollack as having been injured in a taxi smash while coming to the theatre, and the latter received a big reception and his handkerchief. He fell and cut his arm on a glass-topped table. Ray is out of the act.

Petrova Here—But Sailing

Olga Petrova is on this side for a brief stay before returning to France, where she has purchased a villa and will make her home in future.

Mrs. Petrova sails Thursday (29), taking a Mediterranean cruise.

COMBINING ON 5 TO 8 TRIAL WKS.

Special New Act Route Open to All—Each Chain Giving Time for 3 to 5 Act Bills—RKO, Loew, Fox, Publix and Warner Meet on Matter

NO AGENTS' COMM.

From five to eight weeks of consecutive playing time in the sticks may be available shortly to vaudeville acts for break-in purposes. If developing into a reality, it will be through mutual recognition of the new material problem by the five major theatre circuits—RKO, Loew's, Fox, Warners and Paramount.

A meeting between representatives of the five chains will take place Wednesday or Thursday of this week.

The break-in plan involves a co-operative booking office with a short route comprised of theatres contributed by all the circuits. Booking would be conducted by one booker in the manner of the five circuits, the break-in houses to be entirely disconnected from the parent circuits on the stage booking end.

Time contributed would be in proportion to the amount of vaudeville played regularly by the circuits. It was suggested that RKO, with 60 weeks of vaudeville, against the lesser amount now in the combined books of the other circuits, give two or three weeks as its share, with from a half week to a week from the others.

No Restrictions

The break-in book, under the plan, would be held open to all acts and sources with no franchises or restrictions. This break-in office, and the booker would be supported through deduction of sufficient commission for maintenance only and booking fees from the theatres, or, in the event in which the circuits should decide.

Agents' commission on these break-in acts may be out. It is figured the agents will be more than satisfied to wait for commission since the break-in bookings, at no cost to them; could lead to heavier profits later on.

At least one angle is that if the break-in bills are four or five acts in content, two or three will be strictly break-ins with the remaining turns standard to insure against flop entertainment. Salary scale will be compounded by the circuits. It is expected a method will be found to avoid the necessity of acts taking losses on the tryout time.

Vaudeville's Neglect

Vaudeville, among all the major amusement branches, devotes the least effort and money to the development of new talent. The amount of try out time now available to new acts is negligible. There is little or no encouragement offered to actors or producers.

Much of the breaking in nowadays takes place in the rehearsal halls. Acts going direct from one of these halls to a first-rate theatre are often caught by the bookers on opening days, if not satisfactory at once are frequently killed off without further trial.

What present break-in time may be had around New York comes through the indie booking offices, with many of these working a heavy system. It is made possible by the urgent need of acts for tryout bills and the willingness to stand for anything to secure the experience of time.

It is generally felt in vaudeville that management has been particularly necessary for booking offices, which can look good in a way on their first day, or first week.

Vaude's Oldtimers, Once Worth \$1,000 to \$2,500 Weekly, Can't Compete with Wholesale Kids

LAURIE WITH INTACT

Headliner Will Tie In With Dailies En Route as "Variety's" Columnist

Joe Laurie, Jr., starts on an RKO intact unit route July 10. He is at the Earle, Philadelphia, this week. While touring on the RKO time, the Junior Laurie, through E. M. Orowitz, RKO theatre exploiter, will tie in with a daily in each RKO city, submitting a column of kidding chatter every day while in town, probably by-lined as "Variety's" columnist.

While away Joe will again contribute a column weekly to "Variety" on each of the towns he appears in. His "Variety" matter will be apart from that used for his columns in the dailies.

Brooding Over Split With Oukrainsky, Is Pavley Death Theory

Chicago, June 29.

Falling from the window of his apartment on the 16th floor of the McCormick Hotel, Andreas Pavley, internationally known ballet dancer and partner of Serge Oukrainsky, was instantly killed. While police at first believed it was suicide, later investigation disclosed it might have been an accident.

One of the theories advanced was that Pavley received a shock while tampering with his radio near the window and fell backward. Parts of the radio, including wires and sockets, were found strewn around the floor. However, those who knew Pavley think that the dancer committed suicide after brooding for some time.

Pavley, unmarried, was closely attached to his dancing partner, Oukrainsky, who is now in Europe after living in California for a long while. A split between the two was hinted at and rumored about at the time Oukrainsky went to the Coast to live. Since then Pavley, it is known, has been in dejected spirits.

Belief that financial reverses might have caused his death is discounted by friends. School of Pavley Oukrainsky, established for many years here, is still running.

Hunted Suicide

Police looking for further clues discovered a purported blackmail letter asking for \$100 from the dancer. Contents of the letter were not disclosed. Anne Acres, secretary to Pavley, told authorities the dancer had hinted suicide to her the night before, but dismissed the thought as against his religious scruples.

Pavley's real name was Andreas Hendricks Theodoros Van Dorp de Weyer. He was 45 and an immigrant from Holland, coming to this country about 15 years ago and since naturalized. He was brought here by Oukrainsky, the pair later becoming directors of the Chicago Civic Opera ballet. Besides the school, Pavley and Oukrainsky produced several vaudeville units and concert bands.

He out are. The average comedian needs a month or two at least to get his act in fine shape. Scheduled to attend the current meeting on the matter are: Harold Kemp for Warners, Charlie Freeman for RKO, J. E. Lubin for Loew's, Harry Warner for Fox & M., and Harry Hallowell for Paramount.

Los Angeles, June 29.

How the parade has passed by the old-time vaudevillians is evidenced graphically during the Fanchon & Marco tryouts. Some of the oldtimers, including those who were getting \$1,000 to \$2,500 a week when those figures compared with the present-day \$3,500 and \$4,500, are agreeable to working for a few hundred and still can't make the grade.

The young blood, both singers and dancers, who are to be had at bargain rates and in plenty by F. & M., show up the old-line standards.

Ex-Film Names

Along with the vaudevillians there's a host of actors material such as Pauline Garon, Billy West, Al St. John, Molly O'Day, Ben Turpin, et al., who are ever-available for an ex-ploture star F. & M. idea. This is one unit that may eventuate shortly.

In connection with this, Mike Marco minimizes the importance of the vaude star-through picture comparisons. He points out that physical houses are a way larger today than the actor on the stage is not a personality; he's just another guy who is incidental to the film fare.

Buildups Impossible

Personality and individual style are subservient to physical action or audible appeal.

"Furthermore," says Marco, "picture audiences want new material all the time. If they recognize an act as a repeat they look upon it as old instead of being good enough for a repeat engagement. How can you build vaudeville names under this condition when they complain they remember seeing an act whom we probably booked last two seasons ago?"

Ken Kennedy's Fatal Accident—Joe Michon Runs Down Extra Girl

Los Angeles, June 29.

Disaster hit local vaudeville performers during the past week with the death of Ken Kennedy, who fatally shot himself by accident, and two tough breaks for the Michon family at the RKO, Hollywood, out of the theatre with measles and on Wednesday his brother, Joe, struck Josephine Little McForsyth, girl, critically injuring her, with his car in front of the Metro studio. He was later released when it has decided that the accident was not fatal.

Kennedy was slated for an eastern tour. Survived by his wife, Kitty Phelps, in charge of the local rights to Louis & Clara department. Pete Michon is convalescing from his measles and the act will not open at Salt Lake, Daun and Scott substitute.

Joe Watson's Play

Joe Watson, formerly Watson and Cohen in vaude, is producing his first comedy entitled "My Wife's Family."

The piece was brought over from England. Watson is negotiating with Lyman Overman to star.

TAXI SMASH—CANCEL

Mess Owen, former member of Gibson, Nick and Owen acrobatic trio, received severe injuries during his 100 ft. taxi smash while riding to Louis & Clara theatre, New York last Thursday (25).

Act had to cancel a couple of weeks.

Howard Smith Co. replaced at the stage.



THE MIR
IN

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A GREAT ST

Ranking with the biggest and best money-makers that have ever come out of Columbia—here is a poignant, heart-wrenching drama of love and reformation, a fine and beautiful story that will linger long in memory—a great picture that will smash records everywhere.

HIT AFTER HIT FROM DEPENDABLE

ACLE WOMAN OF THE SCREEN
A BOX-OFFICE NATURAL!

BARBARA STANWYCK in Miracle Woman

DIRECTED BY THE MIRACLE DIRECTOR OF THE SCREEN—FRANK CAPRA

From the play by John Meehan and Robert Riskin.

With DAVID MANNERS, SAM HARDY, BERYL MERCER,

AND AN ALL STAR CAST.

A FRANK CAPRA PRODUCTION

AR IN A GREAT PICTURE!



E COLUMBIA!



Unemployed Members Taken Care Of By Stage Hands' and Musicians' Unions

Relief in the form of cash payments continues to unemployed members of the stage hands' and musicians' unions in New York City, despite reports to the contrary. The idea of stopping arose because local 802 of the musicians' union had ceased the collection of 2% weekly from members who are working. Those not engaged will be aided during the summer as previously.

The musicians' local is paying from \$13,000 to \$15,000 monthly to members in distress. This will continue indefinitely. Estimated close to \$30,000 has been disbursed by this single union.

The weekly assessment was discontinued May 31 as there is enough cash in the relief fund to tide it over the summer. Union heads believe the peak of its members' unemployment has passed, and that the new season will be accompanied by considerably improved conditions and more employment. If that anticipation is not borne out the assessment may be put on again Sept. 1.

Another Way
The stage hands have a different method of aiding members out of jobs. Each member working must pay off one day a week, and one not regularly employed is assigned to the job. In addition there is a small percentage collection for further relief. It costs each working stage hand about \$7 weekly to help those not working.

N. Y. local No. 1 of the stage hands has 1,800 members and 700 are minus jobs. That condition was true virtually throughout the season just ended. Some heads of departments are staying on the job on the scheduled day off for the good of the attractions. They turn over the day's wage to the unemployed member who reports from the union.

Problem of unemployment is being handled by locals elsewhere as here. A stage hand executive of the I.A.T.S.E. estimated if the international body were to attempt to

ACT STOPS PAYING 25% OF EARNINGS TO AGENT

Joe and Jane McKenna are reported to be in difficulties with Frances Robinson over a five-year contract. Miss Robinson, holder of an Equity agency license, handles some vaude acts. She engaged, according to her statement, the Joe and Jane McKenna team under a personal service contract which called for 25% commissions to be paid her for everything the act played.

Miss Robinson claims she spent considerable time in lining up the act, when the couple decided to stop paying on the contract, going elsewhere for representation. Miss Robinson has retained Harry Oshvin as her legal representative. The act is represented by Julius Kender.

The contract between the act and Miss Robinson has over four more years to run. So far Miss Robinson claims a matter of \$1,000 due her in commissions.

S'Too High

Harry Green, now in New York, was approached for a Palace date, with a spot ready last Saturday. Matter fell flat when Green asked \$5,000 for the week.

Rathbone's 4 Weeks

Basil Rathbone is set for four weeks of RKO vaude. Legit and film actor starts July 15.

Rathbone plays the Palace July 27, says off a week and then goes to Cincinnati, Chicago and Cleveland.

take care of all members out of work it would mean the expenditure of \$50,000 weekly on the basis of \$15 per man.

GEO. GODFREY REVERTS TO LEGAL PRACTICE

With a combined knowledge of the show business and the law, George A. Godfrey, former RKO head vaudeville booker, has become associated with the law offices of Henry A. Blumenthal at 11 West 48d street, New York. While again practicing before the bar, Godfrey will also utilize his show knowledge as exclusive representative for recognized acts and actors.

Lawyers also acting as the business reps of players has been more or less in effect for a few years back, with but few attorneys accepted as capable of this technical representation. None of the theatrical lawyers has had the practical show experience of Godfrey.

Prior to heading the RKO booking division, Godfrey was chief booker for the Orpheum Circuit, before and after it merged with the Keith Circuit. Since leaving vaudeville, Godfrey has been variously reported as an active stock trader and also said to have been quite successful at beating the market. In vaudeville and as a booker Godfrey held a high rep. But he also was a glutton for work. When assuming charge of the RKO bookings, Godfrey attempted the strenuous if not impossible feat of trying to do everything himself.

Marooned Act

Ironton, O., June 29. Salt and Peanuts, WLW radio act, were a washout at the Marlow theatre. A cloudburst flooded the basement of the house and marooned the act in a dressing room under the stage.

Entertainers were carried high and dry through the water by employees.

Laurel-Hardy as Act

Laurel and Hardy, picture comedy team, have been tentatively lined up for RKO by Harry Weber on the Coast.

Duo will finish up present studio assignments before starting their stage engagement.

Vaude Advice for Beginners

Hi gang. How's tricks? Has the kid showed up yet? Oh yeah? Well, he's lucky, he can take a vacation. If I lay off two more weeks I will have played a great season. Where'd he go? The mosquitoes will eat him up out there. He'll be back next week or I'm a midget.

Vacation time. What a gag. Give me plenty of weeks under my belt right now, hot weather or cold, and I'll get all the vacation I want. When you're working it's the vacation in this business.

Oh, yeah? Well listen funny man; if you had played as many oil cans and hideaways as I have this season trying to break in an act, you'd need a long rest. Eat in those lunch wagons in the funny burgs, dress in those palatial basement dressing rooms, hit those straw beds at night an'—

Still Kicking

What are you trying to do, put on the bologna with us? Say listen fella, you played small time all your life and now you're complaining. Bigger and better acts than you have been playing up the death trail this year. Acts that played this Palace and headlined and not phoney billing in place of that promised raise either. An' you squawking, what a laugh. Get a rep.

I see my prediction came true here at the Palace regarding old fashioned acrobatic acts. Oh, baby, how those casting birds socked 'em here last week. Believe me when I say old fashioned vaude is coming back an' how. All those old sure fires we used to use will be platinum by September and have I got a flock of 'em stored away.

Television

Old time vaudeville is through but you guys can't see it. You will still be around this 47th street corner talking those good old days and praying in your hours that it will come back, but even your grandkids won't see it. Television is the coming thing, but that's too deep for you muzzlers. You said it, Lew. What the

television is going to do to show biz is nobody's business. Just think of getting newswires, vaudeville acts, legit stars and pictures broadcast right into your parlor. Take off the shoes put on the slippers, lean back and look. For nothing, too.

Listen to the oracle. Did it ever occur to you, dizzo, that it takes real live actors to parade in front of those sage. Where will they get the vaudeville acts from? Yes, sure, you and me. These huffs will reap the harvest with television. They tell me that an act will get as much for going on the air that way once as they can collect all year in theatres. I'm holding a great act up my sleeve just for that time. One crack an' I retire.

There goes the prime sap. He knows, yeah. That mugg knows more small towns than Rand McNally. Get a rep he said. He's got one but not so hot. There's plenty of shotgun fathers looking for that bird out in the sticks. As he can't make the good vaude houses and darren't go back to the smallies, he's out o' luck. What a laugh, get a rep, an' to me, too.

It sure is quiet without the kid around. I've got some good sure fires for him when he opens again. How long will he vacate? A week. Next week will see him around again then. Well, I guess I gotta scam as it don't look like anyone with coffee buying ideas is around this aft.

Woke Up Degenstein

Yonkers, N. Y., June 29. Saying they were show people, Abraham M. Baranoff, 28, and Agnes McCann, 21, both of 161 West 16th street, New York, routed Justice of the Peace Degenstein, Yonkers, out of bed at midnight June 23 and were married.

The license was issued in New York City.

Olive Fay as Act

Olive Fay, from "Vanities," goes on RKO for vaude time.

RETURN ENGAGEMENT
ANN SEYMOUR
with
HARRY SEYMOUR
THIS WEEK (JUNE 27)
R-K-O PALACE, NEW YORK
Direction CHARLIE MORRISON

Joe Laurie, Jr., En Route for RKO

By Joe Laurie, Jr.

Philadelphia, June 27.
Hello Charlie:

I got three playing solitaire with my photo so I slipped with one of those RKO intact units. The money isn't just what I asked for but I got the people in the act to take a cut and it's better than that m. c. job. I was offered at that summer resort.

Those jobs are tough, you gotta know three different dialects and have to yoo everybody. Anyway, figures I haven't been west of 8th avenue in years and this trip to the Coast will do me a lot of good. I'm gonna go after one of them picture jobs when I hit Los Angeles. I have a pal of mine out there and I'll get him to have them catch me when I play there.

I have a bunch of guys I have to look up that I haven't seen in years, all great pals of mine. In Syracuse where I play in a few weeks I met a lotta great guys one night at the Elks, a couple of judges and some politicians and a fellow by the name of Gene something, who is a reporter on one of the big papers there. So you see I'm all set at Syracuse ten to one they'll be down the train to meet me.

The show I'm on don't look so hot. There are four acts, Bergman's Dog and Pony Circus opens the show. I got a load of him today. All he thinks about is his animals and the fares and excess. The way he talks he isn't gettin' much dough. We're on deucing it, but my agent told me that will be changed as soon as they see the show at the Kenmore, where we go next week.

No. 3 is a single guy I never heard of before, Sol Higgins, with songs and funny sayings. Chains he gets up every morning and plays 36 holes of golf. Carries his wife, that is. A girl act closes the show. "Depressions of 1931," four dames, comic and straight man. They do blackouts, dancing and singing. The girls ain't hard to look at. One of 'em is married to the straight man. He is an old legit and always got a

book under his arm, and she's a Christian Scientist. Comic used to be on the Mutual Wheel. He took May—that's the girl in my act—out for breakfast this morning after rehearsal, so it looks like everything is set. He seems to be a pretty good scout. He asked me did I want room with him on the whole trip, and I kinda told him I didn't know what I was gonna do.

35 Weeks

You see, Charlie, being with the same acts for 35 weeks makes it like a big family, and you know how families fight. Start out great pals and end up slabbinn' each other.

As far as the girls are concerned I had my lesson a few years ago. Cost you a fortune for meals, and I'm too smart for that stuff. I told Ethel to lay off, too, but I don't like to butt in on my partner's affairs.

This week here at the Earl, is like a prelin week. They play eight acts and everybody is gotta cut... I cut my best stuff out. The picture is too long. I think all pictures are too long. Dave Wheeler is manager here and the orchestra and the boys back stage are great guys. I passed by Keith's and it nearly made me cry. They have a lot of lithos pasted all over the front of it and it looks like a kleckedoon.

Ed Lowry is m. c. at the Mastbaum, and doing great, they tell me. There's a lotta club work around here and you gotta belong to a union to play 'em.

Will write you more next week from the Kenmore. Jeannette Hackett is gotta look the act over and tell us what to wear. I hope she says palamas 'cause it's hot here. I want you to do me a favor when I'm on the road. If you hear some gags around write 'em to me, I can use them on the road before the guy that owns 'em comes out. It won't hurt him, and it will do me a lot of good.

Best to you and the wife.
Your pal,
Bob.

LOBBY ACT GETS OVER

Tried for 1st Time at Proctor's in Yonkers

Yonkers, N. Y., June 29.
Managers Roberts of RKO Proctor's tried out a free lobby show at night the last limit of last week. First time ever tried here and went over big.

A piano was wheeled into the lobby and Elsie Gilbert and Jack Keir from the vaude bill, did a song and comedy turn.

Dallas Has Another Vaude Agency Try, Jack Gardner's Idea

Dallas, June 29.

Jack Gardner, former band director, is taking a shot at an agency here. First attempt of kind here for several years. Especially tough since there is nothing particular to book, with vaude currently out of Texas.

Plans indicate a lineup of a string of small town indie sites for one and two-night stands, similar to the Mac-Day agency, which closed here in 1928. Mostly these acts built into semi-units. Gardner will produce the shows here.

To date, most exhibitors refuse to play acts other than percentage. Roy Leflingwell, former college kid, handling bookings.

With interest in vaude comeback for this section, move has significance for the trade here.

Mochary's Indie Spot

Syracuse, June 29.

Edwin Mochary, for the past 10 months manager of Loew's State here, resigned last week to accept the general management of an independent circuit of 14 houses in and about New York. Pending the appointment of a successor, Harry F. Shaw is in charge.

Mochary will vacation during July, assuming his new downstate post Aug. 1.

Chris Egan Out

Chris Egan, for many years managing RKO's Fordham, New York, quit suddenly last Thursday (24). A difference between him and the home office resulted in his immediate severance of relations. His successor is W. O. James.

Kerr's Appendix

Los Angeles, June 29.

Tom Kerr, of Kerr and Ensign, vaude, operated upon for ruptured appendix Friday (26) in Alhambra hospital.

He was previously forced to leave doctor in another hospital for several hours. Kerr's condition is serious.

Girls' Long Trip

Count Bernivici will open Aug. 1 at the Florida theatre, Buenos Aires, for a three months' stay. The Count is taking his girl band of 11, Francis McCoy, and a sister team, "1812."

Bookings arranged by Eddie El-kort of the Davidow office.

Taxi-Driving Actors Only Ones Making Coin on Indie Vaude Dates; One 4-Night Route Paying \$10-15

WEAK AD ARGUMENT

Busch Band Stopped by RKO—No Kick on Radio's Advertisers

Busch Radio band, after being okayed by the RKO Houston vaude booking office, has been stopped from opening through objection of the RKO theatre operating department. Act was set to open July 31 in Boston with more New England time to follow.

