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VOL. 104 No. 12

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56 PAGES

THEATRE TICKET

'Roulette Wheel' of 15 Gambling Casinos Now Best Stands for Acts

A route on the 'Roulette Wheel' is succeeding all and still another dates as the most desirable variety booking. The newest and most sought after 'circuit' composed of around 15 big gambling houses in the principal eastern, southern and middle western cities. For acts, the work is simple, the treatment pleasant and the pay-off guaranteed.

The gambling places on the circuit floor shows composed of several acts, an m.c. and a band, with a chorus the only missing element. They play the shows from one to two weeks each, spending from \$2,500 to \$10,000 a week for talent.

While making is encouraged, the women members of acts are protected against rough stuff, they say, with the attitude of the guests toward performers decidedly different than in the average nightclub or speakeasy.

The rule chiefly impressed upon all talent is against participating in any of the games. In the old days the lowdown free and easy encouraged, among other petty gigs, gambling by the actors. At the end of the week most of the actors had lost their salaries back to the house. This is up in the big spots presently playing floor shows. Some (Continued on page 42)

If \$300 Is Too Much For Burley's Top Star, Why Burlesque at All?

Ann Corio's salary of \$300 a week has been the cause of her losing two weeks in New York and two in Brooklyn and still another this week, when the 'Girls in Blue' plays the Columbia stand in Union City.

St. J. is irate, the present season's topper of all burlesque fava, such as they are.

Fitz the Klinkys refused to agree to Corio salary and she was out of the show when it played their Apollo and Central in Brooklyn. Sam Raymond sidestepped for the Gayety and Star dates.

Last week John Stevenson informed the Columbia office he would not stand for the Corio money and the show went in Union City Monday without her.

Miss Corio is under contract to Emmet Callahan who suggests her to other shows when she is not played by wheel managers.

Ticket Agency Moves Off B'way—Too Much Rent
The Arrow ticket agency suddenly moved off Broadway last week, abandoning the store next to the Astor theatre for a side street. The volume of business this season, after a losing summer, did not cover the overhead.

Joe Gramsky, identified with Arrow for years, is still in charge.

Softening the Blow

One of the telegraph companies is now softening the blow by the tipoff that the message heralds a death, to wires announcing financial reverses in including calls for margin.

PANICKY OVER CHUMP MONEY ON RIVIERA

Paris, Nov. 30. With little chump money around, all the gambling joints and resorts are getting panicky. Entire Riviera life is under a cloud, since it's the gambling that pays for most everything in that section.

Chains at Menton has been closed for the winter, with that possibly aiding Monte Carlo a bit. Menton Casino closing is more significant by the fact that after the French government had lifted the gambling tax to make things easier for all the casinos, the Menton city government also lifted its gambling tax. With both taxes off, the Casino still couldn't make a go of it.

'LIES' TOO SUGGESTIVE AS ADV. THEME SONG

Censorship on songs and titles has arisen in the music business because radio is so finicky regarding titles. Before accepting a song, publishers now judge the value of its title for radio use. If the publisher believes that the title will in any manner be objectionable to radio, and therefore limit its use on the air, it is rejected.

Shapiro-Bernstein, as an example is having a difficult time securing plugs for its new tune, 'Lies.' Advertisers are again using this song. Reason is that after an advertising plug for its product, the customer wouldn't want the announcer to step forward and say, 'You'll now hear the orchestra play "Lies".'

Where once lurid titles were the order of the day, the publishers now vanish them. Radio won't use anything suggestive, and if radio won't use a song, then it's no good to publishers.

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Card Vogue Produces Whole Brood of Easy Money Devotees—Public Hotel Games Help Racket Angle—Propositions of Big Business Scope, and It Looks Permanent

EQUALS \$20 POKER

Unquestionably the sweetest racket that has ever swept the country, involving the cream of the nation's most legitimate citizens in its various ramifications, is the contract bridge thing. The game has captured the land. More than 200,000 New Yorkers belong to the army of players who gather daily about bridge tables in homes, hotels, and clubs in the Metropole.

It is no exaggeration to estimate 1,000,000 New Yorkers as bridge bugs, with the recruits swelling daily. Any game with such a vast following in one local has its 1% of fanatic. Thus it is safe to say that 10,000 devotees of the game are contract bridge crazy. Applying that ratio to all other cities, towns, and hamlets on the map leads one into staggering statistics.

Bridge, without a doubt, is the greatest card game ever invented. It's one game where skill and card sense must get the money. There are certain percentages in the bidding and playing of the cards that the shrewd card player will turn to his advantage. Since millions of dollars change hands each week over bridge tables and the game is popular with the best people and gaining steadily in favor with the public, it has proved itself a gay highway to easy money for those who find themselves expert.

Meanwhile the recreational aspect of bridge, has acutely affected show business in general, and the legit theatre in particular, striking at its heart, the box office. It takes a hit show or a smash picture to lure the confirmed bridge addict away from a game. One of the most frequently heard expressions around Broadway these nights from one or more of a group of erstwhile show showmen is, 'Let's go home and play bridge.'

Looks Like Stayer
Unlike miniature golf, bridge is no passing fancy. It has stability as a social exercise and won't die the miserable death of the ouija board or cross-word puzzle. It's here to stay. As a means for climbing into class company, it proved a godsend to card sinners by giving them easy entry into games where while big money is seldom realized, a steady grind is provided. Cheaters like the game for the additional reason that it gives them an opportunity of striking up an acquaintance with big money men with the possibility of (Continued on page 54)

Even Low for Idlers

Wine bachelors reached a new low in New York Monday when 6th avenue vendors took hold. Guttering lights in temporary window displays announced that rock prices down to 25c. Cops had to clear away the unemployed before one such spot.

600 ADDED TO IDLE BY 11 CLOSINGS

Jobs lost last Saturday (28) by approximately 600 legit theatre workers is regarded as a record in the field. That goes both for the time of year and for a simultaneous letout.

There were 12 closings over the weekend, of which only three were to tour. Cante, house and stage crews of the existing productions constitute the unemployable contribution to unemployment.

Geddes 'Hamlet' numbered a cast of 75; Jed Harris' 'Wonder Boy' stopping yesterday (Monday) at the Alvin, had 66 people. Both these shows also carried big stage crews. Other casts numbered: 'Lady of Lamp, 60; 'House of Connelly,' 45; 'Hamlet' (Chi Civio), 68; 'In Times Square,' 35; 'The Good Companions,' 35; 'Widow in Green,' 31 (may receive tonight); 'Steel,' 66 etc.

Best of the 600 came from the average stage crew and house staffs of about 25.

BIG BETS ON HOCKEY BY GAMBLERS ONLY

Hockey nights at the Madison Square Garden are drawing the betting gamblers of the town. They bet with the track bookers or as many of them as may be making book on the night's match.

No bets from the public are accepted and no money passes. About 100,000 bettors are daily adding to their own circle, moving in bets run to over \$1,000 more frequently than under that amount.

The bookies and bettors have their own stamping grounds each night before the match starts, inside or about the Garden. They are often hunted along by the cops, but with the letting play limited to their own circle, moving is small inconvenience.

For some time it was remarked from the pro-gambling end, The gambling fraternity is said to have but lately lit upon it as a hazard.

Regarded as the first test of the business possibilities for Sunday night legit performers, the playing of three successful legit shows last Sunday (29) in aid of New York's unemployment relief fund was carefully noted by ticket agents and managers. There is some difference of opinion as to whether Sunday would be profitable, if and when they are legalized.

Business for the three performances played Sunday night as benefit was good only at the Plymouth, where Counselor At Law went close to capacity and got \$2,564.

Band Wagon' also drew about \$2,290 at the New Amsterdam, where few lower floor \$5.00 tickets were sold, and it was a top heavy house though the demand for \$1.22 and \$4 tickets. 'Church Mouse' ran last with takings of \$440 and claimed that not enough advance notice was the fault.

There was a three-way split in the proceeds. Unemployment fund was paid 10%, while 10% went to each of the Actors Fund, stage hands relief and Authors League relief.

While the results were not what Sunday proponents hoped for the point has been made that the first (Continued on page 53)

L. A. Ad Men, Stores Admit Copping Best Stuff from Theatres

Los Angeles, Nov. 30. Coast merchants are daily admitting more showmanship in the merchandising of commodities. Today if they have something to sell they show smoke, theaters are now going in for a picture house or it stays the shelf.

These days they followed the lead of the theatres in newspaper and billboard advertising. Recently a. entered into the new paper ads and made readers out of people who ordered a picture house or it stays the shelf.

Singing Waiters Back, Plus Crooning Usurers

Along with noticeable return of singing waiters, mostly in medium class smoke, theaters are now going in for crooning usurers. A half dozen houses around New York are picking usurers by their vocal ability.

Nites is gaining headway only in the straight picture places, mostly neighborhood houses, with man-of-the-house, moving is small inconvenience. Theaters are an organist or vaude. Theaters are apt-sighted at the foot of the road and do a number at every show.

Variety's Monthly Newsreel Chart On 'Scoops'—Explaining Reels' Ways

Except for an occasional sport of events among the biggest newsreels that the working up of a monthly chart of scoops is almost impossible. The items and large items, out-of-the-ordinary incidents, individual offers of camera men, editors, and producers, in vigor to a subject—all of these ingredients play an important part in the individualism of a newsreel program.

While that individualism can precipitate a market difference of two or more programs of identical subjects it cannot, put that program, or any part of it in the scoop class.

One for All

The big reels admit they are cooperating. On general assignments it is as common a policy for one reel to stop, to let the work and efforts of the others as it is for metropolitan reporters to travel now in a gang, and let the more enterprising scribes do the quivering.

Even the reels have consistently denied giving any consideration to forming an Associated Press, and even the most enterprising metropolitan reporters, they take each other's work with the open knowledge of their rivals. It is the "scoop" recently Variety's scooped through the release programs of Paramount, Pathe and Fox-Hearts that has been virtually the chief cause of the program of any one of the three would tell the story for the other two so far as coverage of general events was concerned, he stated. This with the qualification of, they have exacted periods previously referred to as "scoops."

Alibi

When it comes to these "scoops" the reels that have been beaten always have an alibi. Any one it is accused of being a "scoop" will wax vocally vehement and talk as though the reel that decided to get out of the routine and play for a clip or so away from the back was deliberately doing a double-cross.

No reel admits not knowing just what was going on all the time, even though it didn't know it in its program. The "we-wouldn't-pay-the-odds" angle is about the most common. On their "scoop" sound is blamed. Even the alibi that "we had it, but we decided it wasn't good enough" is frequently used in these carrying enough to inquire. Played up just as heavily in the apology for not being right on odd weeks is the news of all reasons that cause nearest hitting the ball of veracity. This is:

We had something most exactly like it a week or a month or six months ago.

We can get away with this last runaround because in the majority of cases every reel at some time or another has had a "scoop" on subjects along similar lines as the one which this week may be a scoop.

Top Scoop in Nov.

The biggest newsreel scoop, in every sense of the word, was November was that accomplished by Fox-Hearts in getting the Kaiser. It was known for months that newsreels as well as many writers have been after that interview for the past decade.

The Capone family at the Chicago reels' station is an illustration of another type of scoop. This is termed an oversight in editorial judgment by some reel boys. Fox-Hearts was the only one to record it.

Ruth Nichols' plane burning in Kentucky was clearly a Paramount capture.

Other than those four items during the past month, which can be clearly defined as "scoops" of any

Billie Burke's Films?

Hollywood, Nov. 30.
Billie Burke will spend the winter in Hollywood with the studio. She is to a camera, or two. Radio is already interested as well as Universal.

Miss Burke comes here when "Vinegar Tom" folds in San Bernardino Dec. 12.

Cooper Notifies Par He'll Tour with Archaeologist

Hollywood, Nov. 30.
Gary Cooper will prolong his stay in Europe and has notified Paramount that he is planning to go on an exploration trip up the Nile river with Col. William White, England's archaeologist. Trip will take about three months.

Present indications are that Cooper will not return to Hollywood until April, or May. Meantime studio has pledged in "The Wing" as his next picture with the date tentatively set as March 1. Doctors Del Rio will be co-starred. Picture will probably be set back to accommodate Cooper, who was advised to take the trip by his physician.

Miller Says No Legits As She Heads for N. Y.

Hollywood, Nov. 30.
Marilyn Miller, star of "The Girl in the Red Velvet Swing," for N.Y. to remain until after Christmas. She says it is purely a shopping trip.

Miss Miller stated she will not do a show, despite offers from George Cohan and a London production. Current contract with Warners calls for one more, to be made in the New Year.

Bushman's Tour

Dayton, Nov. 30.
Francis X. Bushman was here last week completing arrangements for a personal appearance tour under management of George Young.

Proposed jaunt will take in ballrooms and theatres. Also latter phase probably in connection with Metro's release of "Ben Hur" in which Bushman appeared. Young has charge of the Lyric theatre and the Lyric, New York.

Clair, French Director, Directing for U in West

Paris, Nov. 30.
Rene Clair goes to Universal on one picture to start immediately in the States. The French director is to give "The Great Moment" as Clair's latest picture, "A Nona Libre" ("Freedom for 'Ue") has been completed in the Tobis-Epoux studio, Paris, and is now being cut. Clair will leave for Hollywood when it is completely shot, to return to France in March or April.

MORLEY'S 2D YEAR

Hollywood, Nov. 30.
Karen Morley, local girl from the Pasadena Community Players, who made the grade at Metro on a year's trial contract, says another for a life period.

Biggest part to date is first under "Arsene Lupin."

FRAENKEL'S BRITISH JOB

Hollywood, Nov. 30.
Heinrich Fraenkel, who has been writing German language pictures at Metro and Warners, left here Saturday (18) for London.

In such cases the making of an original he joined to Gainsborough.

Erskin Joins Metro

Chicago, Nov. 30.
Erskin Erskin has closed with Metro and to leave for the Coast as a director around Jan. 1.

Erskin is said to be in consideration to produce legit plays.

proportion among the newsreel releases.

Erskin will dance for any camera in any country on the globe, as will politicians talk and ducks swim in an inch case the making of a judgment is the logical excuse.

Again the coverage power of each reel must be taken into consideration. In certain countries, like Australia, literally everything is a scoop. In Port Moresby, the cleaning the streets or Byrd coming to a New Zealand pier.

Erskin's work on the scoops are apparent in the weekly newsreel releases Variety will hereafter report them the final week of each month.



WILL MAHONEY in 'Earl Carroll's Vanities'

Mr. John Anderson in the New York "Journal" said: "The really amusing spot of humor in Vanities are occupied by Will Mahoney and his hilarious Mahomphone, and the ever entertaining Mitchell and Durant."

Direction
RALPH G. FARNUM
1550 Broadway.

BRANDT'S THROW UP LEGIT SPONGE

All operators of legit houses and kickers of left about the brothers Brandt's throw up the sponge. Resumption of these activities is unlikely for them until next autumn.

Brandt house being operated by the Brandts was the Boulevard, Jackson Heights. That spot goes available next Monday (7), operated by Spyros Skouras. Latter arrangement is for Skouras operation until next September at least. Which time there is a possibility the Brandts will resume management.

The Brandts came into legit book-keeping last year and introduced film methods of operation, principally on explaining. William Brandt remains in first as a producer for the present, his first being "Society Girl," which is due to open Dec. 31 at the Majestic. Brooklyn. Harry Brandt has turned to vaudeville house operator of the Carlton, Jamaica, and the Lyric, New York.

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Boland-Ruggles

Hollywood, Nov. 30.
Paramount is planning to make a comedy starring team of Mary Boland and Charles Ruggles. Studio is now hunting for a story that will fit the pair.

Elmer Harris Adapting

Hollywood, Nov. 30.
Elmer Harris, dramatist in his own right, is at Fox to scenarize "Distillation."

Story is by William Anthony Maguire.

SAILINGS

Dec. 2 (Paris to New York), Lady Doreen (Doreen de France).
Nov. 28 (Paris to New York), George M. Cohan, Bert Felsheim, Titta Sclips (Cohen).
Nov. 28 (London to New York), Leonard Vary (Brennan).
Nov. 26 (New York to London) Heinrich Frankel (Ballin).
Nov. 26 (New York to Vienna) Helena Rubinstein (Albert Ballin).

Disappointing Unemployment Shows For Unemployed Thus Far Reported

Douglas Replacing Ames

Hollywood, Nov. 30.
Melvyn Douglas left here to place the late Robert Ames in "Confession" at Paramount's Astoria, L. I.

Paramount had borrowed Douglas from Goldwyn for two pictures previously.

CRUELTY SUGGESTED; DOG FILMS THROUGH

Culver City, Nov. 30.
Metro has bought out the contract of "Bentley" calling for a second series of six dog comedies. Renfro had completed only three on the original contract, making "Bentley" in all.

"Complaints from patrons that the dogs must have been cruelly mistreated to cause them to perform lie given as the reason for the dropping of the series, the customers are making. The local B.F.C.A. in a position to observe the handling of the dogs, offered complaint but that doesn't help the national opinion any."

GIRL FROM STOCK IN FILMS FOR UNIVERSAL

Grethel Sinton, 19, has been placed under usual contract to Universal. She leaves for the coast tomorrow (12) to await her first assignment.

Miss Sinton has had no film experience. She appeared in a picture in "The Girl from Stock" in which she was engaged in the Leo Morrison place.

Fowler's Extra Fallon Stuff for Barrymore

Hollywood, Nov. 30.
"Girl for John Barrymore" at Radio will be "State's Attorney" original by Louis Stevens, which has the extra Fallon.

John Powell, who wrote "The Great Moment," story of William Fallon, will adapt the dialog, with incident from the late criminal attorney's life used.

Traveling Angels Going With Own Expeditions

Hollywood, Nov. 30.
Couple of millionaires are setting out for remote Pacific spots, separately, hoping to make picture scene with their material.

Capt. John Hamilton and Mr. and Mrs. W. G. Cocco, will go to Cocco Island. Harry Blaisel, the carpet sweeper from the "The Girl from Stock" will go to South Sea spots.

Mayer's Operation

Retired to the Mount Sinai hospital, President Charles Thompson (D-23), Arthur Mayer, of Publicis, is reported recovering from an appendicitis operation.

After the operation he was conducting business over the telephone.

Though expected to stay away from the Public's box for three weeks or more, a pinch-hitter will be used in the chair. When the matter comes up for a decision by Mayer he will take it at the hospital.

March Stars West

Hollywood, Nov. 30.
At the last moment it was decided to hold President March at the coast instead of sending him east to go into a Paramount production at the Astoria, where with Nancy Carroll, March will go into "The Girl from Stock" with Eleanor Boardman, to be made on the local Par lot.

British Juve's Trial

Blade Court, English just Juveniles, has a Paramount test slated for Friday (4).

Archer recently closed in "The Roof on Broadway."

Filmless' donation to the national relief fund for the unemployed will not be officially committed until the end of the year. Reports and estimates up until yesterday (Monday) indicate a complete total of \$100,000.

Partial returns from over 23 key centers and their environs Monday totaled \$100,000. Returns from the theatres were as low as \$1, one such independently owned in Manhattan, presenting ticket stubs to prove his contribution to the drive could run into a \$10.

In each locality the proceeds of the benefit show, ordered to be held by each theatre, are turned over to the local committees.

New York City is admitted one of the many "most disappointing" sections in the campaign. The Jersey, including Manhattan, Long Island and part of New Jersey is not expected to go over \$100,000.

Figures
Reported and estimated until Monday (30) were:

Rochester	\$11,500
Boston	10,000
Philadelphia	10,000
St. Paul	10,000
Minneapolis	10,000
Pittsburgh	10,000
Washington	10,000
Cleveland	10,000
Milwaukee	10,000
Indianapolis	10,000
St. Louis	10,000
Portland, Ore.	10,000
Portland, Me.	10,000
Cumbersburg, Pa.	10,000
Lynchburg, Va.	10,000
Atlanta	10,000
Newark, N.J.	10,000
New York City (estimated)	100,000

With all that theatre heat from Los Angeles, contribution to the unemployment fund is distressingly small and gratifyingly small. An estimate of \$7,000 on the final tabulation.

Of the 176 theatres in this area were concerned in the benefit and did everything to make the event a huge success. Receipts, despite local expectations. All theatres contributed their quota, and the total was \$7,000.

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Dallas Got \$500 at 24 Benefit Shows—Cincy Did \$1,200 in 28 Houses

Dallas, Nov. 30.
Midnight shows the five days' town stands and 19 suburban last week for the Hays picture "week" benefit for the unemployed netted almost \$400 a total. Only alibi, it raised.

Local simultaneously local labor council promoted a charity drive through one C. R. Stuster, with the Hays and "Christie" picture lending necessary cash and animals. A mat didn't draw enough customers to make the show a night performance. Cleared \$15 over a nut that didn't include salaries of some 80 performers.

Which was expected to give couple benefits to raise the rare fare and about bills.

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Elliott Nugent Testifies For Metro in New York

Elliott Nugent, recently in "Fast Service," short-lived play, has been placed in charge of film tests for Metro in New York. He was previously in charge of film tests at a featured player.

Metro's tests are now being made in the Astor Sound Recording studio.

HUGHES STARRING MORRIS

Decided to change billing for "Cock of the Air" Howard Hughes' second try with an air talent, will be Chester Morris to a starring position. When made, credits proposed had him under the title.

MR. AND MRS. ARIE NORTWORTH
130 West 11th Street
New York

PICTURES

Mitzi Green's Booking by Agency For Radio's Films an Eye Lift

Hollywood, Nov. 30. Booking of Mitzi Green through Joyce & Selznick for the picture, "Girl Crazy," has become something of an eye lift around here where it is mentioned. The Mitzi Selznick of the agency is a brother of David Selznick, Radio's most recent principal producer.

The eye lifting portion applies to the apparent fact that the Green girl's engagements for the latter had been completed between Radio here and RKO in New York before the agency firm had wrapped up. The report is that Mitzi's parents are of the opinion that Joyce & Selznick were instrumental in the whole thing, so they are entitled to pay the agency 10% commission on Mitzi's salary in the pictures.

Otherwise as the story is known, the RKO booking offers in New York had Mitzi Green for five more weeks in the RKO houses east, with date of opening set. Before the girl was to have opened, the Radio studio in Hollywood per Joe Schnitzer, Radio's president, it had phoned the New York Radio offices to request the RKO booking deal, to defer the Mitzi Green stageing for the time being. The making engagement became immediately set.

Mitzi's parents are Keno and Green, vaudevillians.

Christmas as Only Pushover Season for Mag Chatterers' Copy

Hollywood, Nov. 30. Christmas season comes from here to the picture writers. That about the only time of the year they don't have to worry about their story angles. With the goose cheer on hand, they can pound out reams of copy about who's going to get what for Christmas.

Fan mag pages will be filled with trick pictures of femme picture stars sitting at prop tables where the stars will come down the chimney and drop a Rolie Rolie in their stockings.

After the good old days when the present stars were satisfied with a bag of candy and how those same stars wish the old days were back again. All sorts of hokey "will be to the fans, with their preferred star, saying just what the fans want them to say via chatter writers.

Studio photograph galleries at present are messed up with asbestos fakes which will be the pictures where the stars will be photographed skiing, skating, throwing snowballs and making snowdrifts in fun in making the pictures as long as there is plenty of heat in the studio.

For all for a good cause. The fan mags willingly grab the photos and the chatterers find the stars' stories as the toughest year they've ever experienced comes to a close.

Young Linden Replaced

Hollywood, Nov. 30. Eric Linden, Radio's new juvenile, has been replaced in "Lost Sustained" with Robert Armstrong for the long over the job. Film got started today (Monday).

Armstrong's story with Radio has gone up a good deal. He now holds a new contract for a year.

LIONEL IN PERSON?

A short circuit in New York is that among personal appearances in the Low eastern theatres by Metro picture players will be one by Lionel Barrymore.

Report is that he will come east and complete his tour of the country with his brother, John, for Metro.

J. H. Harris Wedding

Pittsburgh, Nov. 30. John H. Harris, zone manager for Warner Brothers and son of the late Senator John F. Harris, will announce his engagement shortly to Lucille Williams, Hollywood film actress. No date has been set for the wedding.

Another son of the late Senator Harris, Harry H. Harris, married Jane Thurston, daughter of the magnate, about a year ago.

Producers Okay Schnitzer's Job on Charity

Hollywood, Nov. 30. With the picture division of the Community Chest \$35,000 short of its quota, Joseph F. Schnitzer, warning to Radio employees the relation of charity to their jobs was indorsed by the studio committee in a meeting at the producers' association last week.

Non-producers at all major studios are scheduled to receive budget hints this week to give even if it hurts. Coast policy will be that every individual's record for digging up for industry-supported appeals will be a factor in job-holding.

Picture's bit in the chest's \$2,721,000 budget is \$200,000 this year. Amount so far pledged by the studio this year is more than contributed any previous year, with the exception of the \$157,000 picture money in 1927. Last year studio employees dug up only \$104,000.

Rork Dims as Comeback Man for Bow; Loses Story

Hollywood, Nov. 30. Whether Clara Bow will make a picture for Sam Rork or not is in the air because of Rork's loss of the story that decided Miss Bow in favor of his proposition. Script was Neil Shipman's "Get Your Man," on which the producer is to make an option payment.

Original option, obtained without that Reginald Barker was to direct, but Rork switched to James Craven and failed to pick up the option, with Col. J. K. Gordon McKee with granting permission to use the story.

Rork was to have paid \$15,000 for the picture. At Miss Bow's home, news was furnished that she was in Los Vegas on her way to the Rex Bell ranch, indicating that the Bell-Bow affair is on again.

With Rork toiling the option on "Get Your Man," the only story which Clara Bow liked, and on which he made his picture deal, making Rork Saturday submitted 10 other stories to Harry Cohn, of Columbia.