Operating department, objected on the ground that Radio Corp. manufactures radio sets and there should be no stage advertising of some other firm's product on RKO stages.

When asked why Atwater Kent and other radio manufacturers were allowed to broadcast over coast to coast networks of NBC, another RCA subsid, the operating department had nothing to say.

5 Comerford Houses

With Combo Policies

By Aug. 15 the Amalgamated Vaudeville Exchange, which formerly booked Comerford houses, will start booking at least five weeks of Comerford combos not included in the Public deal.

Buddy Irwin will again be the chief Comerford booker, with shows placed out of New York for Birmingham, Ray's Philadelphia, Illinois, Elmhurst and most likely St. Louis, Providence.

None of the Comerford houses in Pennsylvania, included in the Public deal, will be vaude booked by Amalgamated.

More Shubert Vaude

A third Shubert vaude show for the road this summer will be produced by N.T.G. under a partnership arrangement between Granlund and the legit firm. The Tex Gulman-Shubert bill due for the Bayed theatre is under a similar arrangement.

Granlund has started recruiting the cast, which will include himself. Others will be seven or eight principals, all or most from vaudeville, and around 24 girls. The specialty turns will be supplemented by a few staged dance numbers.

Long Beach Doubles

Long Beach, Cal., June 29.
The Long Beach theatre, which has been using eight acts of vaudeville Fridays and Saturdays, doubled the time, starting last Wednesday. Plan RKO booking.

Fox's One-Dayers

Fox vaude films at Nyack, N. Y., and Westwood, N. J., will go into one day vaude, starting July 4.
Houses booked by Jesse Kaye, in the Fox office, have been Friday and Saturday dates. Change is for the summer only.

Salaries for vaude actors playing some of the indie stands have dropped to the lowest level in years. It's so tough that the guys who are making the coin are those actors owning a car, who hang around and offer transport at so much per to the acts playing the outlying dates.

Over on Long Island one indie offers teams \$7.50 per night. Singles get \$5.50, a girl flash goes for \$2.50 to \$4, baggage and all. Six to 10 people, the price stands. But another booker, who has four one-nighters in upper New York state, pays teams \$10 and \$15 for the four nights. He hauls them up from New York in his own bus and brings them back. Where they eat or how they sleep is something else.

A record salary here is \$50 for a three-act, which is recognized as a standard vaude name. Acts only do one show a night on these dates.

Indie vaude this summer seems to rest upon a group of ear owners, some former actors included, who letter around the booking offices looking for jobs to haul entire acts and their prop scenery to points as far away as 200 miles. The round trip to and from New York is considerably less than if the actors had to ride the trains. Entire flash acts, having as high as eight to 10 people, have been carried in a seven passenger car, including baggage.

No car—no acts, for the turns can't exist on the low salaries.

RKO Mgrs. Move Up

Bob Hawkins, manager of RKO's 81st St., New York, becomes a district manager shortly with the 86th and 88th St. theatres also to be under his direction. The Hawkins district falls into Charlie McDonald's New York-Brooklyn division. Succeeding Hawkins at the 81st will be J. S. Powers, moving in from New Brunswick, N. J.

In a western, RKO managerial change, B. F. Moore has been made trip manager of Columbus, O., with the circuit's two theatres, Majestic and Palace, under his supervision. Moore had been managing the Majestic only.

Bryon F. ("Dinty") Moore, former manager of the RKO Majestic in Columbus, O., appointed city manager of the chain's two theatres and manager of the Palace as well. He succeeds Burns O'Sullivan, resigned.

L. Holleb, former assistant manager in Cincinnati, named manager of the Majestic.

West's F-M Return

Arthur (Pat) West, for nearly three years heading Fanchon & Marco's "Gobs" unit, will again be in an F-M troupe next September. West is currently in New York rehearsing a new act with Laura Gilbert. A summer proposition only.

Bride in Pantaloons

Worcester, Mass., June 29.

The first bride in Worcester to wear a pantaloon wedding gown is Eva Frances White who on Saturday (27) was married to Dol Brissette, m.c. and orchestra leader at Fox-Poll Palace here.

Miss White's gown was of white chiffon and lace, the full trousers scarcely distinguishable under the flowing chiffon folds of the conventional wedding dress. It was worn with a tulle veil, cut on train, and adorned the bride's coiffure with a cap of tulle.

Belle Baker Resumes

Belle Baker, who hasn't appeared in public since the death of her husband, Maury Abrahams, returns to radio work July 6, when she appears on a commercial program over WABC. With Miss Baker on this period will be George Jessel.

Miss Baker will also resume in vaudeville.

Air Act in Box

Columbus, June 29.

Palace getting a step ahead in its vaude program for the fall. Full time regular vaude is said to be ready for the house beginning Aug. 30, opening date of State Fair week. Meantime Palace is arranging something different in way of crowd getter.

Wayne Clark, radio singer, and Anne Lyle Owen, on the air as pianist, have been engaged by this house to play and sing from a lower box. Clark will use slides and pull the join-in stuff with the audience. As air favorites here they may mean plenty draw.

ALBANY RESUMES VAUDE TOO

Albany, June 29.

RKO Proctor's returns to vaudeville July 18 for four act bills on a split. Bills will be New York booked.

House went straight pictures about a year ago.

SOUTH AMERICA'S FOREMOST ARTISTS

RUIZ AND BONITA

"IN THEIR DANCES SUPREME"

ASSISTED BY

SULTANA and VIVIERA

MARIE PATRI

(At the Piano)

R-KO PALACE NEW YORK

THIS WEEK (JUNE 27)

Inside Stuff—Vaude

Height of tough breaks is claimed in Cleveland by a ballyhoo still-walker out of work several weeks, but promised a job by a theatre manager. When the manager needed the still-walker to do a sidewalk ballyhoo, he found the guy in bed.

"What's the matter?" he asked.

"I was practicing for your job when my stilt broke, spraining my left leg so badly I can't even walk." He's still out of work.

A Cincinnati hotel has one of those neat waiters, Ludwig, who is a cross between Luc Rhotert and Frank Lubus. Transients are his specialty. After the dinner hour he doubles in the hotel's night club, where he routines in the same fashion.

Acts or choristers booked for film work in Paris, unless paced by regular agents, easily fall victims of chiselling casting sub-contractors. Several English girls recently got in such a mixup and were lucky to get out with their money.

It should be a warning to any American turns coming over.

Lester Crawford, husband of Helen Broderick, arrived in Europe last week accompanied by their 18-year-old son. The trip was ordered by physicians who directed a change of climate and sea voyage. Crawford was anemic and was losing weight at the rate of five pounds weekly. Formerly they were the vaudeville team of Broderick and Crawford.

Testing Wichita

Los Angeles, June 29.
Fanchon & Marco is booking two of its units into the Fox Miller, Wichita, Kans., on the way home as a feeler to see how that town will react to the ideas. First one, "Tropical Pines," opened Sunday at the Miller; and closes today (Monday).

Next Sunday "Toy Hot" opens for three days. If business is shown will break the jump back to warehouse at Wichita.

IRWIN'S BOSTRUM YEN

Another former actor turned agent has given up the book to return to vaude. Bobby Irwin, formerly Murray and Irwin, is now teamed with Sol Ditson. They open for RKO in two weeks.

**Irving
Yates**

PRODUCTIONS

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NEW YORK CITY

DE VITO and DENNY with DOT STEVENS

Spare No Expense to
Produce Laughs for RKO

FANCHON & MARCO Presents

ZELDA SANTLEY

Headlining "VACATION DAYS" Idea
Personal Direction HARRY FENTELL

DAVE GENARO

HEADLINING

PLAYING RKO CIRCUIT Direction: HARRY FITZGERALD BOOKED SOLID UNTIL FEB. 1932

TRIXIE FRIGANZA

RKO THEATRE, OAKLAND, CALIF.
CHAS. H. ALLEN, Personal Mgr.

BOYD SENTER

"JAZZ PILOT OF THE AIRS"

THIS WEEK (JUNE 27), RKO PALACE, NEW YORK

JACK RUSSELL at the Piano

Rinsler-Frisch May Use Vaude Next Fall, 17 Houses in B'klyn

Independent vaude will receive a definite boost around New York next fall if Rinsler & Frisch, now in control of 17 Brooklyn houses, decide to adopt a combination policy. Firm is considering vaude with Jack Linder reported as the prospective booker.

Rinsler is understood to have conferred with Linder regarding the placement of four or five net bills on a split for a majority of the theatres. Some, however, play turns on the weekends.

The Rinsler & Frisch houses are among those turned over to Fox but have since been returned or required by lease by R. & F. Rinsler was formerly associated with Hyman Rachmell in the operation of the Rachmell & Rinsler Circuit, absorbed by Fox Metropolitan theatres.

The R. & F. string is currently playing straight pictures.

The Century Circuit, which also has a number of theatres in Brooklyn, has no immediate plans for installation of vaudeville.

Dave in Friars Kitchen

A deal is on whereby the kitchen of the Friars will be taken over by Dave's Blue Room. That department has been the club's principal problem for years.

It is expected the experienced restaurateur will conduct it so that the club will not be forced to carry the cat as a red item.

RKO Unit Bookings

Among the engagements for RKO units next fall are Adelaide Hall, opening Nov. 7; Eddie Hall, Oct. 31; Sammy Cohen, Aug. 25; Roxy's Gang, July 25; Kitty Doner, Aug. 23.

All the acts start on a split week between the Madison and Chester theatres, New York.

JOE SULLIVAN AS INDIE

Joe Sullivan, last operating a general agency in Brooklyn, is returning to the ranks as an independent agent around July 15 in New York. He will have several associates, among them Jack Sturm.

Since splitting with Johnny Collins on the Coast, Sullivan has been abroad.

LEW LOCKETT PRODUCING

Due to illness of his wife, Peggy Page, Lew Lockett has retired from vaude. He will in the future produce acts. Lockett's first act includes Sam Ostrow, Jay Golden, Billy Dorval, Scotty, and two girls.

NEWBURY'S SIX ACTS

New State theatre, Newburgh, N. Y., operated by Jack Allen, opens July 6 with a vaudeville policy of six acts each split.

House has been playing vaude Fridays and Saturdays.

Moyer Back in U. A.

Charles Moyer is back with United Artists. He is Philadelphia rep of the theatre service department under Hal Horne.

Stage Door Caution

Hereafter the Billings stage door will be closed to everybody. It all came about when the stock manager found out that too many idle performers and agents were flocking back stage to see members of the company.

It was believed that pressure was being brought to bear to either entice the players away or depress them so that the opposition stock on the same street would get a better break.

All back stage visitors have been referred to the manager's office in a building several blocks away.

Rudnick's Grind Films

Max Rudnick, regarded as a stock burlesque producer, isn't going to run stand up grind burlesque in the building acquired by lease at Sixth avenue and 42nd street. Instead, he will install a grind film policy at 10 cents admission.

Meanwhile, Rudnick continues to operate the Ellingre as a stock burlesque spot. He expects a stock circuit of about six houses operating by Sept. 1.

Ban Burl Ballyhoos

Stock burlesque in New York, and particularly in West 42nd street, would like to break out with a ballyhoo rash, but the cops won't stand for any part of it.

The freak advertising stunts are banned with both the Republic and Ellingre; ordered by the police not to attempt anything that will block traffic.

GRIFFITH WITH DOWS

Clyde Griffith joined the A. & B. Dow offices Monday (29) to have charge of the club and burlesque department.

Griffith formerly had his own agency.

Victor W. Kerrigan, who resigned as manager of the RKO Albee theatre, Brooklyn, is going into commercial business. It was erroneously reported that Kerrigan was being pensioned by RKO.

Plan Between 20 and 25 Franchises for Burlesque

I. H. Herk, left for Chicago Thursday (25) to spend the week end in lining up new Columbia affiliations there.

Meetings as to who will land franchises and get routes will start this week with everything expected to be finally settled as to franchises, names of producers and shows, and the exact number of stands to be played.

It is reported that each producer must pay \$500 for the franchise. Not less than 20 and not more than 25 traveling outfits with at least 30 people in all are understood to be the plan at present.

Though Billy Hinesky and Joe Weinstein have been reported as being completely out of the executive formation of the new circuit, the Hinesky-Weinstein interests are said to be lending an ear to the Herk scheme of things.

Jamaica for Futeron

Burlesque stock, under Sam Futeron's direction, is slated to open at the Fox Jamaica Aug. 16.

When the Bert Smith company stranded there recently, with Smith reported taking a run out, Futeron took one day's receipts and divided it pro rata among the people.

5th Ave. Closed

No biz forced the 5th Avenue stock to close Saturday night (27). The show had been operated on joint managerial arrangement by Fiddle Golden and Frank Penny.

Return Engagement of

FRANK

MITCHELL

and

JACK

DURANT

June 27, Loew's
Buffalo, N. Y.

Marcus Loew BOOKING AGENCY

General Executive Offices

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**Henry J.
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July 1-3, Flushing (Second Hall)

**TRACY and
VINETTE**

June 27, Boulevard (First Hall)

SAM SHEPARD

PRESENTS THE

5 Hot Shots

June 27, Portland-Pawtucket, Me.

New Acts

RL FREED (4)
Comedy and Dancing,
Mins., One and Full

reed will find the going tough in this one. His former comedy act is hard to follow. Perhaps his new turn hasn't played enough. It has characteristics of that d.

ed has (three men and two girls. ed and another chap (all are killed) do comedy via musical antics in a fake Indian scene. The latter very weak. Boy and dance team are passable while other girl struts in real shorts wing a hip form and good but art routine of high kicks. Fred has attempted to retain est of his comedy efforts with

sical angles but they fail, not to Freed but through his long contact with his band. That act is shorts its only commiseration at present.

ALLY VERNON (2)
Comedy

Minns, One, val
Minns is a good comedian, but long act fails. With eight mins out, he can travel with any

...overlong stalling of the father
...business seems to blame. If so the
...at part, where Vernon gags alone
...five minutes, should be cut, as
...nging the old dad up for his old
...o dance and family atmosphere
...good vaude and always a gravy

Some of Vernon's talk, especially his, is not in good taste. The young lady, who he says is his wife, aids nicely. Vernon's unctious little is modern and timely. When he trims down we'll be set.

UR CO-EDS
ags
Mins.; One
dubon

They have gone back into the not distant past of vaude for this which is a girl singing quart. It is most welcome. No attempt at stage tricks in the selling.

the girls, all about the same height and size, have cultivated voices which blend. Their stage

sonalities are good although
wing slight amateurishness in
ing bows.
they do three pop tunes in
slight style with no tricked up
ecodo or poop-a-deep. Songs
on melody and graduated har-

EPCHILDREN" (6)
Flash
Two (Special)

fast dance flash of the simple
e. worked in one set, but with
ugh entertainment appeal as
inst a lack of stalling to qualify
or-neighborhood houses of this
do.
three men and three women
ed up the standing sextet with

up the stopping-sexed, with number after another as might indicated by the six minutes' timing time clocked here. Every other short, snappy and effective, following the opening by five and stopping single, the men go into challenge, displaying able across and buck work. The girls follow in a similar challenge, each giving satisfactory in buck and

...routines. All six together for quick finale.
...d here on a long show and fair.
Char.
BARRY GREEN and Boys (3)
...ing
...ins.; Full (Special)
...ubon
...his four-people dancing flash.

...a small wallop in its eight
ules. Terry Green, personable
ing mink, is featured. She de-
ers two fast songs, showing nice
and acrobatic ideas. Three
in vulsen and well. Rhythm
their speciality and in a three-
challenge, they offered both old
new steps.

ause all through. Good opener.
ciser for neighb' houses. Earl.

CORDEANA - (7)
ordions, Dancing
Mins.; Two (Special)
demy
Final timer and stretched out
east double the time it should
with too much repetitious ma-

resulting. Five people with
ridions, three men and two
women. Some of the team could
d improvement, only "Waltz
n. Faust," difficult to play,
ding out as accomplished.
ster team carried offers two
bers, first, a soft shoe, high-
ling routine, mild, and for finale
rief takeoff number.

own night as a leather hero at Wednesday night show, *Char.*

Two Stories by Man and Woman Over Money and Some Relations in Court

Florence Gardner, 33, tall and statuesque, who stated she was a scenario reader living at 50 Central Park south, was held in \$1,000 bail for the Grand Jury by Magistrate Goldstein when arraigned in West Side Court on the charge of grand larceny.

Charles K. Blapham, capitalist, who gave his address as the Racquet Club and also 982 Highland avenue, Pelham Manor, N. Y., charged the flaming haired woman with retaining \$1,000 he gave her to purchase the option on a book called "The Village Priest."

Blapham also stated that Miss Gardner told him that she would get the film rights and they would net \$40,000. He also stated that he had given Miss Gardner a check for \$350 to purchase the book rights of "The Lion's Den." She failed to do this, he asserted, and he never received his money back.

Harold Frankel, assistant district attorney conducted the prosecution. The hearing was lengthy. Miss Gardner denied the allegations.

The capitalist stated that he met Miss Gardner through friends. They became warm friends, he said. She brushed the business deals he testified.

Miss Gardner, well dressed and good looking, characterized the charge as absurd. She stated the capitalist gave her a check for \$350 when she returned from her home in Kansas City. "I was taken ill and Mr. Blapham gave me the money to (Continued on page 46)

PLENTY OF FUSS OVER PUZZLING \$52 REASON

Elizabeth Irving, 32, said to be a former career actress, will deny stoutly in West Side Court that she struck Mrs. Elizabeth Wendel, wife of City Court Justice, on a Broadway surface car. Miss Irving, residing at the Mayflower Hotel.

The defendant was arrested at her home by warrant officer Tom Nihil attached to West Side Court Magistrate Goldstein, issued the warrant after Mrs. Wendel stated her complaint. Mrs. Wendel is prominent in Democratic politics. She is a member of the Board of Governors of the Manhattan State Hospital.

She asserted that Miss Irving sought to strike her with an umbrella and was only prevented when a passenger stepped in. "When Irving then began to pummel me with her fists on the head and body," stated the wife of the Justice.

Miss Irving called me a thief and said that I had stolen \$52 from her before I was married to Justice Wendel," stated Mrs. Wendel to Assistant District Attorney Harold Frankel.

\$52 Damage
Mrs. Wendel stated that before she had married Judge Wendel she had occupied an apartment. She leased the apartment to Richard Gradwell, wealthy clubman. Gradwell went to live at the Lotus club and Miss Irving took over the apartment. When the lease was up Mrs. Wendel found about \$52 damage had been done to the apartment.

She served a civil action for this amount on Gradwell. He died and Miss Irving fell heir to his fortune of \$43,000. Mrs. Wendel then sued the estate and recovered the amount of damages with costs.

Mrs. Wendel stated that the outburst of Miss Irving is the result of the civil action. The hearing will be had this week. Miss Irving will be paroled in the custody of her attorney, Benjamin Abramowitz.

Mrs. Wendel resides at 100 Central Park south.

Henry's Of Hollywood Opening Up In Reno

Reno, June 29.
Reno has everything but a swell place to eat, and now Henry's of Hollywood is going to supplant the hungry hordes.

Henry or his agent grabbed off a 20-year lease on a choice location on the main stem here. He is putting \$40,000 in fixing it up to attract the hungry hordes.

It won't open for 30 days or more, and will miss the grand rush July 4, but other grand rushes are expected.

FARGO EXPRESS K.O.'S THAT SUAREZ THREAT

By JACK PULASKI.

The boys waited around Madison Square Garden last Thursday (25) expecting something and were not disappointed. Billy Petrolle, whom they call the Fargo Express, came through with a knock-out win over Justo Suarez, who was figured a favorite over Billy as a title contender.

After a slow evening of milling, the main bout started with fireworks. The Argentine went down twice in the first round but Suarez is no pushover and gameness kept him vertical until the bell. Doused with ice water and given the ammonia, he came back to win the second round and steam up the already excited fans.

However, it was not in the cards for him to beat so good a man as Petrolle, the latter six rounds was so distinctly out. In front that the only way Justo could win the match was to knock him out. Suarez was wild with his right. Billy often ducking under wide hooks. He made no attempt to evade the left shots of the South American.

Petrolle fought out that Suarez (Continued on page 49)

Hollywood Golf Club Chumps See Revenge As Way to Get Even

Hollywood, June 29.
In any other part of the country getting into a golf club is no cinch. Initiation fee usually is a real chunk and some social standing is needed to cut more or less frozen water. Over here entering club memberships revolves on a racket. Billy often ducking under wide hooks. He made no attempt to evade the left shots of the South American.

Several of the clubs, not so kosher financially, will make all manner of inducements. Some have gags that would spell genuine in all languages.

Crooners
One of the latest wrinkles has been played on picture folk. High pressure salesmen, crooners, and the monthly dance and in a year we'll give you a membership free; sign here." Quite a few signed but failed to get a copy of the contract.

When the lay off period came some of the boys tried to resign, but were told they had contracted to belong to the club for a year. Now, court proceedings are in the offing, for these disgruntled members.

Case against three of the picture boys came up within the next two weeks. But if it goes against them they have a revenge plot. They will take out four gourmets periodically—the rankest novices they can find. The guests will be told that they'll have to pay the green fees under any known device further than the ball. Try say that when they're through any battlefield will look like a well kept lawn.

Mexican Border Joins Are Being Washed Up

Dallas, June 29.
Unless they can figure out some new side steps, American promoters of gambling and vice joints along the Mexican border are about to be washed up. Decision to close the towns of Reynosa, Matamoros and Nuevo Laredo comes from governor of Tamaulipas. In accordance with President's plan to discourage the easy money boys.

Three towns in question harbor most of American "tourist" biz at present, and anything's fair. Most of the joints and saloons operated by U. S. coin.

Poison Boozie Brings Calif. Pure Liquor Law

Los Angeles, June 29.
A pure liquor bill is now in effect in California. Now law passed by the legislature with an urgency clause putting it in effect immediately makes it a misdemeanor to make or sell any "alcoholic solution green with color," containing any deleterious or poisonous substance. Fine of \$500 to \$2,000 or 30 days to two years in jail is the penalty. The number of cases of "foamberg poisoning" in Los Angeles this year resulted in a request for the law by the Los Angeles district attorney.

BOOPPO!

Cartoonist's Side Lines of 'Furters and Films Bring \$25,000 Fadeout

Los Angeles, June 29.
Edgar Eshbaugh, cartoonist, who prospered on Sunset boulevard selling hot dogs, now went broke with a restaurant on Hollywood boulevard, has taken all his troubles to the bankruptcy court. He blames most of his liabilities of \$24,838 on the Jack & Billy Cafe, named after the heroes of Jack Rabbit and Billy Goat film he was working on. Eshbaugh is now minus even his film and camera, they being sequestrated on a \$5,000 loan to develop the loop.

Roadside 1/2 Plus Quaffing At Hot Dog Stands for N.Y. and N.J. Motorists

The day is fast approaching when the motorist, either vacationing, just out for a ride or on a business trip in the gas buggy, can stop at his roadside stand for a hot dog and a glass of beer. So wide has become the activities of the bootlegger and the speak proprietor, actual or potential, that anything in the east from a country hotel to a cigar store now is a possibility for the stronger than one-half-of-one per cent. refreshment.

From Reports trickling into New York, the state of New Jersey is beginning to lend the way, with hot dog stands along the main highways doing out the much sought-after Jersey beer or ale to thirsty motorists. According to New Yorkers driving through the state, the hot-dog or fruit stands either sell the real beer openly or take the suspicious-looking customer in the rear where the foaming gear is ladled out.

Some of the stands also sell apple-juice, native Jersey product and very popular on the other side of the Hudson.

The beer, reported of excellent quality and strength, supposedly comes from the same breweries which serve most of the speaks in the New York territory. Along with the beer goes hot dogs, sandwiches and pies.

Apparently the road stands are not selling beer to attract a lingering crowd which might create suspicion on them; but mostly want the motorist going through who's satisfied with one or two glasses. Prices range around 25c. a glass. Most of the stands are free from slot machines of any type.

MARY VANDERBILT IS GOING TO TELL THINGS

Reno, June 29.
A battle of the lace has been fought between Reno's w.k. divorce mill this week, and it looks like Mary Weil, once named Logan, is going to take Neely Vanderbilt for faster ride than the one he took with Mussolini and told General Butler about.

Mary's downright sore. She's going to tell a few things about Neely—how much money he gets from papa and mamma each month, how much he gets for allowing his name to be signed to novels and stories and lot of things that his creditors are sure to be able to use.

Mary took him for better or worse a couple of years ago; but took a tough round in the newspapers when Neely framed a paternity suit with her as the goat and Peter Arno as the sheep herder.

"He kissed her in the kitchen and I was incensed so I grabbed my gun and shot at his foot and gave up the chase," is Corpy's version. Falling in the gun chase, he wired the story to New York, turned loose a flock of statements to newspapermen and then fled south for divorce.

Mary countered with a cross-complaint, and says her boy gets two grand monthly, and she wants a substantial slice of the monthly donations.

The deeper Reno delves into the death dening details of the Vanderbilt-Arno fracas the more convinced it becomes that Vanderbilt is the man who affair to get back on the front page.

House Parties
Using as an excuse that he had a picture story of some kind, with a (Continued on page 49)

Can't Proposition Femme Employees Of Westchester's Park; Cops Will Grab

Sinkers and Coffee Replace Cigarettes at \$80,000 a Year

Lucky Strike cigarette firm is giving up its 45th street Broadway corner, in the Astor Theatre building, to a firm which will dispense coffee and doughnuts.

The Broadway site with its big show windows where the manufacture of the cigarettes was demonstrated, cost the company a rental of \$80,000 a year. Similar show stations in other cities have been utilized by the tobacco firm.

The Broadway site, owned by Walter Reade, has been let to a doughnut machine company at the same rental which L.S. paid. Latter firm has moved already although the lease doesn't expire until July 1. Doughnut people are reported as having tied in with a coffee company and plan to give away or sell sinkers and coffee as part of a demonstration campaign. Machines which the company plans to install are supposedly capable of turning out 2,000 doughnuts an hour.

MIKE McTIGUE'S CHUM EASES OUT WITH \$350

Mike McTigue, fighter, the boy from Erin who fought "Battling Siki" one St. Patrick's day some years ago and tried to lay his fists on the great who flew with his \$350 and wallet while he was training in a "gym" in Harlem.

McTigue, formerly called the "Miracle Mike" and the "Miracle Mike" William A. Farrell the theft of his \$350, Mike came to court accompanied by an attorney.

"I was doing a little workout," said Mike. "My friend came with me. I had changed from my street clothes to my gym suit. And I took out my wallet and asked my chum to hold it. And he did, your Honor," stated McTigue.

"When I finished my workout my chum had gone and so had my money," asserted Mike. "McTigue sought a warrant. 'Are you the famous McTigue, the fighter?' asked Magistrate Farrell. McTigue modestly replied that he was. The court told McTigue that he appeared in excellent health and was personally arrested the absconder.

The court declined to issue the warrant and informed McTigue it was unnecessary. McTigue bowed his head and declared he would fix his chum.

Whether Mike is training for a comeback the "old fox" declined to say.

ZBYSKO'S "HUG"

Dismissed for Cleaning Up Traffic and Taxi Driver

Walter Lord, attendant in West Side Court, raced to get Vladdok Kibko, a "wrestling" champ, larger witness chair when he appeared in court to tell of how he "hugged" Sam Kleinberg, 28, taxi chauffeur, 610 Howard avenue, Zibko was arrested on Kleinberg's complaint and discharged by Magistrate Goldstein. The latter asked him what punishment he should mete out to the pugilistic Kleinberg, and the famous wrestler asked that sentence be suspended.

"He is just a naughty boy. He should pick out his opponents," stated the mat artist after he described how Kleinberg sought to punch him. Kleinberg was in hot combat with a pedestrian. The cabbie's car was in the roadway. Zibko in his car couldn't throw Zibko's hugned aboard the cab and took it to one side. Then he sought to stop the innocent bout.

Kibko drew a couple of punches at Zibko. They missed. "It was when that I gave him a hug he will never forget," said the wrestler.

Last week Paul Bianchi, who assisted Zibko as a trainer for Zibko, was arrested in the Zibko trial charged with giving impromptu Jim Jitsu demonstrations in the local hotel. Bianchi was fined.

In addition to facing a better opportunity of people to go in for bathing in the nude, either on the beach or in the lagoon nearby, the Westchester county cops at Piny, N.Y., are working to get a lot of shoe leather in trying to nail anyone propositioning the park's concession stand girls, cashiers or other femme employees. Existing more severe watch over the employees than could be found anywhere outdoors, Westchester county is anxious to make an example through a pinch to show the natives it's a clean place.

Learning of the close surveillance and the strict orders cops have to arrest anyone for such an "offense," anyone coming into the place drunk or on any way contributing to a rowdy atmosphere, Westchester is beginning to resent it all a trifle, saying the thing is being carried far.

While it is claimed several park employees have been approached by male visitors to the park, the cops have made no pinches so far, as the expense of not wanting to get themselves dragged to court.

Cops, countering, are promising immunity from that, now in their hands, to get someone pinched with resultant publicity, and the thought it would make an example.

The nude bathing thing is getting to be very touchy, it is claimed. People take rowboats and canoes for an evening on the lagoon and go far enough away that they can do everything for a swim in the alto's gutter.

No arrests so far for this. One group of drunks came into the park on one of the boats from New York and were not permitted to land.

BRIDE HAD TO PAY OFF ON HONEYMOON, SO QUIT

Springfield, Mass., June 29.
Mrs. Frances A. Carmel won a divorce from Wilfred A. Carmel, actor and advertising man, after testifying she had to pay virtually all the expenses of their honeymoon. She charged cruel and abusive treatment. Couple married in Port Chester, N. Y., last February.

Carmel said that his trouble began immediately after the wedding. They went to a New York hotel for a week's stay and she was obliged to give as security in payment of the bill for the honeymoon and wrist watch. She said they also visited other cities, but that the question of finances always was a matter.

Mrs. Carmel told the court that in some elite clogmen and friends came to their rescue by paying them with funds. When they reached Hartford, Conn., the woman said, she decided to seek a divorce.

First Wrestling for Milk Fund Displaces Boxing

Perhaps the happiest man in the realm of sports is Jack Curley, who credits with bringing the wrestling game to the state for the past season. Some sports writers contend that wrestling is now more popular than boxing and predict the milk game to continue in that rating for at least another year.

Curley was, in seventh heaven when he staged a wrestling show for the New York "American" milk fund at the Stadium Monday. Hereford, a milk and stock man, had boxing as the draw. The card was topped by London and Steele, the latter a westerner touted to win the championship.

It was the last major wrestling card of the season. Curley is off further promotion until the indoor season begins. He sails next week for two months abroad. During that period his office will be locked.

When overseas Curley will work to reduce the French tax on wrestlers. The government collects 50% of the prizes, which precludes the French from milk and stock shows. To reduce the tax to 25%. The promoter will also arrange for foreign professional family exhibitions between Tibbin and Kosluth.

Paris

Arnold Moss here.
Estelle Sherer in town.
Frank Brooklins in Vichy.
The hottest movie noticeable.
Otis Keston hurrying home.
Mrs. Preston Sturges in town.
Clara Morris still in Mexico.
Charlie Jones around the cafes.
Town has gone completely ballet.
Helen Calahan in her old haunts.
Floor of apartments at all prices.
Hendrik van Loon back to America.
Arthur Richman home, sang a play.
Sofia Stannova back for work and play.
Marc Klaw back to his Riviera home.
Theodore Kossloff back after many years.
Elsie Ferguson still touring in Vichy.
Harry Piller has been over 18 years.
G. Maugou back from year in Hollywood.
Allen Byre week-ending at the seaside.
"Hotel and Hotel" is still without a local home.
Barbara Le May at the Lido; also Bob Barber.
Bruno Lesling around town with his mother.
Lily left to revive but interest in the theatre.
Jimmy Lowe going to Morocco for Rex Ingram.
Francine Vesper doing the bars between plays.
George Jean Nathan aperitif-ing at Bouffes.
The new Tagada is big night club for left bank.
Michael Ardard to Brittany with Steve Passer.
Even the heat can't stop that rumba.
Eddie Martin over as director for English Players.
The Fillin, the new Billy in Dolly and Billy.
Sparrow Robertson saying goodbye to old pals.
Francis Collier another actor-director in town.
Fred Housman owns a large interest in Albert's.
Count de Witte to hospital after his last periods.
Who is the new boy friend of Gloria Swanson?
What happened to E. E. Cummings in Russia?
Reinhold Schuenzler back to directing in Berlin.
Francine Lorraine telling about her play for fall.
Paul Robeson to Switzerland to recover his voice.
Robert Kelly in Paris to do some pole-jumping.
King Kennedy and Bruce Riley to the Italian Lakes.
Paris season is extended this year till middle of July.
Balfour never got that Paris stage job after all.
Jimmy Lilly now settled in Paris with his wife and three children.
Fortunat Strowski back from nine months in the U. S.
Lily Kildil still looking for a quiet country home.
Rolf's new revue in Stockholm said to be not so hot.
Roger Wolfe Kahn's (Hannah Williams) to London.
George Edwards still on the left bank at the Angele Eden.
Rosita Moreno finally locating that apartment she wanted.
The official hand-saw of Jack Hobbs not coming this year.
Oliver Garrett says he wants a vacation from Paris summers.
Queen of Holland going to town with the new French president.
The Ritz barman is using special ink to mark the guests' names.
Reports from Berlin say the town is cheaper and gayner than ever.
Pauline and Betty Rowland among the better dancing teams around.
A record number of theatres closed for the July 1st of 1931.
Jack Polter trying to jilt Devotly Stone in a Paris revue next summer.
Lorraine Lanthier of New York one of the smart women in town.
John Burton has gone to India and Australia with a touring troupe.
The Mimses advertising "One in a Lifetime" for Paris production next winter.
John Joan Gervais has nothing in common with the cheese of that name.
Alice Ross MacDougal taking S. Jay Kaufman to Dob Morgan's for lunch.
Jacques Feyder and Françoise Rosay again postponing their Paris holiday.
August most of the leading film actresses will show pictures in England.
Leading hotel lobbies resound with backgammon brought from America.
Riviere Poperas taken on weight since the last day of "My Cousin from Warsaw."
Mrs. Reinhold de Kaven closing her Florence home, going to Venice and Paris.
Dorothy British back to her native Denmark after a hard season in New York.
More night clubs and pseudo-night clubs opening next week than in any other city.
Barton Ingraham and Roland Callahan co-starring Hollywood and Paris parties.

"Well of Loneliness" getting no notice at all this season despite 73 sandwich men.
Robert Barry now the white-headed boy in directorial staff at Pathe Nathan.
Fred Perfecting a new Australian crawl and learning cues at the same time.
Noble giving cocktail party for sculptors, dancers and others, including a show.
Evelyn Knox that Joanna Rose and Mary Duncan were proteges of Yvette Guilbert?
Vivian Duncan to the Riviera tonight with her baby, then back to N. Y. by slow boat.
Al Brown, the fighter, taken up by a Londoner and becoming somewhat of a matinee idol.
J. B. Balaban reminiscing how he used to make a fortune in the crash just in the nick of time.
Reports from N. Y. of the summer musical smashers making a few Broadway hearts skip a few beats.
Mary James, the young English actress, took the name because of her admiration of Miss Clara Zetser.
O. O. McIntyre says there is nothing new in Paris. He washed up in town for "College Humor" years ago.
Winifred Kingston over from London to direct production of new plays with the Willette Kershaw group.
American company considering presenting a new coat to Berry Wall to replace the present one covered with dandruff.
The Molitor pool chases the whole public out of the place at 11 a. m. on Sunday mornings, and it's not a selling point.
Richard Le Gallienne attending the opening of V. Timpan's (ex-Debutante) landscape and portrait exposition.
Runners of Lily Parmita being offered a fortune in cement by the Casino de Paris show said to be burning up Mistinguett.
The various pools, joints, have known as "dicks" took the royal crown of Spain off their crest when King Alfonso fled to Paris.
Raymond Dunbar, the dancing dancer, Lisa Duncan, who was Isadora's favorite pupil, should resume her good work after her break with the other one a few months back. Nevertheless opening at the Gaumont Palace.
Gloria Skanson feeling every body in Paris and arranging to stay for a few days at the Hotel Colonne.
Whether young Quetta, who made her invariable to everybody else on the Riviera, will stay in Paris, too, is not known.
"Chicago Tribune" local edition is running into new financial difficulties by its attempt to bring service, which stretches all over the country. New subscriptions and sales are dropping high due to the large quantity of included throwaways for resort hotels.
Theobald Noyes, Baltimore spends fairly free when she comes over, and Gilbert Holm still more, her mother. But think she does not get well when she finds a dress at the galleries Lafayette. Dress thought a bargain considering it had some 300 buttons.
Syracuse
By Chester B. Bahn
Valerie Russell is the new ace at local theatre.
Frank W. Clark, managing editor of "The Herald," ill in Memorial Hospital.
Julius S. Brown breaks around today (Monday) for his night club, Will cost \$230,000.
Ned Kornblith has been elected a director of the Syracuse Trust Company of Birmingham.
Hobby Gillette, will not so long ago, at the theatre, is now in the same place, at the theatre.
Joseph Enfield, Ellen featured on the stage, is now in the theatre, in charge of the Rivoli, formerly Lyric, for the newly formed Rivoli Theatre.
Parents complaining in local newspapers because dance houses are showing only nature type of pictures. Want to know what the kids are going to do during the vacation period.
Theobald Noyes, Baltimore spends fairly free when she comes over, and Gilbert Holm still more, her mother. But think she does not get well when she finds a dress at the galleries Lafayette. Dress thought a bargain considering it had some 300 buttons.

Dallas
By Rudy Donat
Nixon Nicholas gone.
Burt Beck looks worried.
Morrow back from N. Y.
Jack Tucker dressing up the May-July.
Jimmie Martin pulling Bagdad out of a two-year rut.
Amateur dramatics flourishing in this stageless town.
Old Mill getting rep as best money maker, in proportion.
Seems that figures indicate more swimmers per day than ducks on the pond.
Critics are again. Column cracks, denials. That's how scarce news is in this town.
Disappointed beauty from Galveston getting break from the nabes. Sorta consolation.
"Dispatch" plugging Eddie Ray's "Slide Door" col. Sorta journalistic precedent in this burg.
City wants to sock the RKO Musicale \$270,000 worth taxes because classed as "skyscraper."
Dorothy Thomas, another "personality" nabes took from N. Y. "usual gang" vacationing.
Film, row, busy with shopping small-town culture. Making the autumn outlook slightly rosy.
Cop's tough break. Years of work, trying to find coffee and doughnuts, a burglar steals his badge.
Papes making it tough on out-of-town visitors. Making the head-out on house-to-house peddling.
Frank Weatherhead keeping his livelihood (about 225) as asst. mgr. of the RKO Musicale.
Vin Lenche, studio ad-de-camp for WPAA, stays across to Europe. Will visit his grandmother in Sweden.
Cop's mess-up on a \$20,000 per day (RKO) highway skipper, did it. And some of the boys remember when there was such as "ethics" in show biz.
Another new joint, Del Rio, operated by femme of same moniker. Hot times, floor show, mix band, party after 3, Sam Bernard, dance teacher, involved.
Cincinnati
By Joe Kelling
Hotel rates thinning.
Seeger Ellis back at WLW.
McCurdy holidaying here-
RKO vacations blooming; some picture houses.
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"Singer" Field

Minneapolis

By Les Rees

Hottest June on record fanning all theatres.

Edwaid Stid of F. of Minn dramatic dept. a drowning victim.

Police dry agents ridged of Toledo make club after tough day.

Carlton Greene, Minneapolis manager, making success of poultry farm as side issue.

Manufacture of courses, money makers last summer, starting to death now, same as indoor courses during winter.

Harry Hirsch denies Charles Fox is to take over Gayety and asserts he himself will reopen in fall with attack burlesque.

Mainbridge joining up players for his dramatic stock companies at Shubert here and Moor, Seattle, to reopen late in August.

Bessy Point, Miss. Payett summer resort, near here, again making bid for film folk patronage, announcing Ed Dorsay will be July week.

Two Fox pictures, "Daddy Long Legs" and "Connecticut Yankee," have shanked up biggest grosses at big ace Public house, the Minnesota, this year.

Mark H. Ackerman, former theatre electrician, has unique lighting system at his miniature golf course, each cup being illuminated by a red light.

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Cleveland

By Glenn C. Pullen

Mary Hirsch's stock at Ohio folds.

Barbara Barondess joins Hanna's stock.

One-eyed Connelly here to crash fight.

High Stidger appointed treasurer at Hipp.

Sidewalk barbers dropped by Local houses.

Max Ernestat home from European tour.

Lili Weiss shifted from Sullivan to George M.

Play House turns lights out for summer months.

Max Treadwell rejoins Robert McLaughlin as P. A.

J. W. Becker, P. A. for Will's Lake Shore Garden.

Many Landers bap at Geneva-Lake for summer.

Ed Dean, of Fenway Hall, and Helen Jackson, "Plain Dealer" film writer, going in for lecturing.

Johnny Baker pinch hitting for George M. in new production.

Charles Seaman, WJAX, forced by largeness to take vacation.

Refille Bell deserts drama critic's post at "News" for trip to Bermuda.

Pinky Hunter and Katherine Hunter celebrating ninth wedding.

Max Treadwell, stock director, bragging about his first mass note.

Benefit show for unemployed musicians in town drew net of \$5,000.

Milton Hartz, with Ed Gill's band, announces engagement to Wilma Rios.

Bill Fox starts reconstruction work on his first scorching New York.

Dick White, trombonist, leaves Ray Kysner's band to join Emerson.

George Gilliam's happier since wife got her hospital release papers.

Miss McCaffery, stage hands, union official, wrecked both his leg and car.

Lowest novelty in minutes is opened in old fashioned barn by Adam Funk.