Cohn will select one for Columbia release, after which Rork must list his star on the same story.

Winnie Lightner and WB

Hollywood, Nov. 30. Winnie Lightner and Loreta Young are co-starred in "Eight to Five" (WB) just completed. It's an original.

Understanding is that the picture ends Miss Lightner's contract at Warner's, with her future program unset.

NO STRAW RISE, LESS PRODUCTION

Eastern and Western Picture Heads in Joint Meeting in Hollywood—Options on Talent at Above Current Salaries Will Not Be Taken Up

ENFORCEMENT MEANS

Hollywood, Nov. 30. Evidently not in accord on an agreed economy plan for all studios, the undercover conferences attended by the studio and home office heads here last week will be continued this week in the hope of settling together all loose ends. The meetings were variously attended by Joe and Nick Schenck, Louis M. May, John Zukor, Carl Laemmle, Harry and Jack Warner, Winfield Sheehan and others. The latest confab was held Friday with Will H. Hays at the Hays office here.

General local opinion is that studio and eastern executives have so far been unable to accomplish much in union at these meetings, but that individual critical conditions are causing all overhead attention.

Cuts of various percentages went into effect today (Monday) in the studios. First at WB, with contract people also getting a reduction. At Radio, Humphrey Pearson, writer, was the first to rebel, he refusing to take a cut. He's out.

Today (Monday) at Warners, cuts from 10 to 25% went into effect. In the studios, including contract players, with no renewals at option time for most players, who refuse. There will be no contracts for any but players at the expiration dates of their contracts.

Reports that Fox halted production on "Gay Bandit," "Disorderly Conduct" and "First Cabin" are denied at the studio, although the personnel is in process of readjustment at a lower scale and a program cut is believed probable.

Elimination of contracts for studio employees is constantly gaining momentum.

"Utmost secrecy is being maintained," he said, "but that is being made to bring all studios into an ironclad understanding to hold all high-salaried contractors to their present figures, refusing to exercise options which call for an increase, but the studios are agreed to accept renewal at the figures they are now receiving and which leave, the studios to their own devices." (Continued on page 42)

Tom Mix's Good Chance

Los Angeles, Nov. 30. Having beaten the threatened injunction which developed Friday (23), physicians now hold considerable hope for Tom Mix's recovery.

Mix had Tuesday (24) with peritonitis setting in, but he withstood what is believed the most critical attack so far.

Universal studio is optimistically going ahead with preparations for Mix's western series.

Birmingham, Nov. 30. Tom Mix won a decision over Col. Zach Miller, owner of "101 Ranch" Show, a Jackson, Tenn. show, to "Mississippi" contract. Case charging Mix libeled Miller was brought to the Supreme Court from Natchez. Miller said Mix had also won a decision.

Damages of \$50,000 were asked by Miller. The court, however, ruled that Mix's quoted statement that Miller had had a nightmare in Natchez had not injured a contract with him was not libel.

RKO Proxy Hunt by Its United Staffs In National Canvass to Procure Stock Voting Majority for Refinancing Plan

Legits Debuting on L. I.

"Wayward," with Nancy Carroll and Richard Arlen, started at the Paramount L. I. studio Wednesday (25). Smaller roles have Burke Clarke and Freddie Stewart, from Legit, making their picture debut.

Stewart and Clarke were placed for the film by the Jenie Jacobs office.

Tough Hollywood Publicity Stops Pauper Hopefuls

Hollywood, Nov. 30. The long-shot hopefuls, descending on Hollywood with hometown praise in their ears and a last-spot in the pocket, are virtually extinct, thanks to the lay-off-Hollywood wage broadcast nationally.

Type newcomers today are youngsters with some stage experience, and able to scramble for the showcases legit casts during lulls in the studios. They're ingenuess and juvenes, many with savings from the eastern and midwest seasons to soften the heartbeat break-in.

This is contrasted by the Studio Club, barometer of the young femme influx, many of whose alumnae are now happily married to producers, agents and business men.

TRAVEL EXPEDITION FINDS ALL-BLANK FILM

Hollywood, Nov. 30. Homer Robeshaw's travelog expedition through Porto Rico is a 100% sound and color blank. RKO cameraman had threaded the Multicolor film wrong, ruining everything.

Photography was on the cuff to Mutt, but the tromboning evangelist is out \$1,500 rental for sound equipment.

Scott, Clark and Breedon Get Helping Hand at Par

Hollywood, Nov. 30. Randolph Scott, Russell Clark and John Breedon, young players under contract to Paramount, are being groomed as possible starring material.

Studio feels it has a second "Buddy" in Clark and Breedon and is running the same campaign as was given Rogers.

Ran Clark, former boxing instructor at the University of Illinois, is getting dramatic experience by playing the slacker in the new watching experienced players. So far he has been assigned only to bit parts.

Randolph Scott, picked out of the Pasadena Community Playhouse, has been loaned to Henry Duff and is currently playing with Leo Carrillo in "The Broken Wing" at the Alcazar, San Francisco.

Word has been passed to everyone in the studio to give the trio a helping hand in anything that will build them up.

Pola Negri East

Hollywood, Nov. 30. Pola Negri is making ready to go off to New York soon for some vacationing.

RKO in its entirety as an organization is just now instructed to make a thorough national canvass to secure a required common stock majority from amongst the 27,000 RKO stockholders scattered over the U. S. That was the number of registered holders of RKO common on Nov. 23, the expiring date of record for a stockholder's vote on the proposed RKO financing plan. It is to come before the special meeting of RKO stockholders in Baltimore, Dec. 10, next. RKO as the parent body is a Maryland corporation.

In ordering the various RKO units to go after proxies, the RKO theatre staffs will be the most busily employed. Up to Saturday (25) it was reported that RKO had RKO common and proxies for a total of 425,000 shares. To ensure the passing of the financing plan, the special meeting a total of 2,100,000 shares must be represented as one-third of the 2,100,000 common outstanding.

In the 425,000 shares now controlled by RKO, the RKO units held by RKO are all of the holdings. It is said, of RKO stock by its affiliates. Due to the rather small number of shares under proxy last week as ascertained came the urgency to go after proxies. The RKO holders for national canvass. At the same time it is said the situation is that the RKO units held by RKO on the coast, with the suggestion Brown return to New York at once the RKO units on the coast. Brown is due in this morning (1).

House to House

The theatre forces will be utilized from the RKO headquarters to the field, with RKO house managers in its various cities over the map and the studio to go upon the RKO stockholders within the canvass, to obtain the individual stockholder's duplications. Another RKO force from accounts will go amongst the bankers and brokers, where it is claimed, around 1,000,000 RKO shares are held.

Up to the report of the book number of stockholders on Nov. 23 it had been asserted the RKO stockholders had dropped over 10,000 in volume since the first report of the RKO trouble became known. This seems to be disproved by the later statement of the 27,000 stockholders. It is conceded that RKO shares have been dumped (Continued on page 42)

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Giveaway Nightly at Alabama in Birmingham; \$20,000 Worth During Dec., and Paid Cash for by Publix

Birmingham, Nov. 30. Publix is either out to make the Alabama theatre pay or else break it. A give-away campaign is being launched this week, probably unsurpassed in the nation's show houses in a brave attempt to put the local case house over.

The give away plan includes somewhere in the neighborhood of \$20,000 worth of merchandise during December. Something that to be given away every night of the month. The list includes most anything that can be purchased in Birmingham: Four automobiles, diamonds, jewelry, refrigerators, radios, groceries, and other things.

This move climaxes a trend in recent weeks on the part of houses to give things away to induce more customers to the boxoffice. The Ritz, RKO, has been trying this stunt for at least five weeks and it passes to football games. Only last week, its tokens for Thanksgiving were distributed by drawings at the end of shows.

All of which may show that business in Birmingham is not so good as three worst show towns in America, is what would naturally be said. Despite, not only the give away, but the Temple, indie grind, has been giving everything from electric fans to roller skates, and other things away and is still pulling the stunt. Whether they will continue after the new year's movement gets out remains to be seen.

What way things look right now the managements will run out of things to give away after awhile and will be forced to close the theatres. George Stee has already thought of that.

Don't you give things away down here without a lot of hoey. Last Saturday an unveiling of the four prizes given to the winners in the lobby of the Alabama. When it comes to pass when prizes have been unveiled to a crowd what will happen next.

Not only will the Alabama be divided with unwelcome prizes, but all the prizes to be distributed during December will be loaded on yonder and back, and out the streets. The parade will be at least a couple of blocks long.

The page section of the Post is scheduled to come this week in two colors explaining the plan in detail. In addition to the circulation 50,000 of them will be printed separately and scattered from here to yonder and back, a radius of 50 miles outside of Birmingham is to be covered. The idea in this is to bring subscribers to the Post.

In the parade that is to be staged the winners have given to the public an unusual in a big way. Animals, horses, camels, donkeys and what not have been awarded prizes. Vernon Weaver, mgr. for Publix, dug up some of his old circus friends and secured three camels, a horse and a donkey. These were obtained from Donnie Brothers Circus, wintering in Macon, Ga. Other animals have been rounded up from around town.

Contrary to opinion most of the stunt will be carried off by having the first showing of the new models in the lobby at the time. The tin can will be raffled as the new models, too.

N. Edward Beck, director of publicity for George Stee, has been working on this stunt for several weeks, having probably been here for a month or more. He understood he has orders to put the Alabama over.

The Alabama is a 2,800-seater and since its opening several years back hasn't been filled to capacity more than three or four times.

PANTAGES BROKE?

Report Fortune Spent on Two Trials for Assault—Accused

Los Angeles, Nov. 30. A string of charges of criminality attacking Eunice Pringle by a jury of eight men and four women, Pantages was convicted a year ago on the same charge. He procured a second trial the grounds the first court had refused evidence concerning the girl's past life.

Pantages is believed to have spent almost his entire fortune fighting the case. He is announced as anxious to get started quickly and re-establish himself in the theatrical field.

When the jury brought in a verdict of 'not guilty,' the foreman followed the announcement by a flowery speech lauding the manner in which Judge E. W. Tappan had conducted the trial and presented a basket of roses to the judge to augment the verbal bouquet. The jurist never granted and dismissed the courtroom jury.

HOUSE RENTAL CUT TWO IN DETROIT

Detroit, Nov. 30. Publix has removed the lease on the Adams theatre for December. Its expiry next Feb. House has been dark for over a year. The rental has been cut in half by the new lease. Former rental was \$1,000 a week, with \$500 the new rate.

Publix will not renew its lease on the Madison, which houses the Detroit theatre. Lease expires next Aug. Publix will let that move its offices to quarters being prepared in the Capitol theatre building.

HARRY PABST CUT UP BY WIFE WITH AXE

Chicago, Nov. 30. J. Harry Pabst, operator of a string of small picture houses in Deavenport, Ia., was seriously injured by his wife, Lena, who tried to kill him with an axe. Pabst was asleep. Pabst was rushed to a hospital, as was his wife, who was found with an unconscious condition on the floor.

Pabst later stated his wife was a chronic sufferer of nerves and frequently fell into spells.

M-G Drops Nora Gregor Who, at \$750, Was Idle

Hollywood, Nov. 30. After being on the Metro payroll at \$750 a week, without appearing in a picture, Nora Gregor, who, in the version, is now off the payroll at option time.

M-G Gregor was brought here at \$700 for German versions on a six months' contract and then left to appear on the stage in Berlin under Max Reinhardt. Before she left she was re-signed to return both to the studio and to the stage.

Studied to be a dancer for one hour, she was dropped by M-G for being in Man in Possession.

Morris' Single Film Hollywood, Nov. 30. Radio has Chester Morris on a picture-to-picture contract.

His first is the male lead in

Censors Force Shelving of 'Possessed' in Pittsburgh

Pittsburgh, Nov. 30. Censor board can't make up its mind about 'Possessed' (Columbia) so it has been shelved for the Penn where it was to show this week. The 'P' (M-G) substituted 'The Crying Game' and girls are said to be trying to marry John Crawford to make it in the first reel, and can't figure how to do it.

With a new censor board in this line of thought, Pittsburgh's local exhibitor figured smoother sailing. Par's 'Road to Reno' recently 'P' and 'The Crying Game' haven't fared any too well either.

Fairbanks' Travelog At \$80,000 Intrigues All Coast Producers

Hollywood, Nov. 30. All producers are watching the move of Douglas Fairbanks in his new travelog feature, 'Round the World in 80 Minutes,' with an eye to taking up with similar trick features.

The 'Fairbanks' feature as it stands cost him less than \$100,000. Robert Sherwood, who wrote the dialog, and the cameraman, Victor Fleming and Fairbanks' salary, at 10 percent, Cameraman gets 10%, Sherwood 5% and Fairbanks 5%. The picture is being split 50-50, respectively. United Artists is distributing.

Other producers figure that if the picture gets over, it will be a good indication that the public will accept their plans in unconventional features.

Fox is already figuring on something like this. The picture is feeling he is in his best bet to put over a story line feature. Rogers made a similar series of short for Pathe several years ago in silent.

Skeptical Over Aaron Fox's 12 4,000-Seat Theatres

Omaha, Nov. 30. Passing through here today Aaron Fox. Informed reporters he has formed a 10-million-dollar company which Omaha is to be one of the 12 cities where he will build 4,000-seat theatres.

Local dealers were so skeptical, one wired New York for further information.

Aaron Fox's reported venture as a producer-distributor-exhibitor with a \$10,000,000 corporation, is not regarded seriously in information of the trade. The inference is broadly made that Aaron would not be able to do so with Fox in connection with a new film enterprise, despite the bluff.

Several weeks it is reported, Aaron's venture was scaled down to an unemployment relief issue. Then he was asked to sponsor a relief program which called for the opening of several Brooklyn theatres now dark.

Aaron is a brother of William Fox, Aaron's business director. The film when William was its president.

Kinzie & Wilby Operating Over 75 Houses Short for Publix—All S. C.

Atlanta, Nov. 30. Reported here the Kinzie & Wilby will operate all of the Publix houses in South Carolina, amounting to around 75 houses.

As with its other houses, Kinzie & Wilby will be subjected to no interference in their operations. The firm is now said to have a larger number of Publix houses under their management than any other Publix partner.

In this state, Kinzie & Wilby is interested in leased houses, as well as in a Publix partnership, the same as it is in Florida, where their main claim is concerned with the Skouras houses.

Robert Wilby and Michael Kinzie are the members of the firm.

May Renew Fox Theatre Bonds 5 Yrs.; Seek to Cut Deluxers Fixed Charges

Hertz' N. Y. Office

John Hertz, Chicago's Yellow Cab company, has been invited to be inducted into Paramount and onto its board, is opening offices in New York City and is expected to have headquarters in the east hereafter. Most of Hertz' interests, excepting Paramount, are centered in Chicago.

He has made the Windy City his home.

Hertz' New York office will be outside of the Paramount building, it is stated.

NO RENTAL CUT FROM STUDIO REDUCTIONS

A better regulation of Hollywood studio salaries and incomes was inspired in the East. The matter was generally discussed in New York at a private meeting of leading representatives of the industry from both coasts held last week ago.

In New York it is estimated the saving on reduced studio incomes would range between \$100,000 and \$150,000 yearly.

Producers will likely agree any reduction of film rentals when the studio savings go into effect. They claim the cost regulation is being met with the hope of productions breaking even.

At the meeting known to have taken place, and since that meeting, executive opinion in the east has been that real drawing salaries are not to be effected; that as long as a star can make money for a producer he or she is to show the salary now being paid.

Featured players, directors, supervisors, and others will get the same as soon as their contracts expire. In the same respect, the east condemns the optional contract system, the real bugaboo for mounting salaries.

LOCAL INTERVIEWS ON LOCAL HOUSE SCREEN

Syracuse, N. Y., Nov. 30. Fox-Ekkel tied with Herald' here for the production of a local talking film, 'The Fanny Lady,' as 'Miss Better Times,' supposedly on assignment from the paper's city desk. Interview local business men on prospects for continued improvement in conditions through winter weather.

The interviewed can see and hear themselves on the theatre's screen every night; simultaneously, the advertising copy will appear in the paper.

It's the first stunt of its kind here.

Fox-Poli List May Go to Chain—No Tie for Indie

Fox Theatres interests while negotiating with the Fox-Poli deal, are difficult to go to an indie are considered, leaning to another chain also, according to inside coverage. Warners is mentioned but understood not to be positive in any way.

The Poli group comprises around 15 spots, outside the Port Chester house, recently leased Skouras' but formerly considered in operation with the Poli houses under Skouras.

Likelihood of any deal consummation is reported as likely any time for the other.

Reorganization of Fox Theatres (Metropolitan) is under way by the management. Development negotiations are negotiating to smooth the financial steps. An agreement may be reached whereby the Fox Theatres, amounting to \$100,000 and due in March, 1932, will be extended five years.

On this same date around \$60,000 in interest is due. The Fox Theatres, certain that Chase and Halsey, Stuart interests will take care of this matter. Also, the Fox Theatres, involving the houses in St. Louis, Detroit and Brooklyn will now be turned out in the present discussions.

Brooklyn is the toughest theatre to deal with. The Fox Theatres here run to \$18,000, the industry's top for any single house with the possible exception of the Ritz, New York. Cutting down these fixed charges is the problem but to do so means the only way Fox can be operating in the aforementioned trio of cities.

50% Too High Between the Detroit and the St. Louis deluxers the fixed charges to be paid are \$24,000.

That means about \$12,000 for one and \$14,000 for the other, and either is payable in the next few weeks. That means about \$12,000 for one and \$14,000 for the other, and either is payable in the next few weeks. That means about \$12,000 for one and \$14,000 for the other, and either is payable in the next few weeks.

All issues involved were underwritten by Halsey, Stuart. Other than the debt underwriting, the remainder still at 6 1/2% and amount to \$4,000,000 on Detroit, \$4,000,000 on Brooklyn, and \$4,500,000 in St. Louis. All mortgage bonds have 10 years or more to run before maturity.

Stock Co. Playlets in Nabor Houses for Try As Film Stage Support

Cleveland, Nov. 30. Stage playlets by stock company, doubling in two abas, is an experiment being tried out by local Louie Louie, who is building up suburban houses wallowing in red ink. Innovation is to be put into effect by the end of the year.

It is believed to be first combining stock drama with pics in abas, and an improvement over current picture playlets as amateur and vaude nights.

Loew's Alhambra for rest of week. Playlets or sketches to run from 30 to 60 minutes. The idea is to be first combining stock drama with pics in abas, and an improvement over current picture playlets as amateur and vaude nights.

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Pathe-Radio Studio Armistice Called on Brown's Sudden Return

Hollywood, Nov. 30. With the unexpected return of Hiram Brown to New York Friday (27), armistice was declared in the Pathe-Radio control at Radio City between David Selznick and Charles Rogers, with the former appearing at the top of the Pathe-Radio remains set until after the stockholders' meeting, Dec. 16, on which the immediate future of RKO-Pathé.

Production at Radio at a stop until "Lost Squadron" and "Girl Crazy" get under way early in December, probably after the stockholders' get-together. Data for the Pathe move to Radio is Dec. 12, with fate of the Radio execs except Rogers still in the air. Harry Joe Brown, production assistant and Sid Rogell, studio manager, still in the Pathe camp.

Multiple name policy for features provided by the injection of Pathe's future Radio production, with Helen Twelvetrees, as well as Mary Astor, in the John Barrymore picture to start early in January. Richard Dix and Irene Dunns will be teamed in "Frontier" with Edna May Oliver. Also in the Pathe camp, Dix-Dunns will follow. Seven big names now with Radio-Pathé, exclusive of Dolores del Rio, who has two more pictures, as well as "Bird of Paradise," previously scheduled but halted during its consideration.

Understood that the Pathe stars will be used in the future to make a program starring for names and that the Pathe trademark will be used on out operations and on the Pathe stars. Those Constancy Bennett, Ann Harding, Helen Twelvetrees, and Edna May Oliver will be lost to Pathe. Reported that James Glavin, Robert Armstrong and Eddie Quilian will be dropped at expiration of current contracts.

Edna Smith was borrowed from Metro to direct and announce race track scenes in "Exposed," otherwise finished two weeks ago at Radio. The Radio setup is in the air, or less unsettled, although the domination of David Selznick over production by Charles Rogers on production becomes more apparent daily. Rogers' contract expires Feb. 1, 1932.

It is not probable that the reorganization will be much further advanced until Brown returns here, perhaps following the eastern meeting.

Marian C. Cooper, newly appointed associate production manager at Radio, Selznick's first major appointee, will make several travel pictures on the lines of "Gruesome" and "Chang," which he made in collaboration with Schoedsack.

EXHIBITS STEVCH EACH OTHER

Chicago, Nov. 30. Price slashing between exhibitors staged by neighborhood exhibite has broken out in open warfare. First signs of trouble were reported in the form of bombs at the Annette and Pathe theatres, near Clevelo.

The exhibitors, operated by the Schoenstadt brothers, is in direct opposition to Abie Bartlett's Annette. The exhibitors started their price war began two for one-ing its 35c scale and the Annette countered with a slash to 10c.

Meanwhile the exhibitor-distributors confab goes on with nothing happening.

WB NEW MAT SCALES MAY SPREAD ON CHAIN

Adjusted bargain mat prices to meet competitive prices along Broadway, applying to the Warners Strand and Winter Garden, may be effected in other districts according to local conditions and the general scale of admissions.

CHURCH STOPS SUNDAY BENEFIT SHOWS IN N. C.

Winston-Salem, N. C., Nov. 30. After ministers of the city had acquired plenty against Sunday movies for the unemployment, T. K. Rice staged a midnight show Wednesday night (26), for the unemployed, relief fund and realized about \$200. For to play, a film that had been running several days and inability to secure a stage attraction to bolster up the show were given as reasons for the lack of patronage.

Ministers in this Bible Belt don't like a chance to pan the theatre, but will gladly play and condemn the American League for bringing out a picture, round the world fliers here Sunday (22), for the world tour at the Carolina theatre. The movie's unemployment fund. Result was that less than 100 paid to hear the boys tell of their eight-day trip around the globe.

UNION REBATE DECISION MADE BY DEC. 12

By Dec. 12 the final vote of all affiliated unions of the I. A. on the rebate plan submitted by William J. Canavan, with the approval of the Executive Board, must be submitted. While admitting some to divide their number, or location.

Following the meeting with N. M. Schenck and Sam Katz, the I. A. execs, as well as the members of the I. A. Executive Board, sent out 12 letters to the subordinate unions involving some 10,000 people, submitting to them a rebate plan which had been effective for 36 weeks.

The proposed 36 weeks' rebate period, if adopted, will become effective on the first pay day preceding the expiration of the Dec. 12, and continuing in force for the 36 weeks and terminating on the first day preceding Aug. 26, 1932.

During the 36 weeks 10% of all wages earned up to \$70 weekly and 15% of all wages earned in excess of \$70 shall be rebated to the management.

The rebate plan is applicable to all theatrical circuit operations (pictures, vaudeville, burlesque and legit), but does not include any situation which the local unions are in the best position to handle.

It is understood that I. A. men getting \$45 a week or less will not be entitled to rebate as part of their salaries, and that the rebate does not apply to I. A. men engaged in the theatre.

Each union was urged to call a meeting to discuss the matter and to send by wire or air mail its vote to the I. A. office in New York. At the same time, the I. A. office of the Coast his representation in the conference was taken by Ed. Schiller. Two days later, Dec. 1, 1931 (23-24), were devoted to the discussions.

Headed the Board for I. A. and its assistant president, Louis Krouse, held reps attending were William A. Dill, of the River, Victor B. Brown, A. J. Zinney, Youngstown, O.; O. M. Jacobson, Tacoma; Walter S. Smith, Kansas City; and C. W. Weston, East St. Louis, Ill.; Trustees William A. Scannan, Lynn, Mass., and Jack McCarrall, Camden, N. J. Also called for the conference were the two delegates-at-large to this I. A. F. L. convention, Thomas E. Maloy, Chicago, and James E. Burke, Boston.

WB Coast House Cuts

Hollywood, Nov. 30. Warner Bros. theatres are cutting retirement orders today, with employees getting the ems 10 to 25% cuts as enforced at the studio.

Fox's Hot Politics

Fox's indie politics can be stated to be the hope on the firm record as employees and execs try to figure out who is the nearest to Clarke or Wheeler or Chase. More nearly like Wheeler than Chase, but only the errors seem to be overlooked.

One camp has James Grainger, with Rickie Lander, who is presumably on his side, and detached on the coast, while another camp has Willie Sheehan alone. On the rim is the Clarke crowd, and surrounding the Clarke-Sheehan camp.

Toughest end of the scheme of Fox things just now is in the distribution of films for Fox. Grainger has charge of the distribution of films for Fox. Sheehan is producing films for Fox.

Grainger's salary is \$127,500 yearly. Sheehan's currently is \$212,500 annually. Under his contract calls for \$7,000 weekly on a sliding scale, with \$200,000 salary for the final year of his present Fox agreement.

Sheehan's first salary under the contract which was signed by Harley L. Clarke when the latter assumed charge of the studio was \$5,000 weekly. In addition Sheehan got a bonus of \$250,000 for steering Fox into something. Grainger's bonus when signing was \$20,000.

PEACE IN K. C. OPS. WIND POINT, BUT WAGES CUT

Kansas City, Nov. 30. Differences between the union picture operators and the management under discussion since Oct. 1, when some 35 houses were closed, has been settled. Chides say it is satisfactory. Operators gained their point of having two men in each booth and under a decided reduction scale.

It is understood the wage scale is 25% cut, but the cause was a reduction for some of the smaller houses.