Two new play boys are operating exclusive turf club at Thistle Down tracks.

Victor Leval, night club man, leads local race for manager's job at Winton Hotel.

Mar Jun at Red Lantern planning to open at J. P. Scott's downtown cabaret in fall.

Lillian Smith, of Loew's, off to New York to attend to Santa Parkas, former State manager.

Heinie Bixler, old time stage hand at Keith's, died from a stroke while working backstage.

Margaret Lewin, Clay Kennedy and Rita Diehl form new vaude troupe, called "The Three Girls."

Helen Baldwin, formerly of WOR, here to direct Higbee's broadcasts.

Jim Ryan, prop man at Keith's, turns song writer. First tune, "Under the Moon With You," sung by John Steel.

George Davis, "Press" dramatic critic, leaves for London to be band in mid-west and acting as his unofficial P. A.

Frankie Burns burning up because of tabloid report of police raid on his Plaza Club. Sex was a speak next door.

"Parade," society mag run by town's elite, dropped its scandalous column and razes against celebrities after first issue.

Helen (Gahagan) secured by Robert Gahagan for lead in "Tonight Or Never," to be done after she finishes singing in series of outdoor stadium operas.

June bugs killing the city. I'd like to be at the beach.

Willow leech getting good draw. Jim London wrestling here July 9.

Ben Jones Kretz's party big success.

Majority campaign should be a success.

Hard to write "Chatter" when it is so hot.

Topics are now giving out comps to the public.

Florence Doyeff back from New York for vacation.

Edna Martin, former trouper, died here last week.

"Visiting Canada" on plenty of time for going through.

Have been trying to catch Mitch Woodbury's col with no success.

Avon had a successful opening last week in Ben Hur manager.

Ralph Phelps still about and.

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Hollywood

By Glenn C. Pullen

Dick Richards. They will be vacationing soon.

Charles Kruger, Toledo marbled representative to Atlantic City, is out of town.

Henry Hirsch and wife, former Helen Walton, Toledo, were here for a few days.

Henry Hirsch is first of county official trials. Hirschberger will be given another trial.

Even Mayor Jackson is not above advertising. His lecture used with a fire ad last week.

Howard Young and Harry Baker on Charles's movie, it would make easy reading.

Walter Scherzinger ticket selling at Tuxedo Pier. Manager of Madison Gardens in the winter.

Cigligie tax seems assured in this state. The "Chumps," Exira will mean 2 cents on the package of 25.

Around the town with Lang Hunter, Jack O'Connell, Sidney Danenberg, all arrived in their new summer.

Not going to write anything more about the people who live in the new summer.

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Portland, Me.

By Hal Crum

Good weather having bad effect on local theatre attendance.

Len and Leona Hollister spending summer in camp at South Casco.

Doc Rockwell, his two kids and Miss Meridith dropped in on way to Boothbay.

Chick Weaver, "Telegram" placed on Colby College publicity committee.

Chick Evans drops newspaper work for radio announcing, joins WCHS.

Despite depression on women's good weather, Motor Camps install course.

And what some of those Joneses are saying about Seth Parter? My! My! My!

Arthur Goodrich and his daughter, banking in sunlight at Lakewood, for summer.

City had tough time deciding whether to have 4th fireworks here.

Ed Weaver and Le Roy Clemens house guessing in with the John Hays.

"Love 'Em and Leave 'Em" at Lakewood, sounds like a popular songing grounds, but perfectly legitimate.

Leo Daly and His New Yorkers playing at Old Orchard Pier draws huge crowd, but wait until Hal Hallett returns.

Harry Dame, former "Press-Herald" reporter, back in N. Y. "Herald Tribune's" Paris edition, longing for baked beans.

Tourists are arriving from all parts of the country to be bound for Purgatory and Brimstone.

Both places are on the Maine map. Given by Sam Harris and his wife, Kelly, to arrive at Lakewood, this week to arrange launching of new Davis play for Broadway next season.

Milwaukee

By Frank J. Miller

George Leon Moore, who used to be in musical comedy, a Milwaukee resident.

Edith Kuhn, local boy, with F.M. unit making first professional appearance.

Some 441 wet quarters rained by dry squad—all in the vicinity of National Guard Armory.

Terrific heat almost prostrated the population. Sudden cold wave sent them back to the theatres.

Dan Davis, Palet and Majestic now dark Prospect of several more. Al-Hamdan, dark for a week to install new cooling system.

Herman Kelce, for more than 25 years a member of the Davidson Opera House, will be summer at Pewaukee Lake teaching.

Sherman Brown, formerly manager of the season, being considered as executive secretary of the Milwaukee park board.

Officers of ALTO of Wisconsin gathered in Milwaukee for a conference.

Fred S. Meyer, Milwaukee, president, James Hoden, South Milwaukee, secretary.

Senator Walter Polkowski picked up by a motorcycle cop.

John J. Hays, who was asked for his driver's license by a cop.

An embarrassing moment for the Senator when he found he did not have it, he's the author of the driver's license law.

Montreal

Reggie Cooper getting his daily three all week.

Wedding, orange getting packed house at Arena.

Jim Atkinson telling Canadians how to dress ritzy.

Tommie Arnold, talking lacrosse with hockey magazines.

Doug Reid opening at Lafayette roadhouse to good biz.

Mac still claiming Royals will take international pennant.

Bill Croft making great comeback in local tennis tournaments.

Leo Dandurand got fine weather at Dorset last time in five years.

Lucien Martin wins \$3,000 Province of Quebec music scholarship to Europe.

Harvesters in west who get a day will this year receive only \$2, if wanted at all.

Howard Croft handing out \$200 every Friday night, to patrons as added attraction.

London, old rivals, now managing lacrosse revival here.

Tricks at Investors' Bankers, but wouldn't play a bridge.

Nut here trying to interest film people in racket that can't lose. No talkers so far.

Local Amateur Athletic Association, former junior celebrations all week did their bit towards emptying movie.

Commission of 5% on sale of amusement tax, but in return city to bear 50% of cost of printing tickets.

C. R. Sherrill, million dollars in weekly receipts (to 224) as compared with same week last year.

Air pagents, golf, wrestling, tennis tournaments, amusement parks, and weather, road houses and national, for weeks leaving flickers high and dry.

Omaha

By Archie J. Baley

Bandits busy with petting parkers. Bill Bergman recovering after pneumonia.

Peter J. Why becomes sec. of Des Moines Film Board.

Carnivals so low they're asking only \$100 for a season.

Gretchen Peterson, 16, winner of amateur blues crooning contest last winter, goes to New York.

American Legion made \$500 on one carnival and now running another for two weeks.

Bureau sent from State to North Platte's Paramount, replaced by Paul Ives.

Box Totten, manager of Tommy Crogan, New York lightweight, going into grocery business instead.

Twenty-three years each was job for the two who admitted Norfolk, Neb., show holdup when they got \$1,200.

Rev. Nephew Ann Wilson, living in rear of abandoned Lake theatre, fell from stage into orchestra pit and killed.

Fred Kuppens of Meriden, Conn., who admitted a Salinas, Cal., theatre robbery when pinned here, sent to jail.

Military (neighborhood) offering stage sketches by Community Players, but show decreased ticket prices downtown.

Stiffest liquor penalty in state passed in Kansas. Shows bar on the line in a day after spending four months in the fur for running big still.

Bangor

By E. K. Welch

Mary Phillips at "Broadway in Mac's."

Grass growing on two pony golf groves.

Humphrey Bogart in Lakewood for summer.

Margaret Wycherly has gone to Stockholm.

Stranger group may do "Strange Interlude" this summer.

Sylvia Field to leave Lakewood soon for Dennis theatre at Cape May.

Ray Whitaker and orchestra to play at Greenwood (Dar Harbor) for next tour for WCCY.

Jack Atwood, local announcer WLJZ, leaves Bangor to join announcing staff of WNAV, Boston.

Local boys before leaving for Schenectady, N. Y., where he will turn out for WCCY.

The Parisian Front

By Christine

Paris, June 19.

One of the more cultured pastimes these terrible hot evenings is hearing "Hamlet," in Russian. The soft, an artful Russian actor, taking his artistic mission in life very seriously, has chosen the summer months to present light light. The title, "Hamlet," the Fourth, "Hamlet," and other Shakespearean tidbits.

The company is operating principally on hope and art, and therefore have very little to spend except energy. Ladias Medkew, whose school of every kind of design from stage to fashion dress, in October, did the sets for the entire repertory (which includes about half a dozen plays) for way under \$500. The costumes, however, thought about, that's obvious enough, and although the men only have a long flowing cape to cover the indecency of a modern dress suit, the women (four—Gertrude, Ophelia and two in waiting) have more intricate robes to cover ordinary evening frocks.

Gertrude wears a voluminous affair with an enormous flannel purple heart over the bosom—appropriate but not for a hot night. The only bright spot in the play is speculating as to who will get the right glove in the duel scene between Laertes and Hamlet. The best economical comment only one pair of gloves is laid on the velvet pillow in this scene, and this night poor Hamlet added to the tragedy of the moment by taking the left glove, which with perfect aplomb but some very obvious difficulty he stretched over his right hand.

New Montparnasse

A new night club has opened in Montparnasse which, by the way, is attempting to put Montmartre in the shade. Not that a new night club is startling news, but this one might have been. It was decorated by Paul Colin, one of the best artists in Paris, in stage designs and theatrical advertisements.

It's an enormous place, one of the biggest in Paris, with two dance floors. Murals on the walls are silk—representing a stage scene as well as other weird African scenes.

But the first night was as dull as a cold pancake. Reason: probably because prices are low

and no attempt had been made to secure an American crowd, or even a half-way nice French one. Montparnasse is not a smart quarter at best, and when you get the usual French clientele of Montparnasse it's generally composed of bus drivers and chauffeurs of the local. This club even allowed women to dance together, without trying to make it that sort of a place.

As a French club, a public way of putting it is composed of three places. Two in the orchestra claim to be Americans of the pre-war variety, which they say and mean to play in France without being thrown out by the French Musicians Union. The violinist is a Canadian, Betty Wilson (colored) is the only entertainer and manages to do a time step with enough original gusto to get it across. Tango orchestra is not bad, but the beer is terrible. Place is called the Tagada.

Peasant Party

Elsa Maxwell has just tossed off another party, the biggest costume affair since the one last winter, when everyone came as each other.

This time she went close to the soil and issued orders that everybody should arrive as peasants in French pre-revolutionary costume. Setting was in the Bois de Boulogne on the estate of the Baron Nicolas de Gumburg. There were haystacks, barns, outhouses, wells with water buckets, chicken runs (with chickens), farm implements, etc.

The beautiful Lady Abby came as a milk maid and so did Mme. Chanel, the dressmaker. They wore white organdy, coral beads, red silk aprons and terribly sophisticated airs for milk maids, and they even went so far as to carry nice shiny milk pails across their shoulders. The Coco Porters drove up in a flower wagon and the Prince of Wales was a farmer. Ganna Walska was a Polish peasant with a handsome but authentic costume. Mrs. Reginald Fellowes decided mythology was better any day than agriculture, and came all the way to the enchantress, with Baronne Le Monaco as a pig.

Uncommon Chatter

By Ruth Morris

Pent House Penalty

Because the title of her latest screen play says that "Women Love Other Women," Eleanore Damer has a story about a woman complete with pent-house and jewels, and return to an inconsiderate husband, who will let her share a garret with him any time. Seems too bad, particularly if it also means giving up the handsome milk coat and cable-bordered suit she acquired during the pent-house stay.

Miss Boardman is a long-suffering, little, full of deep sighs and silent reprimands, but virtue seems to be that way. She screens beautifully, responds to sensitive scenes, and, except for a flat voice that lacks total variety, gives an interesting performance.

Julette Compton displays overdone clothes and exaggerated boredom as a wealthy matron who likes to observe, sneering ever so slightly, that "Life is a game" the sort of line that, sooner or later, creeps into a Zoe Akins script. Judith Wood registers briefly as a madcap musician whose enthusiasm is, fortunately, limited to a few short scenes.

Nan Halperin's Surprises

The adjective "little" has come a long way in show business since the days when nothing but superlative billing would do. Nowadays, little is synonymous with smart. A quiet, unpretentious word, it disposes audiences affably toward entertainment that makes no tremendous, terrific, nor yet colossal promises that must be lived up to.

Paramount's "Little Reveal" is a case in point. It's a name. It starts quietly, continues conscientiously, and finishes as a delightful little show.

Nan Halperin tops it off with a brand of intimate entertainment that is unique in large-scale picture houses. In three clunky numbers, she is unique in large-scale picture houses. In three clunky numbers, she is unique in large-scale picture houses. In three clunky numbers, she is unique in large-scale picture houses.

Improved Marion Nixon

The picture industry cannot take Marion Nixon into a worldly-wise cabaret singer, but it may. Just as long as Miss Nixon continues to introduce singing, tones into her speaking voice, to prolong monosyllables on two vocal tones, audiences will consider her a proper young person, no matter what the script has to say.

The sage advice she offered in her "Sweetest" scene, seems nothing more than an echo of philosophy culled from "True Story" magazine.

(Continued on Page 54)

Did You Know That—

Rex Bell has cut the telephone wires and refused all telegrams, at his ranch, to protect Clara Bow from a deluge of correspondence. Plenty of backstage squabbles in the new "Polka" by John Gilbert. The voice is remarkably improved in his latest picture, but something seems to have happened to his appearance. The Mike Levey has a new house on Malibu Beach. Charlie Morrison is positively head man with his small daughter. Kitty Morris has joined a vaudeville act. Peter Higgins will vacation in Quebec before returning to rehearse with Schwab and Mandel. Jeanette MacDonald takes her European vacation next month. Europe. Regina Crowe and Herb Cruckshank were in town the other day between vacations. Eddie Pyle is being mentioned for the new "Lovers and Freedley" show. Marion Nixon calls Eddie Quillan "dear" approximately 8,000 times during "Sweetest." The former actress is still a singer. Peter Higgins is going to settle in Boston. Harriet Hester looked busy rushing out of the Roxy the other night. What a worrying New York scene days is how to get that Isotta to California.

No cows were about as the term is a very unrefined and even a sectional word in French. Grace Moore sang and two jazz orchestras provided the music.

The charm and simple rusticity of the idea was further carried out by having the supper catered by the Ritz.

Jeanne Is Back

Jeanne Aubert is back in town, not a bit ambiguous about her marital relations. The first thing she said as she landed on the boat train was that she and Colonel Morris "were through."

She's over here to make that statement legal, although she's not sure when the first hearing will take place. Meantime she can rest up from "America's Sweetheart" in her chalet on the Riviera, but she's going back to Broadway. She isn't sure exactly where Nelson Morris is, but "thinks he's in Mexico." But, anyway, she can manage the divorce alone.

Busy Beulah

Beulah Livingston came over here to retire from publicity, but since Perkins went back to Hollywood and gave out her address she's decided it would be less trouble to start the old grind again. She has accepted his offer to handle the Continental end of his publicity and is flying around meeting journalists of every nationality.

First contract she worked on was propaganda for the Philippine Islands, the second Gladys and Will Abner, and the third will be the Chinese actor, Mei Lang Fang.

MARRIAGES

Gretta G. LeMon, model to Jacobo G. LeMon, vice-president of Miraculous Pictures, June 19, in Hollywood.

Marion Newbert, non-pro, to Milton H. Bren, agent, June 21, in Ventura, Calif.

Roberta Martin to Edward W. Cochrane in Kansas City June 23. Groom is sports editor, K. C. Journal-Post.

Catherine Lannan to Perry Hoefler in Quincy, Ill., June 28. Groom is manager Far-Parish houses in Quincy.

Eugene O'Neill, Jr., son of playwright, to Elizabeth Green, of Forest Hills, L. I., June 15.

BIRTHS

Mr. and Mrs. Carl Abraham, a son, in New York, June 19. Father is treasurer of Weba's Flatbush theatre.

Mr. and Mrs. Joe Swerling, a son, June 19, at Hollywood. Father is a writer with Columbia Pictures.

Mr. and Mrs. Jean Armand, son, June 22, at Hollywood hospital. Father is West Coast publicist.

That Cool Night Gag Again

By Grace Green

Hollywood, June 27.

Mary Pickford and Douglas Fairbanks still reign as queen and king supreme of screenland, judging by the ovation accorded them at the premiere of "The Man in Possession" at the Mayan, which stars Douglas. They were autographing programs until one o'clock that morning, tying up traffic completely at the parking station where their car was. Fans two abreast leading towards the door of the Fairbanks car.

The comedy-drama starring Douglas Fairbanks, Jr., truly drew a turnout of the who's who in Hollywood. The German, Nora Gregor, gave a performance so nervous giving a jerky and unrealistic performance.

Miss Gregor could have selected a more suitable and smarter gown than the white chiffon with the diagonal mousetail of frayed petals cut from the same material. Her black and white velvet pyjamas was admirable.

Carole Lombard, escorted by the debonair William Powell (they were married June 27), wore a dress blithely, selecting them with an eye to line and coloring. Her gown of light blue with a cluster of orchids on the shoulder was simple but effective.

Fireworks for "Rebound"

Something new for openings at the premiere of "Rebound" at the Carthy Circle. Added to the dozens of klieg lights was a display of fireworks, also scores of tiny spraying water fountains along the path leading to the entrance of the theatre. Another innovation was the fire gardenia given everyone in the audience.

"Rebound" starring Ina Claire is another sophisticated picture, not unlike "Holiday" in general theme. Miss Claire's rep for poorly designed gowns was again sustained. They were more readily noticed opposite the well-costumed Hedda Hopper and Myrna Loy.

Miss Claire in person, however, looked decidedly smart in a short-sleeved cloth of gold band in chinchilla.

In the audience, blonde, sleek-haired Natalie Moorehead looked stunning in a low off-the-shoulder dress of velvet gown. Draping gracefully about her lovely form. Alice White in white was autographing programs. She still keeps her list of fans even though she is a picture for years.

Marlene Dietrich was again the center of attraction in a chaste dress of chiffon and velvet ensemble. Her constant escort is Josef Von Sternberg.

CHATTER

Dist would help Helen Chadwick's comeback. Mollie O'Day is now beautifully slender.

Jeanette MacDonald had a swell birthday party. Josephine Dunne looking quite fit after a nervous breakdown lasting five weeks.

Lou Shrieber lucky with those 7's and 11's. The Al Colons had one grand buffet dinner with diets forgotten.

Sammy Davis Jr. is a spilling foot in his new picture. Judging by Aunt Jeannine's beruffled gown at the RKO she wants to appear fatter than she actually is; if not that, she had better change her cutout.

Mr. Ralph Ralinger recovering from an app op. Women out here going ga-ga over Clark Gable.

Many comments are heard about Jetta Gouda's freakish hats. One good thing about those hot California days are the cool nights.

For a nice cooling drink try this on your cocktail shaker—one third each of pineapple sherbet, gin and white rock.

Sammy Davis Jr. has a miniature Coney Island with a thrill airplane ride for 10 cents.

Georges Renavens' father very ill. Pacific Coast liners also have their sea voyages to nowhere; four days at \$48 minimum, including stop over at Ensenada.

Even without the yemen, Darryl Zanuck is a good polo player. Cafe Montone overlooking the ocean is a swell spot for luncheon.

Sam Holland's sawdust joint for corned beef and...

Going Places

By Cecelia Ager

A Charming Girl

If the other girls don't watch out, Jeanette MacDonald is going to march right off with the prize for alluring femininity tucked securely under her arm.

In "Annabelle's Affairs" she meets the most dangerous of tests. She plays a girl who's a little bit dizzy on the surface, and not once is she cute, not once is she coy, not once does she stoop to "adorable" mannerisms. Instead she's a very charming person, light but warm, pretty yet intelligent, a comedienne of delicate and taste.

Miss MacDonald takes a fancy that could so easily become agony for other hands and keeps it airy as a puff. Her work in this instance is a revelation for her talents and a new high for screen light comedy.

Miss MacDonald's makeup is greatly improved, concentrating on the pleasantness of her eyes and the charm of her mouth. She expresses the witchery of femininity. She's not a "smart" woman. Clothes receive no added chic from her. She looks pretty in her costumes, not striking. Amidst the luxurious settings of the film she fits in easily. She's lovely taking a bath in what looks like a miniature swimming pool, she can't quite decide what to do. She is sleek and satin pants. Hair in soft marcel waves right for her, uninteresting on a less winsome creature. All-over black sequin peplum evening dress too grande dame; rest of her wardrobe satisfactory.

Library in the hot-toasty Long Island estate achieves just that by walls decorated with stylized masks. Precious greenhouse and still in good taste, another new high for pictures.

White Hair

White haired old ladies who speak in the modern idiom can wreck much more of a start in Hollywood than "The Endless" has. One of them, Emma Dunn, and the audience thinks she's just too darling. She directs her children's lives, iron fist in velvet glove fashion, and thereby saves the plot. If it weren't for her, heaven knows how Belcher Talston could get to marry Lawrence Tibbet, his brother's wife.