Within two weeks after the strike started all of the independent houses reopened with operators not affiliated with the Motion Picture Operators union. Two weeks ago five Hughes-Franklin theatres reopened and the Fox-Princed string remained closed. Its three operating employed two men in the booth and had not closed.

Following the closing of the theatre several were bombed and the headquarters of the union and the homes of two of the union members were also bombed, but no serious damage done.

OPEN PA. SUNDAYS IF 100% TAX FOR STATE

Harrisburg, Nov. 30. Sunday amusement and sports are to be permitted in Pennsylvania on Sundays during certain hours, if the state legislature passes a bill for the general fund. This is under the terms of a bill introduced in the Pennsylvania House by J. M. Spann, Allegheny county.

Radio's Own Classification of Talkers Objected To By Warners

Because the product has not come fully up to expectations, Warners is attempting to reach distributors with Radio Pictures to attempt to work out adjustments on the basis of rental.

It is believed this can amicably worked out in view of the present situation. Warners is not to feel that while they made the Radio program buy, agreeing to rental classification for a block of output, with pictures as they come along to be paid by the distributor.

No Radio rental so far has been held up in contesting the distributor's right to classify product for percentage. Warners having gone along playing on that basis those pictures which Radio has picked.

Big Stage Musicals May Play Film Houses—Roxy and 'Follies' in East; Chicago and 'Crazy Quilt' for Loop

SHUBERTS PREVENT B-K GETTING REVUE FOR CHI

Chicago, Nov. 30. Deal between Billy Rose and Bailean and Katz for "Crazy Quilt" to play the Chicago theatre, Dec. 11, in a 60-minute version, is cold. Objection of Leo Shubert is the reason for calling things off.

Shubert pointed out a clause in the contract forbidding their shows, or affiliated shows, to play outside their theatres in any city where Shubert has a house. He said that Shuberts didn't want to create a precedent on "Crazy Quilt."

Terms contemplated by B. & K. were a \$15,000 guarantee on an even split above \$50,000. Latter figure is high for recent standards. The house record is over \$70,000.

Meanwhile the Shuberts are forcing Rose to hold the show at the Apollo despite the fact that he wants to leave through feeling the place has exhausted its run and will dip into the red if artificially prolonged. Apollo has been a money-maker in 18 months, and the house share from "Crazy Quilt" for the last two weeks has been around \$9,000 weekly.

Show has grossed around \$212,000 in 18 weeks, but the bottom dropped out over the past weekend. Rose protected himself against the possibility of being forced on him by the Shuberts by ordering the house rescaled and resorting to cut-rates. Musical shows its road tour to Detroit Christmas Day, lingering there nine days. A week and a half in Ohio follows, and then a week in Kansas City. From there the troupe goes south.

COAST STUDIOS NEEDS STORIES AND WRITERS

Recent coast arrivals in New York plus the expected realignment of the entire Radio-Pathé scenario departments, indicate a general film search for writers and material, lifting that quest out of the routine work of the scenario offices. At Levittown and Art Colony, a blow for Goldwyn, has shortly released Metro's h. o. is still hunting for story shapers and adapters on a coast request. Paramount controlling the picture business.

R-P is looking aping, with agents on the coast and in New York, to collect a list of writers.

Lewis is said to have been ordered when leaving the Fox Coast studio to go to return there within 20 stories.

Unusual circumstance of two production departments for so long working in the same line and chasing the same idea simultaneously came to the surface last week. Towns are New York and Chicago, with the Roxy and the R. & K. Chicago pursuing light relief to be boiled down for presentation purposes to build up pre-Christmas business.

On the Manhattan and the Roxy is playing around with the idea of securing the Ziegfeld "Follies" and in the Loop, the Chicago theatre has proposed to buy the Ziegfeld current there at the Apollo.

Idea in both cases is to bring the reuses in at the regular picture house scales with all cast principals' salaries.

At the present writing there seems more chance of the Chicago obtaining "Crazy Quilt" than the Roxy getting the "Follies." Latter show is currently roasting it in Washington, with Boston to follow Dec. 1.

In the case of the Chicago, and if plans are successful, the "Fanny Brice-Ted Healy-Pip Baker show" is a very probable thing.

On the eastern end the Roxy has an alternative proposition to the "Follies" and a very probable thing. It is a comedy written and produced by standard musical comedy writers, composers and dancers. The head start which the house has in regard to choral background (the 25 Roxyettes) is regarded as a valuable thing.

For this scheme with but assurance of some of the extra things to make the show look important.

Both theatres intend to use a feature picture to give the extra things idea advantages.

Previous Rejection

Some three or four months ago Fox and Metro's operating offices broached the thought of reviving big and successful musical comedies. Operating offices of the Roxy, which were to include various stage stars. This came at a time when the Roxy was in the line of a suitable film product. It was turned down by the Roxy, and the Metro was given for the rejection pointed out the expense involved and that the theatre could give first run celluloid regardless.

Concerning "Crazy Quilt," continuing to show the extra things.

(Continued on page 42)

STORY'S PROPAGANDA ANTI-SOVIET—OUT!

Hollywood, Nov. 30. Albert Shubert, who has a Soviet spy story for Pathe, with Herbert O. Yardley as technical adviser, has been rejected. The scenario has been assigned to the story, but it is doubtful if the studio will carry it much further.

Story, intended for Constancy Bennett, was rejected. It is brought in the Manchurian situation, now too acute for screen material.

Earl Baldwin has been loaned by Pathe to Warner to write one story. The story is for "The Great Show" for Pathe, but Pathe discovered that Metro owned the rights to the story. The story was dropped as conflicting beyond the time.

Fox's Faith in 'Hill'

Hollywood, Nov. 30. Despite yanking of "Over the Hill" after \$57,200 on the first of two scheduled weeks at the Roxy, N. Y., the Fox studio is betting that the picture will do better in the smaller towns and has bought the I. A. R. Wyle story, "The Hill," for a feature.

Character calls for several advances in age, as in "Over the Hill" Miss Wylie working on the script.

Receivers Appointed in St. Louis For Warner-Skouras Theatre Cos.

St. Louis, Nov. 30. Attorneys for Warner Bros. Pictures have announced they will apply to the Supreme Court of Missouri for the decision handed down by Circuit Judge Hogan appointing receivers for Skouras Bros. Enterprises and the St. Louis Amusement Co., both controlled by Warners stock owners.

Skouras Bros. company operates the Ambassador and Missouri, first-run picture theatres; St. Louis Amusement Company operates 23 neighborhood film houses.

The suits did not allege insolvency, but the charge was made that Warners is managing the concerns to the detriment of minority stockholders. It was charged that Warners stripped the Skouras concerns of its most competent executives, transferring them to its own offices in New York, and otherwise conducted the affairs of the concerns to their own interests.

Judge Hogan appointed Judge Wm. De Becker, of the St. Louis Court of Appeals as receiver for the Skouras Co., and Jesse W. Barrett, attorney-at-law, of St. Louis, as receiver for the Skouras Enterprises, and named to supervise an accounting requested in the suit. Harry S. Brown was appointed receiver for the receiver.

Receivers named for the St. Louis Amusement Co. are Hiram C. Johnson, owner of the Odéon theatre building, and Roy P. Britton, president of the Automobile Dealers Association.

Lambert E. Walther, attorney for the plaintiff, and Guy A. Thompson, attorney for the defendant, are associated, are attorneys for the receivers.

The court fixed the surety bonds for each of the three receivers at \$50,000.

Plaintiff Former Partner

The suits were filed by minority stockholders of the two companies. The suits were filed by minority stockholders of the two companies. The suits were filed by minority stockholders of the two companies.

The common stock only was bought by Warners. The suits were filed by minority stockholders of the two companies. The suits were filed by minority stockholders of the two companies.

The court explained that under the Skouras contract, but that some of the amount should be paid to the receiver for an adjustment of the difference among the various parties.

When the theatres were under the management of Spyros and Charles Skouras they were earning on the rate of about \$5,000 a week, but now they are losing at about the same rate. The decree also provided that further declared there is evidence of gross acts of negligent mismanagement, but the extent to which such acts have caused injury, damage and loss cannot be determined without further investigation on the part of the receiver.

Judgments

Edgar Allen; J. Milton Neale, Inc.; \$22,925.

Gas. Barre; N. E. B. Band Instrument Co., Inc. \$137,400.

G. W. & P. Amus. Corp.; B. Rosenberg; \$703.13.

James Lee Richeson; P. S. G. Theatrical Enterprises, Inc.; \$1,216.

Pat. Oakes; N. Y. Telephone Co.; \$272.

LOOK FOR FOX-ROGERS SETTLEMENT IN SUIT

Fox Films and Saul Rogers may settle differences out of court.

Former general counsel for the Fox properties in suing for \$564,000 alleged due under a contract dated October, 1929. That was when William Fox handed the companies Rogers claims his weekly stipend to be paid at \$2,000 a week.

Rogers was released not long after the Harley L. Clarke interest took over the Fox management. Present counsel for Fox is Hughes Schurman and Dwight, downtown law firm.

J. C. Smith's Post

John C. Smith, formerly with Public in the west and south, has been spotted at the home office to succeed Harry Brown, who recently became assistant to Harry Kats in the operating division. As advertising manager for the Public, Smith will handle Denver, Buffalo, Rochester, Syracuse, New Haven and Boston.

J. L. McInerney will take care of the Greater New York group of houses under Field.

Smith was with Public six years until recently, when he went into another business.

caballero on Roxy Board

Charles Caballero, Asst. Gen. Mgr. of Fox theatres under Harry Arthur, has been named to the Roxy board of directors at a meeting of the latter body held last week.

Board declared the usual quarterly of 75 cents.

Caballero replaces Saul Rogers, former general manager for Fox.

Bulked Tax Figures on Amusements: 1930, 1929 and to 1927 for Comparison

Washington, Nov. 30. Preliminary figures on income tax payments disclose that service corporations, in which the various amusement enterprises are grouped, increased in number as the years making returns though the number that reported net income upon which the tax is levied decreased over 2,000 in 1930.

Statistics made public by the Internal Revenue Bureau show that service corporations in 1930 reported their net income as \$2,117,171, a deficit of \$5,552,222, and a deficit of \$5,552,222, and a deficit of \$5,552,222.

Last year (1929) the 20,230 corporations of this class reporting net earnings net their income down as \$5,552,222, a deficit of \$5,552,222, and a deficit of \$5,552,222.

PATHE BONDS AT \$65

Reflex of RKO's Financing Embarrassment

A reflex of the RKO quotation decline and refinancing proclamation is said to be in the current price of Pathe bonds, \$65.

Prior to the RKO announcement, the Pathe bonds had been at over \$80, while their high since Pathe sold to RKO in January, last, was around \$100. Previous to that the Pathe bonds had dropped to \$60.

The Pathe bonds are dependent for redemption on the sale of the company on the liquidation of that company by the full payment to it of the purchase price paid for Pathe by RKO, around \$5,000,000. Of that RKO liability there is said to be outstanding as an RKO obligation not yet reaching maturity, about \$4,000,000.

Mystery Play in

55 Mins. for Film Houses—3 Wk. Test

Chicago, Nov. 30.

Legit-film novel on the increase. Latest to join the festival are the Public and the Chicago Tribune, which are to take the "Blue Ghost" mystery play now current at the Playhouse.

Play opens in Aurora and if making good on a three-week test it will be in the city by Jan. 25, and through 14 towns in all on a split week, doing.

Next will play a continuous policy, route three performances on weekdays and four on holidays. Duration of length held up at first but running time finally agreed upon at 45 minutes.

Arthur Mayer's Operation

An examination and the hospital with an immediate operation totaled Arthur Mayer's Thanksgiving in bed.

Not feeling any well Wednesday morning, Mayer left his office as chief of Public in the Park Building, going to his physician. In about an hour he and the doc were at the Mt. Sinai hospital.

Mayer had an aggravated appendix, with the operation just before 11.

Yesterday the patient was in good shape and may leave the hospital for home in about two weeks.

Elimination of the Los Angeles and Southern California divisions of Fox

Los Angeles, Nov. 30. Elimination of the Los Angeles and Southern California divisions of Fox has been decided by the company to take effect immediately. New idea is for all the theatres in Southern California to come under the direct operation of the home office.

Shifting around of the personnel will be handled by Robert Frost, Los Angeles chief, a field representative, while Harry Hartman, Southern California boss, takes over the San Diego city management.

Harry Hartman is supervising the combined New York and division managers are coming here late in December for conferences with Arthur.

Problems with the company handling of unprofitable houses and the possibilities of their elimination.

Technicolor Drops Pub

Dept.—Dull Season

Due to dullness in color production, Technicolor has eliminated its advertising and publicity department maintained at the headquarters of the McCann-Erickson and New York. Originally headed by Jerry Bettey, since resigned, lately Tech's sole representative in the agency handling its account has been Blake McLaughlin.

Recently working for Tech on an independent basis, McLaughlin is handling advance work for Alice White, film name, presently touring picture houses.

Ufa's First Show Show

Maximilian Emmett's Punch and Judy stage show goes into the Ufa-Cosmopolitan, New York, for three weeks, beginning Dec. 10. The stage entertainment at the German film house, idea being to attract the city's attention to the show.

With the Punch and Judy will be "Emil and Die Detektiv" children's picture, as the main feature.

Par Bonds Crack, \$45, Stock Sinks; Amusements Ignore Market Rally, RKO, Radio, Gen. Thr. Hit New Lows

Yesterday's Prices

Sales	High	Low	Close	Change
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
4000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2

BONDS

10000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
10000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
10000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
10000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
10000 Cpn. P. 100	100	99 1/2	99 1/2	-1/2

CURB

300 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
300 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
300 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
300 Cpn. P. 100	100	99 1/2	99 1/2	-1/2
300 Cpn. P. 100	100	99 1/2	99 1/2	-1/2

* Sales and prices to 2:45 p. m.

The stock market went into new low ground during the first hour of trading. The market then turned into a brisk rally, based on a sharp rebound in grain prices in Chicago and the report in New York that the Stock Exchange contemplated a lifting of the restriction on short selling by forbidding leading of stock on short sales.

Most of the active amusements went into new low ground during the morning pressure and when the rally came on practically ignored surrounding strength. Paramount went to 10 1/2, within an eighth of its all-time low, and remained there, while the other Gen. Thr. theatres broke through into new low territory.

Weakness of Par was explained by the morning pressure and when the rally came on practically ignored surrounding strength. Paramount went to 10 1/2, within an eighth of its all-time low, and remained there, while the other Gen. Thr. theatres broke through into new low territory.

Loew was an exception to the general trend, breaking through 7.

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Near Bear Market Lows

Saturday completed the third week of continued weakness, which went to within a fraction of 45 on unconfirmed reports of new financing in the form of refunding. The newer lines were especially weak, with no dealings in the older lines.

Loew was an exception to the general trend, breaking through 7. Loew was an exception to the general trend, breaking through 7.

Down Jones Industrial figure stood

at 90.92 at the Saturday close, as against the Oct. 5 bottom at 88.48. Not decline for the week was 7.40 points, the lowest since the week of the recovery was about 15 points.

The market is now in a commodity boom recovery.

Bottoms are not broken, of course, until they actually come through the chart, but the performance of the market has been so poor that the minds of traders that the list was on its way to new low ground.

Selection of the nearby date is vaguely dependent upon last year's pattern of the market, but the pattern of 1930, with breaks in June and October, and ticker devices.

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Cumulative Bear Influences

Deep developments in the amusement industry have been noticed. RKO has just come to a climax in its development, and the market is near by in the market for the time being.

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(Continued on page 10)

METRO IDEAL IN SOUTH AFRICA

Capetown, Nov. 30.
More or less high interest has been aroused here among the natives regarding the release of all product for South Africa through the new Union Theatre, Ltd.

First release under the new tie-up will be "Broadway Melody" for Johannesburg and "Divorce" for Cape Town, both today (30).
Metro's local office continues to exist here and will rent films as usual, except that Union gets first choice. Erection of Metro's Johannesburg theatre under home office control also continues.

Understanding in the New York Metro office is that the deal in question is with a new Schlesinger outfit in South Africa. Contracts in Metro's office are claimed to be with several theatres known to be controlled by Schlesingers, although not belonging to South African, Ltd., the main Schlesinger circuit.

M. A. Schlesinger of the New York Schlesinger office was not in Monday (30) for comment, nor could anyone in his office explain further.

Mexico Protecting Its Exhibits by Extension of New Film Tariff Rates

Mexico City, Nov. 27.
As indicated by the trend of events, the new Mexican import duties on non-Spanish films, which will be in effect on April 21, will mean the former schedule will remain in force.

According to the Ministry of Finance, this is a move for the benefit of the Mexican exhibitor, who will not obtain the same advantages as before. The new rates will be higher rates will be applied. Should the new rates be applied, the higher rates will be applied. Should the new rates be applied, the higher rates will be applied.

If by the expiration of the extension Mexican exhibitors are able to provide a supply of films, the higher rates will be applied. Should the new rates be applied, the higher rates will be applied. Should the new rates be applied, the higher rates will be applied.

German N. G. in L. A.
Los Angeles, Nov. 30.
After two weeks of the German films, California theatre switched back to its old Spanish policy.

Audience one night of the last week consisted of nine people, three of whom were Ruth Chatterton, Ralph Forbes and Andre Luguet.

Mexican Wage Dispute

Mexico City, Nov. 28.
Operators of picture houses closed by the strike of employees, are fighting accusations by strikers that salaries cannot be cut because they are paid too low. Publishers figure, they aver, demonstrate, high pay help deliver.

Working salaries listed are 18 pesos (\$2.25) daily for senior machine operators, and 15 pesos (about \$1.87) daily for junior operators in first line houses.

They are, for these parts, when it is considered, that the Mexican middle class family is glad to have a monthly income of 250 pesos (\$110).

CLIVE'S 1ST FOR PAR

London, Nov. 30.
First British Paramount film to be made by Colin Clive will be "Spring Chivalry".
Clive will get \$10,000 for the picture.

AIMLEE REPEATS

London, Nov. 30.
Henry Ainley has been chosen by Sterling Films to play the part of "Mr. X" in "Mr. X". Henry Ainley played the part in the picture.

RUSSIAN COMIC FILM This One Has Laughs—Best Yet in Russia

Moscow, Nov. 21.
An animated comic with words and music, recently produced here, turned out to be one of the sweetest things found in Russia. For sheer virtuosity in handling black and white, the production is a masterpiece of American and European staff into the shade.

"Crossing the Street," it is the work of half a dozen artists to the brain of a scenario by B. Nemolov. The production is a masterpiece of American and European staff into the shade.

But the handling of the art is inspired. The picture is not only full of life, but it is also a masterpiece of American and European staff into the shade.

TOMMY, RUSSIAN FILM AND ENGLISH SONG

Moscow, Nov. 20.
"Tipperary" is more or less the theme song of a Russian film just released here under the title "Tommy".

The picture is a masterpiece of American and European staff into the shade. It is a masterpiece of American and European staff into the shade.

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Frenzy to Expand Gets 'Em Abroad All Same

Paris, Nov. 21.
Manager of Osoo exchange in provincial Lyons has been arrested on a complaint of Osoo exchange employees. Three or four years ago, before entering Osoo's employ, he had already served a term in jail for swindling. Osoo's oversight is explained by the over-rapid development he gave.

Eagerness to expand rapidly also resulted in Osoo contracting for the film "The Three Musketeers" on making sure that all liabilities had been cleared by his predecessors. Osoo is now in a bind, and it is that after a fruitless lawsuit the Osoo company must now foot the bill.

German's English Scenario

Helmut Frankel, German writer, left New York for London for a day (25) to adapt his novel, "Beauty Prize" for British Dominion.

B. D. is producing the talker at Elstree.

M-G's Foreign Prints

Metro's foreign staff is currently at work on French, German and Italian editions of four pictures of German and Italian versions of another, and one each in Italian and French.

"Trader Hound," is being synced into four languages.
M-G's getting the three-way treatment are "The Champ," "Side-walks of New York," "Susan Lennox," "The Great Earl," Italian releases are made on "Dance, Folia, Dance," and "Strangers May Kiss" will be in German and French.

All pictures being dubbed and synced.

Various Reports, Rumors Or Guesses on Situation Abroad Regarding Films

More trouble is expected by American film companies in the foreign market within the next week or two as a result of further money troubles. Latest rumor about Germany is that it may go off the gold standard, secured by the fact that film companies are further complicating the European situation.

According to the views of students of the foreign market a crisis of some sort is the abroad within the next 30 days. Almost everything depends on what France will do to aid the German financial condition.

One possible answer for Germany that is being considered is the issuance of two kinds of money, one for internal and one for external use. Internal money would be inflated with laws governing the rents given and so forth, to the detriment of the German public, but would be actually worth only half of the regular money.

For payment of films to foreign countries, or any other business with foreign countries, the regular money would be used under its present gold valuation, that taking care of German export and import business and yet not necessitating the country's going off gold.

For film companies it is a certain feeling among Americans that the French and Germans will have to come together with some plan in weeks in a manner to really allow both countries to function. French money will be used to help Germany, or the French will have to help carry the German loan for Germany.

Meanwhile the foreign departments of all American major film companies are in constant touch with their legal departments and have a closer eye on Germany than ever before. The feeling is prevalent that something may happen any minute.

Not Enough Room for Nap Super-Imposed Titles

Metro has given up its idea of super-imposing titles on Japanese pictures for the Japanese market, but a better way to do it is figured out. The idea is to use the "Great Lover," finished recently and found not too good.

Metro's trouble is that Japanese runs up and down instead of across as English, with it almost impossible to squeeze titles into the film without running into the action.

Co-operative Differences

London, Nov. 30.
Rumor is strong that there's in the air trouble among members of the Federation of British Industries, an important society of film producers, with a break supposed to be imminent. The cause of these co-operative broils, the story goes, is that the British Film Institute of F.B.I. and head of the Twickenham Studios, favors dealing with the co-operative companies on the general feeling against them.

Laurence's Metro Survey

Laudy Lawrence, Metro's foreign chief under Arthur Loew, sails for New York Wednesday (29) on the "le de France" after an examination of Metro's European affairs.

Lawrence is expected to arrive in New York and Loew will go to the coast for a meet with Irving Thalberg, chairman of the United Fruit company will be settled.

PRINCESS' CAMERA DEBUT

Princess Juliana, heir apparent to the Dutch throne, makes her talker debut in a new release titled "The Princess" by the National Relief Committee.

Queen gave her consent to the making of the film as a source of stimulus to contributions. Native royalty has been generally antagonistic to cameramen.

EQUAL QUOTA EXCHANGE Expected Between France and Germany—New 2 for 1

Paris, Nov. 20.
Negotiations are on again between France and Germany. Looks likely that the quota system between the two countries will disappear as a result of the talks.

Currently the 2 German films for one French in Paris, with belief current that it will be changed to one for one.

TUSCHINSKI HERE ON SOUND PATENT DEAL

Amsterdam, Nov. 30.
Willy Tuschinski, son of the Dutch picture man, has sailed for Paris on the "Aquiline". Rumor is that he's going to talk a big sound patent deal.

He is being rumored with connections throughout Europe.

Probability is that the deal Willy Tuschinski has in mind is in connection with Tobis, which is sponsoring several conferences in New York next week. Tobis is one of the biggest sound patent companies in Europe, having ramifications everywhere and strongly backed by Hollywood.

Emelka Puts Frank's 'Grand Hotel' Into Work

Berlin, Nov. 30.
"Grand Hotel," from the script by Paul Frank, went into production this week at the Emelka studios. G. von Krosigk is manager.

"Grand Hotel," from the Vicky Baum play, goes into work under that title for Metro shortly in Hollywood. The difference is that the one being made in Germany, Metro will have to retire for that.

Mix-up started from the fact that "Grand Hotel," as shown in New York, is the work of Monahan, and not the "People in Hotels" in its original Berlin version. It was changed to "Grand Hotel" for New York, and later for London, with no objection made by the author of the original play.

Metro has no recourse against the German use of the title since it originally belonged over there.

German 'Min and Bill,' Dubbed, Reception Mild

Berlin, Nov. 21.
The Metro-Goldwyn-Mayer "Min and Bill" runs here under the title of "Die Fremde Mutter" ("The Strange Mother").

The German synchronization is well made with regard to the text and the German natural, but from time to time it is noticeable that speeches do not come from the mouth of the actors, but from the trailer had good press notices, and Wallace Beery is most favorably commented.

Though the picture had the fame of being one of the great American pictures, it does not seem to be quite the same here.

French Tieup for U. S.?

Guido Pedrell, New York correspondent for "Cineuropa," "Cinegraphique," Paris film trade weekly, has organized French "Talking Pictures" for the U. S. idea is to distribute French films in America.

Pedrell is declaring with several Paris exhibitors that he is trying to tie up their product for this side.

Emelka Sells Rights

Amsterdam, Nov. 19.
Chronos Film Co. has agreed by agreement the general release of entire Emelka product for the world except America.

The agreement was signed by the owner of Chronos company, Louis Schuchman, and Emelka's production manager, Karl Grune.

BRITISH FIRMS' ESPIONAGE IN U. S. STUDIOS

Hollywood, Nov. 30.
International espionage is now installed in the studios of the country, with snipers installed by two British producers to tip off novelists and screenwriters.

Informants are to keep mail and cable alive with synopses of scripts going into production, to keep the Hollywood studio keeps in tune with the Hollywood.

Overseas studio offers are also becoming common. A Hollywood newspaper recently received a check for £500 (£1,750) from London, previously unknown of here for an original there.

U Buys Apartment in Budapest; Export Ban Ties Up All Profit

Budapest, Nov. 21.
Since export of money has been severely restricted in Hungary and payments to persons abroad are prohibited, the National Bank, distributors' difficulties in purchasing new films are almost insurmountable.

Native Hungarian distributors will soon be obliged to stop working—no more for themselves.

Branches of American and German picture concerns—Metro, Paramount, etc.—are in a bind. Some of them are already at a loss how to place the money accruing from their Hungarian business.

Warner, for instance, is negotiating the purchase of a large apartment house, just to get out of the country, as one of the outstanding film experts in this country, who was the manager of the Budapest Warner office, entered the country's independent distributing agency as a partner. This puts the agency into a favorable position, since an important sum due to Engel under his contract with WB is at his disposal in foreign currency on deposit in New York, enabling him to buy one of the outstanding films.

In spite of impending shortage, one of the outstanding films (two-feature programs) as in the days of silent. Royal Apollo is making a picture in Hungary, in a Ufa production, in which the picture houses don't boom exactly, and "Katharina," featuring Louis Trenker, another.

Sarmont-Chaplin Will Arbitrate Story's Origin

Paris, Nov. 30.
Jean Sarmont, local playwright, has withdrawn his plagiarism suit against Charlie Chaplin's "The Lights" (film) on Chaplin's agreement to arbitrate. Sarmont claims the story for the film was taken from his play "World's End Eyes."

Charles, president of French "Cinegraphique," will represent Sarmont, and Chaplin will be represented by Henri Treppe, one of the leading French attorneys.

Fairbanks Passes Through

Berlin, Nov. 20.
Doubt: Fairbanks in a two week stop over in southern continent.

TWIN B.O.

Ruggles-Estabrook Combination Delivers Again as Turnstiles Spin to the Thunder of This Unusual Attraction ... Big Openings Everywhere Evoke Widespread Controversy and Show Holds Solidly For Week's Smash Business!



ARE THESE OUR CHILDREN

RKO
Radio
PICTURES

Wesley Ruggles Now Dramatizes The Effects of World Chaos on the Younger Generation and Puts Into His Treatment all the Majesty and Power with which He Invested the Immortal "Cimarron".

STAND BY FOR RKO'S BIG RA

SMASHES

**Unfailing Gross-getter
in Six Trial Exhibitions
... Three Huge Weeks
Keith's Washington ...
Money Performance
Unprecedented in Cap-
ital City Show Annals!
Establishing Conclu-
sively the Terrific Pro-
motional Power of
Radio Broadcasting!**



SETH PARKER

AND HIS
JONESPORT
NEIGHBORS
"WAY BACK
HOME"

**Inspired Personality Sweeps to Starry Heights in Smash
Melodrama! Gorgeous Hokum that Packs a Wallop
Flush to the Heart and Sends 'Em Home to Tell All
the Neighbors!**



DIO HOUR EVERY FRIDAY NIGHT

SCREEN IT

**BEFORE YOU
PLAY IT!**

Invite a few women and see what they think. Then you'll give it the advertising—and get the business—it deserves.

GOOD SPORT

*The bright adventures of a husband
who wandered ... and a modern wife
who wondered why.*

with

**LINDA WATKINS
JOHN BOLES**

Greta Nissen Minna Gombell
Hedda Hopper Allan Dinehart
Sally Blane Claire Maynard

Joyce Compton

Directed by KENNETH MacKENNA

A FOX PICTURE

YOU'VE GOT TO RECKON WITH FOX FOR PROFIT

Theatre Advertising as Indicated
From Various Cities
On Week Days

CHICAGO
PALACE
OPENING 12:30 TO 5:00 DANCING
10:30 A.M. 8:00 P.M. 10:30 P.M.
SEE THESE FAMOUS STARS
TODAY—IN A PERFECT SHOW!
Celebrities from Hollywood,
from Revue and Vaudeville
Merry outcrop of Scotch
Comedies in a real act!
DAPHNE POLLARD
IN PERSON
Kind comedies of "Artists and
Models" and "Picture Show"
SHAW & LEE
Direct from seven weeks of
the New York Palace Theatre
LEW POLLACK & CO.
REVUE DE DEUX—Others
Tunes—ASHLEY PAIGE—Tops
JAMES EVANS and Company
Orchestra—Pathe News
And On the Screen
Now See Her as a Star in a Story
of Southwestern Who Thought Mar-
riage Was an Episode from Love.
IRENE DUNNE
in "Consolation
Marriage"
Pathe News, Pathe News, Pathe News

RELIGIOUS ADVERTISING
— HOUSTON —

What a Crowd! What a Crowd!!

Were You Among the Happy,
Joyous Throng That Attended the
Opening Service of the

Gigantic Gospel Crusade

AT THE
Evangelistic Temple
Capital Avenue Bridge at Rimmer Street

SUCH SINGING—
SUCH ENTHUSIASM—
SUCH A PROGRAM—

DAILY—10:30 AND 7:45

RAYMOND T. RICHEY

"The Little Man of Mighty Faith"
Hear Him Daily at 12:00 Noon Over KTRH

FLOYD B. JOHNSON—"The Sunshine Man"
AND
PHIL KERR—"The Happy Boy"

Singing and Playing to Your Heart.
Hear Them Daily at 1:00 P. M. Over KPBC
3 Great Services Sunday


10:45—2:45—7:30

Thanksgiving Morning—Men Only—10:30


ST. LOUIS
RKO
TERROR!
No Man Saw Its Life... No Woman
Ever Touched Its Skin. It came
from outer space when Satan was that
of a man.
95 Yrs DARE MEN
THE MAN WHO MADE A MONSTER
Colla Clive
Mae Clarke
John Boles
Boris Karloff
It's One With Its Amazing Death
From 1918 to Now in
— 1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-2404-2405-2406-2407-2408-2409-2410-2411-2412-2413-2414-2415-2416-2417-2418-2419-2420-2421-2422-24

NEW YORK CITY
Motion Picture House for the enjoyment of this Picture Festival


THE YEARS' GREATEST ENTERTAINMENT




MARILYN MILLER
... her hit in "The Girl in the Red Velvet Swing"



LEON ERROL
... his hit in "The Girl in the Red Velvet Swing"



W.C. FIELDS
... his hit in "The Girl in the Red Velvet Swing"



BEN LYON
... his hit in "The Girl in the Red Velvet Swing"

GUS ARNHEIM
... his hit in "The Girl in the Red Velvet Swing"

THE BIGGEST FOLK SHOW WORLD

Her Majesty LOVE

WEDNESDAY NIGHT & P. M.
35c. 50c. 75c. 1.00

WINTER GARDEN

DETROIT
FISHER
TODAY!

25c. 50c. 75c. 1.00

Third Annual
Show Big Program
on Stage & Screen!

JOHN GILBERT
EL GREDEL
WEST OF BROADWAY

... his hit in "The Girl in the Red Velvet Swing"

STAR ACTS ON STAGE

1. Page & Chase
2. Jerry Cox
3. Arthur Hill
4. Alfred Lunt & Lynn Fontanne

... his hit in "The Girl in the Red Velvet Swing"

NEW YORK CITY
AMERICAN THEATRES

TOMORROW!
A Complete Story & Screen Show
(Thanksgiving Day)
Admission Free at 11 P. M.

BANCROFT As You love him!
... his hit in "The Girl in the Red Velvet Swing"

GEORGE BANCROFT
With a stellar cast of screen favorites
FRANCES BEE ROBERT AMES - ARLETTE COMPTON

RICH MAN'S FOLLY

... his hit in "The Girl in the Red Velvet Swing"

BING CROSBY
... his hit in "The Girl in the Red Velvet Swing"

KATE SMITH
... his hit in "The Girl in the Red Velvet Swing"

RUSS KOLIMBO
... his hit in "The Girl in the Red Velvet Swing"

SAN FRANCISCO
GOLDEN GATE
OF MOTION PICTURE ENTERTAINMENT

BIGGEST SHOW SAN FRANCISCO

GUS EDWARDS
... his hit in "The Girl in the Red Velvet Swing"

EDDIE GARR
... his hit in "The Girl in the Red Velvet Swing"

RICARDO CORTEZ in BAD COMPANY
... his hit in "The Girl in the Red Velvet Swing"

CLAUDS SWETEN and his SKOLIAN

NEW YORK CITY

WHAT PRICE THE GLORY OF THE NAVY AS THEY SAIL THE SEAS OF THE COCK-EYED WORLD, LOVING, FIGHTING, AND WINNING!

They smiled at dizzy dances
... and laughed at roaring death!

SUICIDE FLEET

BILL ROYD
ROBERT ARMSTRONG
JAMES CLASON
GINGER ROGERS

... his hit in "The Girl in the Red Velvet Swing"

MAYFAIR

STARTS WEDNESDAY
TODAY! 10:00 P. M. SHOW FOR LADIES ONLY
"ALL THESE OUR CHILDREN"

NEW YORK CITY

HELLO! STRAND

Opens Tomorrow 10 P. M.
35c. 50c. 75c. 1.00

... "I wanna warn you not to show that new picture of mine ... it's too funny!"

They prepared it here in Hollywood and then enough. Oh, you've got to see this comedian take care of the nurse!" **JOE E.**

BROWN

IN HIS NEW MARATHON OF MIRTH

"LOCAL BOY MAKES GOOD"

BRING THE FAMILY!
... his hit in "The Girl in the Red Velvet Swing"



EXTRA BOWS and EXTRA WEEKS

*"Next week" doesn't depend upon
curtain calls with F. & M.*

ACTORS don't need to tip the orchestra leader to tease extra applause from the audience. When you sign with Fanchon & Marco, you're sure of a job for the length of your contract.

THEATRE OPERATORS won't have the show delayed by actors trying to milk the house. Sure F.&M. acts wow them. But not because the booth keeps the spot on the wings after the act is finished.

*Showmanship—not monkey business—has
placed Fanchon & Marco on top of the heap*

FANCHON and MARCO INC.

Offices

HOLLYWOOD SAN FRANCISCO SEATTLE MILWAUKEE NEW YORK

KEEPING UP WITH F. & M.

What Stars and Grads of
the Circuit are Doing
and Where and Why

Paul's Coast Start

Interesting inside yarn back of Paul Adie's again coming under F. & M. management on Coast, is that he started that way in the orchestra of "Let's Go," which was F. & M.'s pioneer musical comedy, playing Coast and getting as far east as Chicago in 1919. So Paul is once more playing Coast for F. & M., but at a difference in pay check.

Lupe Back in Hollywood

Lupe Velez, ex F. & M. girl, who went big in pictures, is back from Paris and considering picture and musical comedy production offers. Lupe had intended staying abroad for the winter but someone put her name on a check and she had to hike back to Coast to get the matter cleared up.

Our New "Girl" Opens

Edna Wallace Hopper, newest F. & M. "girl," all set for New Haven opening this week, with tremendous publicity campaign arranged by her manager, Bob Goldstein, and Fox-Poll general manager, Herschel Stuart. Newest "girl" gets great break in having no Sunday show and her weekly Columbia broadcast falling on Sunday, at Abe Lyman studio in Fox Theatre, Brooklyn.

Still Another Week for Bing

Bing Crosby, F. & M. musical discovery, Binging 'em for keeps at New York Paramount, which is holding over again. Bing also leading in all radio favorite contests, evidently succeeding Vallee in this spot, with Morton Downey a close contender. Downey played some Eastern dates for F. & M. recently, and is due to play some more when his open time permits.

More Rolandites Assemble

Roland fan club revival idea spreading east where Ruth's former Boston Lanes are gathering at Public Metropolitan Theatre to welcome her. Dick Chead, manager of Ruth's F. & M. Idea, transferred by M. D. Howe to "Swiss Movements" Idea, while Thomas G. Baker assigned to "Once Upon a Time," Fred Wagner to "Manhattan," and M. C. Coyne to "Slavique."

'Nother Raid on Japanese

Japanese invasion being conducted by Leon Leonoff, F. & M. director, in search of Japanese talent for special Idea shortly to be produced. Larry Ceballos has completed his cast for "Swiss Movements" with signing of the Lucky Boys, Bill Dooley, Frances Lee and Bert Prival. This Idea was originally titled "In Dutch."

George Gets Better, Rejoins

George Dewey Washington returns to F. & M. "Black and White" Idea, at B. & K. Tivoli, Chicago, after being out two weeks through illness. Harry Morse, the man who gets laughs by tearing paper into pieces, takes the place of Cy Landry in "Tintype" Idea, Dec. 10, at Denver Theatre, Denver.

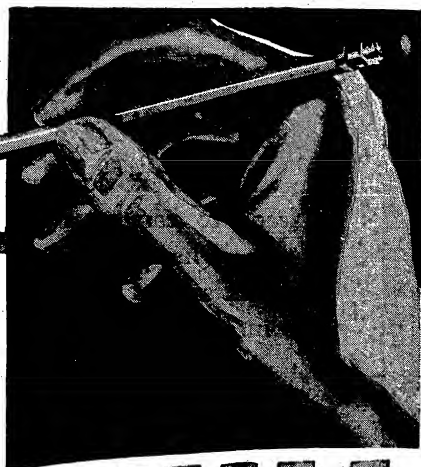
That World's Fair Idea

Eliminations started this week in the B. & K.-Chicago American "World's Fair" Talent Quest sponsored by F. & M. Hermon Black, publisher of the American, and the two Billis, Hollander and Pine, of Balaban and Katz, have been snowed under with a mass of photos. Returns to date have surprised even these hard-boiled ad experts.

Plan **EXTENDED** **TIME** on "Over the Hill"

ON THE SCREEN			
DATE	DAY	MOVIE	TIME
DEC. 6	FRI.	Over the Hill	
DEC. 7	SAT.	Over the Hill	
DEC. 8	SUN.	Over the Hill	
DEC. 9	MON.	Over the Hill	
DEC. 10	TUE.	Over the Hill	
DEC. 11	WED.	Over the Hill	
DEC. 12	THURS.	Over the Hill	

—You'll have to, if
you go out and
SELL this picture*



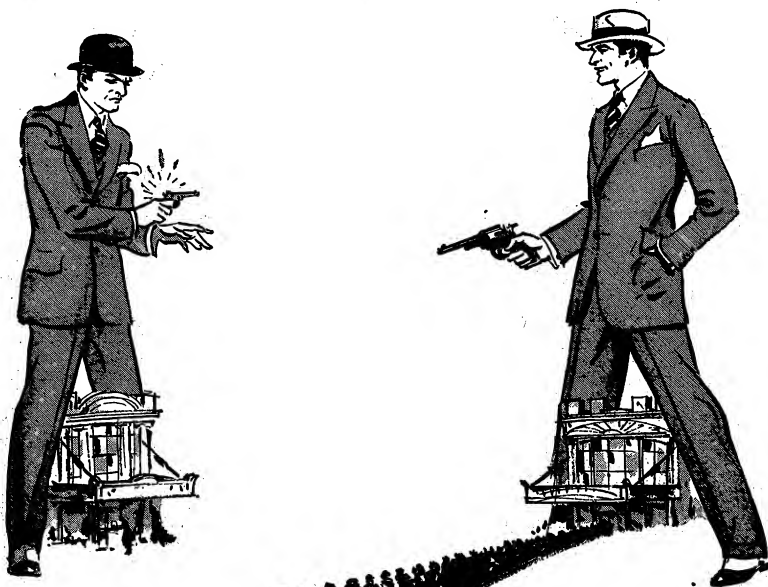
*See the Fox Press Sheet of, for and
by showmen for practical suggestions.

OVER THE HILL

James DUNN
Sally EILERS
Mae MARSH

Directed by HENRY KING

A FOX PICTURE



A DUEL between a man with a CAP PISTOL and a man with a REVOLVER!

THEY both have theatres
ON opposite sides
OF Main Street—

They're both fighting for business!

ONE of them has M-G-M Shorts
LOADED with
BOX-OFFICE NAMES!

The other is just using program fillers!

YOU KNOW where the crowd flocks when
BIG NAMES BOOM on Main Street—

*You know how much of a crowd
you can gather with a cap pistol!*

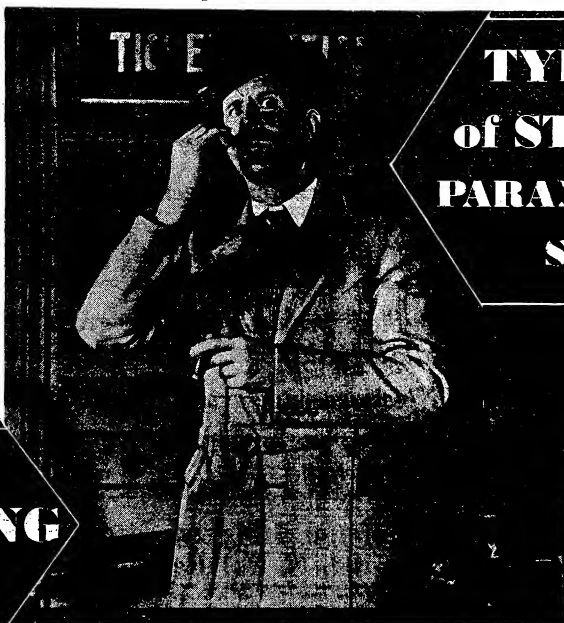
GET WISE!

NAMES do the trick in METRO- GOLDWYN-MAYER SHORTS!

HAL ROACH
M-G-M COMEDIES
ZASU-PITS—
THELMA TODD (8)
The Dresser-Moran of Shorts!
BOY FRIENDS (8)
Fun among our Flaming Youths!
"OUR GANG" (8)
The One and Only kid comedies!
CHARLIE CHASE (8)
Consistent quality!
LAUREL-HARDY (8)
Bill 'em like features!
DOGVILLE COMEDIES (3)
The how-wow of every program!
FITZPATRICK
TRAVELTALKS (13)
\$2 Astor Theatre class!
HARRY LAUDER (4)
Talk about names!
FLIP THE FROG (12)
Cartoons with a kick!
SPORT CHAMPIONS (12)
Pete Smith's Tole-loughs!
FISHERMAN'S PARADISE (6)
Something different in shorts!
HEARST METROTONE
NEWS (104)
The Neuwared they look fort!

TYPICAL of STARS in PARAMOUNT SHORTS

NO FOOLING —IT'S



★**BOSWELL SISTERS**
Connie, Beth and Martha, talk-
ent radio harmonizers. Now
entertained on the screen! 1 reel

★**BURNS & ALLEN**
Big-time vaudeville stars who click
consistently. 1 reel

★**ETHEL MERMAN**
Sharing the spotlight with Rudy
Vallee in the current "Scandal" 1 reel

★**SMITH & DALE**
★**BILLY HOUSE**
Two-reel comedy knockouts.

★**FORD STERLING**
Remember the "Keystones
Cops"? Here's Ford in four funny
farces all his very own. 2 reels

★**AL ST. JOHN**
New laughs from an experienced
gagman. A "name" for your
lights. 2 reels

★**DAVE & ARTHUR**
They started laughing at Karl as
far back as "The Big Parade".
Now, with the comical Arthur,
the laughs come double. 2 reels

★**LILLIAN ROTH**
Sparkling feature star concen-
trates her pep, pith, wit, and per-
sonality into single reel gems of
glizzing songs and settings.

RUDY VALLEE

& PARAMOUNT SCREEN SONG

"KITTY from KANSAS CITY"

These and many more marquee names!

Tom Howard, Borrah Minnevit, Lulu McConnell,
Johnny Burke, Charlie Davis and His Joy Gang; Helen
Kane, Mitchell and Durant, Solly Ward, Herb Williams.
Also two more mighty musicals with Rudy Vallee.

Each one a big drawing card in Paramount Shorts.
PARAMOUNT SOUND NEWS, two issues a week, 32 TWO-
REEL COMEDIES, 52 ONE-REEL PRODUCTIONS, (including
Screen Souvenirs). 18 SCREEN SONGS. 18 TALKARTOONS.
12 PARAMOUNT PICTORIALS.

Seat Selling Shorts are

PARAMOUNT



LOCAL BOY MAKES GOOD



*Establishes house record for past 18 months
at Earle Theatre, Washington!*

28% over previous week at Stanley, Pittsburgh!

LOCAL BOY MAKES GOOD



*Doubled previous week's gross at Earle,
Philadelphia!*

Tripled average gross, Capitol, Steubenville!

LOCAL BOY MAKES GOOD



*One of the 3 biggest weeks of the year
at Strand, N. Y.! Reviewers said:*

*"An explosive a round of shorties as the average
constitution can stand." —N. Y. "Times"*

*"Best thing that he has yet managed upon the
screen." —"Herald Tribune."*

*"Wildly funny. The star and director have 'em in
the aisles." —N. Y. "American."*

"A riot of laughs."

—"Daily Mirror."

LOCAL BOY MAKES GOOD



*250% over previous opening day at
Warner Theatre, Milwaukee!*

*300% more in 2 days than same period
last week, Lake, Cleveland!*

LOCAL BOY MAKES GOOD



At Strand, Syracuse, 215% over average!

*At Strand, Hartford, doubled gross of
previous big week!*

LOCAL BOY MAKES GOOD

And there are 10,000 more Local
Boys who will Make Good with

With
DOROTHY
LEE
RUTH
HALL

Directed by
MERVYN
LEROY

JOE E. BROWN and FIRST NATIONAL

AMERICAN TRI-ERGO CORPORATION

10 WEST 47th STREET

NEW YORK CITY

WILLIAM FOX
President**Notice to the Sound Picture Industry**

PRESENT DAY sound pictures utilizing photographic film sound records are essentially dependent upon several early and important inventions of Messrs. Engl. Vogt, and Massolle. These inventors are German scientists who did pioneer work in this field, and were the first to produce and publicly exhibit successful film sound records.

The attention of the sound picture industry is directed to the following U. S. patents covering certain of these inventions now owned by American Tri-Ergon Corporation.

1. Patent No. 1,713,726, Vogt, et al., granted May 21, 1929. This is the patent popularly known as the "flywheel patent" and it relates to certain methods and apparatus for uniformly moving the sound record film under the control of inertia, either in recording or reproducing machines utilizing sound controlled light in translating the sound to or from the film. This patent also relates to the photoelectric cell when used with such reproducing apparatus, as is now the general practice.
2. Patent No. 1,825,598, Vogt, et al., granted September 29, 1931. This patent relates to the process for producing combined sound and picture film by photographing the sound and pictures on separate films so that they may be developed separately, and then printing both records side by side on a single film. This process, as you know, is very extensively used in the industry. This patent was recently granted after prolonged litigation on priority with Dr. Lee DeForest, in which the Court affirmed the Patent Office decisions in our favor.

Attention is invited to the patents themselves for a fuller understanding of their scope.

Applications for other early and important inventions are still pending.

Producers, exhibitors, and manufacturers utilizing any of the inventions of said patents are hereby notified and warned that they will be held liable for all profits made or damages arising from their infringements of said patents.

Infringement suits have recently been instituted under these patents against representative concerns in the industry. Further suits will be brought, if necessary, against infringing film producers and theatre operators and against manufacturers of infringing apparatus, for the purpose of restraining all unlicensed use of these inventions.

Licenses under these patents may be acquired under proper conditions. The object of this notice is to acquaint the industry with the situation in order that further liability for unlicensed use of the inventions may be avoided.

AMERICAN TRI-ERGO CORPORATION

Englewood, Unmourned, Closes, Ending Unhealthy Vaudeville Spot; Humiliated Young Stage Amateurs

Chicago, Nov. 30. Whatever happens in the future it is thought locally that the closing of the Englewood theatre does will end the unwholesome conditions prevailing in Chicago the past year with regard to vaudeville. No more of those make-believe 'showing nights' with all the kidding of actors by agents who have been kidding themselves. From now on the slothful attitude of hangers and hopeless non-competitors that has characterized RKO's Chicago vaude will have to go. Either Chicago will have to do something or give the corpse decent burial.

The Englewood's Tuesday night became the focal point of Chicago's farce. It was so much of a farce that the vaudeville boys ended by adopting a contemptuous attitude toward it themselves. This reached its apex some weeks ago, when the house started blacking out the stage. This occurred a number of times, with the vaude brigade in the balcony regarding it as a joke when some poor amateur frantically standing on the stage in an effort to try to get the spotlight leader, the spotlight man, and the stage crew that the act was any half over.

Pretty
It didn't take long for this kind of practical joke to become widespread about, and it has been increasingly difficult to secure acts, however lacking in experience, to do a favor to the theatre in appreciation. House manager at the Englewood appeared to enter into the spirit of the thing, as the signal system from the balcony to the stage was perfect. What the unfortunate audience did not know was that the cause of the humiliation suffered will never be known.

Especially unwholesome was this type of humor when practiced by a group of vaudeville boys who had just put in a hard afternoon playing rummy. Amount of energy, money or worry expended on the Chicago stage-shiners in the past year to help or improve vaudeville was about as much as a clock.

Englewood has been RKO's Chicago showing house since the days of American, now a grind of the future house. It was meant a little until last fall, when there was five or six weeks' possible reward for the act that closed. Since then, particularly through the summer, it was a petty racket that was worth possibly \$100 extra weekly to the Englewood gross. It meant nothing to anyone else.

Because they realized they were caretakers at a cemetery the vaude boys grew bored. It was hard to laugh through those five or six weeks. That playful trick of blacking out on the pitiful little acts of full time vaude relayed the message. But it was also a symptom of the slow decay that was overtaking vaudeville in Chicago.

So locally the feeling is one of satisfaction. In the end the Englewood was an unhealthy stage, and when RKO decided to put up the shutters it was felt that fresh air had been let in on the industry. Closing of the Englewood has been persistently denied for obvious reasons.

Spencer Williams' Trial

Spencer Williams, colored songwriter and formerly in vaude, had been released under bail while awaiting trial on a charge of homicide. Williams was arrested following the shooting of young Hal Bakay, m.c. at Connie's Inn in Chicago. Bakay had been stabbed several times in a quarrel with Williams, according to the story obtained by the police.