Miss Rafta is rather helpless in a picture. So many men love her she can't quite decide what to do. She is sleek and satin pants. Hair in soft marcel waves right for her, uninteresting on a less winsome creature. All-over black sequin peplum evening dress too grande dame; rest of her wardrobe satisfactory.

Library in the hot-toasty Long Island estate achieves just that by walls decorated with stylized masks. Precious greenhouse and still in good taste, another new high for pictures.

The Capitol knows some "secret" way to keep stage costumes fresh. It may be their combination of colors, it may be a jealous wardrobe mistress, it may be the Chester Hale girls' own personal tidiness. Whatever it is, it has a great deal to do with making the stage shows there so attractive to the eye.

The "secret" way of Chester Hale girls is unusually high. The Chester Hale girl can put on apricot gowns sprinkled with jade green blouse.

(Continued on Page 55)

Cops Nip Angel, Queering Coast Musical Effort

Los Angeles, June 29. A big spender who has had the indie legit boys out here chasing him for the past six months as a possible angel, was on the point of going for a \$50,000 musical when detective agency men stepped into the situation. Harry Tierney and Otto Harbach were to write the show.

Known as Leon Sarskikh, the prospective angel, on trial this month charged with forgery. Operatives allege that he has garnered hundreds of thousands. Local supposition was that he was a Coral Gables promoter with a fortune and a \$50,000,000 bankruptcy.

Sarskikh's spending had Hollywood convinced. Parties at night clubs, entertaining in his apartment, and an offer for picture rights suffering from fallen opiums, built his local rep with the legit crowd, or the make for him as a backer. He took no professional coin in his own game.

But the cops maintain that Sarskikh was building up to one big autograph as the cleanup.

Trunk Line Association Turns Down Leagues 2c Per Mile Request

First set back for legit in road revival movements is refusal of the Trunk Line Association to approve the Theatre League's quest to lower overhead rates on railroad companies. Trunk organization represents the principal eastern rail lines.

While the Interstate Commerce Commission will have the final say in the reduction matter, Trunk Ass'n was broached for co-operation and approval. League's request came shortly before railroads went to the I.C.C. for increased freight traffic rates.

The League, according to Dr. Henry Moscovitz, will shortly go to the I.C.C. for a reduction. Moscovitz goes to Washington this week on a preliminary visit.

Specific requests by the producers' group was for 2c per mile rate for parties of ten or more and a change in the regulation in force in certain sections of the country making 50 tickets a party of 25 before a free baggage rate is to be granted. In most cases, only 25 tickets are needed for that concession.

Representative of the Trunk Line outfit stated the refusal was made because, if going through, reduction would be made on the basis of causing the carriers a tonnage loss in revenue.

Under Tent in Mountains

Starline, June 29. Allroadback Players start in their present tent season to "O opening. It's the "Old Girl," first, that consists of Edward Casey, manager and director; Eleanor Andrus, Velma McCall, Hazel Miller, Anne Shannon, Mildred McClellan, and Dorothy Brown. Besides them, Van Zandt, John Mann and Allan Mathes.

Bristol Rep
New Britain, June 29. After Harlow's Manhattan Repertory company opens today (29) at Community theatre, Bristol, with "The Clerk." Season will last eight weeks.

Harlow cast for the season includes Pamela Landon, Alice Baker, Daisy Astor, Lydia Bernard, Carl Johnston, Red, A. J. Herbert, William Edmore, Herbert Hanson, Ernest Duke, Joseph Chirn, J. W. Austin, Harry Paul, Harold Moffat and William Young.

GOLDEN WRITING

John Golden has turned playwright to co-author a piece with John Stange, titled "After Tomorrow." Golden expects to produce it for his own theatre in the fall.

M. P. A. PAYS OFF Settles \$8,000 Fields Claim to Protect Basic Agreement

Managers' Protective Association which the Shuberts have dominated has paid Equity \$8,000 awarded by C. Fields to arbitrators. Payment was made last week, following publication that the M.P.A. was broke. Letters had been sent to shovien not in the association seeking contribution to make up the award.

Whether any of the independent donors was not indicated. The appeal was made on the grounds that the "Basic Minimum Agreement" was terminated by Equity if the money was not paid within 10 days, as ordered by the arbitrators. It is believed the Shuberts and several others made up the sum.

Most of our showmen regard the agreement as obsolete. The Fields claim pertained to his appearance in "Ballyhoo," produced by Arthur Hammerstein, who went broke. Hammerstein is still president of the M.P.A.

PRODUCERS' EXTRA CUT IN BOOKING REVISION

Predicted revisions of booking terms, notably for the Shuberts and indie, is now stated by producers as being made. Changes carry out the new percentages that were deemed inevitable when Erlanger's agent, who the Theatre Guild and four other indies.

A producer, shortly to book his show, declares the small additional percentages always unworkable for managers, but heretofore were granted by theatres, is now available.

Specific terms as altered, now give, according to reports, the extra 5% over \$10,000 or \$12,000 weekly gross to the producers.

Co-op Under Non-Waiver Blows Before Starting

First co-operative venture under Equity's new non-waiver plan has folded. "Love 'Em All," by Willis Goodhue, which started with the east flouting as part of the producing organization, is reported being off for good, although no official record has been made.

Collapse of "All," which gave an invited dress rehearsal performance at the Public Theatre, under typewritten programs, leaves peculiar twists. Lack of bond money at Equity, with a resultant waiver, gave each of the cast a piece of the bond. The author, also figuring as part producer, reported retaining only 75% interest in his play.

Cast, as part owners may prohibit future use of the play to any other producer or film company, it is said, unless their share is liquidated.

Arthur Sheldon was managing the group, which included Sam Moore, Nolan Leary, Owen Phillips, Marc Smith, Bob Cummings. They had rehearsed for several weeks, with any claim either for salary payments would mean a claim against themselves, through their partnership in the production.

Equity stated it had heard of the money folding, but wasn't advised officially.

Live Talent Out

Columbus, June 29. "Lyreline, co-op burlesque show, is playing this week at the Apollo.

Lyreline's next stock, ready to close within 10 days. Edith King runs company.

Colored Rep. Uptown

New colored dramatic troupe, known as "The Negroes in the Apollo," will start in the Apollo on 125th street for summer. Organized by Frederick Phillips.

In the company are Laura Dore, man, Billy Andrews, Monte Hotchkiss, (both are actors), Robert Levy is the singer.

Stockbridge Subs

Stockbridge, June 29. Berkshire Playhouse opened its fourth season Monday (29) with "Cowles Stockland" continuing as managing director.

As in the past, the Playhouse is being conducted on an eight-week subscription basis, and play being presented for six consecutive performances.

Mantell's Muffs

Los Angeles, June 29. Advance man for a one-nighter hit a town where the theatre was over the undertaker's and run by the mortician. Looking over the auditorium, he asked: "Did Robert Mantell, surprised, he asked: 'Did Robert Mantell ever play here?'"

"Yeah," was the sour reply, "but he'll never play here again."

"What was the trouble, the p. asked."

"He fell off the parapet three times."

Maney-Stoddard with Marriage After End of Pairs' Friendship

Two divorces following the blasting of a close friendship between two couples, had one climax June 18 when Richard (Dick) Maney was married to Betty Stoddard, former wife of Dayton Stoddard. Maney and Stoddard were well known Broadway press agents. Stoddard is with Ray-Minor and Maney is handling "Crazy Quilt," until Ted Harris becomes active again.

The romance between Betty Stoddard and Maney has been on for two years. Stoddard bitterly resented divorce because of their six-year-old son. He and Betty had separated, but during the winter they patched up and lived together to the surprise of their friends. It did not last long and a divorce was procured.

Some weeks ago Maney's wife, Frances, started on a trip to visit her mother in Portland, Ore. She too had resented divorce on religious grounds, but stopped off at Reno and obtained a decree. As soon as word of that reached Maney, the trip to city hall with Betty happened.

WHY SHOWGIRLS ARE PAID \$100 BY CARROLL

In addition to the show upstairs, Earl Carroll will operate a nightclub in the cellar of his new theatre on 7th avenue, New York.

The two projects will open at the same time, both using the same casts for entertainment.

The 10-show schedule, plus the 10-day dancing, accounts for the much ballooned \$100 salaries for the Carroll show girls.

N. T. G. is said to have stated his group of nightclub promoters will run the Carroll joint.

Johnny Walker Producing

Johnny Walker, former film player, is turning legit producer and director. He has started rehearsals on a troy of "Debonair" by Barry Townley, and is presenting and directing the piece.

Another former film player with the show is Charles Eaton. Others in the show are Anne Forrest, featured; Beatrice Blinn; Benny Moore; Charles Scofield. Townley will play the male lead.

Opening date is July 13 at Brighton Beach.

Blatt's Back

After being out of show business as a producer less than a week, Ed Blatt had a change of mind and re-appeared. He plans to go into production with a new play, he says.

In the meantime he's going abroad with arrangements for staging Ratoff's revue, which will be shown in New York about the end of August.

Blatt's new play, as originally planned, Revue will be a sort of American Chauve-Souris, with Kousnetzoff and Hutter leading the cast. Music by Don Floretta and Gus Kahn.

Screen Writer's Play

Los Angeles, June 29. "Sometimes They Sleep," according to Earl Baldwin, film writer, will get New York production this fall.

Ray Minge will be the producer.

Par Now Willing to Let Go of Legit Subsidiary—Overhead Too Heavy

JAKE ON 3 MUSICALS, WITH LEE IN EUROPE

Subscribers have plans laid out for three musicals to come in quick order for July and August. Plan will do nothing with straight legit place until September, with the exception of reviving "Boys" some time in August.

Lee Shubert left for Europe Monday (29) for a month's visit, which means nothing much will be done about legit production for the firm until he returns. J. L. who remains in New York, will handle the start of all new shows.

"Kissable Girl" is scheduled to open in Atlantic City Aug. 3, with a second week at Brighton Beach before coming to New York. This is the musical version of "Up Your Devil."

"Hearts in Repair" intimate musical with Queenie Smith, opens in Brighton Beach week of Aug. 17 with Atlantic City in between that date and New York. "Stocking," another intimate, adapted from the German by Allen Kral, will follow into New York by the same route opening in Brighton Beach Aug. 31.

Liveright's Heavy Legiting While Picture Doubling

Horace Liveright will come back into legit production heavy for the new season according to present plans, with at least three plays on his calendar. First is a new one by Edward Justus Mayer, entitled "Crazy Quilt," casting for which starts next week.

Liveright is expected in New York about the end of July, the idea being that rehearsal is to start immediately on his arrival.

Liveright's plans are for three months residence in New York to get his plays started, then returning to Pathe for his picture work and the loss of his New York rep, continuing the legit activities.

Abroad for Material

An operetta, presently untitled, will be Max Gordon's next. Jerome Kern and Otto Harbach writing.

Producer calls for Europe July 8 on a material and talent quest, returning in September.

Helen Menken, Leiber, Faversham Rep Stars

Helen Menken will be co-starred with Fritz Leiber and William Faversham in next season's four of the "Crazy Quilt" repertory. Season starts in Chicago September 15 and ends in New York in January for a total of 20 weeks.

Miss Menken will appear in the female leads of "Macbeth" and "Hamlet" with the rep. At the close of the tour her plans call for a New York appearance in the lead of John Colton's new play, "The Firm Tree," which she will produce on her own.

Harry Green's "Shyster"

Crosby Gales will sponsor a New York production of "Poor Shyster," by the Shuberts, with Harry Green in the lead of "The Shyster" production, with Green managing most of the cast.

Green produced the play on the coast last season for several weeks under the title of "The Shyster."

BACK TO B'WAY

Dr. David Ackerman, for six months at the Paramount studio in Hollywood, is now back in New York. Ackerman's first job on the program will be "Dynamite in the Dark."

Couple for Chi
The "Love of Family" which Charles Kiplinger produced in New York, will open in Chicago in August.

The New York show will be the only one to be produced by the Chicago production.

Par Now Willing to Let Go of Legit Subsidiary—Overhead Too Heavy

Paramount has decided to temporarily wash out legit. The Ray-Minor Corp., which is treated as a subsidiary for legit production purposes in February, will probably dissolve in the near future, despite its excess hold-over term contracts.

Attempt is being made for Ray-Minor to either make a graceful exit or continue under an outside financial arrangement. Paramount is understood to be willing for a continuation of the legit firm, if it doesn't cost too much over the overhead.

If such a financing arrangement is made Ray-Minor could continue as at present with its Paramount tieup, except that money for producing of plays would be gotten elsewhere.

Decision to cut out the Ray-Minor coming is understood to have come after considerable discussion by Ray's executives with Jesse Lasky, favoring its continuance. What swayed the thinking down is that Ray-Minor has an annual overhead of over \$30,000 under its present contract, exclusive of production. That the company has been existent since February with no action this far and no plays ready, has been a factor in the decision. It is an almost impossible heavy pull must be had to come out ahead or at even for the year. Ray-Minor, during its inexistence, has bought three plays, but none is in shape for production, all needing rewriting and fixing. These three plays are "Blessed Event" by Mantel, "The Love of Family" by Kiplinger, and "Something Borrowed" by Blanche Turnbull. First and last are considered of probable picture value. "Blessed Event" is a play that they will be screened next season, with "Prisoner's Base" doubtful.

Apples as Pay for 250 Actors Killing Time This Summer in Reps

There are no less than 21 community playhouses operating this summer, extending from Pennsylvania to Maine. The growth of the legit follows the willingness of legit actors to work for virtually nothing, because assured of tiding over the dull months.

Approximately 250 actors are now engaged with the summer groups. Cause of the trouble is the lack of a percentage if a profit is made, with rooming accommodations thrown in. One group has the use of hotel annex in one of the vacation spots.

Only group paying regular salaries on a stock basis is that at Westport, Conn., which opened Monday. Other spots having community shows are: Providence, Rhode Island; May, Altouna, Mt. Kisco, South Hampton, Millbrook, Milton, Sagran, Saranac, Woodstock, Stockbridge, White Plains, Greenwich, Cape Cod, and New York City. The latter include Placid, Oyster Bay, Newport and Ann Arbor.

Old Theatres Demolished, President, Wash., Is Next

Washington, June 29. With Polk's theatre, completely demolished, the last of the old Washington theatres left to be followed by the demolition. This is the Bijou, formerly Ford's Opera House, whose ancient structure workmen are now chipping away. It is being razed to make way for the new theatre, the Metropolitan.

It is the second old theatre to go away before the Government's public building program. The last was the old Broadway theatre, which was razed to make way for a level parking space to be used in the new theatre.

The next theatre to fall before the Government building program will be the President.

BROWN'S ILLNESS DELAYS

New lawyer's illness is reported to have delayed on rehearsals of "The White Horse" new "Scandals." He is in a private sanatorium and is not to be seen.

It is the second old theatre to go away before the Government's public building program. The last was the old Broadway theatre, which was razed to make way for a level parking space to be used in the new theatre.

The European Runaround

By Frank Scully

Abroad, June 20.
Forty fewer boat sailings and 50,000 fewer culture clumps have made June the saddest month in Europe since Ullin invented the steamboat.

Complicated Clicking

John Van Druten is the white-headed boy of the moment in London. He has two plays of his own and a translation running at one time—two of them hits and one of these two a twice-tried flop that didn't click until its third revival.

Precision

London finally worked out the precise translation it wanted of Louis Weizsacker's "Five Star Final."

Editing to "Five Star Final" wasn't quite the thing. Play wasn't allowed to open at the Phoenix until the title doctors got it just right. They let it go to bed finally as "Late Night Final."

Whisperdown

Further contributions to the success of rubber-soled showmanship as opposed to the brass band type of entry that earned Texas Guinan a two-way ticket, are Ruth Draper and Corolla Ois Skinner.

Here are two one-gal carnivals that got labor permits without driving the London layoffs into even a mild sweat.

Ruth Draper had a month in Paris and then channeled over to the Vaudeville, home of Maugham hits, for another four weeks, without so much as one photograph of her stepping in the fountain of Trafalgar Square.

Her single booked 5,000 pounds as an advance without natives knowing anything about it. That's 25 grand, a lot of money to go to a non-English show at this time.

Soft Bally

Of course, it's one's arguing that all the old bally-hooey should be aired for keeps; it simply should be soft-pedaled where a foreign tour is planned until such times as the home talent gets less jumpy about where the next meal's coming from.

Ever-Griming

"Ever Green" has clicked so well that ten members of the Cochran cast have married in seven months, Molly Shannon being the latest to go to it.

She teamed with Laurence Brett, stage manager.

Overseas Alibi

Well, if P. G. Wodehouse was paid \$100,000, and only asked to write a few bits of dialogue, as he reports, and grand-a-week German writers blew for a two weeks' baling trip without anybody in Hollywood noting their absence, maybe that's why the studios started that pass system for newhouses.

Without it they might have got things so balled up they'd be paying the legmen the salaries of the absentee prima donnas.

Judge of Panning

For sloughing Seymour Hicks in his B. I. P. production of "Glamour" Ewart Hodgson got a reverse decision from James Agate, "Sunday Times" critic, who was called in by "The Express." Hodgson's paper, to arbitrate the feud.

Hodgson used to stooge for Swift on the "Sunday Express," went upper case for one Sunday when Swift suddenly quit, and then was superseded by Cedric Belfrage as Deaverbrook's prima donna. Currently Hodgson is back to covering the general releases and the daily picture grind.

What he got in wrong with Seymour Hicks about was for writing he'd "like to seize 'Glamour' by the scruff of its stupid neck" and boot it into the Thames.

Hicks no like such he-man paning. Just isn't done, you know. So he countered by calling Hodgson's opinion "vulgar nonsense," which was neither "just, kind nor patriotic," and pulled the old one about British pictures should be encouraged, not discouraged, and all that blege.

Agate n. g. a word of Hicks's squawks, holding it wasn't a critic's job to be kind or patriotic, but he joined Hicks on that "vulgar nonsense" rap.

"Sir to You, You Oaf"

Here the complete baldness of Agate's head, and the general pansiness of London's show biz generally, swung his opinion to Hicks's side, maintaining with the graybeard's opinion, with an artist of admitted reputation certain courtesies should be observed.

But where does Hicks rate "an artist of admitted reputation"? Hicks may be 60 years old, with 40 years of trouping behind him, but he's a beginner in pictures. There are no "admitted reputations" yet in talking pictures, which is a new medium.

Hicks wasn't even on an old time picture star. He was an outsider from legit and had to learn what studio trouping was all about.

According to "Variety" opinion in New York when "The Love Habit" showed there Hicks hadn't learned by then.

B. O. Vindicates the Critic

It's true that Hicks lifted "David Garrick" and put his own title of "Glamour" on it so that he could grab a three-way billing as author, producer and star, that he was turning the laugh on Hodgson, but it's pretty low pilfering for Hicks.

And even that doesn't square the thing. The piece could have been written originally by Shakespeare and still be stale salami to modern tastes.

But the chief proof of how right Hodgson was in his panning is in the b. o. Hicks' picture got the bird in the pre-view, had to be bolstered with "Cape Hatteras" (billed leading the blind) to make the grade at the Pavilion, cheapest spot now in all London, and even then had tough going to last out the week.

What Hicks and Agate have got to learn for all their years is that an actor or critic starts from scratch every time he rises, if pulling up lame his "admitted reputation" won't get him anything but just that many more Hicks' cheers.

The truth is there's too much bad blood over here without half enough reason for it. They're so touchy about a wrist-slap that a real sock in the jaw would start a war war.

Diplomatic Playwrights

Walling walls, which seem to be the chief support of legit houses everywhere these days, don't find Antoine D'Escoff leaning against them much. Satisfied with what "The Left" did at the Kingsway, D'Escoff, who rates a Prince billing, has left London for Madrid, where his main job these days is acting as Romanian minister to the Republic of Spain.

It's bad a similar job in London. Currently the only playwright there is Paul Claudel, France's ambassador, which brings up the question: what would America do if Hoover honored himself by appointing Philip Barry, Eugene O'Neill, Frank Craven, Al Woods or George M. Cohan as ambassador?

These 50 to 1 Shots

Bihesco, who writes his shows in French, while his wife, who was Elizabeth Asquith, writes her stories in English, says biz abroad is okay.

MANY CHANGES IN G-B OFFICERS

London, June 20.

Changes in Gaiety-British were foreshadowed when the aquatic came over "Chance of a Night Time." Situation involved C. M. Woolf, who is standing still with promotions going on all round him.

Isidore Oster, who stepped out of the G. B. chair to become president of both G. B. and P.C.T. (a new off for this country), is turning his attention back to city and finance.

Said to claim he controls "Brix," a weekly film made sheet, as well as a "referee," Sunday paper bought from Sir Oswald Stoll. Isidore is credited with intending to use these to control financial and economic theories of his own.

Brother Mark, who becomes chairman, was deputy chairman, as well as joint managing director with Woolf.

Various members have been added to boards of the G-B and P.C.T. William Gell, who runs the Gaiety distributing end, joins Denham Picture house, so does Mickey Baleon, chief of the production and operating as Gaiety-British Pictures Co. Arthur Jarrett goes on the board of P.C.T. and Jeff Bernard on General Theatres Corp.