QUITS FOR REAL ESTATE
Al Friend, formerly of Friend and Dilling, vaude, and who has been an agent for two years, quit show business last week. He had and gone real estate in New Rochelle.

Magicians Shriek

Professional magicians burning over the continued expense in magazines, pamphlets, etc., in the tricks of the trade, have reached the boiling point of anger over the latest 'tell all' story. The 'American Digest' publication of the pharmaceutical trade, recently published an article in which druggists were told how, with chemicals in their prescription department, they could duplicate half a dozen of the feats of magic seen in the theatre.

The druggists were advised to entertain customers with a performance of magic, advertising their store wilewags as a free affair.

Stooges Win Appeal on Coats, Vests and Pants

Judgment which Maltese Costumers, Inc., was awarded against Howard and Howard, former stooges for Ted Healy, for allegedly failing to pay \$10 per week for the use of the three-piece striped trousers, full dress coats and vests was reversed by the Appellate Court of the Supreme Court.

Costumers secured a judgment for \$10 against the trio last June. Julius Kandler appealed the case immediately without even letting the act know about the appeal. The three boys, counter-claim was that they were engaged to appear in a Low unit and before joining the troupe and that they had been wanted them to put in some new suits which necessitated the use of the striped pants, formal coats and vests. Heale took them to Maltese, alleged the boys, and said that they would be paid for the use of the garments.

Papers don't state who own the pants, coats and vests now.

Roxy Vocal Chorus as Vaude Act for RKO

Dropped at the Roxy, New York, where it had practically remained intact since the homecoming of the Roxy vocal ensemble of 36 will be down to 11 for vaudeville. Philip Stein, who has been the feature, will be billed as the Roxy Theatre Ensemble.

Earl Sande's Act

Earl Sande will play vaudeville to cash in on two years' vocal study. Former premier American jockey opens Dec. 11 for Low at the Century, Baltimore. Sande, who has been with Lane Ball, a pianist, RKO has him penciled in for following week. Sande made a film short in the last for Warners last year. Leg Stewart is handling.

Columbus Chapter

Columbus, Nov. 30. Amusement leaders of the city and local vaudeville acts have joined hands to form the Vaudeville club. Organization, with clubs in the Doherty-Walsh hotel, has been in the formative stage for several weeks.

Club working on the same plan as the Pittsburgh effort of similar name. M. R. Duke Clark, Park Theatre, is the first member. Moore, of the Palace, and Watty Watson, of the Broad, are v.p.s.

Flippin Flips Back

Jay C. Flippin has quit following from the night clubs and is going vaudeville. Flippin opens Saturday (5) at Loew's State, New York. Doing a single with no girl assist.

GUS SHY IN ACT

Away from vaudeville for almost 10 years, Gus Shy is returning in a three piece act. The comic has been in musicals and films since last in vaude.

Healy Took Monkey as Collateral for Ring

Chicago, Nov. 30. Joe Mendl, the vanishing chimp, was the center of a legal tangle between Ted Healy and Lou Brown, alleged owner of the monkey, until Judge McKinley threw the case out of court, declaring the whole thing looked like monkey business to him.

It all started when Healy accepted Backenstoe of stealing a diamond ring from his dressing room. Backenstoe of 'Crazy' Healy and three of his stooges were in turn accused by Backenstoe of doing a 'Houdini' with Mendl. In court attorney Ben Ehrlich, for Healy, admitted the latter had shipped the monkey to New York, but claimed the comedian owned a part of him. But Backenstoe is still looking for the animal.

RKO MULLS ALL COLORED SHOW FOR PALACE

An all-colored show for the Palace, to allow the present Cantor-crowd, is in the discussion. Opening date would be some time after the first of the year.

Supposed plan is to give Palace patrons something different between the present lineup and another. One of the holdovers, including Lou Holtz and Beatrice Little which would follow the Negro troupe.

The colored bill would be headed by Bill Robinson and his 'Hot from the South' act. It is now playing for RKO and runs 75 minutes. Colored name acts would be added in addition to a well known colored orchestra.

\$5,500 NET, ETC., FOR COOK'S LOEW ACT

Joe Cook starts a Loew engagement in January. He will receive \$5,500 net and railway fares, to head a special unit.

His new show, 'Helen or Shinee' closes Saturday (6) in 'Pennsylvania'.

Diaz Sisters Out

San Francisco, Nov. 30. Diaz Sisters, dance duo, walked out on the Don Valerio wire act at the Palace. They were before about RKO's Golden Gate side. Sisters argued over dressing rooms and the show. Room 2 and Girls, who did several routines in between Valerio's wire walking, had been arguing throughout the entire tour of the RKO unit. So when they walked they walked for good. O'Sullivan sisters, local act, temporary fill-ins.

Ralston's Flash Act

Hollywood, Nov. 30. Eddie Ralston and Eddie Diamond are framing an act around Ethel Ralston.

They carry about six of the cost of the 'Nine O'Clock Revue,' cast of which closed here recently. No time set.

FRASIER, NET FLASH

Through an error last week Rosemary Cameron, net flash, was reported to have wed Serge Flash Nov. 20. The date was correct, but Cameron's name should have been Sudworth A. Frasier.

Flash is the European juggler formerly at the Palace in New York. Mrs. Flash is in the act.

CLINTON-ROONEY RESUME

Walter Clinton and Julia Rooney are back in New York from California, where they have been operating their own dancing school. They will reorganize the Clinton-Rooney band and act for vaude.

MISS ETING MUST REST

Miss Etting has been ordered to take a rest by her doctor. She'll probably leave New York next week for Bermuda.

A full line is booked to open in vaudeville for RKO in January.

Martin Beck Sues Albee Estate; Seeks Examination of Books on Money Transfers of Realty Co.

Jessel Tells Why

Cantor and Jessel are drawing plenty of business around the Palace stage door. Since the pair opened their run engagement at the fifth street sidewalk has been marked with mobs who seek a free peek at the comic.

Women predominate, and Jessel seems the big attraction. Cantor takes so much about his wife and kids that he has no s. a. for stage door. Cantor and Jessel. Two girls haven't muffled a Jessel exit in three weeks. They stand near the stage door, smile at him and after he says, 'Hello' they take it on the run. No more among the pavement waiters are the quick touch boys.

Gets Jitters from Crooner, So She Sues for \$10,000

Louisville, Nov. 30. Charging that Don Galvin, former at the Rialto theatre, 'intended, embarrassed, intimidated and harassed' her by his attentions while she was in the audience, Mrs. Susan B. Hall, 46, has filed suit here for \$10,000 against the Fourth Avenue Amusement Co.

'Don presumably came down off the stage and sat in the balcony to croon songs to her,' she claims that she became nervous and hysterical, and was carried from the theatre and treated by a physician. She further maintains that she was ill and forced to public ridicule, scandal, infamy and disgrace.

Original B. O. Staff Is Back in the Palace

Another sudden switch in the RKO Palace, New York, box office last week returned the old ticket takers to the jobs from which they were removed three weeks previously. They are George Baldwin, Ken Stockwell and Irving Lakin. They were brought to public ridicule, scandal, infamy and disgrace.

Chicago, Nov. 30.

Eddie Saunders, Milton Schmidt and Billy Newman, three local treasurers who went into the New York Palace cage during the second week of the Cantor-Jessel bill, pleaded less than three weeks are back in the Loop.

Their short stay at the Palace was terminated by a factional difference between RKO's auditing and operating departments, according to a report received here.

Jack Hanley's Illness

Jack Hanley, juggler, has canceled all dates, going to the National Military Home in Bath, Me, in hope of curing his illness. Hanley served overseas with the 105th Regiment.

FLU CANCELS MELSON

Charley Melson, former picture house m. c. now doing a double act with his wife, Irene Melson, was forced off the bill at the RKO Madison, Brooklyn, last week by a bad case of flu.

Irene Melson finished out the date as a single. Melson will probably not make his act open in an intact in Syracuse next week.

WARNER'S PROTEST

Fred Warner, of Warner's (Pennsylvania) has complained to the VMA over the use of an alleged 'tell all' by her doctor. She'll probably leave the Palace, New York.

Business in dispute is a megaphone. Warner wants it donated from Melson's turn.

Martin Beck has started action against the E. F. Albee estate, the Albee Corporation and the Palace Theatre and Realty Corp. to compel these defendants to account for the money coming to the money and other assets of the Palace T. & R. which he contends may have been improperly transferred to the other corporations. Beck is a 25% stockholder in the Palace T. & R. and avers that he is taking action in behalf of himself and all other stockholders. The motion asks permission to examine the personal books of the late Keith crowd head.

Beck's motion asks that the Palace T. & R. B. F. Keith Vaudeville Exchange, 'Vaudeville Collection' and 'Vaudeville Collection' Theatres Co., Edwin G. Lauder, John J. Maloney, Laura F. Albee, Reed A. Albee, Ethel Albee and J. Henry Watrous. Attorneys involved in the suit are Max Steiner and Martin Beck. B. F. Keith was the defending corporations, and Abeles & Green for the executors of the estate.

Beck asks for an accounting of all the Palace T. & R. business from 1924 to 1931. E. F. Albee died on March 11, 1930.

Beck's Claims

Beck claims that E. F. Albee, E. F. Albee improperly converted the funds of the Palace T. & R. to his own use. Beck claims that Albee made payments made to himself of the Palace T. & R. money. Beck further claims that Albee made payments to himself of the Palace T. & R. money. Beck further claims that Albee made payments to himself of the Palace T. & R. money. Beck further claims that Albee made payments to himself of the Palace T. & R. money.

Beck made his motion last Wednesday (25) to examine the personal books of the late Keith crowd head. Beck claimed that they voluntarily permitted Beck to examine the corporate books and that any payments of the Palace T. & R. money were made improperly for the corporate books and that any payments of the Palace T. & R. money were made improperly for the corporate books.

Defendants maintain that the Palace T. & R. was organized about 1912 in which Beck had a stock interest and in which Albee was a majority stockholder, that Beck was not a stockholder in the Palace T. & R. at that time forward as a stockholder and director and was fully aware of the manner in which Albee was managing the concern.

Hearing was held in the New York Supreme Court, Special Term, Part 1, before Judge Wasservogel with a decision expected late this week.

Whiteman's \$7,000

Paul Whiteman's first \$7,000 RKO vaude act on an NBC booking will be Jan. 4 in St. Louis. Seven more weeks follow.

Along with Whiteman and the band will be Mildred Bailey. Salary is in addition to transportation expenses.

Battle Over Song

Chicago, Nov. 30. Aaron and the Loop End Theatre warning on the Loop End Theatre stage (Monday), that the song 'I've Got a Feeling' is copyrighted by the 'Crazy' at the Garrick and cannot be used by Blossom Seeley and Benny Fink. The matter is being fought now heading at the vaude house. George Gerwin has the act written for the Loop End Theatre and this fact is being prominently advertised by the theatre.

3 Kings 3 Ways

Pittsburgh, Nov. 30. King, King and King split three weeks in Pittsburgh. Their date at the Palace, New York. Pete King is here working on a new act. King is working on the 'Three Kings' and Matty King is in New York rehearsing a new act. King is working on the 'Three Kings' and Matty King is in New York rehearsing a new act.

READY TO SHOOT—

The Love Story of

A young man—just out of college—he found himself a failure in the eyes of Big Business—and a Woman. "It makes no difference how you get your money—it's how

ROLAND

GOR

STA

CHESTER

With **ALISON**

From 'the' sensational Liberty Magazine novel by Walton Green. Produced by Roland West, who gave you "Alibi" and "The Bat Whispers", two outstanding entertainments.

DAILY MIRROR

"'Conair' Real Movie Fare. A real movie loaded with red-blooded excitement. It's a big treat to walk into a movie theatre in these days and find a picture that's a movie. 'Conair' is such a picture. A grand movie to thrill and entertain you, it is action from the first hum out of the booth—red-blooded action—delight the young—pressure."



RIGHT AT YOUR BOX-OFFICE!

a Modern Pirate

much you get that counts", they told him. So he turned Pirate—a Modern Pirate!—merciless, cunning, a quiet society boy on land—a cold, cruel brigand on the sea.



WEST'S SAIR

RING

**MORRIS
LOYD** *Most Gorgeous of
Screen Beauties*

**UNITED
ARTISTS
PICTURE**

EVENING GRAPHIC
"Chester Morris Thrills ... 'Corsair' is one of the most beautifully photographed productions of the past five years, and races rapidly through high tension action and characterization. Morris is one of Hollywood's most talented actors and in 'Corsair' he puts much vitality and force into seven reels ... Roland West should be commended for his direction ... the picture deserves ..."

New York American
"Exciting and highly diverting melodrama brings Chester Morris in a colorful, gripping characterization ... Excellent motion picture entertainment ... Full of fast action; well played, finely directed and beautifully photographed ... Director Roland West is to be complimented upon his picture ... Miss Lloyd glorifies her part ... and beside ... picture"

DAILY NEWS
"Glorious ... It is directed with much thought to lights, camera angles and such by Director West. Capable performances by the cast ... There was a big hand for several of the film's sequences ... Swell stuff ... neat work ... and deft ..."



Talking of Taxing Working-Variety Acts 1% of Salary to Support NVA

Working variety actors may have to part with 1% of their salaries every week from Jan. 1 on, unless a better method is found for raising funds for the NVA charities. This appears through the reported failure of the managers to devise a better substitute for the discarded hat passing system.

The salary deductions would affect acts playing in theatres operated by circuit and independent members of the Variety Managers' Ass'n. The latter embrace all major circuits and most of the important independents.

How much could be raised annually by standard contributions from the working members of the profession is not known, to have been accurately estimated. Belief in some quarters is that enough could be secured to partly care for the (Continued on page 55)

Powell Back to WB

Pittsburgh, Nov. 30. Dick Powell, WB's ace m. c. here and a fixture at the Stanley prior to musicians' strike, back with WB again after five weeks at the Ambassador in St. Louis.

Powell joined a WB unit yesterday (25) in Charleston, W. Va. He will play through the tri-state territory on split-week stands.

ASH'S OPTIONS

Paul Ash's P. & M. contract, under which he returns to his original starting point, San Francisco, at \$1,000 a week, is for three months, not a year as previously reported. The contract carries options up to a year of three months each, with Ash to receive notice either way every four weeks.

House-Broken

Los Angeles, Nov. 30. They even pull Palace gags out here, maybe 20 years later. "Old root beer" asks one ex-vaudevillian, "about 'Tessie having her baby in front of the Palace'?"

"It won't help," retorts the other. "Vitaphone came away; 'Tessie' had to show the kid at the Franklin."

Moss' Broadway Out of Red—1st Time in 10 Wks.

After losing steadily since opening 10 weeks ago, B. S. Moss' New Broadway, New York, emerged from the red last week. A loss was averted for the first time through reduction of operating expenses to slightly over \$12,000. The gross last week was close to \$15,500, with the colored floor show from Connell's on the stage.

As the Connell troupe brought its own band downtown, the pit orchestra and its cost were eliminated. Colored show is holding over currently at \$3,000 net.

Up to yesterday (Monday) nothing had been booked for next week (5). The Warner office, booking, was after a band act to head a presentation bill or a unit similar in type to the Connell's Inn show.

FIND NEW PARTNERS

Joe Weston and Collette Lyons, who split both maritally and professionally a short time ago, have both succeeded in finding new partners.

Weston is rehearsing a new act with three people and Miss Lyons has teamed with George Snyder (Cole and Snyder).

SIOUX CITY'S M.C.

Sioux City, Nov. 30. Orpheum theatre now has as permanent attraction for its weekend vaude, a stage band and m.c. Orville Rennie is the m.c. He comes to Sioux City from the Wisconsin theatre, Milwaukee.

Morris Silvers Does Song For Mike Igoe's Campaign

Chicago, Nov. 30.

Morris Silvers returned to his old vocation of tunesmith when writing a campaign song for Michael Igoe, Democratic possibility for governor. Silvers and Igoe are personal chums.

On the back cover of the song sheet appear pictures of all the leading William Morris exes in New York as well as Chicago. Title is "Come On, Chicago, Let's Go for Igoe."

Last member of the theatrical world to write a political tune was Milton Wall, who campaigned for Bill Thompson, with a number. Anton Cermak found personally offensive. Thompson lost. Cermak won.

But the Igoe song is innocuous. Guaranteed not to embarrass.

HALEY IN SHORTS

Jack Haley is over at the Warner Brooklyn studios this week making "shorts." Illness of Mrs. Haley interrupted with the "Haleys" contemplated vaude turn.

Units' 5th Act Due Jan. 1 on \$3,200 Budgets

Starting around Jan. 1, RKO will add a fifth act to its intact units and increase the average budget to about \$3,200 per show. The present salary budget for the four-actors is \$2,750. It is estimated that between \$400 and \$500 will be added to take care of the extra turn.

On approximately the same date the new policy of a money name act at frequent intervals on the intact route will be inaugurated. This will allow for the playing of names in the western RKO towns that show use only unit turns of standard quality under the \$2,750 budget limit.

Top salary for acts on the present intact is around \$1,250, as anything higher would stunt the remaining three acts.

CHAS J. FITZPATRICK

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B-K-O LUBIN LANTIERE & YERCHER LOEW-INDEPENDENT
1264 Broadway 2nd Avenue des Champs Elysees 100 West 45th St.
NEW YORK CITY PARIS NEW YORK CITY

THINGS YOU NEVER KNEW UNTIL NOW (Not Even Walter Winchell)

- THAT MURRAY BERNIE and SID WALKER, headlining FANCHON and MARCO'S "TOMORROW'S STARS" IDEA, have been acclaimed from Coast to Coast by Press and public as a sensational comedy riot.
- THAT MURRAY BERNIE was the first individual hit as a feature of EARL CARROLL'S EIGHTH EDITION of "VANITIES."
- THAT SID WALKER went into the RKO Palace, with JAY C. FLIPPEN, on a minute's notice and was a hilarious hit.
- THAT BERNIE and WALKER combined to do an act that is a comedy revelation.
- THAT BERNIE and WALKER write all their own material and are now authoring several scenes for shows.
- THAT BERNIE and WALKER thanked Mr. EARL CARROLL for his offer to go on tour with "VANITIES."
- THAT BERNIE and WALKER thank FANCHON & MARCO and Mr. PHIL BLOOM for giving them such wonderful opportunities.
- THAT To grab BERNIE and WALKER you must see Meyer North or JOE FLAUM, their very able Managers.
- THAT BERNIE and WALKER ARE HEADLINING AT THE FOX, BROOKLYN, WEEK OF DECEMBER 4TH, 1931, WITH ACADEMY AND AUDUBON, NEW YORK, TO FOLLOW.

PEGGY CALVERT

THE SWEETHEART OF THE BLUES

Gratefully Acknowledging Thanks to Messrs. LUBIN, SCHENCK and PIERMONT for My NTH Consecutive Delightful Season.

Dir. Loew: BERT JONAS

Now LOEW'S STATE, NEWARK

Dir. RKO: JACK WIENER

SPRINGFIELD, MASS., "REPUBLICAN"
"Peggy Calvert 'SUBS' here for Belle Baker headlining an 8 act bill, stepped to the stage footlights and sang in the modern 'Blues' manner to 'walk off' with the show."

NEW ORLEANS, "ITEM-TRIBUNE"
"Peggy Calvert, who looks like Joan Crawford and sings like a composite Sophie Tucker and Nan Halperin... her resemblance to Joan Crawford has caused much comment. Blue singers that can sing and are also attractive have been few and far between. Miss Calvert is more than welcome."

RUDY KAYE

JUVENILE TENOR

Now Playing in FANCHON & MARCO'S Hit Unit, "TOMORROW'S STARS"
Week of Dec. 4th, Fox, Brooklyn—Dec. 11th, Academy of Music, New York—Dec. 18th, Audubon, New York
Direction: JENIE JOACHS—HENRY WIESE

334,000 4th Week Halts Palace Idea Of Changing Show

A \$34,000 fourth week's gross caused RKO to drop its intention of changing the current Cantor-Jessel Palace bill after six weeks. Plan was to replace the first two acts and insert *Roxy*, having the rest re-secure new bits of material and call the revised version a "second edition."

Bill now stands as is without any changes in act or material. Cantor is optioned by the Palace for 10 weeks and Jessel's contract reads as long as Cantor stays. Starting Dec. 12, Jessel will receive a \$600 raise, which boosts his Palace salary to \$1,750. He asked for \$1,000 more, but compromised with the booking office for five per cent.

LaPorte Trips Zemaier

Chicago, Nov. 30. LaPorte theatre, in that Indiana town, is on the hop again. Last week jumped from the Sacco office to the Zemaier desk. Playing four acts of vaude on the holidays.

RKO VAUDEVILLE INACT 19
East West RKO, Syracuse, N. Y.

FORTUNATO AND CIRILLO "The Happy Hooligans"

HOPE VERNON "Singer of Romance"

(Direction of Jack Weiser)

Meet

MARTY MAY

Friend of Thomas, Arrived by Jean Carroll
(Direction of Chas. Morrison)

ANATOLE FRIEDLAND'S "SHOW BOAT"

with

Marty May

Jean Carroll and a supporting cast, composed of a shipload of Anatole's beautiful Salinette
(Direction of Chas. Morrison)

There's a Lull

House stealing among the indie vaude bookers has suddenly stopped. It seems a temporary truce in favor of watchful waiting.

Plenty of talk lately among several of the bookers to consolidate, but nothing has come of the idea. An epidemic of chiseling can be expected any time.

Will Try \$1,050

Units for Indie Houses for East

A scheme of John H. McCarron, backed by Louis Grosner, is the booking of moderate priced vaude units through the smaller towns of New York, Ohio, Connecticut, Pennsylvania and other eastern states. Hunch is a \$1,050 show for the indie houses.

McCarron, formerly connected with the old Keith office, has already made an extensive survey in over 30 New York state towns. Units proposed would include 10 hours, 18 people, counting a 10-girl chorus. On the \$1,050 full week price, one, two or three-day stands would be played on a pro-rata proposition.

McCarron claims theatre men interviewed are mostly interested in plenty of people and girls on their stages. His intention is to secure a production man to stage the units. No mention of the number of acts to be used, under the \$1,050 stipend, probably wouldn't amount to more than two.

All-Stage Policy

Atlantic City, Nov. 30. New Palace theatre, operated by Harry Scarborough, opened this week with an all-stage policy of four acts and musical stock on a full week, three-a-day basis. Stock cast numbers 20 people. Frank Belmont is booking the vaudeville part from New York.

Low Opposish Verdict Gives Morris Newark

Decision of the Low office regarding the return of the Morris of Lawrence Franchise, and where by Morris was told not to book any theatre which would rate an opposition to a Low house in the same city or district, does not affect the status of Morris and the Newark theatre, Newark, N. J.

Latter house, vaudeville, was taken over by Public last summer. Eddie Sherman left the Morris office last week because he refused to give up the Hippodrome, Baltimore, to Low to open the Century to the same town. Sherman is booking the Hipp from another office in New York.

O.K.'S FIRST 4-ACTER

Low Will Try More Units With Orpheum As Trial House

First Low vaude unit, which opened at the Orpheum, New York, Nov. 21, has been declared a success by the Low office. Circuit experiment along this line is a four-act show.

Accordingly, more units of the type will follow a month apart. The Orpheum, due to proximity to the home office, will probably be the trial house.

Low is also bending an ear to unit producers. Nat Nazario's featuring Buck and Bubbles, all colored troupe, has been placed and opens at Low's Pitkin, Brooklyn, Dec. 5. Company includes Rubie Blakely's orchestra, Louis Cook, Moe and Moore, May Dixon, Naomi Trice and 12 girls.

F&M for Red House

Los Angeles, Nov. 30. Fox West Coast's Boulevard theatre, here, constant loser for years, adds spot booked F. & M. stage shows, Dec. 15. There's a possibility that Rubie Wolf may come from San Francisco to get the policy started.

F&M Ideas May Be Strengthened For Par's B'way Deluxer Displays

Fanchon & Marco Ideas for the New York and Brooklyn Paramounts are to be built up with special attractions.

Boris Moros, Public musical head, and Jack Partridge, ace Public unit stager, are leaving Sat-

urday (5) for a tour to catch F. & M. shows now on the road.

Going to as yet undetermined towns, purpose of their trip will be to decide which F. & M. idea is to be selected as the opener at the Paramount on Broadway.

Specials at Fox

Tentative opening date for the Fanchon and Marco units at the Brooklyn and Broadway Paramounts is around Dec. 23, Christmas week.

On that date the Fox, Brooklyn, will go back to special stage productions which in all likelihood will be assembled by F. & M. at the Roxy. In the switch the Roxy ballet corps may be shifted intact to the Brooklyn house. Ballet now comprises 24 girls, but may be cut to 20.

The F-M units will move over to the Stanley, Jersey City, for Warriors from the Greater N. Y. Public houses.

Low Goldberg's 400-Seater With 2 Features at 15c

Chicago, Nov. 30.

Low Goldberg, vaude agent, has nixed himself into picture business locally. He will open the Rosette, 400-seater, on Christmas day.

With him is Hal Jacobs, manager of the Indiana theatre. They have the house on a five-year lease. Opens double features at 15c.

SPOT BOOKING ONLY

RKO Won't Include Palace, N. Y., On Routes in Future

Due to the new Palace policy of holding over bills for indefinite periods, this New York house will not be included on any future routes issued by the booking office.

As there is no way of determining in advance how long a Palace bill can stay, it isn't possible to issue definite future dates.

Spot booking will prevail from now on at the Palace, with that engagement booked separately from the rest of the circuit.

Closes to Prepare

Pittsburgh, Nov. 30.

Sheridan Square, RKO picture site in East Liberty, closes Saturday (5), probably for three weeks. Notices were handed employees a fortnight ago.