Arthur left out of the promotions is Simon Rowson, who runs Ideal Film, subsidiary of G-B, and who made a play for the managing director post when Woolf was originally appointed.

Trouble over the British and Dominions picture, "Chance of a Night Time," is believed to be near the final spark setting Isidore Oster off. Not only was the film turned down for G-B pre-release, but it is said to have been booked in the out of town houses at 174%.

May See BIP

London, June 20.

Strong likelihood of a lawsuit being filed between Madeleine Carroll and British International Pictures.

Advised by the company that she had drawn in the home studio, is said to be dissatisfied with the reading of a recent contract.

Publix Double Windup

(Continued from page 1)

factory workers, miners, etc. The danger of the situation is that New England has long been a bargain-hunter's paradise through double features, as the territory is full of factory help. Its people prefer to spend a lot of time in a theatre.

With Publix in the south, the dual-billing thing was most successful in Birmingham. That is exemplified in similar grounds, through a large majority of the population there, steel workers, factory or mill employees.

In other southern cities or towns conditions are reversed. It is claimed with Publix said to have been undeniably hurt in Atlanta, where it also attempted doubling up on the screen.

The theatre-going public generally throughout the south, while perhaps living simply, still have more comfortable homes than those in strictly industrial and factory zones.

Good Vaude Wanted

The southerner, it is added, would much rather have some vaude with his picture, but as with pictures it must be good, if warranting prices. Records show that the type of picture removed from the gangster, sex and sophisticated society drama. Picture almost always do better all over Dixie.

If the hat-check chisellers, program pirates, seat-showing gyms and taxidors in Paris, London, Vienna and Berlin haven't been able to kill legit, he wants to know how do you expect talkers to do it?

Old hoke, he holds, is as strong as ever. Doesn't "Oedipus Rex," the first of all dumb dick drammers, move us still after 2,000 years?

And as long as the capitals of the world can get angels annually for a seat, even with only 40 bits possible out of the thousands produced, the authors will gamble on plotting the thing.

Refined Racketeering

Gangster-consensus as all Europe is nowadays, Offenbach's "Les Brigands" is being revived in Paris.

Place had a line in which a roll-top racketeer, the treasurer of the Duke of Mantua, caught three million francs, high-hats the cops with, "One has to steal in keeping with one's rank."

London Show World

London, June 19.

Generally admitted here the current theatrical season is the worst in years, with more theatres dark than usual. Grosses are down as compared with this time last year. Looks like 10 to 15% more before probability of a pick-up.

Petition is down for hearing before the courts next week for the compulsory winding up of Audible Filmcraft, indie production and distributing unit. Original company was British Screen Productions, which liquidated, and merged with British Filmcraft, which also liquidated. Two companies merged in with Argosy and took over the assets of Whitehall Films, which was one of those companies about which the least said the better. Result of all this, together with a floppy unit called International Talking Screen Productions, was Audible Filmcraft.

Since the formation of the holding company they've dithered around and threatened to do a lot without doing it.

Auction of their studios at Islington and Walthamstow came to nothing as the offers were nothing like the reserve.

"Mr. Faint-Heart," the current Shakespeare play, authored by Ian Hay, comes off this week, with the theatre dark in all probability until the least said the better. Result of all this, together with a floppy unit called International Talking Screen Productions, was Audible Filmcraft.

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German Amalgamation

Berlin, June 20.

The following picture theatres have amalgamated: Forum-Lichtspieltheater, Lichtspieltheater, Germania-Lichtspieltheater, G.M.B.H., and the Globus - Theaterbetriebe G.M.B.H., with their big theatres Mercedes-Palast, Germania-Palast and Prinzessinnen-Palast.

Max Midolowsky will be the manager of this new amalgamation.

The check for \$1,000 he gave me to join him at Bermuda. He was to be and I never heard from him. The money was to pay my passage and purchase clothes," asserted Miss Gardner.

Miss Gardner stated that she understood that Blispham was married and that treatment he desired in Miss Gardner has a young daughter, and added that she hoped the youngster would not learn of her plight.

Miss Gardner testified she had to avoid a woman by the name of Charlotte who was a warm companion of the capitalist. She quoted Blispham as stating that he had to get rid of Charlotte and did not want them to run afoul of each other.

"Why, Judge, Mr. Blispham had an eye ailment. And when I sought to learn the hospital where he intended to get treatment he desired to hide it, me, stating that he feared Charlotte who had a terrible temper and was jealous would meet me and trouble would arise."

Mrs. Gardner, who is reputed to be a divorcee, declined to state to whom she had been married.

Scenarist's Trouble

(Continued from page 37)

pay doctor bills and other items," stated the scenarist-reader.

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Gainsborough are doing "Hindle Wakes" and "The Ghost Train," both stage plays. Gaiety are doing "A Gentleman of Paris," not a stage play; "Twickenham" are finishing "Black Coffee," stage play; "Lilliput" and "Donkey" are doing "Carnival," stage play; and on the British International floors, where there are five going, there are two stage plays and an opera.

Just shows you. It's the safest way.

Paramount's first bi-luminant burst in the British field is proving a tougher proposition than they reckoned.

Some of the acting was rated below standard after the first fortnight on the picture, called "Slam-bang." Henry Hewitt was moved up in the cast and the scenes re-shot. Trouble with the picture, and the cast in the foreign version, and more had to be retaken.

Picture now looks like lasting longer than the summer with the latest list of foreign players which ever assembled round an English studio.

In a season in which hits are the exception, revivals are at least cheaper. There's more than usual floating round.

Latest is at the Lyceum, where the success of the picture, the earliest audience of all, will be followed by a revival of "Nina Rosa," the musical opera.

It is expected that the picture, which are to be put on at the Arts theatre shortly.

H. C. G. Stevens, theatrical press agent, who authored two short plays, "Hamlet in Modern Dress" and "Herbert and Despair," Touchdown, which are to be put on at the Arts theatre shortly.

Stevens has space hunted for many of the British and New and strong and is one of the best known show p.a.'s here.

German Talent

(Continued from page 11)

have not been ameliorated since the private employment agencies have been closed. The Dacho intends to open an employment agency, which will be given a screen and sound test.

An information department was recently established in the Dacho where all concerns or individuals are listed who have acted against the law, not observing regular social regulations or indulging in unlawful business.

In a very short time, the Dacho will establish its own film producing company, Dabst says, with plenty of capital so that they will in all their decisions be able to execute them without financial difficulties.

The basic idea of this production company is to give unemployed members the possibility of earning a living and at the same time allowing them a 50% participation in the net profit. The remaining 50% will go to a special fund of the Dacho.

General Co-operation
Dabst stated that in his opinion one of the most important duties of the Dacho is to co-operate with cultural questions, such as the issue of laws re pictures, censorship problems, etc.

In future the Dacho will also endeavor to show foreign made pictures which cannot be shown in Germany, at private performances and in that way pave the way for the Dacho to co-operate with cultural questions, such as the issue of laws re pictures, censorship problems, etc.

The most artistic work of the year will be awarded with a Lupat Prize in the form of a golden medal, and at the same time distributed among the most talented and needy picture actors.

The Dacho contemplates close co-operation with other picture organizations such as the association of film critics, etc.

Before adjourning Ernst Reicher was elected second chairman.

Rex Ingram Loaned

London, June 22.

Mansfield Markham, financier with film interests, has aublet Rex Ingram to make three films during next six months for release by Ideal Films, Gaiety-British subunit, Gaiety's London studios will be used.

Markham recently engaged Ingram to make a Moroccan tale for the English, syndicate headed by himself.

Gillespie Trying to Line Up 30 Vaude Weeks for Moss' Empires—3 in London

Hubert, Harbom, Edna Schley (Mrs.
Lagardop, Jane Aubert, Helen
Gilman, Melvyn Douglas, Emil
Ladew, Mary Boland, Tom De-
chanty, Marcel Achard.

open shortly in a new play by Ronald Jeans. It's a farce.

LAURILLARD'S MUSICAL
London, June 26.
Edward Laurillard sends word from the world fights to "Livery Lister," German musical originally entitled "Die Leichte."
Clifford Grey and Monckton Higgins are adapting it for local presentation, which will take place in the fall.

"Wonder Bar" completed a tour of the suburbs Saturday (21) and goes on the shelf for a while.

The long distance buffer are dis-

Henry, Harbour, Edna Schiley (Mrs. LeGrand), Jane Aubert, Helen Edgerton, Melvyn Douglas, Emil Fahrens, Mary Boland, Tony De-

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

The Making of Muggs

A "Variety" mugg is unconsciously funny because he can't write any better. Not so the muggs on those trade papers in other fields whose publishers have discovered that a light vein, instead of the dry, cold and dried treatise, makes them better read.

First to depart from the straight and serious stuff was a pocket-size drug store trade journal. It was hard for the staff, of course, because they weren't muggs to begin with. They were trade paper men turned muggs. Like transforming Venus into Minerva, it was a task, but that particular trade paper's readers, too, and the publisher had to adopt a free circulation to get it accepted.

But it caught on so well that there have been imitations. A new jewelry trade paper secured a couple of muggs and tried covering the field in a light vein. Believing that such writing by muggs isn't worth much, it also went in for distribution. And caught on immediately.

"Variety" still has the edge on the muggery output. "Variety" only reduced its price from 25 cents a copy to 15 cents. The others still are being given away.

75c Reprints

Whatever the status of the Doubleday Doubleday reprints, and said to be not as profitable as anticipated—the Grosset and Dunlap reprints, at 75c making money. Grosset and Dunlap going in almost exclusively for "motion picture" editions, or reprints of stories upon their filmings.

Grosset and Dunlap go so well with these that in many cases a hit picture has been made on the original book basis the publishing house has a story version written for publication.

In the case of the filming of story classics, Grosset and Dunlap find a revived interest in the books. As a result, the publishing house gets out the "motion picture" editions of the story concurrently with the picture version. Interest in the books from the picture and at its bargain price, it attracts the book readers.

Most booksellers won't handle them, though, claiming the reprints of the classics make them unable to dispose of the original editions at higher prices. Typical of the book-sellers, and one of the things that sends the prospective purchasers to the drug stores where they display cheap reprints all over the place, and sell them in quantity.

Selbridge's Prizes

H. Gordon Selbridge, the American head of the London department store, has shown his interest in English journalism by offering yearly prizes to newspaper men through the medium of the prize formed by the London Paper Makers, of which Ralph D. Blumfeld, chairman of the "Daily Express," is the head.

Selbridge's idea calls for five yearly prizes of \$500 each, to be given for the best piece of correspondence, the best descriptive story, the best scoop, the best financial or industrial article, and the best photograph. The Express-Makers company has accepted the prizes on behalf of the profession and a committee of judges, including Robert Wallace, is being formed. Selbridge, in his letter of introduction, said he regarded himself as a newspaperman and considered journalism one of the greatest of all professions.

If he isn't a newspaper man, Selbridge is a good press agent for Selbridge.

Paris Talk

Maxwell Bodenheim here from Capri.

Alfred Brentano in town to superintend shop.

Richard Hildbrandt, back from Alsace, driving book stores crazy to find material on the Poyan-Lee.

The leading character in Mary London's book "Lady of the White Horse" is supposed to be Elsa Maxwell, but the publisher, Doubleday, said he regarded himself as a newspaperman and considered journalism one of the greatest of all professions.

If he isn't a newspaper man, Selbridge is a good press agent for Selbridge.

Maxwell Bodenheim here from Capri.

Alfred Brentano in town to superintend shop.

Best Sellers

(Reported for week ending June 27 by American News Co.)

Fiction

Father, \$2.30.

Sixth Journey, by Alice Grant Bowman, \$2.40.

Red Pimper Returns, by Grace S. Richmond, \$2.00.

Chance of a Lifetime, by Grace Livingston Hill, \$2.00.

Call Her Savage, by Tiffany Thayer, \$2.50.

Money Mad, by Rex Beach, \$2.00.

Non-Fiction

Culbertson's Summary, by Ely Culbertson, \$1.00.

American Black Chamber, by H. O. Yardley, \$3.50.

Death and Taxes, by Dorothy Furst, \$1.75.

New Russian Primer, by M. Jlin, \$1.75.

Tatol Interview, by Edna Miller Milley, \$2.00.

Green Hill, by Julia Gueled, \$4.00.

gigs think that too many secrets are being given away about such matters.

The Hollywood colony ever growing in Paris. "Waiting for copies of 'To Hell with Hollywood'" by Horace Wade, Most of the Cal. expatriates have at one time or another said this and they want to see what the subject.

Women and Celebs

That women, more than men, like to read books on actors and artists is a fact of the literature made in a statistical survey compiled by the University of Chicago. Other things found by the college questionnaire, summarizing American reading habits, is that sex comes first, holding equal reading-interest between both sexes, while marriage interests only women, convicts, and sexual studies.

All readers were found to be interested in three general subjects. Personal hygiene, international attitudes and problems and birth control. Total of 10,700 persons covering 147 different groups of varying background responded to the questions.

Coast Reporters' Dread

Coast newspapermen are not looking toward the coming fall and winter with any pleasant anticipation. Cooler season always sees a migration from the east of seaboard who seek warmer climes and are willing to work for less than elsewhere. This is one of the reasons Los Angeles, particularly, is always knee deep in out-of-work newspapermen.

With current conditions ailing newspaper staffs throughout the country, the Coast boys with and without jobs shudder to think of the expected migration this fall. All Coast big city dailies are already down to virtual skeleton crews.

Ochs Against Let-Outs

That reported "Y. Times" retrenchment hasn't gone through and won't. All it resulted in was getting Adolph Ochs steamed at some of his execs for thinking of it.

One of the execs had the thing all figured out for a one-third cutting down of men when Ochs heard about it. He called the exec in and told him that no wholesale layoff of men was to be considered on the "Times" now or at any time, and eventually is such a move out according to Ochs' viewpoint in times of depression.

F. A. Hall's Election

Frank A. Hall, for seven years of the staff of the National Catholic Welfare Council News Service and for the past two and a half years assistant director, has been appointed acting director of the press department vice the late Justin McGrath, organizer of the NEWSWEEK for 14 years its director.

Hall copies to the NEWSWEEK from the Washington "Post."

Frankness

Astonishing frankness, fairly far from any publisher's requirement in Little, Brown's announcement of its summer and fall list to the trade. Classifying its books from A to Z, the organization gives

its opinion as to how many copies the books in each classification should sell.

Those classified as e, the company believes, will sell less than 2,500 copies, or less than the first printing. How did booksellers will feel about stocking up on a book which even its publisher believes will sell less than 2,500 copies apparently does not concern Little, Brown. Booksellers' opinion doesn't mean anything any more.

Trader Horn Passes

Alfred Aldrich Smith, 75, the "Trader Horn" of Ethelreda Lewis' story, died in a hospital at White-stead, Eng., June 2. He spent most of his life in Arctic hunting and trading with the natives, and his adventures, done into book form, have made him internationally famous. He visited the United States in 1924, lecturing, returning to England, where his last years were spent with a sister.

Best Seller Sales

Beth Brown's "For Men Only" has gone 150,000. It's an exceptional sale nowadays.

Best seller in books are so rated at present when reaching beyond 40,000. A 50,000 book sale is considered very big and 100,000 only the limit for this time.

These figures come from book jobbers, not book publishers.

Wodehouse's Gesture

F. G. Wodehouse is said on California and will live there permanently at Beverly Hills. After his recent interview about his sojourn at Metro, he says he doesn't expect to come with any more picture money, but doesn't mind that.

He'll leave soon for the Orient, to be gone several months, will return to the Coast.

New French Academy Members

The French Academy has elected two new members to replace Marshal Joffre and Rene-Riche. General Weygand and Pierre Benoit were selected to bring the number of academicians up to the regular quota of 40.

Benoit, besides being a well-known author, has contributed to scenarios.

Another Returns

Ving Fuller, former cartoonist on the "Graphic" (N. Y.), is back on Hollywood where he spent nearly a year in film work.

He originally went out as assistant to Rube Goldberg, cartoonist, on the latter's assignment with Fox Films to write "Up to Nuts."

More Real Menickers

Nina Wilcox Putnam is Mrs. Philip Ellet; Morgan Burke is Mrs. Hartman; Edward Hope is Edward Hope Coffey; Somerset Maugham is Dr. William S. Maugham, and Frank Harris is a "christened" James Thomas Harris.

George Preedy, author of "Bagatelle," is Gabrielle Campbell Long. Wilhelmina Stetter is Little Book of Singing Rhythms, is Mrs. Ruth Collier. Carolyn Wells, "The Skeleton At the Feast," is Mrs. Hadwin Houghton.

Hart Writes a Book

Edgar Hart, of the Liberty theater, Astoria, Ore., has written a book with the title of "The National Cock." It is one of those thin, intimate affairs which started out to be a revue and was switched to the printed word when the revue idea failed.

Holding Onto Title

A novel called "Ladies of the Evening," by Milton Herbert Gromper, author of the Belasco play of the same name, will shortly be published by J. G. Harbinger. The novel is different to the play.

Ranson On the Air

Jo Hanson, radio editor of the Brooklyn "Eagle" and Coney Island expert of the paper, will give the laydown on the Island via CBS.

Hanson is now considering a history of the amusement spot.

Chatter

William Myrle Flynn now editor of "Liberty" Fulton Oursler's appointment.

Competition between William Westbrook, Blair Niles and Richard

What Paris Is Reading

Taken from Brentano's, W. H. Smith & Sons, Galligan's and "Books."

Fiction

"Good Earth" (50 francs), Pearl Buck.

"Colonel's Daughter" (50 francs), Richard Aldington.

"Blatter's Castle" (55 francs), A. J. Cronin.

"Father" (60 francs), Elizabeth.

"Intercourse and Justice" (60 francs), Compton Mackenzie.

"All Passion Spent" (50 francs), W. Somerset Maugham.

Non-Fiction

"Education of a Princess" (45 francs), Grand Duchess Marie.

"Portraits in Miniature" (45 francs), Lytton Strachey.

"Dawn" (40 francs), Dreiser.

"Pyramids and Temples" (122 francs), Julius Meier Graffo.

"From My Private Diary" (140 francs), Daisy, Princess of Thesse.

"The Soviet Five Year Plan" (55 francs), H. R. Kallor-Korbo.

Book buying is picking up in Paris. "The Road Back" by Remarque has been a flop. "Dittie Pershing Memoirs" (250 francs for 2 vols.) in most places. "Juno in America" and "The Mat With Two Mirrors" are held up, while authors present in Paris always boost the sale of their books by buying out all the available copies to give to friends.

Halliburton for those out-of-the-way places.

W. Adolphe Roberts tired of mag editing and has turned novelist.

The name between Rex and Beach is Ellingwood; if anybody is interested.

New daily book chapter column in the "Times." What, another?

The new book, "The Life of Charles Washburn" has nothing to do with the theatrical press agent of the same name.

The first biography of William J. Fallon is by Gene Fowler. Will be called "The Great Mouthpiece."

John Dos Passos is trying to make two hours grow where none had been.

Now that Alice Grant Bowman's sister, Mary, has turned author, too, the two will room together.

Leslie Ford's first book comes out in September.

Edgar Wallace uses elegant hold-ups.

Emil Ludwig lived in more swanky home than any foreign scribbler ever to come to these shores. Even Michael Aron didn't do as well.

Fred Brentner remembers when publishers used to pay advances on books still unseen.

"International Studio" and "The Conscience" will wed in the fall, not sooner.

Jack Woodford has thrown a huge pile of stories on the market for sale.

Harold Hersey back to work.

"Amazing Detective Stories" gives new scribbles a break.

Most anything on Russia can find a publisher these days.

T. R. Smith disappointed that Grace Hegger Lewis' story, "Hail a Lord," didn't get a rise out of her former publisher.

C. H. Wheeler, new aide to Capt. Billy Fawcett, in getting out "Smokehouse Monthly."

"Because Charles G. Norris, in London, is now back in London, Kathleen Norris' new book, 'There will be a mother.' It's the Norrises maintaining a balance.

Retail book biz so bad they've even stealing fewer volumes from the shelves.

Damon Runyon will have a book of short stories out this summer.

Since they expelled Eve Garrett Gray from Russia, her writings are fetching twice as much as they did before.

Jeremiah McF. Kelly has sent for his toothbrush and will stay in Paris permanently.

Charles Yale Harrison thinks there may be money in biography.

The "Satevogue" not what it used to be. Actually two issues without a story by Helen Ames Williams.

John Williams, whose short stories used to fetch the highest prices, only a few years ago, now writes kiddie tales.

Edna St. Vincent Millay inscribing books for posterity.

Raymond Holden, of New Yorker, will not use his nom de plume of Edward Douthett on his new book.

Hazel, Christine Macdonald, the short story scribbler, married to a Fredric Hale.

salied for Russia. Claims "they" are still after him since that episode growing out of his first book, "Wedding."

Writing Vance Griffon took to attribute because a student, mother, he couldn't stand the sight of blood. Now sweat blood getting out those stories.

Now publisher of "Psychology" is Meyer Malschewitz, the matron man.

Petrolle Wins

(Continued from page 47)

couldn't take it so well in the tummy and after that he had the younger man covering that part of his body, and backing up to make punishment. It is likely that the first round drubbing did for Justo, and when he came out of the cage, was so tired he could not better the pace.