House is slated for vaude when the musicians' strike is settled here, and it's believed that it will be made ready for a vaudeville policy.

RKO VAUDEVILLE INACT 19
East West RKO, Syracuse, N. Y. G.

Hazel Mangan's Girls with ADELITA ZAVALLI 4 SPEERS—AND NO SPEAKERS (Direction of JOHN RICKETT)

Howard, Fine and Howard "THE THREE LOST SOLES"

with JACK WALSH
(Direction of BLONDELL & MACK)

THE DECEITFUL ENTERTAINER AND OFFICIAL INTERRUPTER FRED KEATING

In Spite of
"The Great Alexander"
(Direction of CHAS. R. ALLEN)

ADELAIDE HALL "The Crooning Blackbird"

(Direction of WEBBER-SIMON)

ARKO AND AFFILIATED CIRCUITS

Selling the talent of standard and star acts for the longest-term contracts and at the best possible figure

The intelligent handling which has made this organization the one selected by Hollywood's most noted stars and the best names in vaudeville—is now and has always been, available to standard acts of every type

Modern business methods applied to create the right kind of engagements for all types of acts

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Ban Randolph Street Burlesk

Mayor Rules Odium Would Injure Street

Chicago, Nov. 30. Plans for the reopening of the Woods as the first burlesk house on Randolph street were temporarily halted when Mayor Cermak refused to issue a permit, claiming the odor of burlesque is below the street's dignity.

Mayor's action is believed to have been prompted by complaints from Randolph street merchants, who took up the cry as soon as the Woods deal was set. Edict from the city hall is also believed to have something to do with the Street's interests, which theatres are trying to sell their own kind of burlesque at \$3 top.

N. S. Barger, who took the burlesk lease on the Woods, is contemplating legal action to compel the city to issue the license and is align-

ing the labor unions in town in his support. Barger's contention is that the ban is keeping 118 people out of work. This group including operators, stage hands, musicians and house attendants.

Opinion is that Barger made the initial mistake of belittling the burlesque angle when he could have gone by with musical stock, tab or other such appellations, at least until the house was opened. Word burlesque carries such odium it immediately excited the Randolph street merchants. Heurich's, one of Chicago's finest restaurants, was among those reported fearful of their new neighbor.

VETERANS TO COAST

John J. Weber and Sherry McAllister, two of burlesque's comic wheelhorses, after many years of stock and wheel burlesking, are headed for the coast.

They join the Follies theatre stock in Los Angeles after the start of the year.

JERMON STOCK STARTS

The Casino stock, direction of John J. Jermon, got under way Thanksgiving Day.

Among the players are some familiar wheel names including Billy Burlington, Harry (Pop) Piers, George Testers and Billy Scholier.

STAMP SHOWS SLIMP

A real slump in stock burlesque returns hit West 42nd street last week and had the Eltinge starting to cut salaries.

The Eltinge has been returning a profit.

Acts, Afterpiece Idea

Buffalo, Nov. 30. Dewey Michael used a vaudeville burlesque combo in an effort to stimulate big last week.

He booked three vaude acts and had his comic and straight man stage a burlesque revue.

Raid Scare Clean-Up Hurts N. Y. Box Office

Burlesque shows including both stock and regular road shows are under the eye of the district attorney's office with New York. But for a tip off Thanksgiving Day, there would have been action.

On many complaints from Catholic Actors Guild and other theatre organizations, also some merchants near burly spots, the d. a. decided to move.

Representatives of his office were planned on certain Times Square burlesque spots when they were according to reports. An aftermath of the voluntary cleaning up by the theatre agencies running burlesque, is a drop off in business.

BURLESQUE CHANGES

Dick Ziesler, who took over Jack Conroy's Columbia wheel show, 'Liberty Bells', and renamed it 'Six-String Revue', has made the following changes: Wilma Joyce replaced Flonnie DeVoe, Mary Joyce is in place of Gladys Hamman. Spears has succeeded Tommy Jones and Arthur Lyons is out, with Milt Brown replacing.

Fritzie White is out of 'Hi, Ho, Everybody' (Columbia), with Johanna Glade in. Marie Oliver, in same show, has succeeded Angeline Lee.

In 'Nite Life in Paris' (Columbia) Phyllis Rita replaced Marjorie Lee. Doris Bennett is out of 'Nights' (Columbia) and Billie Horner in. Mae Malbin has replaced Marjorie Block and Larry Amon has succeeded Eddie Innes.

Changes (through Nat Morton) have Hazel Devine, Leonora D'Almeida, Billy Harris and Marcelina Newbury joining the Orpheum stock, Paterson, Mary, Gessardine, Wayne and Kay in Republic show. Jack Montagu into Republic cast; Erin Jackson into Republic stock; Dottie Vaughn goes into the Academy cast, Pittsburgh, Dec. 5.

Edna Kennedy, still in the show, the Harry Kette show, 'Rumba Girls' has quit the Columbia show and gone to stock. Billie Diamond has replaced her.

Peggy Reynolds did what burlesque producers call a 'burr' last week by walking out of the Irving Place show. Trudy Dering did a burry up call to take her place on the runway. She is under contract to open Dec. 26 with the Follies stock in Los Angeles.

Cleveland Star, Maybe

Julius Leventhal, who has the Hudson, Union City, N. J., a Columbia wheel stand, went to Cleveland to inspect the old Star there as prospective link.

The Star once played the old Columbia shows, operated then by Drew & Campbell. Billy Watson's Orpheum as a circuit stand still pending.

Columbia Wheel

Weeks of Nov. 30 and Dec. 7

Bora Fots-Empire, Newark; T. L. O. Big Ben-Brooklyn, Brooklyn; F. H. Empress, Cincinnati.

Big Ben-Brooklyn, Boston; T. L. O. Follies, Boston.

Bohman-Gayety, Detroit; T. L. O. Follies and Follies-Plaza, Worcester; T. L. O. Follies, Boston.

Flapper Follies-Route No. 1, T. L. O. Empress, New York.

Flapper Follies-Route No. 2, T. L. O. Empress, New York.

Flapper Follies-Route No. 3, T. L. O. Empress, New York.

Flapper Follies-Route No. 4, T. L. O. Empress, New York.

Flapper Follies-Route No. 5, T. L. O. Empress, New York.

Flapper Follies-Route No. 6, T. L. O. Empress, New York.

Flapper Follies-Route No. 7, T. L. O. Empress, New York.

Flapper Follies-Route No. 8, T. L. O. Empress, New York.

Flapper Follies-Route No. 9, T. L. O. Empress, New York.

Flapper Follies-Route No. 10, T. L. O. Empress, New York.

Flapper Follies-Route No. 11, T. L. O. Empress, New York.

Flapper Follies-Route No. 12, T. L. O. Empress, New York.

Flapper Follies-Route No. 13, T. L. O. Empress, New York.

Flapper Follies-Route No. 14, T. L. O. Empress, New York.

Flapper Follies-Route No. 15, T. L. O. Empress, New York.

Flapper Follies-Route No. 16, T. L. O. Empress, New York.

Flapper Follies-Route No. 17, T. L. O. Empress, New York.

Flapper Follies-Route No. 18, T. L. O. Empress, New York.

Flapper Follies-Route No. 19, T. L. O. Empress, New York.

Flapper Follies-Route No. 20, T. L. O. Empress, New York.

Flapper Follies-Route No. 21, T. L. O. Empress, New York.

Flapper Follies-Route No. 22, T. L. O. Empress, New York.

Flapper Follies-Route No. 23, T. L. O. Empress, New York.

Flapper Follies-Route No. 24, T. L. O. Empress, New York.

F-M UNITS FOR WB STANLEY, JERSEY CITY

Warner Brothers' booking office has arranged with Fanchon & Marco to play the latter's units at the Stanley, Jersey City, starting around Christmas. The Warner produced units will be discontinued.

The F. & M. shows will move across the Hudson river for WB after playing the New York and Brooklyn Paramounts. Public stages go P-M in December. Name acts may be added to the units in Jersey City.

Columbo Unit Switching To N. Y. for Crosby

The Russ Columbo stage unit, current at the Brooklyn Paramount, will move over to the big New York Public house Friday (4) to be headed by Bing Crosby. No further time for Columbo was booked after Brooklyn.

Jack Partington, to have staged last week's anniversary show for the New York spot, was switched to put together the Columbia show. In bringing it over to Broadway he will augment with a couple of added acts.

This will be Partington's first show for New York since returning from the Coast a month ago.

RKO Midnight

Midnight shows will be played in all RKO combination houses New Year's Eve (Dec. 31).

Where vaude is played one show will go on around 7:30 with the extra performance at about 11 o'clock.

Public Shows in Springfield, Springfield, Mass., Nov. 30.

Public began stage competition with the Fox-Poll F. & M. units here Saturday (26), when the Paramount began a full six-week act-feature film policy.

The Broadway, for several years playing Loew vaude, in opposition to Poli, now has a double feature policy.

NEED CHARITY IN BURLESQUE

In one mail I. H. Herk notified all of the Columbia circuit shows of the elimination of two acts from each roster and of a \$6 slash on the salaries of the others as well as a 10% cut for principals.

In another he had a statement to the press that 'extra performance' for relief of the unemployed in the city of the 25 theatres on the circuit and that the gross would be donated to the local authorized agencies in each city.

Several burlesque players think 'charity' should begin at home. It was their belief that if burlesque conditions continue, relief would have to be given some of the burlesquers up against it.

Fox's Frisco Day Saved

San Francisco, Nov. 30. Fox has temporarily shoved ahead its opening day to Wednesday. Cuts into the 7:30 'Ed' layoff by a day.

Wm. SCHUMAN
CELLOLECTRIC
10% New York (Dec. 4)
For Bookings WA-7-728

BOBBY MAY
"Doing Something New"
with JOE HOLMES
Ede. & Keller C.B.-E.

3 RHYTHM DANCERS
THE CHOCOLATE WALK
at RKO Palace, N. Y.
RKO Dir. Harry A. Roan

40 Minutes from Broadway
PRESIDENT HOTEL
on the Boardwalk
Long Beach, N. Y.
NICKEL FURNISHED SUITES
Room with Bath \$18.25
Room with Bath \$35.45
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Room with Bath \$75.00
Room with Bath \$100.00
Room with Bath \$125.00
Room with Bath \$150.00
Room with Bath \$175.00
Room with Bath \$200.00
Room with Bath \$225.00
Room with Bath \$250.00
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Room with Bath \$825.00
Room with Bath \$850.00
Room with Bath \$875.00
Room with Bath \$900.00
Room with Bath \$925.00
Room with Bath \$950.00
Room with Bath \$975.00
Room with Bath \$1000.00

JIMMY CONLIN and GLENN ENROUTE RKO
Direction, Tom J. FITZPATRICK
Palace Theatre, New York City

LESTER AND GARSON
IN A FANCHON & MARCO IDEAS
Management, Wm. F. FELLERS

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STEADY WORK! 40-ATTRACTIVE GIRLS-40

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Write Billy Malin, Republic Theatre, 42nd Street and Broadway, New York

AVE GENARO

HEADLINING

PLAYING RKO CIRCUIT

Direction: HARRY FITZGERALD

BOOKED SOLD UNTIL FEB. 1932

Saranac Lake

By Happy Benway

Write to those that you know in Saranac Lake.

"Tommy Abbott a little under the weather."

Allie Bagley nursing a little cold.

Ed Carman, nerves all tight, may be for a while.

Sam James, had T. B., may be for a while.

Elly Flynn packing up, going to breakfast.

John McAloney went back to the lake, cold, nothing serious.

Edith, when told of her operation, said it was, 100% successful.

Dr. Lucy Sikorsky is the new doctor in Saranac Lake.

Anna Papulis got up, first time in a year, glad to encourage.

Spades raised her account of much noise, too water unmoistened.

Harry English still fighting that bad thing. Up for mild exercise at the lake.

Martin Growsid improving daily, now taking up French, read but no more.

John Kelly doing well, but nervous.

Edna Lindbeck picking up, preparing to visit Montreal. He's at his best, up to his head.

George Newell, acrobat and man about town, got a little slip on his feet.

John Lane anticipates a radio announcement, as he has about fifteen.

John Howard, the comeback girl of the lake, who is now waiting at the rink, making two.

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time. Neighborhood exhibitors are grumbling re Shea-Publix protection demands.

Jack Valentine orchestra opened Hotel Statia and supper dancing at the Statia.

Al Kaufman, former manager Great Lakes, diving in the lake.

Joe Cook's two-day engagement at Franklin Friday and Saturday.

Supreme Court back commissions down on sales for Jacobs Bros.

Public and University officials called Winchell's radio comment on the "Bison."

Walter had postoffice banning production student publication, all wet.

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Dallas

By Rudy Donat

Hughes closing RKO Dec. 15 for remodeling.

Cit tax brings new racket, bootlegging, and other things.

Showhouse making the grade with a 10.

City giving jobs to town-and-outside, paying in grub.

John Rosefield, Nerve, reviewing plays for the future club.

Louise McCraw writing some history on local little theatre.

Leslie Wilkes dropping from the indie field for cooling systems.

Loose bands in for dance hall, with customers taking advantage of the free nights.

Edie Barr, "Dispatch" drama, writing notes to poems of praise.

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boys in his family and each boy has two sisters. How many are in the family.

Shuck Summer, who has arranged with circus in Peru to show his circus for the kids over Xmas time. Proceeds to go to unemployed.

C. Zaring, Indianapolis, vice-president. Harry Markun, treasurer.

William H. Hatten, Indiana, secretary. Charles R. Ellington is in Charlie Davis and his gang will switch to Circle.

Duke Ellington booked at Indiana for week Dec. 11. He may double on Indiana road final night.

White Elephant in Charlie Davis and his gang will switch to Circle.

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St. Paul

First cold wave here, 10 above.

Don Alexander has a new Pontiac. Auto jump from \$150 to \$100.

Winters' heart "Coke Street" moved next door to his suburban Park.

Joe Rosenfield spent Thanksgiving at his home in Chicago.

Frank McCraw, native composer, writing notes to poems of praise.

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Cleveland

By Glenn C. Pullen

Legit Ohio dark until Dec. 4.

Unemployment benefits draw \$15,000.

Louise's is new rendezvous for town's elite.

Robert McLaughlin opening new stock in Detroit.

Al Bricker follows Isham Jones in Golden Pheasant.

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VARIETY

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VOL. 104, No. 12

15 YEARS AGO

(From Variety and Clippings.)

Boston Store and Fair, Chl. de-
partment shops, were using layoff
managers instead of Santa Claus
to attack Xmas trade. Cost each
about \$125 a week.

Joe Hart was preparing a three
open flash for vaude to cost \$12,000
a piece. Plenty for those days.

Local labor unions were quarrel-
ing over vaude managers as to whether
they would follow booking office
decisions of striking New York State.
Most of them said they would play.

'Variety' warned that picture pro-
ducers were making a serious error
in telling studio trade secrets to
make press staff. They know now
it is too late to bring back the
glamor of mystery.

Touring managers were cutting
throat from their own pockets for
poor business in that section.

'Hearts of Erin' new Victor Re-
bore opera, being directed by E.
Lawrence Weber and Jos. Weber,
announced as that composer's best.
The music. Least known of his
works now.

Gus Edwards was endeavoring to
promote a national calisthenic circuit.

Hale Hamilton was coming back
from Australia because the Com-
monwealth was taxing actors' sal-
aries 25%. Abandoned a season's
contract.

50 YEARS AGO

(From Clippings)

Edwin Booth announced 'Hamlet'
in modern dress. 'Trunk filled
to arrive at Waterbury, Conn., and
the grandstand asked the audience if
they would permit him to play 'Hamlet'
in street dress instead of 'Richelieu',
with a farce thrown in for good
measure. Only a few asked for
their money back, and the play pro-
ceeded.

'Streets of New York' was play-
ing Chl. with a vaudeville outfit. (Re-
vised this season.)

Adam Forepaugh claimed a profit
of \$250,000 on his circus season, so
Barnum admitted he had made only
\$400,000. Forepaugh figures more
authoritative.

Panic in the London theatre
caused by some of the standees at-
tacking the pipes to explode. The burst
and the escaping steam, backed by
cries of 'fire', stampeded the crowd
of 3,000. No one seriously hurt.

Lester Wallack was touring in
'Roadside', a play which had served
him off and on for 18 years.

Walter Damrosch was organist at
a concert of the Oratorio society.
Heed not yet assumed the baton, his
father still being the conductor.

Jay Gould had just become owner
of the Grand opera house in Italy,
by the Erie R. R. He gave some com-
mands in exchange for the theatre.

Norman Thompson was touring in
'Joshua Whitcomb', an elaboration
of a rather crude vaudeville skit,
which evolved into 'The Old Home-
stead.'

Concern was offering bank notes
with gold lace on collar, cuffs
and legs, at only a suit.

'Two ladies anxious to travel' were
indiscreet for a job. 'No experi-
ence.'

Inside Stuff—Legit

Nothing much appears to have been markedly changed in the opera-
tion of the Shubert legit business that is in the hands of receiver.
Operation and business conducted by Shubert, apparently all under the
domination and direction of Leo Shubert, one of the receivers.

This condition is accepted by some through the other receiver, the
Irving Trust Company, finding no one else would buy the receiver's notes
in the Shubert matter excepting Leo Shubert. This much is admitted
in the recent statement by the receivers. It states Leo Shubert bought
\$50,000 of the \$150,000 in notes authorized.

Legit showman's comment is that if Leo Shubert couldn't pull the
Shubert business out before it reached a receivership, why should it be
expected that he could after that, without figuring the costs of the
receivership. The receivership cost is one of the things the receiver's
statement neglected to itemize in saying the Shubert business is now
running around \$20,000 weekly in the red.

Many of the Shubert administration seem to be continued in the enforcement of a \$50 weekly advertisement for each
Shubert theatre in the Shubert press sheet. Later, called 'The New
Review' and a throwaway, repeat the personnel of Leo Shubert, though
Leo Shubert, though conducted under its own corporate title. That \$50
applies as well to the theatre with the independent attraction as with a
Shubert show. With the usual attrition, the \$10 is divided according
to the sharing terms, with the independent producer called upon to pay
at least \$2.50 of the wasted \$50 each week.

Neither has the methods changed in the pernicious press copy of the
Shuberts.

Downtown bankers are quoted as saying they believe Leo Shubert is
now in receipt of the money from the Shubert business, and that he is
many of the figures on the book. Almost any accountant with a knowl-
edge of show business can unravel any set of show books. In looking for
revenue and profit, the Shubert business is not new. The Shubert move, the
receivers somewhat dismissed the best man in the organization who
could have answered for that purpose, Jack Welch. Receivers probably
made another error in believing, Welch was a 'Shubert man.'

In tackling the Sunday legit problem the Theatre League appears to be
following the same publicity methods it adopted when going after
legit speculation and may repeat the same error. The move, though
there was considerable newspaper space devoted to the subjects.

Prime point is that in tipping its mitt on the Sunday thing the league
seems to be in a position to do so. It is a position which was expected, but
which might have been delayed. If a quietus had been put on the affair,
this approach might not have developed until much later in the cam-
paign, advantageous for the managers.

Recent example of the newspaper space attracting outside attention
was a story on the first page of one New York daily dealing with a
legit speculation and may repeat the same error. The move, though
there was considerable newspaper space devoted to the subjects.

Feeling on the Sunday question is currently running quite strong.
Equity is reputedly split on the question, but the managers are highly
stressed and fight with little force working. First move for
Sundays came from the league, in Dr. Henry Moscovitch's annual report
publicly released. Later is the league's adviser.

Current legit show advertising in New York is figured by an estab-
lished ad agency to be only 50% of previous years. Day when Ziegfeld
and his staff were making \$10,000 a month, now they are making \$5,000.
Other musical producers run to \$5,000 or better, have practically dis-
appeared.

More than two years ago legit advertising in the N. Y. dailies ran
to a minimum of \$700 weekly per show according to agent figuring.
Today that sum is estimated to be the top of any show on Broadway.

Information going the rounds is that Bobby Connolly is the digger-
upper of the bankrupt for the new Aarons & Freedley musical which
is at Warner's Hollywood around Christmas time. For his
efforts in recouping the loss is also being said that the stage will have a
piece of the show.

The A. & F. may attempt to recoup with this one what they lost
on 'Smile for the Blues', previous musical reported to have been in the
vicinity of \$70,000.

Literati-exe of a Coast studio is reported as the angel who sunk 12
grand in Dickson Morgan's stage production of 'Frederick' out there.
Public invitations to Governor Ralph to use 'Frederick', both in Holly-
wood and in San Francisco, are the effect on the new state executive.
A Los Angeles actor now organizing a stock company for Sacramento, the
state capital, to open Thanksgiving Day, wants to use 'Frederick' for one
bill to get it right under the governor's nose.

Three-performance engagement of Joe Cook's 'Pine and Dandy' in
Syacuse, N. Y., at the Dewitt Nov. 18-20, just about enabled the house
to break even. Show was the first musical to play Syracuse in two
years. Lack of exploitation deemed important factor.

The Dewitt house staff was gilded on the eve of the engagement by
order of receivers for Dewitt Development Corp., and Julian B. Brown
holding the lease.

Feeling along Broadway on George Cohan's sudden European trip
a few weeks ago is that he didn't want to be called in the Brininger estate
case. Cohan hopped suddenly with the theory advanced that he was
looking for a play.

This is now discarded in favor of Cohan's dislike towards courtroom
publicity. In the early stages of the Brininger trial his name was men-
tioned in a daily paper's headline as due as a witness for the defense.

Owing to the incessant demands for stage talent for benefits for the
benefit for January.

Regular extra matinee benefits will be given by shows having played
20 performances. These include those out-of-town as well as New York.

A second suit concerning 'The Spider' and its producers, Sam H.
Lewis and Gordon, has been tossed out of court. Claimants
who alleged plagiarism were ordered to pay the costs, amounting to \$2,000.
About a year ago three similar suits were bunched, the court also
finding for the producers.

Shortest agency buy on record for Broadway was made on 'Fast
Service' which opened and closed at the Savoy last week.
'Service' was a 'coursy buy' there, after, which meant just four days. One agency took 100 seats
guaranteeing to sell 24.

Ernest Truex's marriage to Jane Barrett, chorus girl, was no surprise
to Chicago. During the run of the 'Little Show' in the Windy City the
Truex lighted brightly. Following the habit of coy prospective grooms
Truex lightly brushed aside the question of pending nuptials.

Nellie D. McQuade, who appeared with the Holman English Opera
Company, William Truex, John Drew and others, celebrated her 83rd birthday at the Onondaga County House Nov. 18.

Inside Stuff—Pictures

Foreign film exhibitors in New York are burning at stunts pulled by Leo
Brecher for his Little Carnegie Playhouse.

Brecher has advertised in the New York newspapers announcing
that anyone bringing the ad would be allowed in for half the price of
admission. Then he booked in two first-run foreign films to make up
the first double feature on the Little Carnegie. Meant that
Brecher was doubling his film product and eliciting the admission of
which of them are not looked on with favor by Brecher's competition.
Brecher's reply is that business is bad right now and must be boosted
one way or another.

Contracts made with some players by William Gill, Hollywood agent
and cost up after 5. He offered to guarantee minimum of \$100 a week
salary and weeks of work per year. In legal effect, it makes the agent
an employee of the agent, and is one man's way of holding his clients
in a highly competitive field.

His difference from other such guaranteed contracts between player
and agent is that Gill never collects more than 10% of the salary.

One film lot recently announced it had postponed production of a
story written around the Marine corps, explaining that cost of the story
would be prohibitive.

Story as submitted to the government for okay was written about a
renegade marine. Commander turned down the story, claiming it was
unfavorable to that branch of the service. Without aid of the Marine
production of the picture was sold \$200,000, with the Marine assisting
the picture could have been turned out for around \$300,000.

Story was in preparation at the studio three months, and the writer
originally assigned to whip it up indicated the studio that the Marine
production of the picture would never okay the Park Studio ordered him to
end and not return.

New York schools are giving so much publicity to the subject of vul-
gar education that the blue sky dealers are trying to muscle in. A sum-
mer of companies are sending out attractive literature to the teachers,
pointing out that the film studio can act for projection machines and
offer stock in companies which ostensibly will manufacture machines
for schoolroom use.

Circularization is not confined to New York, but is so common in these
days that the Teachers Association has printed a notice in its maga-
zine warning teachers to lay off investing in untried ventures. Care-
fully avoid being too specific or even mentioning pictures, but the
teachers know what it means. Some cut the warning too late.

A film company that has the reputation of being the tightest in the
business has passed to the other side a terrific setback when
it informed that an indie cigar merchant had bought out his counter for
two of the company's lesser houses. A nickel cigar purchase entitled
the smoker to dip into the pile. One customer took nine. Passes
were made to be official and the merchant handed out to merchants in return
for using display cards in their windows. Lazy boys or partial boys dis-
pensing this reciprocity were held responsible. A company executive
visited all the stores in the neighborhood and found instead of sta-
ways a score of complaints that merchants weren't getting their regu-
lar supply of ducats.

Publix has dropped the use of advertising in connection with 'Greta
Garbo' (Par) which referred to this picture as 'What the Greeks
Said a Word For', following complaint of Joseph M. Schenck.

Under United Artists will release its Greek film 'What a Word For', im-
plicated for some time now. UA is said to have resented the Public
reference to the Greek's thing. Public immediately killing it out of
all.

The Sam Goldwyn production and 'Girls About Town' are said to be
familiar in Tinseltown.

Juvenile Playhouses is not the first effort to cater to the children of
the rich. Sophie Smith, of the Little Picture House, in the Park Ave.
area, has been giving children's Saturday matinees at 10 admission for
100 years, with the same object in view. With most kids matinees at a
time or 10c, Miss Smith found it a drawing card to keep her prices up
to assure parents that the unwashed will not mingle, and she has been
pleased to profitably sustain right along. No propaganda or educational
angles as to her show.