The fans seemed to believe that Petrolle could not or did not wish to "know" out the Argentine and Justo at this point the thing happened. Dazing Suarez with a one-two early in the ninth round, Billy peppered the savorily foreigner, who was unable to do more than attempt to weave away from the socks. It was no defense for the hard-hitting westerner, and when Suarez went down he was down. Justo was only able to turn about and draw up his knees but the klaser was on the canvas when he was counted out.

A Shock

It was a blow to the Argentine and his followers down that way. To kid has a record of some 76 wins and 10 losses, while Petrolle has beaten him, much less knocked out. He fought for a match with Jimmy McLarnin and Jack Thompson, in the hall, but this summer and the schedule called for his meeting Tony Canzonero for the lightweight title later. Justo can't win the hall, but while Petrolle may find it a little trouble to do so, being inclined towards the welter division. His defeat by McLarnin's was a great blow, an uncertainty for an out of doors match with Baby Face, even though there was a difference of opinion as to the decision.

"There is no doubt that Petrolle has been under-rated around New York. He has been fighting for some time, mostly in the central west. He is as hard if not harder than McLarnin with other hand and has built good courage.

The fight before the main event was a good one. Justo and Petrolle had their favorites but the wise guys took one peek and walked to the lobby because the going was that kind—frankfurter bouts.

Mary Vanderbilt Talks

(Continued from page 47)

Rene, getting, to look after, he brought his wife to Reno about a month ago and planted her in a house close to that occupied by Arno.

A traditional party of two and the guests were statements, and Mary was in the hot house with Arno holding the reins.

But Mary's out of the dog house now and will turn off a new cracker or two that will far Newport and Long Island, she claims.

Arno, who says he needs no gun, a water pistol would suffice, has filed suit for divorce from his wife, saying she will be on her way back to little old N. Y. while the Vanderbilts are still battling in court with a judge as referee and a couple of high priced lawyers as seconds.

THE BOOK SHOP
With William Vickland
Sustaining
WLS, Chicago

the purpose in mind, the dealing out of sweet doses of psychic compensation to the frustrated persons of the farm and small town communities.

In substance, these quotations represent the dominant component of the story organization that would lead a reader to conclude that the narrow scope of everyday life he can get as much as the clean fun and excitement as the broad scope does out of his daily existence. The struggle for the knowledge of cold water on the striving for the knowledge of warm water, the knowledge of fame and glory in turn the knowledge of simple life. And still others try to escape the old and weak, rush over to the new and strong, forming a new life and close to nature, forming a new social sentimental over everything, and the smacks of the country and the

During the program last caught (23) the reader unreeled a smattering of verse reproving those ashamed of living in or coming from hick towns. Look at the great men who hailed from the less populated spots, the reader declaimed, and he proceeded to point out that 27 of our presidents came from hick towns and so did seven out of every nine men whose busts now grace New York University's Hall of Fame.

Occasionally Vickland slips in a poem or snack of philosophy some listener has sent in. It's the fan's favorite, and in every case its contents smacks of self-consolation for things craved but beyond attainment.

Vickland's voice lends itself nicely to the job. It's clerical in connotations stand out.

A program perfectly framed for its purpose, and one that's bound to get them writing in to this Prairie Farmer outlet.

VILL JUDY
 from *Talks*
 by **WILLIAM MERIAL**
 WGN, Chicago

There is nothing, says Editor W. Vill Judy of "The Dog World," like a dog's sense of humor and his unselfish expressiveness. And that's a beautiful thought to mull over of a Sunday afternoon. Mr. Judy, evidently a very keen and experienced writer, has never heard the traffic cop's whistle. Mr. Judy is an interesting talker. He knows all about dogs, and there are many who would like to know. Vill's kennel ratings of Peoria, Illinois, gives him an honorarium to communicate a portion of his dog knowledge to the public. His talks are flavored with anecdotes inspirational in character, and epigrams about dogs sentimental in conception. The contrast between the dog's grin and the pup's pendant is a fair sample of the poetic flights con-

Fortuners are spent annually on dogs. From the panthered pings of medical eminence to the unprepared results of chance there is a demand for a dog. Dogs have their uses: as a clothing; special services, as messengers, lieutenants, nurses, doctors, experts, and diet. To mention bookmakers, photographers, psychologists and Albert Payson Terhune.

How low the Cedarvale, Kansas, town was in the dog world. A recent week ending, a dog named Jerry for saving the alarm that saved the town from burning up one night confirmed the main anecdote on the "contest reviewed" (21). If men can be so much in the hands of dogs, Mr. Judy Murns this would be a nobler niche in the cosmos.

Chappel's Keundl Rations are golden cakes of energy" for Flo, he will not realize his true possibilities as a dog if parsimonious owners keep him on scraps and flyovers from the family table. And, for those who desire it, the corb firm will send anyone for the

This program for all the extrawilderness of people nuts over dogs is interesting throughout and told with clarity and directness that accomplishes its aim. Few programs containing as much advertising copy manage to be as listenable.

KO HOUR
COMMERCIAL
FI, Los Angeles
Elks' hour, tied in with RKO as
plunging for the forthcoming Elks
convention in Seattle, was perhaps

The Elks' official march opened:

ould Gibbons spoke indifferently
out 'em; the theme song of
"weepstakes" (RKO-Pathe) fol-
lowed. Then Ann Seymour in a
social song, followed by more
dicks' ballyhoo.

About the only thing noteworthy
as the difference in time as one

(Continued on page 55)

AMOS 'N' ANDY PAY GREEN FEES ONLY

Chicago, June 29.—Argument between NBC and Amos 'N' Andy over who was to carry the special line charges while the blackface ether celebs were spending the month of July at Lake Geneva, Wis., stirred up a few hot tempered, with Pepsiadot coping the decision.

Subject was brought up by the seifsame Goodson and Correll, who, having conquered all local golf links water hazards, sandpits and everything, started looking around for tougher fields to plough up. Geneva Lakes was suggested, and so Geneva Lake it was decided. From stories told them, the boys figured it would take at least a month to carry out their purpose.

"When they got around to informing the local NBC management of their proposed sojourn in the country for a spell during July, the latter wanted to know who was going to take care of the extra line charges, covering the special wire hookup from that town that would be required nightly. NBC, of course, was their answer.

Let Pepsiadot Do It
"Oh, no," they were told. "We'll bill Pepsiadot for it."

"Not on your life," was the terse rejoinder. "If Pepsiadot is going to spend any more money, they're coming to give it to us."

"How long do you plan to be gone, anyway?" was the next query from the NBC executive.

"The entire month of July."

"Why won't two weeks do? We'll pay for the line charges during that time, but thereafter we'll expect Pepsiadot to shoulder the cost."

"There shouldn't be any extra charges for Pepsiadot," insisted the pair. "And we're going for a month. There's nothing in our contract that's contrary to our going, and we think whatever it's going to cost extra to take our show from Lake Geneva is on us."

And so it was agreed finally all around. It would be the entire month of July and NBC would carry the bill.

From the Amos 'N' Andy broadcast, from January 1 to May 1 this year, NBC's revenue totaled \$413,986, an average of over \$100,000 a month.

Looks Like RCA All Set For All License Renewals

Washington, June 29.—Just when those fighting the so-called "six billion dollar radio trust" thought they had it on the run, the Federal Radio Commission voted on June 24 to renew the licenses of four subsidiaries of the Radio Corporation of America. While there will be more decisions along this line about July 14, it is believed here, the vote of the commission, 3 to 2, is a forerunner of what will happen when the other cases come up.

Chairman Saltzman and Commissioner Sykes were the two who dissented from the majority decision. It was the majority opinion "that the judgment of the District Court of Delaware in the case of Arthur D. Lord, receiver, against the Radio Corporation of America is not such judgment as is assigned in Section 13 of the Radio Act, and it is hereby decided that renewal licenses should not be denied the applicants because of the commission on June 26, 1931."

Section 13 of the Radio Act prohibits issuance of licenses to any firm "finally adjudged guilty" of attempting or attempting to create a monopoly in the radio industry. A final judgment of an United States Court held that the Radio Corporation of America was guilty of a violation of Section 13 of the Clayton Anti-Trust Act. It was this decision that lawyers thought would throw out 1,169 licenses held by the subsidiaries of RCA.

Pancho for Monte Carlo
Pancho and his Embassy Club orchestra will sail to open a summer season at Monte Carlo, Aug. 1.

Paul exerts his influence in the Embassy Club, New York, Sept. 23.

Followed Suggestion

At the re-classification meeting of the publishers of the American Society last week, a member of the board requested all directors present to think twice about lowering the status of any publisher because of the depression. He stated that it would be unfair under present conditions to reduce any member's standing.

The board acted on the suggestion and no standings were reduced.

Same consideration was recommended at the re-classification meeting of the song writer members.

CITY'S STATION SHOWS PROFIT

Dallas, June 29.—City's experiment in broadcasting field profitable. WRR, many station, one of the oldest in country, showed \$11,839 in the black for this first half of '31.

Station operated on at 60-40 basis by John Thorwald, mgr., city taking the 60. Expenses shared between the two.

Thorwald also chief announcer.

MILLS' CALLOWAY BAND BOOKED OVER HIS HEAD

Cab Calloway's orchestra, in which Irving Mills is interested for a reported 40%, has been placed under an NDC exclusive for the next five years. The deal was made for NDC by Ed Knott of its Artists' Bureau, with Moe Gale and Herman Starr, said to jointly own the majority control of the colored band.

The band closes at the Cotton Club, New York, July 24, to play a week at the Warners, Stanley, Pittsburgh, for \$3,500 and follow with middle western one-nighters until Labor Day. The latter NDC is guaranteeing the orchestra \$3,000 a week, less its own commission.

Mills' reported dissatisfaction at NDC's management of his other colored orchestra attraction, Duke Ellington, is said to have not been wholly pacified, with the Calloway deal over Mills' head further aggravating the situation.

Mills declared recently that because of NDC's alleged mismanagement of Ellington, he would pull the band from that network's station and go with CBS. Ellington's NDC-backed engagement at the Lincoln Tavern, Chicago, is completed, Aug. 10.

\$5,500 Direct

At that time Mills declared he could book the band himself with Public for \$5,500 a week, without paying NDC its commission. The Ellington band is now booked for that figure with Public in Chicago, though NDC claims to have negotiated the booking. The dates are Aug. 14-21.

An aftermath of the Mills-NDC tiff was the reported proposal from either side to establish a colored orchestra, booking department at NDC with Mills as its head. It was later declared inadvisable by NDC to establish a separate department for colored bands.

Ballyhoocy

Cleveland, June 29.—Stribling-Schleming fight here July 3 is inspiring all sorts of publicity stunts and hoaxes. Listed was a broadcast over NDC of a Stribling workout, in which a lot of WTAM boys helped out.

Red Manning worked up a stunt at the mikes with his announcing of a practice bout. From his account it sounded like Stribling was having a hot match. But it was only his young brother, Babe, clowning with another midget, although Manning didn't say so.

After it was over Stribling, who had been watching from ringside in his knickerbockers, obligingly stepped to the mikes and pointed out that he expected to cop the crown.

4 BALL TEAMS SAY RADIOING HURTS GATE

Chicago, June 29.—

Big league baseball's alliance with radio has suddenly become poison to the former, with the ball-and-bat magnates blaming the free and easy broadcasting of play-by-play reports for the heavy pinch felt this season at the turnstiles. Miles are now taboo in both the Yanks and Giants press stands, while the two St. Louis teams have put a ban on all other "hookups" for Saturdays, Sundays and holidays.

Anti-radio lurch among the ball-park operators express themselves as convinced that not only has the unrestrained etherizing of what they call "old time" baseball been a heavy chunk out of this year's gate receipts so far, but that the practice, if not at once curbed, threatens the survival of the sport's big earning power.

Average American, the decriers of baseball broadcasting point out, has come to take his diversion interests away. Old time baseball was a game, over clear, unobscured sports seems to be dying out, and radio in the case of baseball isn't any help in trying to stem this tendency. Baseball fans' glare, they say, now have receiving sets in their offices and they can fill their need for excitement and keep in touch with the fate of their favorite team by a mere twist of the dial, and at the same time be free to go on with their business chores.

Play Better Ball!

Broadcasters counter this argument with the assertion that radio has been the business stimulator for baseball or the Cubs and White Sox wouldn't have welcomed the seven Chicago stations to their press stands this year. These seven stations have been shooting play-by-play reports daily since the season started, and the teams' owners haven't shown any signs of souring in the way of their gate. But, they argue, lies with the respective team's league standing and lack of popularity among the homeowners, if the business is poor, and not with radio.

Only one of the baseball broadcasting stations in Chicago that has been following any one team around this country, WBBM, with the Cubs as the cynosure of its mike messenger. Station felt the ban for the first time when the Cubs came to New York to play the Giants last week. While pressure was brought to bear through William Wrigley, the Cubs owner, the outlet shifted its attention to the White Sox holding forth on the same time slot. The Cubs finally agreed to lift the ban, but the last two games of the Cubs series, but let it be known at the same time that henceforth no exceptions would be made for any one.

Vallee's Vacation After 3-Way Ether Plugging

After closing at the New York Paramount at the end of this week, Rudy Vallee will take a month's vacation prior to starting rehearsals for "Scandals." NDC sought to book Vallee for the RKO Palace, New York, for a week of his vacation. Paramount and NDC agreed to permit the vaudeville booking.

Vallee is going into the revue under a temporary release from his P-P contract.

For the past few weeks NDC has been slipping in a three-way plug for Vallee's other employers during his commercial broadcasts on time paid for by Fleischmann's Yeast. Besides the regular commercial announcements for the yeast, NDC's publicity men have been plugging Vallee's Paramount and NDC and the Pennsylvania Hotel on the same program.

\$1,000 KICK

Betty Kennedy, Ether Pianiste, Had Skull and Ribs Cracked

Cleveland, June 29.—For kicking a radio blimp out of his car after a Jay ride, Edward Marx was told by the judge to pay \$1,000 damages to Betty Kennedy. With plenty of money and a WFLA "thrust" claimed, she received fractured skull and three broken ribs, and demanded \$25,000 in her suit. Marx denied the kick, saying the plaintiff was drunk and jumped out of the car.

"All or Nothing," Said L. T. & L. To Montgomery-Ward—Got Nothing

Francis X. Bushman as Radio Summer Breeze

Chicago, June 29.—

Francis X. Bushman has been handed a 10-week ticket to help give the Armour show over NBC a light, summery touch. Former film star steps into the meatpots' weekly ether melange July 1, with hopes of being able to use the radio script idea for vaudeville this fall.

On the network for the next two seasons, the Armour hour has hitherto been relying on its symphonic combo and concert warblers to grab off all attention. Surveys gave the program a popular rating, assigning it a control of 28% of the radio audience in all spots covered by the broadcast.

Comptrol figured that the classical and semi-highbrow tone of the show was a little too heavy for the summer and decided to stick Rudy's new showman into the middle of the half-hour stretch for a time-nite valet interlude.

Bushman script is authored by Bob White, who will also do the break-up music, feeding, playing the role of the latter's valet. Bushman's Hollywood reminiscences will serve as the meat for the chatter exchange.

Armour hour is netting him \$600 a show, regarded as a very good figure for this sector of radiomotion. Bushman figures that if the new show he believes should be able to take it on a vaude tour.

Don Lee Coast Chain Marketing Own Diskless Television Receivers

Los Angeles, June 29.—

The Coast's first television broadcasting, will be by an electrical scanning system, in which receiving sets are not required.

All vision on the air in the east requires a scanning disk in the receiving set to whirl in exact synchronism with a disk in the broadcast station. The one exception is the belt-scanning device of the Short Wave and Television Laboratory at Boston, which is, nevertheless, a moving mechanism.

Independent Research
Problem of eliminating the moving disk by a system of electrical scanning of the image is being studied by groups of engineers in different parts of the country.

Don Lee operates the Don Lee CBS Coast chain, allotted two television channels and is increasing his research department with intention of being first to give electrical scanning a practical try-out on the air.

The system to be used has been developed by Harry R. Lubcke, department head of the television division, who gave laboratory demonstration using motion picture film a few weeks ago. The staff of three engineers that has worked under his direction the last six months is being increased to slash with the object of turning out commercial sets.

No Coast Disks

Don Lee will market his own receiving sets, enjoying a monopoly, as no disk set on the market is capable of receiving the belt-scanning method. In fact, all television broadcasters virtually control the receiving market, due to the variations in television systems and the fact that a set must be synchronized in the laboratory with the broadcast apparatus.

While the Lubcke system is apparently headed first for the air, RCA is known to be working on electrical as well as disk scanning and reported favoring the diskless method.

At Fairmount in San Francisco is also working on a system of electrical scanning.

Licensing Disk Cos.

Courtesy giving radio also comes part of the right to broadcast and copyright music will be executed today (Tuesday), taking effect as of June 15.

The new law is the first of a series of 26 per four minutes per song.

In the advertising business when an agency sends off an account from another agency that's just an every day incident. But when the hoisting occurs on practically the eve of the advertiser's network debut, with an \$800,000 radio budget as the plum, that's news. It happened to one of the top rung line agencies imprecisely: Lord, Thomas & Logan and Montgomery-Ward Co.

Was the commercial that switched into the air on the eve of the debut. "What burned up the L. T. & L. boys was the fact that six months of hard work, six months of planning, prospecting, conferenceing and conditioning suddenly went for nothing and into the lap of one of the toughest competitors. Latter is Erwin, Waseley & Co., which, not so long ago, slipped in and carried off the Chanel account from the N. W. Ayer outfit.

Montgomery Ward version of what precipitated the break is the customary tactful one, strictly true to the code: "It up and closedly adored to be the merchandise that had boys on both sides of the fence, i. e., everything was satisfactory. But, And the explanation stops with "but." No use trying to penetrate beyond the "but" for a daily hookup of 35 stations for 52 weeks starting July 1.

It is generally known in the advertising trade that Albert D. Laswell, president of the L. T. & L. board, had established the policy of refusing to accept an account unless his firm were given complete supervision over every phase of the product's plugging, and that included every medium of display space and radio. Splitting up of the advertising job was taboo with him. Montgomery and Ward decided on this angle of approach.

Accused was informed the mail order house deemed it advisable to separate radio from display advertising and assign the handling of one of these to another agency.

Laswell & Logan immediately let it be known that there would be no slicing up of assignments. "It's all or nothing," was the agency's ultimatum.

"All right," rejoined Montgomery Ward, "it'll be nothing." And the radio portion of the business was therewith turned over to the Brown-Wayne outfit.

Talent setup of mail order air shows provides for a different type of program each week for four weeks. Listeners will be asked to pick the permanent program.

"It's all or nothing," was the agency's ultimatum.

"All right," rejoined Montgomery Ward, "it'll be nothing." And the radio portion of the business was therewith turned over to the Brown-Wayne outfit.

HEARST WANTS WCAE IN PITTSBURGH; \$900,000

William Randolph Hearst is negotiating for a 100% buy of WCAE, the Gimbel Bros. station in Pittsburgh. Price reported involved is \$900,000.

The Pittsburgh station, taking NDC programs with a franchise on that network but not affiliated, showed a net profit of \$75,000 last year.

An outright buy of the Gimbel outlet would give Hearst his first complete station ownership. He has a share in WGLS, New York, and on various occasions has been reported as buying in on indie stations, among them WOL, Newark. A later rumor receding WGLS was dis reported transfer of control to NDC, with this denied.

CONRAD SPREADS EAST

Los Angeles, June 29.—

Con Conrad now east to open a New York branch office. Conrad and Louis Dreyfus, the latter long-time manager here, have been in negotiation for Conrad's foreign block with Chappell's.

With Individual Operation Once More, Publishers Look for Spurt

Music publishers of pop songs confidently foresee a spurt in their business along toward fall when it is expected that music publishing will have gone back to first principles of operation by individual firms. This, the publishers say, will give the business a new impetus for a start with the better conditions expected to swing along, also with a wider range of songs to again select from with the publishing of music on its former basis of individual and competitive operation.

This is to be accomplished, from present expectations, by the divorcing of the several music concerns which have become attached to talking picture companies. It seems to be on the way at present in the Warner group. Former owners of the music firms going with Warners anticipate the repurchase of their companies, providing suitable terms can be reached.

There is no report to date of any similar intention for Deits and Fischer with Radio Music. It's a report, though, that if Warners sees

(Continued on page 54)

Cut-In on Church's Air Time Denied in Chi

Chicago, June 29.

Refusing to put the silence on the North Shore's other "evangelical ballyhoo," the Federal Radio Commission turned down WIDB's application of time used by the church's outlet, WPCB. Later and WIDB share the same air channel.

WIDB contended public interest would better be served by time it use the 12 hours assigned WPCB for the broadcasting of network and studio sustaining programs.

Fred Zimbalist Blows

Los Angeles, June 29.

Fred Zimbalist, cousin of Ethel Zimbalist, violin virtuoso, sails from here for the Orient on a tour of Japan, China, India, Java, India and Egypt as harmonica soloist. Young Zimbalist was with Borrah Minervich's harmonica orchestra abroad, quitting to become a solo artist.