Less than 24 hours after the death of Robert Ames, Paramount has
made Douglas, comparatively new to pictures, on route from Holly-
wood to its Astoria, La. L. studio. Douglas next Monday (7) will take
Ames' part before the camera, opposite Claudette Colbert in 'The Wild
Beast'.

This week is set for rehearsals.

Douglas' first important role in pictures is opposite Gloria Swanson
in her as yet unreleased feature, 'Tonight or Never' (United Artists).

Southwestern end of the Public chain is getting a lot of attention
from the office. Check only a short time from a recent visit to
O'Donnell, divisional director, who was in the office for 23 (3) for
another survey, this time accompanied by his h.o. division boss, Gaston
L. O'Donnell.

Ed Olmstead, O'Donnell's advertising-publicity contact man, returned
a couple weeks ago for a complete tour of the division.

Caddo, the name of Howard Hughes picture production company, gets
its name from Caddo Parish, La. The corporation was organized in 1913
at Shreveport as the Caddo Rock Drill Bit Co.

The name was changed to The Caddo Co., Inc., in 1926, and its purpose
broadened to include the manufacture of motion pictures as well as rock
biting machinery.

Asked why pictures persist in showing women awaking from a night's
sleep with a perfect coiffure, a seasoned director said it has long been
accepted in Hollywood that the average audience wouldn't accept his
stars who awoke with a perfect coiffure.

Although never putting this content to test, directors are still
relying upon it as fact.

It is considered a mistake for a film player to let it be known he has
any talents apart from his acting.

When he gets around he can sing, dance or do a card trick he is
certain to get requests for personal appearances at Rotary clubs, fairs,
etc. etc. If the actor admits all he can do is act they let him alone.

Columbia will plug its newspaper yarn, currently known as 'Final
Edition' on the strength of its leads, Pat O'Brien and Mae Clarke. Col
will say that this resurfaces them after their 'Front Page', also a news-
paper yarn.

The 'Final Edition' title will be killed out, it's said.

The College theatre, New Haven, is again having its trouble with Yale
students. Latest was during run of 'Platinum Blonde', when a bunch of
the boys stripped the lobby of pictures of Jean Harlow, apparently one
of their fave. They left the lobby bare.

Washington, at one time owning the Sequim 'Press.'

SALES GO UP IN OCTOBER

OCTOBER MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING OCTOBER BY THE LEADING MUSIC JOBBERS AND DISK DISTRIBUTORS IN THE TERRITORIES

New York, Nov. 28. Conditions during October showed a slight improvement over the few months previously. Sheet music and disc sales picked up a bit. In sheet music, the majority of the best sellers was carried by two firms, Robbins and Peist. Robbins has three songs among the best. Peist's two in the six are 'Guilty' and 'I Don't Know Why'. Songs which dropped out of the best six are Witmark's 'Many Happy Returns', Famous' 'Just One More Chance', and Donnelly's 'I Apologize'. Disc sales showed quite an improvement during October. Bing Crosby peppered up the Brunswick catalog with three best sellers among its six best. Russ Columbo, Victor's new recording artist, got off to a fast start and has two discs listed among Victor's six best.

Off in Chicago

Chicago, Nov. 28. Business was off for October, particularly on record and disc. Sheet music was down but held better than the platters. One big number is 'Good Night, Sweetheart'. Disc field is narrowing down to a few leading bands. In each of three companies, one band got two lead spots.

Ahead on the Coast

Los Angeles, Nov. 28. Music sales improved in volume in October, but remained stable as far as numbers were concerned. Two changes from September in six favorites. In whirling plate sales, the leader was the Victor two-vals, with half of the best liked platters, among. Brunswick's six had five warblers.

Radio Reports

THEATRE OF THE AIR

WBBM, Chicago. Precisely all the other Chicago dailies have radio mouthpieces of their own and indeed the radio advertisers to join the station belong to an association of radio rate. Daily News's town's only tab, operates no station of its own but does the radio. It has been buying five one-half hour periods a week from its affiliated outlet, WBBM, and instead of peddling the time on a combination of radio and print, it has been advertising with the major share of the merchandise puffing during these afternoon programs going to the department store. Only expense to the newspaper involved here is the station's billing for time. For talent the tab depends on what publicity trades the advertiser of the program. Harold Essex, can make with the station for a night attraction currently playing Chicago. Payoff for the stage star who graces these programs with an interview or one is usually limited to a picture on the 'Radio' radio.

When the 'Clubs' dishes up here in the 'Theatre of the Air' particular free talent for the mile. Most of the program is a fairly routine, indicating peep into the stars' life. Anything the star has to suggest or the stars are because of the p. a. assured them help boost their own show, but the rest with few exceptions make this angle preponderant.

BASIL RATHBONE With Nat Brunell's Orch.

WJZ, New York. Basil Rathbone sprang a big surprise as guest artist for NBC. Instead of recounting some of his past stage or screen experiences or relating a few anecdotes relative to his past as a vaudeville singer, straight leading men of stage or screen who go to the radio. Rathbone entertained as a singer. In announcing his new numbers, Rathbone mentioned that CBS was the first time he has warbled on radio. He said he was enjoying it. The actor did three songs, all

NEW YORK			CHICAGO			LOS ANGELES		
No. 1—SONG	'Good Night, Sweetheart'	'Good Night, Sweetheart'	'Good Night, Sweetheart'	'Many Happy Returns'	'Many Happy Returns'	'Many Happy Returns'	'Many Happy Returns'	'Many Happy Returns'
No. 2—SONG	'I Don't Know Why'	'I Don't Know Why'	'When the Moon Comes Over the Mountain'	'When the Moon Comes Over the Mountain'	'When the Moon Comes Over the Mountain'	'When the Moon Comes Over the Mountain'	'When the Moon Comes Over the Mountain'	'When the Moon Comes Over the Mountain'
No. 3—SONG	'Guilty'	'Guilty'	'Love Letters in the Sand'	'Love Letters in the Sand'	'Love Letters in the Sand'	'Love Letters in the Sand'	'Love Letters in the Sand'	'Love Letters in the Sand'
No. 4—SONG	'Love Letters in the Sand'	'Love Letters in the Sand'	'Guilty'	'Guilty'	'Guilty'	'Guilty'	'Guilty'	'Guilty'
No. 5—SONG	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'
No. 6—SONG	'When the Moon Comes Over the Mountain'	'When the Moon Comes Over the Mountain'	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'	'Sweet and Lovely'

3 Leading Phonograph Companies Report 6 Best Sellers

Side numbers for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

NEW YORK			CHICAGO			LOS ANGELES		
COLUMBIA—No. 1	'I Apologize' (Sweet and Lovely) (Bing Crosby)	'I Apologize' (Sweet and Lovely) (Bing Crosby)	'I Don't Know Why' (Benny Krueger)	'Dancing in the Dark' (Bing Crosby)	'Dancing in the Dark' (Bing Crosby)	'Dancing in the Dark' (Bing Crosby)	'Dancing in the Dark' (Bing Crosby)	'Dancing in the Dark' (Bing Crosby)
COLUMBIA—No. 2	'A Faded Summer Love' (Bing Crosby)	'A Faded Summer Love' (Bing Crosby)	'I Apologize' (Ben Bernie Orch.)	'I Apologize' (Ben Bernie Orch.)	'I Apologize' (Ben Bernie Orch.)	'I Apologize' (Ben Bernie Orch.)	'I Apologize' (Ben Bernie Orch.)	'I Apologize' (Ben Bernie Orch.)
COLUMBIA—No. 3	'You Rascal, You' (Cal Calloway Orch.)	'You Rascal, You' (Cal Calloway Orch.)	'Guilty' (Ossie Nelson Orch.)	'Guilty' (Ossie Nelson Orch.)	'Guilty' (Ossie Nelson Orch.)	'Guilty' (Ossie Nelson Orch.)	'Guilty' (Ossie Nelson Orch.)	'Guilty' (Ossie Nelson Orch.)
COLUMBIA—No. 4	'Sweet and Lovely' (Ben Bernie Orch.)	'Sweet and Lovely' (Ben Bernie Orch.)	'Good Night, Sweetheart' (Victor Young Orch.)	'Good Night, Sweetheart' (Victor Young Orch.)	'Good Night, Sweetheart' (Victor Young Orch.)	'Good Night, Sweetheart' (Victor Young Orch.)	'Good Night, Sweetheart' (Victor Young Orch.)	'Good Night, Sweetheart' (Victor Young Orch.)
COLUMBIA—No. 5	'Good Night, Sweetheart' (Bing Crosby)	'Good Night, Sweetheart' (Bing Crosby)	'Sleepy Time Down South' (Jimmie Noone Orch.)	'Sleepy Time Down South' (Jimmie Noone Orch.)	'Sleepy Time Down South' (Jimmie Noone Orch.)	'Sleepy Time Down South' (Jimmie Noone Orch.)	'Sleepy Time Down South' (Jimmie Noone Orch.)	'Sleepy Time Down South' (Jimmie Noone Orch.)
COLUMBIA—No. 6	'Good Night, Sweetheart' (Victor Young Orch.)	'Good Night, Sweetheart' (Victor Young Orch.)	'You Call It Madness' (Ben Bernie Orch.)	'You Call It Madness' (Ben Bernie Orch.)	'You Call It Madness' (Ben Bernie Orch.)	'You Call It Madness' (Ben Bernie Orch.)	'You Call It Madness' (Ben Bernie Orch.)	'You Call It Madness' (Ben Bernie Orch.)
COLUMBIA—No. 7	'Blue Kentucky Moon' (Now That You're Gone) (Guy Lombardo Orch.)	'Blue Kentucky Moon' (Now That You're Gone) (Guy Lombardo Orch.)	'Now That You're Gone' (Guy Lombardo Orch.)	'Now That You're Gone' (Guy Lombardo Orch.)	'Now That You're Gone' (Guy Lombardo Orch.)	'Now That You're Gone' (Guy Lombardo Orch.)	'Now That You're Gone' (Guy Lombardo Orch.)	'Now That You're Gone' (Guy Lombardo Orch.)
COLUMBIA—No. 8	'Guilty' (Now That You're Gone) (Ruth Etting)	'Guilty' (Now That You're Gone) (Ruth Etting)	'Moon Over the Mountain' (Kate Smith)	'Moon Over the Mountain' (Kate Smith)	'Moon Over the Mountain' (Kate Smith)	'Moon Over the Mountain' (Kate Smith)	'Moon Over the Mountain' (Kate Smith)	'Moon Over the Mountain' (Kate Smith)
COLUMBIA—No. 9	'Dallas Blues' (Ted Lewis Orch.)	'Dallas Blues' (Ted Lewis Orch.)	'Dallas Blues' (Ted Lewis Orch.)	'Dallas Blues' (Ted Lewis Orch.)	'Dallas Blues' (Ted Lewis Orch.)	'Dallas Blues' (Ted Lewis Orch.)	'Dallas Blues' (Ted Lewis Orch.)	'Dallas Blues' (Ted Lewis Orch.)
COLUMBIA—No. 10	'When the Moon Comes Over the Mountain' (Kate Smith)	'When the Moon Comes Over the Mountain' (Kate Smith)	'Sweet and Lovely' (Guy Lombardo Orch.)	'Sweet and Lovely' (Guy Lombardo Orch.)	'Sweet and Lovely' (Guy Lombardo Orch.)	'Sweet and Lovely' (Guy Lombardo Orch.)	'Sweet and Lovely' (Guy Lombardo Orch.)	'Sweet and Lovely' (Guy Lombardo Orch.)
COLUMBIA—No. 11	'Time on My Hands' (You Call It Madness) (Smith-Ballou Orch.)	'Time on My Hands' (You Call It Madness) (Smith-Ballou Orch.)	'Mood Indigo' (Clyde McCoy Orch.)	'Mood Indigo' (Clyde McCoy Orch.)	'Mood Indigo' (Clyde McCoy Orch.)	'Mood Indigo' (Clyde McCoy Orch.)	'Mood Indigo' (Clyde McCoy Orch.)	'Mood Indigo' (Clyde McCoy Orch.)
COLUMBIA—No. 12	'Lady of Spain' (I Need Lovin') (Ronald)	'Lady of Spain' (I Need Lovin') (Ronald)	'You Call It Madness' (Kate Smith)	'You Call It Madness' (Kate Smith)	'You Call It Madness' (Kate Smith)	'You Call It Madness' (Kate Smith)	'You Call It Madness' (Kate Smith)	'You Call It Madness' (Kate Smith)
VICTOR—No. 1	'Good Night, Sweetheart' (Wayne King Orch.)	'Good Night, Sweetheart' (Wayne King Orch.)	'Good Night, Sweetheart' (Wayne King Orch.)	'Good Night, Sweetheart' (Wayne King Orch.)	'Good Night, Sweetheart' (Wayne King Orch.)	'Good Night, Sweetheart' (Wayne King Orch.)	'Good Night, Sweetheart' (Wayne King Orch.)	'Good Night, Sweetheart' (Wayne King Orch.)
VICTOR—No. 2	'Guilty' (I Don't Know Why) (Wayne King Orch.)	'Guilty' (I Don't Know Why) (Wayne King Orch.)	'I Don't Know Why' (Wayne King Orch.)	'I Don't Know Why' (Wayne King Orch.)	'I Don't Know Why' (Wayne King Orch.)	'I Don't Know Why' (Wayne King Orch.)	'I Don't Know Why' (Wayne King Orch.)	'I Don't Know Why' (Wayne King Orch.)
VICTOR—No. 3	'Guilty' (I Don't Know Why) (Russ Columbo)	'Guilty' (I Don't Know Why) (Russ Columbo)	'I Like a Military Band' (Ted Weems Orch.)	'I Like a Military Band' (Ted Weems Orch.)	'I Like a Military Band' (Ted Weems Orch.)	'I Like a Military Band' (Ted Weems Orch.)	'I Like a Military Band' (Ted Weems Orch.)	'I Like a Military Band' (Ted Weems Orch.)
VICTOR—No. 4	'You Call It Madness' (Sweet and Lovely) (Russ Columbo)	'You Call It Madness' (Sweet and Lovely) (Russ Columbo)	'You Call It Madness' (Russ Columbo)	'You Call It Madness' (Russ Columbo)	'You Call It Madness' (Russ Columbo)	'You Call It Madness' (Russ Columbo)	'You Call It Madness' (Russ Columbo)	'You Call It Madness' (Russ Columbo)
VICTOR—No. 5	'Love Letters in the Sand' (Ted Black Orch.)	'Love Letters in the Sand' (Ted Black Orch.)	'Why Dance' (Rudy Vallee), 'Lady of Spain' (London Mayral Orch.)	'Why Dance' (Rudy Vallee), 'Lady of Spain' (London Mayral Orch.)	'Why Dance' (Rudy Vallee), 'Lady of Spain' (London Mayral Orch.)	'Why Dance' (Rudy Vallee), 'Lady of Spain' (London Mayral Orch.)	'Why Dance' (Rudy Vallee), 'Lady of Spain' (London Mayral Orch.)	'Why Dance' (Rudy Vallee), 'Lady of Spain' (London Mayral Orch.)
VICTOR—No. 6	'This is the Miasm' (Life is Just a Bowl of Cherries) (Rudy Vallee Orch.)	'This is the Miasm' (Life is Just a Bowl of Cherries) (Rudy Vallee Orch.)	'Guilty' (Russ Columbo)	'Guilty' (Russ Columbo)	'Guilty' (Russ Columbo)	'Guilty' (Russ Columbo)	'Guilty' (Russ Columbo)	'Guilty' (Russ Columbo)

of them off the beaten track. They were a poem by John Macfie. The author, a singer, was announced as written by Ernest Torrence, film actor. Southern California's pride in Southern California being what it is, the author, a singer, was announced as written by Ernest Torrence, film actor. Southern California's pride in Southern California being what it is, the author, a singer, was announced as written by Ernest Torrence, film actor.

NEW YORK

This Jewish program has one of the largest followings in New York. It is a Jewish comedy program on a network local station. 'Jewish Day', daily, sponsors the program. At one time, the show was staged on Sundays around midnight. Recently, the show was shifted to Saturday a.m. With the shift of date and time the quality has fallen off a bit, as during the Sunday broadcasts the 'Day' used to feature some of the best Jewish musical stars and tragedians of the stage.

Present layout consists of a large orchestra, soprano and a few male singers. All numbers, both orchestral and vocal, are Jewish, either from the show or by the stars. Their manner of singing is mainly along chant lines.

FRANCES WILLIAMS With Nat Brunell's Orch.

WJZ, New York. Frances Williams of musical comedy, was a big hit for her current show. Repeated references to the show by her and her numbers are quite good. Their manner of singing is mainly along chant lines.

SPRING HOMEMING Special Reporting

The author, a singer, was announced as written by Ernest Torrence, film actor. Southern California's pride in Southern California being what it is, the author, a singer, was announced as written by Ernest Torrence, film actor. Southern California's pride in Southern California being what it is, the author, a singer, was announced as written by Ernest Torrence, film actor.

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AL STULMAKER AND ORCH.

WOKO, Albany. This band is given a good spot on WOKO's Sunday afternoon program. It is a Jewish comedy program on a network local station. 'Jewish Day', daily, sponsors the program. At one time, the show was staged on Sundays around midnight. Recently, the show was shifted to Saturday a.m. With the shift of date and time the quality has fallen off a bit, as during the Sunday broadcasts the 'Day' used to feature some of the best Jewish musical stars and tragedians of the stage.

SWEETHEART, RUTH JORDAN

WOKO, Albany. This band is given a good spot on WOKO's Sunday afternoon program. It is a Jewish comedy program on a network local station. 'Jewish Day', daily, sponsors the program. At one time, the show was staged on Sundays around midnight. Recently, the show was shifted to Saturday a.m. With the shift of date and time the quality has fallen off a bit, as during the Sunday broadcasts the 'Day' used to feature some of the best Jewish musical stars and tragedians of the stage.

MORRIS AND HUMMEL

Sustaining. Edward Morris and Stanley Hummel, concert artists in 15-minute variety period, once upon a time, were a radio vet, having accompanied his wife, Evva Gold, singer, and soloed over WJZ for number years. Hummel is a WGY stand-by.

DUO FEATURE CLASSICS.

In ability, compare favorably with chain artists. Programs, however, not arranged to show them to best advantage, or to give performers wide listener appeal. Show some more familiar selections should be arranged. Night, play some solo acts and occasional alternate.

25,000-WATERS GOES INDIE

Chicago, Nov. 30. KFAB, Lincoln, Neb., today (30) dropped its NBC affiliations and becomes one of the few unaffiliated high-power stations in the country. It is a 25,000-watt outlet.

NEGOTIATIONS WITH CBS GOT NOWHERE.

Negotiations with CBS got nowhere, since CBS is primarily interested only in acquiring the station for the purpose of strengthening WBBM, Chicago.

2d Garber Bankruptcy In 2 Years Contested

Chicago, Nov. 30. An Garber, band leader, took the bankruptcy route here recently, his second in two years. It became known when Nathan Lieberman, New York attorney, started action against Garber to collect a \$400 bill. Lieberman is now attempting to stop the bankruptcy proceedings on the legal ground that six years must elapse between the first and second petitions.

Garber's list of liabilities totals over \$15,000, mentioning \$2,500 in wages to members of his band; \$4,576, debt to the Music Corporation of America; \$1,000, to RCA holding a \$750 ring security, and other obligations amounting to \$1,000.

For assets Garber mentions \$1,500 uncollected notes; his violin and bow, valued at \$200; wearing apparel, \$100; collection of music, \$100, and two insurance policies of no value. He asks exemption for the latter, his fiddle, music and clothes.

Writers for Film

Hollywood, Nov. 30. Richard Rodgers and Lorenz Hart have been handed the music writing assignment for the next Chevalier-MacDonald film, 'Love Me Tonight'.

Couple Get to Work on the Words and Music Immediately.

Jack W. Lord at Frolies. **Chicago, Nov. 30.** Jack W. Lord, returns to the Frolies Dec. 20 for a stretch through the winter. He will m.c. the floor show. Lord holds a consecutive record at the Frolies of over a year's concluded two years ago.

ROBT. AMES FOUND DEAD IN HIS HOTEL ROOM

Robert Ames, 42, noted stage and screen player, was found dead in his apartment in the Hotel Belmont, New York City, today. A preliminary examination assigned homicide to the blood on his forehead as the cause of his death, but an autopsy was ordered performed which developed no positive finding. Ames had to be taken to the conference with a Broadway producer looking to the appearance of himself and his late wife in a two-character play. It is reported he was due to start in a picture at the Paramount studio yesterday (30).

Ames had registered at the hotel on Friday, expecting Miss Claire to arrive in town following Saturday (28) for the conference, but a wire called in his room read: "Mr. Ames, I am necessarily delayed. I am." The hotel reported Ames had put in a call for the Claire to the Hollywood on Thursday, finally speaking to her at 2:04 a. m., east of time.

On Thanksgiving day Ames had been in company with his father and brother, Eugene, in Philadelphia, and his wife, Helen, in New York. The latter remained with the actor until about nine that evening. Ames had been married and divorced four times. His wife is the person known to have seen him last night.

In Ames' room were found six bottles of liquor, part of which had been consumed, and about 100 sleeping powder.

Hollywood gossip had reported Ames had engaged to be married, although this had been denied through a non-divorce between Miss Claire and James O'Hanlon, but in a report from O'Hanlon to have been protested by the news of his death.

Ames was first married in 1907 to a Bronx girl, not a picture actress. They had two children. His next marriage was to Frances Goodrich and later to Vivienne Grey. In 1921 he married Helen Muriel Oakes, actress, who divorced him last year. Ames' last wife was Helen, who died in a New York night club hostess. Ames' most successful stage appearance was in "Holiday" with Ann Harding. He had alternated between the stage and screen for about 10 years.

James N. O'Quigley

Rochester, N. Y., Nov. 30. James N. O'Quigley, 51, president of the Theatrical Mutual Association, died Nov. 28 at his home in Memphis, and engaged in the theatre business there until 10 years ago. He was left to be succeeded as manager for a corn products company. Mrs. Mary McManus O'Quigley, widow, survives. Funeral tomorrow (1).

MITCHELL A. SUICIDE

Former Manager of N. Y. Vaude Houses Dead in Kansas City

Harry Mitchell, 57, former RKO vaudeville manager, committed suicide in Kansas City recently, according to a note he left to be succeeded as manager for a corn products company. Mrs. Mary McManus O'Quigley, widow, survives. Funeral tomorrow (1).

Dancing Dan Lynch

"Dancing Dan" Lynch, former vaude dancer and actor, an instructor, died Nov. 19 at his home in San Francisco. He is survived by three brothers and a sister. JOHN BARNES, 37, former vaude actor, died Nov. 28 in that city. Before going into the agency business, Barnes was a vaude actor, of Barnes and Lorrain.

The mother, 73, of William Desmond, picture actor, died Nov. 25 in Los Angeles.

LEO C. TELLER

Former Manager of Weber and Fields Dies at 72

Leo C. Teller, 72, died at his home in Brooklyn Nov. 28. A brother-in-law of Lew Fields, he was the manager of Weber and Fields for many years and largely responsible for the success of the music hall act. Teller and Fields developed a team which achieved their greatest fame. Later Mr. Teller took over at Brooklyn and continued to manage it very successfully. He retired from theatricals about three years ago. Survived by his wife and two daughters.

Interment was in Salem Field cemetery yesterday (30).

Theo. Wharton, Creator Of Film Serials, Dies

Hollywood, Nov. 30. Theodore Wharton, 56, originator of motion picture serials, died here Nov. 29 at his home in Hollywood. Though at one time he was very wealthy, his fortune was dissipated and he died in poverty. He was a member of the Motion Picture Relief Fund.

Theodore and his brother, Edgar, were the first to develop the serials Pearl White, James Cruze, Marguerite Snow, Milton Sills and others. He was married many times, through the medium of his chapter plays, which at one time were a big craze.

In 1913 they built a studio in Lithos, N. Y. Theodore acting as director, while Leopold, who died years ago, acted as producer. They operated their studio until the outbreak of the war, when they were forced to close. The Whartons moved to Chicago to join the Red Cross.

They came to Hollywood to make serials for Pathe, but the episode him on the want and the studio was closed.

He was survived by his wife and a sister.

Wish Wynne, British Air And Stage Star, Dies

London, Nov. 18. "Wish" Wynne, a famous radio star on the side, died in a London hospital, aged 39, having kept his illness a secret for months. There were several operations before the end.

His first visit to the States, where he acted as Cockney song, was a great success, but the second venture failed to repeat.

As James Cagney, in Bennett's "The Great Adventure," he scored his biggest London successes, the play running 60 performances.

She was successful. Her first week was around \$57, but she became a rage and appeared in every vaudeville theatre in London, going round the world afterwards.

MAURICE BOUKAY DIES

Paris, Nov. 22. Maurice Boukay, a French popular song writer, died in Paris after a short illness. His author's pseudonym was the "Chien de la rue".

As a senator he had always been propagandizing.

GRACE DELMORE DEAD

Grace Delmore, 41, former actress and in private life the wife of Thomas Curran, RKO actor, died Nov. 23 in New York City. She was a well-known beauty, having been married to William H. Harrison, from whom she was divorced. Besides her husband, she was survived by a sister, Sadie Harrison, also formerly on the stage. Interment in Brooklyn.

Walter A. Shannon, in private life the husband of Leona La Marr, the actress, died Nov. 23 in a hospital, after a long illness. He was a Canadian Indian, in show business forty years.