He gave his first concert here at the Majestic theatre recently, assisted by Verna Arvey.

"SINGY SONGS"

That's What You Hear When ANTHONY TRINI and his orchestra are on the Columbia network from the Greenwich Village Inn. Of course no features.

"I'm Thru with Love"
"Over the Moon"
"When the Moon Comes Over the Mountain"
"At Your Command"
"Hidin' Down the Highway"

ROBBINS
MUSIC CORPORATION
1117 11TH AVENUE
NEW YORK

LEADING ORCHESTRAS DIRECTORY

DUKE ELLINGTON
June 27, Paramount, Toledo, Ohio
En Route to Chicago
Management of
MILLS DANCE ORCHESTRAS
Mills Building, 46th St. and Broadway
New York, N. Y.

EVERETT HOAGLAND
And His Orchestra
GEORGE OLSEN CLUB
CULVER CITY, CALIF.
Management, M. C. A.

PAUL WHITEMAN
INDEFINITELY
Edgewater Beach Club
Chicago
Personal Rep., JAS. F. GILLESPIE

Beggars are Choosey

Cleveland, June 29.

Temporarily can't be knocked out of a musician even when he is broke and somebody's trying to help him. At the benefit show for Cleveland's unemployed musicians, Danny Cass recruited five down-and-out troubadours for a specialty number.

Act had been rehearsed, but trouble broke out shortly before curtain time. Each of the five fakers squawked that they wouldn't go on unless he could play the first solo trombone part.

Osborne Ties in with Cigaret for National Publicity and No Pay

Will Osborne, the band leader, is going commercial in a big way. After tying up with various commercial firms the past week through his personal press representative, Sidney Heller, Osborne has also engaged with the Camel cigarette. The contract calls for a picture of Osborne, painted by Alfred Cheney Johnston, to start appearing in Camel magazine and daily papers by Aug. 1. No money involved in the tie-up, Osborne receiving the national publicity without the effort.

Silver Co's Suspension May Be for Summer Only

Abner Silver, head of Silver Songs, Inc., which has left the Hilton Building, says the suspension of his music business is only until fall, when other quarters will be taken and business resumed.

Meantime, according to Abner Silver, Silver is being handled from Pelham Heath Inn, a roadhouse owned by Gene Geiger, the backer of Silver Songs.

While marking time for the reopening of his music publishing business, Silver is free lancing on songs.

"Skippy" on CBS

Chicago, June 29.

Radio rights to "Skippy," Percy Crosby's syndicated cartoon strip, have been acquired by "Wheaties," a cereal product of Washburn & Crosby Flour Mills.

Bob Andrews, who authored "Three Girls Lost," Fox film, will do the radio adaptation. Crosby Flour signed for the feature for two years.

During the first six weeks "Skippy" will run 15 minutes daily over WMAQ, Chicago, after that going to the Columbia network. It was originally intended for NBC.

WHITEMAN TO EUROPE IN '32 AT NBC REQUEST

Chicago, June 29.

Paul Whiteman and band will set foot on European soil next year for a concert tour of from eight to 12 weeks.

Whiteman tried to get out of the contracts, having determined to retire from stage or concert work in preference to an executive job with STCC, but finally decided to go through with it when NBC requested.

Whiteman will probably go abroad early in January with his touring act, but did not. Tour will be handled in similar fashion to that of Roxy and gang over here.

Musicians Organize Social Order; Dues \$1

The Musicians' Welfare Association, a new local union organized by the Musicians of Greater New York under a New York State charter to promote better conditions for local musicians.

The new order, boasting over 2,000 members already, has been organized to fight outside musicians and keep the home boys open for home boys. The common enemy is the transferred man. The order was organized only after waiting a year for the big Education and Labor Union 802 to do something about incoming bands and musicians.

The welfare association meets in Mecca Temple. Dues are only \$1 a year. The order has no money in existence quietly for the past six weeks.

Publishing Firm East

A new music publishing firm has made its appearance in the east in Brooklyn, Lederer & Schenck, Ltd., in Germany. The firm was well known along New York's tin pan alley and the uncle of the late Joe Schenck, partner of Gus Van.

The new firm started in Los Angeles a year ago. Nemo Roth and Jules Von Tilzer, late of the defunct Red Star music house, are with the new publishing firm. Offices are to be opened in Chicago and other key spots to be decided on later.

Mary Ferte Killed

Cleveland, June 29.

Mrs. Mary Ferte, wife of Joe Ferte and part of the local Seth Parker act broadcast by WHK, was asphyxiated last week by carbon monoxide while starting her car in a closed garage. Police rescue squad worked with a resuscitator for 35 minutes in an attempt to save her.

Mrs. Ferte's husband was one of radio's first artists, known as "Melody Man" eight years ago. She had been playing "Mel" in Wreck's Seth Parker act. Couple had one child.

DIVORCES BAND LEADER

St. Louis, June 29.

Too much artistic temperament on the part of her husband was the principal charge made by Mrs. Helen Leonard in obtaining a divorce here from Leonid S. Leonard, St. Louis and Hollywood orchestra leader.

Leonard was not in court and did not contest. Mrs. Leonard was granted gross alimony of \$5,300 and \$100 attorney's fees by a stipulation filed with the court.

SPOR AT OMAHA PARK

Omaha, June 29.

Capitalizing on Paul Spor's two previous engagements here as a Public m.c., Peony Park has engaged him for the summer, starting July 1.

Spor will be in charge of ballroom activities at the hotel as outdoor sport, the first in this area to attempt a name draw.

Abe Lyman Cancelled

Chicago, June 29.

Abe Lyman and his band open tonight (29) at the Hollywood Gardens, New York, but are cutting out two of a scheduled four weeks' engagement at the Granada cafe.

Understood that Lyman's cancellation at the sixth date spot was by mutual consent. Hollywood Gardens is paying Lyman \$5,000 a week for three weeks, after which he is booked for the Club Forrest, New Orleans.

Road Trade Settles, as Usual, In 2 or 3 Different N. Y. Spots

Paris' Best Sellers

Paris, June 19.

Popularization of big winter numbers from America has taken hold of sheet music market here with the result American pieces are almost holding the field. Most over the counter are:

"Teanut Driver"
"You're Driving Me Crazy"
"Three Little Words"
"Love For Sale"
"Moon Ideal"
"C'est Surtout pour des Amants"

Disc sales are almost identical with leading American orchestras copying the bigger sales. "Souvenirs Tour" from Le Million is a new runner up.

New Parisian name for those crazy about buying records is "Discophile."

Looks Like 10c on \$1 as Durium Settlement for Music Pubs on Royalty

Durium Products Company, held in receivership by the Irving Trust Company, has been sold subject to all liens, to the Irwin-Wasey Advertising Agency. It is believed, from reports, the agency bought the record company for a group of preferred stockholders in Chicago.

Basis of the purchase of Durium by Irwin-Wasey was on an involved basis, as follows:

That the new company will issue one-year notes bearing interest at 5% for \$250,000. These notes are to be underwritten by Irwin-Wasey or their principals. In addition to the notes, the company will issue preferred stock of an indeterminate amount. This preferred stock is to be given to all creditors who desire to join with Irwin-Wasey and others in continuing the company.

The preferred stock to be issued by the new company will at least equal 50% of the claims against Durium. Those creditors who do not wish to share in the continuation of the business will be paid in cash at the rate of 10c on \$1 for the total amount of the claims against Durium.

The \$250,000 raised on the notes will be used to pay the expenses of the receivership and all bills the receivers have incurred and to pay the 10c on \$1 to the creditors who dissent.

In addition to the notes and preferred stock the new company will issue 100,000 shares of common stock at no par value. Each creditor accepting the plan and taking preferred stock for his claim will receive for each \$500 of preferred stock, two shares of common and the right to subscribe to one note of the \$250,000, which note will carry with it 25 shares of common stock for each \$100.

The financing plan has been accepted by the court, but the final p.o. will not be forthcoming until a hearing Thursday, July 2, when the entire matter will be adjudicated.

Durium is indebted to the publishers for royalties to the extent of about \$150,000. The publishers, mainly, rather than take 50% of their claim in preferred stock, will take the 10c on \$1.

As usual in the summertime with the reopening of the road houses around New York, the healthiest trade appears to have selected but two or three of the resorts as their favorite spots.

North of Manhattan the spots are Pelham Heath Inn, with Ted Lewis and Hunter Island Inn, recently taken over and now operated by Will Oakland.

On Long Island, in the western end, Pavilion Royale, on the Merrick road, is again the road place of that section. Nearer the center of the island the Joe Smallwood spot at Roslyn is once more attracting the social elite of its section, while on the eastern end Julius

(Continued on Page 54)

Wiedoeft Sales Suit

Chicago, June 29.

Claiming more than \$25,000 due him, Rudy Wiedoeft, sax blower, has filed suit against the Frank Holton Co. of Elkhorn, Wis., makers of the instrument, for Joe Smallwood's "Rudy Wiedoeft" saxophone.

Wiedoeft charges his contract with the concern called for a minimum of \$3,000 yearly for exhibition of the instrument and \$5 per instrument accruing from sales. So far, the music contends he is at least \$25,000 short and is demanding an accounting.

Berg Gives Up

Los Angeles, June 29.

Harold Berg has given up the songwriting ghost and gone east, contemplating entering law school in the fall.

He was with Warners for almost two years writing theme songs with Moo Kraus (M. K. Jerome) during the songwriters' gold rush period.

Kornheiser Classified

At Phil Kornheiser was elected a participating member of the American Society for the re-classification meeting last week.

Put in Class F.

Max Rosen (Roscy), the ex-marine sergeant and bass player, formerly with Ben Bernio, is now a part of the Capitoline band at the Capitol, New York.

Houseboat FOR SALE

Would you be interested in starting a revolution on Broadway, but on the roof and inviting waters of Long Island Sound, or any other location you might select?

This staunch vessel offers unlimited possibilities for such a venture and is available for immediate use. A float, built, seaworthy, built-in excellent condition, 160 feet long and 46 feet 6 inches wide. Main deck has large lounge, bar, kitchen, dining room, bathroom, sleeping quarters, toilet and bath, galley (kitchen), sleeping and toilet facilities below.

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Englewood

Looks like a fairly lull week for the Tuesday "professional preview" nights if something isn't done to induce more acts to play gratuitously for these Englewood shows.

House now figuring on merging the Tuesday concert with the Friday amateur night stunt.

Business was weak and the audience not at all entranced. Only act that got a rise was the Sakinis. The feature was "Iron Man" (U).

Introductory spot had Miss Ella Brownell on for a few elementary lessons in xylophone tapping. Nice parlor stuff, but futile as vaude material. Slightly better impression made by the Roberts Duo, who followed. These English boys got no where with their singing, but managed to show something different in eccentric dancing.

Myrtle Parker, who has been around in Public units and musical tabs, gave her robust violin pipes a nicely-received workout. Next turn, Morton and Carter, who concentrated heavily on stunt.

Miss Gills, on the other hand, gave an exhibition of awkward ballet and tap dancing. Evidently the three kids had been booked for Friday night, and for want of a filler were moved forward.

Houghton and Howard contributed some better and more substantial. Joe Clayton closed with a harmonica for a while, vetting a laugh here and there and a solid bow on the soubrette.

Femme comic of Austin and McPherson worked hard to get laughs, but material of some sort will use to cause laffs.

Danny White in caricatures took tripped on for a comic dance sketched, but didn't hold long enough to show off his talents.

Five Sakinis closed with their colorfully-staged and breakneck routine of risky, tumbling, hand-balancing and contortion bits.

Elliott Elliott, actress, recovering from a major operation in the American hospital.

Publishers See Spurt

(Continued from page 52)

the fertility of concentrated group publishing with its handbooks and factory operation, Radio Music may follow and sever its joined music companies. Fox has recognized the situation by publishing its music attachment, Red Star, but now Fox the condition is different inasmuch as Fox organized and did not buy Red Star.

The Songwriters

The matter of the songwriter is professed as most important by the publishers. The writer, from Fox counts, has been discouraged. Favoritism on the plugging end has deprived the writer of considerable royalty with lack of song sales another reducer of the same thing. Should the publishers again com-

pete amongst themselves for business and song placing, the writer may be more accessible to a better client in the song writing way.

The publishers agree that with the music business again on a single scale effort, the chain music of operation will not interfere. Among the chain group music companies the absence of competitive work has been most seriously felt. Fighting for song plugs with singers has become almost obsolete with the film-music concerns. If a singer were using a number from one firm, the other firms were instructed to lay off that individual, meanwhile, sometimes preventing two songs from the chain group with one singer.

A decidedly more buoyant feeling is evident among the publishers at the prospect. Along with other trades, they think the bottom has been reached for bad business with an improvement, however slowly to arrive, due to take place by Labor Day.

Road Business

(Continued from page 52)

Keller's Casino Place Inn as always holds the ultra swaggar Southpaw colony, the only summer rival sojourn to report in the east.

Big Business

Lewis and Oakland are doing turnaway business in their respective road houses, with big trade even in the early nights of the week, weather permitting. Oakland has completely turned over Hunter Island, having taken that veteran road house from Arthur McLean, who had it for years. Lewis is at Pelham Heath under an arrangement with Gene Geiger, who is again running it.

Joe Moss and the others interested in the Hollywood Gardens on the Pelham road have a piece now of Pavilion Royale, with John and Christine under a guarantee from them but continuing to operate the L. I. favorite. The Gardens is doing fairly well on hot week ends. It had a tough season last summer, going to pieces after Paul Whitehead left. Now the Gardens is offering free taxi transfer to and from the Gardens from Times square, catching some business in that expensive exploitation manner. It's about 10 miles from the square to the Gardens.

No cover or minimum charge.

News of the Dailies

(Continued from page 48)

at auction last week, bringing a small sum.

Home was put up at public auction, together with the rest of her belongings. House alone brought \$24,000.

Dorothy Lee and James Elder, intimacy agent, separated last week after seven months of marriage.

Charles Gerward, actor, was seaway barred when he ate a cigarette with an open matchbox in his hand.

Constance E. Young was granted a divorce from Robert M. Young, theatre employee, last week on grounds of desertion. Mrs. Young told the court that Young is in Iowa and refuses to return.

Rosetta and Vivian Duncan in Superior Court lost their suit against their former manager, J. I. Angus, to recover possession of certain moving picture rights and personal property which they alleged he was holding illegally. Angus said the Duncans owe him \$254 with interest.

Mrs. Erlene Lubitsch has petitioned for a final divorce from Ernst Lubitsch, film director. She stated

she will not marry Hans Kraly, writer, as previously reported.

Retrial of Alexander Pantages, Detroit man, in Los Angeles court on charges of assaulting Eunice Pringle, dancer, originally scheduled for July 13, has been adjourned to Aug. 31 because of the close proximity of his San Diego trial on murder and conspiracy charges July 22. His first trial in S. D. resulted in jury disagreement.

Accused of robbery and two moral offenses against Antoinette Barry, actress, Jack Warren, real estate broker, was committed to the psychiatric ward of the General Hospital last week by municipal court. Bail set at \$5,000.

Bess Delaney, actress, is suing the Los Angeles Steamship Co. for \$50,000 damages, claiming that when the S. S. Harvard was wrecked last month she suffered personal injury and lost valuable personal belongings.

Josephine Dunn was granted temporary alimony from Clyde E. Greathouse. After had filed suit for divorce on charges of temperance, Miss Dunn countered with a cross-complaint charging Greathouse, also, told the court. Greathouse's mother lived with them and often told her that she had made a great mistake in marrying.

Clara DeVoe, former secretary to Daisy Bow, was denied a restraining by the district court of appeals last week on a recent decision sending her back to the county jail to serve an 18 months' term following her conviction of grand theft charges from Miss Bow.

CHICAGO

Arm of the law stretched out for Jack Kearns, sports promoter, and former manager of Jack Dempsey, for non-payment of \$4,000 alimony and \$1,000 attorney's fee. Attachment for his arrest was issued on behalf of the Chicago Kearns, who is suing for divorce.

Fred J. Waldner, radio singer and former Northwestern University student, was arrested and later released on an identity error in Evanston Police. Waldner was on a warrant charging him with deserting a wife and three children, the charges were found to be 23 and then the description was discovered not fitting him.

Boxing bill, amended to allow schools to run amateur bouts, was passed by the General Assembly in Springfield. Police Chief Waldner said the school boys and also that of the National Guard and American Legion from jurisdiction of the state athletic commission.

An all star company will be sponsored by the Chicago City Shakespearian society next season, according to plans Fritz Leibler will remain at its head.

HOLLYWOOD

(Continued from page 5)

33 days behind schedule. Weather troubles.

"Arrowsmith" For Colman

Now that he has finished "Unholy Garden," Ronald Colman's next for United Artists, "Arrowsmith," from Sinclair Lewis' novel, is being prepared.

Morrison Insists

Leo Morrison insists that he is through with the Artists' Managers association following his dispute with Ruth Collier and wants his \$10 million back in a few days previous to the tiff, back.

Patching "Tragedy"

"American Tragedy" is held in the cutting room at Paramount while dramatic scenes are strengthened at opening and closing of the film.

First Indie On Rene

Tec-Art is the first indie to follow the cycle swinging toward Reno. Ray Cannon will direct and Jamison Thomas has the lead.

Freud-Powers Back

Arthur Freud and Dick Powers, who have been in New York for their music publishing firm, are back.

Easing Lewis In

Fearing that Joe Lewis, cat m. c., isn't known to picture fans, Mack Sennett's original plan to solo star him are off for the first. He will be co-starred with Andy Clyde.

Another Marie Wells

Second Marie Wells to enter pictures from the Pasadena Community theatre and goes opposite Charley Chase at Ranch. Oliver McWells, singer, was in screen "Desert Song."

U's Sick List

Three Universal extras on sick list.

Uncommon Chatter

(Continued from page 42)

No girl who smiles so guilelessly, who looks so demure in organelles or masquerades so obviously in garish evening clothes, can have "lived" to the extent the heroine's dialog implies.

Mae Nixon's screen appearance has improved. Her hair is waved differently, her costumes are cut with a knowledge of Parisian engagements and her eyes have profited by the use of pencil and mascara. Her singing voice—if a double not used for the cabaret scenes—is liquid and pleasing.

Lillian Leighton knows her way about the familiar characterization of Ma Chancy. A boarding house mistress, who mothers her brood of jockeys and stable apprentices with brusque kindness, is a formula part that this experienced actress must be able to play from memory.

Jack Gilbert in Wrong Again

Three girls participate in a "Gentleman's Fate," the latest misconception of John Gilbert's personality that tries to turn a drawing room actor into a two-timed tragedian. All three roles being negligently written, best that their actresses can do is walk through them.

Leila Hyams does her walking through in modish costumes suited to quiet charm and fresh beauty. She chooses dark clothes, a wise selection for a blonde, and close dark hats that frame her face smartly. The story lets her down and never permits her to come back, once she boards a boat for Europe. Anita Page enters the story late, just in time to ensnare the racketeer hero and receive his dying blessing. She does as much as she can with a small role. Marie Prevost, written in as obvious comedy relief, consumes snacks of food in her every scene, adding just that much more weight to recent unbecoming avoirdupois.

Foreigners Start or Finish of Careers

Foreign pictures are frequently the beginning or end of American film careers. For American actresses, not willing to admit to their popularity, they provide the intermediary step to graceful retirement. For foreign stars they are a means of introduction to Hollywood. The scarcity of those who show promise are immediately imported to Hollywood, to linger about studios until the expiration of their contracts or blaze into over-night stardom.

Both Lillian Harvey and Olga Tschechowa, of "Die Drei von der Tankstelle," show Hollywood promise. Miss Harvey photographs well, aided by excellent make-up, a fluffy, disheveled coiffure and a series of costumes and settings contrived to emphasize youthfulness and a gracefully slim figure. Crisp organelles and jaunty two-toned frocks, with matching boleros, provide smart dressing for a spirited, jocular, who can sing as well as dance—the dancing would be more impressive if the studio had not provided Miss Harvey with a pair of dark, cast-iron mesh stockings.

Olga Tschechowa is the languorous type with her marked resemblance to Pola Negri noticeable in more than one sash. She too, has a pleasing singing voice, unexpectedly high and soft. Fully aware of the softening effect of just enough eye shadow and the flattering frame of wide, deep waves, she needs no instruction in make-up. Her clothes border on the theatrical, since she portrays one of those light ladies for whom continental morals make no apology, but they're fashionable and well devised, as are all the costumes slung in the background of night-club scenes. Which, if for no other reason, raises "Tankstelle" above the average of German-made films.

Choristers With Trays

(Continued from page 1)

after hours of rehearsing tap, Russian, aerobic and highlight routines. Serving table is a lot easier, and the wise girl knows better than to appear discouraged. Grouchy waitresses don't receive tips. "We don't like the work so much," she amended, "but we keep smiling."

The experienced waitresses are in a row over the invasion of the dancers. They admit the difficulty of competing against young, feet-footed girls who can talk fast as well as carry a tray. They pray that next season will usher in a flock of musicals.

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