CHICKEN BONE PROVES FATAL TO LYA DE PUTTI

Lya De Putti, 27, Hungarian actress, died Nov. 27 in Manhattan, New York. Pneumonia resulted, following an operation for a chicken bone which developed after the actress had a chicken bone removed from her throat.

Bone became lodged in the actress' throat Nov. 18. After an X-ray examination an operation was performed, during which the bone was removed. The operation was followed by a slight fever and then pneumonia set in. For 24 hours prior to her death, Miss De Putti was unconscious. She is survived by her mother, sister and two brothers, all living in Budapest.

Miss De Putti first appeared in pictures in Germany. She first came to the United States in 1925. Her first stage appearance here was "Made in France," a year ago. She was married to a dancer with her best picture generally added to be "Variety" with Emil Meyer.

She came to this country under contract to Paramount but also appeared in pictures for R. Griffith and others.

ANDREW HATHAWAY DEAD

Veteran New England Showman Passes On

Andrew E. Hathaway, 54, New England showman, died Nov. 29 at his home in New Bedford. He was identified with racine stables, outdoor promotion and the circus.

His first outside show connection came when he took Peter Johnson to the circus. He was later the hero of the "City of Columbus" steamship disaster of Gay Head, N. J., 1884, for a tour of the country.

In show producing he was with several of the famous circuses. He was on road produced by Anthony & Ellis. He also had a traveling museum, a pantomime show, Humpy & the Indians, and a show called "Maggie Mitchell."

Mr. Hathaway owned Hathaway's show in New Bedford, and in addition to running it with vaude and stock he had interests in other N. E. towns. He and Michael S. Gray were partners in theatrical operation, which included the Savoy Theatre, New Bedford.

He also owned the Hathaway advertising agency, which operated a lithographing plant. He retired several years ago.

Interment in New Bedford.

Henry Lowenfeld, 72, Once London Stage

Paris, Nov. 22. Henry Lowenfeld, 72, to the present generation of show people and theatre-goers he was unknown, but once he was prominent in England.

Born in Poland, he went to London as a boy, and made money as a dealer in securities. Without previous experience, he suddenly appeared in the theatrical world in connection with musical shows, first at the Prince of Wales' theatre, where he produced "Kitty Grey," "The Girl from Kay's," "Veronique," and others.

After the war, he was approved, with London's night life, he suddenly dropped out of the picture and spent his remaining years on the Continent.

F. P. KENNEDY DEAD

Frank P. Kennedy, 51, vaude writer, died suddenly at his home in New York City. He was a vaude writer and actor. Kennedy was born in Chicago and is survived by his wife and daughter, Mrs. Joseph A. Kennedy, living in Peoria, Ill. Interment in Peppercorn cemetery, Boston.

Dies of Burns

Muriel Ward, a Shakespearean actress, died at Chiffenham, England, Nov. 15, from burns received in an accident. She was married to Sir Ben Bruns.

Her husband, Stanley Ward, was in show business in South Africa.

ALBERT MONDELLO

Albert Mondello, 58, partner in the Pomeroy & Mondello medicine show, died in Lebanon, Pa., Nov. 23. He was a Canadian Indian, in show business forty years.

Acts Guaranteed Less, Tied Up Tighter in New Outdoor Deals

Carnival Burns Up

Birmingham, Nov. 30. The Rock City Shows, carnival in winter quarters at Jasper, was destroyed by fire last week. Fifteen concessions, six rides, six trucks, three tractors, a number of other things were destroyed in the fire. Origin of fire was unknown. Damage between \$100,000 and \$140,000. R. C. Turner, one of owners, is in Florida.

YOUNGER KILLS SELF; FOLKS SAY SUICIDE

Hollywood, Nov. 30. A. P. Younger, 41, screen writer, died Sunday (28) from a self-inflicted bullet wound in Hollywood. Family says the shooting was accidental, but police are checking suicide possibilities.

Younger, until recently, was under Metro contract. Last week he started a story at The Art of a Mannon.

Survived by a widow and stepson.

Albert Donnelly

Albert Donnelly, 38, actor, died Nov. 22 of tumor of the brain, following an illness of seven months which had forced his retirement from the stage.

Mr. Donnelly was a shadow-graphic artist, and in vaude was known as the fellow who worked with his hands. When a lad only six years old he was adopted by Mr. and Mrs. Henry S. Donnelly, whom he had lived at their home, 1512 4th street, Jamaica, L. I. Besides his mother, he is survived by a sister, Jessie Perry, who appeared with him in vaude.

Donnelly for two seasons was with the Barnum & Bailey circus, and for two years with Harry Lauder's troupe. The body was cremated at Fresh Pond cemetery.

RADIO PIONEER DEAD

Denver, Nov. 30. Dr. William M. Bergstrom, 57, pioneer broadcaster in Colorado and operator of KJLZ here, died Nov. 27. Bergstrom started broadcasting in Colorado Springs 12 years ago. He is survived by wife, son, parents and brother and sister.

Tax to Support NVA

(Continued from page 30)

NVA needs, with the rest to be raised by some other means. The new employment taxes would be induced to part freely with the 1% a week of their salary is another question; hasn't been cleared up. This seems particularly tangled against past evidence showing that the NVA, with the help of the public, in many cases, had been collecting 10% a year membership dues.

When the 1% plan was originally submitted to the managers by Walter C. Kelly and Henry Chesterfield, it was approved, the 1% based their figures on an average of 1500 working acts at all times. The amount of the weekly working acts at present is around 700. Instead of the \$250,000 to \$300,000 which Kelly and Chesterfield figured could be secured, the considerably lower number of working acts might reduce the total to 500 or less. In V.M.A. houses the number of working acts is even less.

As the NVA for charitable and social purposes needs from \$200,000 to \$300,000 a year, the conservative estimate—there would still be a deficit. The Kelly-Chesterfield plan might approach the amount involved in a benefit show once yearly by around 100 theatres in the country.

The week before Nathan Burkan, attorney for the managers—members of the NVA in the NVA, stated the affair would be settled upon return of Robert Newman from his tour in Europe. Newman has not yet returned. Newman is the NVA secretary and fiction's counsel. He arrived in New York (Wednesday, 29).

Later yesterday it was reported that those concerned were attempting to get the NVA on the NVA.

Chicago, Nov. 30. Entire fall booking field is undergoing changes, caused by the red ink splashed on last season. Acts, as usual, are getting the short end of the deal on the new season, but the NVA is being drawn up by the agencies.

Agencies are offering the acts approximately 10% less on the new agreements, and so far the acts have accepted the slashes. This is in line with the demands made last year by the fair secretaries and likely to be repeated this coming season. Some shows for less money—the insistent statement of the firms, and because of the losses sustained last year, they offer that they get their wish.

There's going to be plenty of competition. The agencies due to the increase in competition. Competition was not as noticeable as last year. The agencies such had certain sections to themselves, "other front" treatment. The agencies, however, the toughness generally in the NVA. The agencies in the field. Where formerly there was one or two or three agencies bidding for an act, now there are four or five. The agencies are bargaining for the \$500 and \$600 shows, showing which the bigger offices have the edge.

More Agents

Another angle in the increase in the NVA is the fact that they seem to feel, instinctively, that the time is come to cut up the business which has been so long controlled by a handful of offices. Besides in the west there is the feeling that the agencies have quit their reciprocity agreements and will invade the west next year.

This belief brings a new clause in the contracts. In the past the exclusive offices had contracts which gave the agencies exclusive right over the act for only the fair share of the business. The new contracts from four to 10 weeks, depending on the calibre of the act, and the agencies will guarantee the acts their salaries for this period.

New Clauses

This has been changed, according to the new agreements, being drawn up this early in the year. The guarantee clause has been drawn up by the agencies. Some of the better acts, which are the most popular, are making 10 weeks of guarantee, and making a stand for their play-or-play contract, which is getting better. But the cheaper turns, which used to be satisfied with four and six weeks of guarantee, aren't getting them at all.

Exclusive rights, instead of being drawn away with together with the guarantees, are, on the contrary, increased. Where the exclusive clause formerly covered the summer season of 10 weeks, the contracts now read season of 1932.

The new clauses are the result of a long and bitter negotiation by agencies against rivals, and is an attempt of formerly specialized agencies to get into the act on the outside. By getting a 52 weeks exclusive, agencies which are not in the NVA, are making a stand for their play-or-play contract, which is getting better. But the cheaper turns, which used to be satisfied with four and six weeks of guarantee, aren't getting them at all.

Fair Talks 'Assessment'

Hudson, N.Y., Nov. 30. The New York Fair in financial difficulties. The Washington County Fair, which has been in financial difficulties for several years, has been assessed for \$25,414.19, was disclosed at the annual meeting.

Among the methods proposed to meet the situation was the formation of a fair association over the present emergency in the amount of \$100 each by 100 members.

CARNIVALS

For current week (Nov. 30-Dec. 1), see page 30.

ing to get in touch with Ed Schiller to get to a meeting. Schiller is the manager's representative in the NVA.

Duke Ellington

and his famous orchestra

**HELD OVER FOR
A SECOND WEEK
ON HIS FIFTH
ENGAGEMENT
WITHIN TEN
MONTHS AT THE
ORIENTAL IN
CHICAGO.....**

*...of course
we're proud!*

Holding over an attraction for a second week is no novelty in show business. But when that attraction has played four previous record-smashing engagements at that theatre, and is held over on the fifth one... it's **SENSATIONAL!**



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VOL. 104 No. 13

NEW YORK, TUESDAY, DECEMBER 8, 1931

64 PAGES

21 BIG THEATRES

Store Show Revival of 30 Yrs. Ago May Be Start of Cycle or Something

By DAN GOLDBERG

Chicago, Dec. 7.

Every day the stock market reports how the startling news that "Steel falls to prices of 16 years ago," that "NYC touches low of 1890," and that the stock market's entire trend is to the products of a couple of decades ago.

Well, show business looks like it's following the same path. The depression has apparently saddled it with a childhood fixation. There are indications that it wants to start out all over again, from the store show beginnings of 20 years back.

In the two months since September five honky-tonk dance joints have opened. There weren't here last year, nor two, five or ten years ago. Their antecedents go back into the beginnings of the century, even beyond the nickelodeon era. They antedate the first pictures.

(Continued on page 17)

5c Restaurants in Hollywood Drawing Job-Seeking Extras

Hollywood, Dec. 7.

How to live cheaply, if at all, has been made easy by three five cent restaurants which have popped up locally as the answer to the problem of picture extras.

These grease patties are offering sandwiches, stews, chili, beans, tamales, desserts, coffee, milk, hot chocolate, salads, tea, pork with gravy, hot dogs and soups at a nickel per dish. The picture mob which works one day and looks for work the other six, is wading through repeats which rarely go 15 cents.

More places of the type are preparing to open.

Hunger Marchers Making Film Record for Release

Camera record of the "hunger marchers," caravans of which arrived in Washington yesterday morning (Monday), is being made and will be edited into a picture to be titled either "Winter, 1931" or "Funger, 1931."

Four cameramen, with amateur status with the camera, left with the men and lingered through to Washington. One machine was smashed in an Ohio rumpus en route.

Money is being solicited by the Workers International Relief for completion of the film. Idea being to put an editor and staff on it as soon as the Washington wrangle is over. Strike stuff in Kentucky may be included.

Hammond on Shuberts

Percy Hammond, writing in New York Mirror, Tribune Sunday (6), mentioned that legit producers could and did bar critics who wrote things displeasing to them.

"The Messrs. Shubert," Hammond wrote, "were much of their present success to this plan."

WET CAMPAIGNS FOR FEATURE PICTURES

"With 'Struggle' as a proclamation against prohibition opening this week in New York, and Metro-Goldwyn-Mayer seem to go into production on a similar theme, Upton Sinclair's 'The Wet Parade,' a string of feature pictures directed at The Great Mistake are in prospect. The box office reaction to 'Struggle' is awaited for, it is said, by other studios before taking up the theme.

Public and United Artists will attempt to exploit 'Struggle' actively from its wet angle, whether that arouses the dries or not. D. W. Griffith, director of 'Struggle,' to the extent of related handling of the picture too strongly along these lines for fear of attacks by dries and their organizations.

As with 'Struggle,' Metro's 'Wet Parade' is expected to take a strong slam at prohibition.

50c Family Rate

Wichita, Kans., Dec. 7.

A 50c family rate is on at the local National Theatre.

Any Monday nite a family of five persons or less can see the whole show for 50 cents, gross.

If one family is short of five, kids from another family may be run in.

Malone's Complaint

Dudley Field Malone, an ardent theatregoer, phoned the cops Sunday night (6) lodging a complaint against the Mayfair theatre, where "Frankenstein" is playing, because his mother couldn't get in to see the film. Police desk sent a couple of uniforms over to look around but the seat sale wasn't halted.

Mrs. Malone, who patronizes the house often enough for the management to recognize her, became impatient with the lobby wait, but there wasn't a vacant chair. So she went home and told her son who then went into action.

BUT ONLY 4 REAL NAME STANDOUTS

Hoover Averaging Once Weekly at Least in News-reels—Other Leaders Mussolini, MacDonald and Walker—Gov. Roosevelt Tops Lindberghs—Prince of Wales Falling Off

POLITICAL POWER

By Tom Waller

Hoover, Mussolini, MacDonald and Walker are the world's most natural stars.

There are 21 international celebrities but the first four have run up the biggest score for appearance from Nov. 1930, to the present week. Hoover alone averaging a one-a-week rating for the past month.

The vast significance of these in-

(Continued on page 22)

Songwriting Rap

Pittsburgh, Dec. 7.

Federal Judge Gibson, in ruling Milton D. Myer \$100 when he pleaded guilty to an indictment charging him with infringement of copyrighted lyrics by publishing them on 18-cent song sheets, also took time to express his personal opinion.

"I'll have to pass sentence on you," Judge Gibson told Myer, "but the wrong man is in front of me. I would like to sentence the persons who write some of this stuff that I have to listen to on the radio night after night."

'NIGGER' UPSETS HARLEM

Round Robin to Colored Actress Reported Engaged for New Show

Report that Nina Mae McKinney, colored actress, will appear in the legit play, "Fancing Nigger," has upset Harlem.

Harlem always starts steaming when the word "nigger" hops into print. It's their belief the title should be changed. A round robin protest is being prepared in the Black Belt, asking Nina McKinney to protest the title.

New Year's Cruises

1932 will bust through the dim horizon outside the 15-mile limit for the first time in 100 years.

For the first time the steamship lines are competing with the niteclubs, speakeasies, hotels and Ford houses for the hoople thing at so much per.

The winter tariff will be from \$10 to \$25 for a 24-hour ride into wet weather. (Some Thursday (Dec. 31) cruises to Sunday or Monday fol-

Sending Picture Youngsters Into Little Theatres as Tramping Schools

A Real Bankrupt

One of the Broadway boys who blames it on the depression called on an attorney with intentions of filing a petition in bankruptcy. The lawyer advised his client to flat his liabilities. Att'y's fee, he said, would be \$300.

When the bankrupt get turned in his list, the first item 'Counsel fees, \$200.'

2D AM. TEAM IS TOLD OFF ENGLAND

London, Dec. 7.

Another American team told to go home is Wright and Marlon. This has once again raised the feeling here the new government intends to get ride of all alien professionals.

But the position of Wright and Marlon is purely personal, as was the case of Ross and Sargent.

Bobby Wright, whose real name is Alfred Stern, has been classed as 'undesirable,' although good at heart. This has gotten him in wrong with other performers and some officials of the Variety Artists Federation. When Wright made an application to the Home Office to become a temporary resident, they told him they did not want him, and suggested he pack up.

Wright's case has been in England and became an American citizen some years ago. He has family ties here and owns valuable property, which is under mortgage.

It is quite likely when his application is further considered by the Home Office, its decision will be rescinded. But which ever way it goes, Wright's case is no criterion as to the Home Office's general attitude towards foreign acts.

MODERN HI-JACKING

Leaving Victim With Much on Mind Through Shortage in Pants

Dallas, Dec. 7.

Hi-jacking in Dallas, where it rates as a leading industry, is improving the methods considerably.

Couple of happy fellows returning from a poker game, with \$32 in the pockets, hopped into the car and boys, who took it all and then cut the seats out of their customers' pants.

Stick-up craft claims it's not pure, but detracts victims' minds. "Psychology?"

Hollywood, Dec. 7.

Little theatres as training schools for young picture players are becoming popular with several big studios. Paramount, Metro, United Artists, and possibly others, are lending high salaried youngsters for amateur and semi-professional leg performance to aid the screen gift performers to aid the screen neophytes in acquiring experience.

With several little theatre groups active around Hollywood, studios seem to be turning to them as a substitute for the expensive 'schools' now maintained in most of the major studios to polish the rough ends.

Paramount is working upon an arrangement with the Pasadena Community Playhouse to use seven young people in forthcoming stage productions. It is cost-free to the Playhouse which is also glad to have the film names in its casts.

Adrienne Ames, Pat contractor, just finished in a show for the Pasadena.

(Continued on page 21)

Church Services On Screen by RCA And H. Rodeheaver

Sermons via the screens of 5300 Protestant churches and institutions throughout the country is the goal of Homer Rodeheaver, Billy Sunday's former right bower. First recording of an opening series of 12 has been completed at RCA. Rodeheaver who has sold RCA Phonograph on the celluloid services.

The opening subject runs and a half reels or about 25 minutes. Rodeheaver acts as assistant director, announcer, and choir leader. The opening subject runs and a half reels or about 25 minutes.

Phonograph attaches believe the field for sermons of Dr. Daniel A. Paine, editor of the Christian Herald, Rodeheaver, on one time, turned the case over to Dr. Philip Williamson, who conducts the Westminster Choir of Ithaca, N. Y.

DEER BEFORE CAMERA

Theodore Dreiser is a possible turn the movie film. O is a true being conducted between the nature and Ankinio for Dreiser to instruct on the screen "Deer to Life".

Picture is the first Russian taller to reach this side in feature length.

10 NEW FILMS ON RADIO'S LOT

Hollywood, Dec. 7. Amount of salary bids for Radio people is being held up, pending the RKO meeting scheduled for Thursday (10). Certain players and writers are now advised for the first time to receive cuts, but have not been informed of the amounts involved. The lot is being held up in order to start work on 10 pictures by Feb. 1. Five of these will be for Radio and the other five for Pathe.

NOVARRO ACTOR AND DIRECTOR FOR METRO

Hollywood, Dec. 7. Metro and Ramon Novarro contract is like each other. Novarro's status now as previously, plus he will direct his own films. The lot is called Ramon Novarro Productions. Makes Novarro the longest contract on the Metro lot, he having started there 10 years ago. Novarro's new contract is at a lower salary than he is currently receiving, with the belief that Metro permitted the directing thing as an entree to the lower figure. Novarro's contract ended two months ago, with a temporary engagement going in for the Meta Hart film he's now working on.

ROYX OUT FOR STAGE NAMES IN ITS SHOWS

In line with its announced aim to employ name acts to strengthen the Royx theatre stage shows latter management has signed the Miller Brothers, colored radio quartet, lately appearing at the Broadway Paramount. The quartet heads around in the Royx Christmas week. Reported salary is \$5,000. The quartet is "Makers of Men" (Col). That salary is the biggest at which this quartet so far, out of the air or on the stage. They made their picture house debut with the Broadway Paramount around two weeks ago. At that time the colored act, unknown except to radio, received \$750. They then received \$1,750 from Paramount. Previously the Royx management had signed Eddie Gating at \$4,500 and Berna Minnervitch at \$2,500. Latter pair open at the Royx week of Dec. 15.

Murray-Brian Stage Act

RKO has Ken Murray and Mary Brian set to appear together in New York houses following their present picture work on the west coast. Murray's doing a picture for Radio.

Firm Sues Inventor of Its Robot Plot Machine

Hollywood, Dec. 7. Sult has been filed here by the Ernest F. Gagnon Co., promoters of the robot plot machine. Weyliffe A. Hill, its inventor. Papers charge that Hill, employed on a salary and royalty basis, has absconded with the robot plot formula for detection of the mystery stories and demerol return of these formulas to the position of the company. Machine assembles the plot action in successive stages, making possible a combination of incidents to give variety to the yarns turned out.

U. A. Takes Legit Grip United Artists handled Helen Conroy, legit actress, a six months contract last week. Miss Coburn recently closed in "People on the Hill" in New York.

ONLY GOOD HORSES ARE HANDICAPPED.

MR. AND MRS. JACK NORTHWY
130 West 44th Street
New York

Moran-Mack Film O. K.

Hollywood, Dec. 6. Before returning to New York Thursday Earl Hammond, "Tiffany" Educational head, and Mack Sennett's story for Moran and Mack. Story has been on the fence for the last three months. Sennett is trying to borrow John Roles from Fox for the male end of the love interest. Lupe Velaz is penciled in for the female. Production set to start in two weeks.

'MARSH' FOR STANWYK INSTEAD OF LILA LEE

Hollywood, Dec. 7. Columbia is less a rush rewrite job on "Zella Marsh," Charles G. Norris' novel, combining it with "Moran," weak story film which was intended for Barbara Stanwyk. Miss Stanwyk will go into "Marsh," which was intended for Lila Lee.

Williams and Galloway, Legits, Out of Pictures

Hollywood, Dec. 7. Charles Williams brought here from New York left by Fox is off that payroll after four months. Contract called for six months with options. He played in "Dance Fever" and then made a cash settlement for the remaining two months. Radio also made a cash settlement with Martin Galloway from the "Young Sinners" cast who was here on a six months' option. Williams' withdrawal a part in "Ladies of the Jury."

Lupe in Ziggy Show

Lupe Velaz is set to go into Ziggy's new show. Opens the last week in January.

Colin Clive's Fall Will Keep Him Home 6 Wks.

London, Dec. 7. Colin Clive fell off a horse, and smashed his hip. He will have to stay in bed for six weeks. Accident means that Clive's new contract with Gaumont British will be temporarily suspended.

Sarecky Off Radio?

Hollywood, Dec. 7. Report here has Louis Sarecky, comedy producer, leaving radio. Sarecky has several weeks yet to go on his contract.

COMEDIENNE'S VACATION

Hollywood, Dec. 7. Edna May Oliver left here Saturday (5) for two weeks in New York. On returning she will go into "Frontier" for Radio.

LE ROY'S 10 DAYS

Mervyn LeRoy will be in New York about another 10 days shooting atmosphere for "Mendie, Inc." Director has elected himself a court holiday in the form of a football bet, on Tennessee, and will also watch the Kaydets and Midgies in action this week.

Wallace Starts

Hollywood, Dec. 7. Edgar Wallace, English writer, arrived here Friday (4) and will do a mystery story for Radio.

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WILL MAHONEY

East Carroll, "Vanities," The New York "Telegraph" said: "Will Mahoney in Earl Carroll's 'Vanities' acted with poise and performed with bewildering skill his exciting role of dancing on a xylophone."

RALPH G. FARNUM

1560 Broadway

HELEN MENKEN'S FILM

Fox Possibility That Unfilled Contract with Clack's Regroup.

Helen Menken's recent tour with the Chicago Film Repository group will possibly serve as her entrance to picture via Fox. If several tests are approved and a suitable story is found Miss Menken will go west on a feature agreement with options. Situation comes about through Harry L. Currie, former Fox film president, having been financially behind the Chicago Shakespearean company which closed recently in New York. Miss Menken still has some weeks to go on that contract which was worked out through the camera.

Early Voting Points Union Reboot Plan For Decisive Defeat

Voting of operators' and stagehands' locale on the recommendation of William F. Canavan, president of the I. A., and executives of the Alliance, for a reduction of 10 to 15 per cent wage scales over the period of 36 weeks, indicates that the proposal is already a lost hope. The vote (Monday) around 500 of the local unions had voted 'No.' Both New York local unions, stagehands (No. 1) and operators (No. 306), met Thursday night (3) and quickly voted unanimously to reject any suggestion. It took but 13 minutes to reach its decision. It is understood "Number of locals voting 'Yes' is also not given, but is believed the figure is considerably under 100.

Political Tactics

Rochester, Dec. 7. Eastman Kodak Co. is getting ready for Democratic administration. Donald A. Dalley, prominent Democrat and friend of Governor Roosevelt, joins public relations staff Jan. 1. Now, when commissioner of public safety, change in city council line means Dalley will go out in representation in the first of year. Well-known Kodak policy in New York has been to have contacts in high places.

POLLY BOY RECOVERING

Hollywood, Dec. 7. John Michael Moran, 15, son of Polly Moran, was operated for appendicitis in the Hollywood Hospital Friday (4). Boy is recovering nicely.

Stafford Dickens at Metro. Stafford Dickens, writer, has signed a three months' agreement with Metro. He's on the "Clash" and the second author to go to Metro since the studio requested New York writers to forward some stories. Dickens will do dialog.

Why Actors Become Known as 'Hams' Told by Cagney—'Showoffs' at First

Metro Outs

Hollywood, Dec. 7. Marjorie King, Irene Purcell and C. Aubrey Smith have been dropped from Metro's contract player list. Five films contracted to Sam Goldwyn for the past six months, is off the Goldwyn payroll.

Hollywood Hillside

Home Owners Are Now Rated with the Mob

Hollywood, Dec. 7. Living in hillside homes around Hollywood doesn't carry the social distinction it formerly did. During the "hot" of the real estate boom on the side of hills were in the big point with all the attendant swank. To live on the level was just one of those things. When things got tough the homes on a bias were the first to be thrown back to the mortgage holders, hence a sacrifice to current buyers with better bargains in one swanky neighborhood than in the erstwhile less swanky territory and among the hot point.

FOX TAMES HEYBURN AND CLIPS HIS EARS

Hollywood, Dec. 7. As part of Weldon Heyburn's a screen buildup, Fox has had an operation performed on the actor's ears to make them stand back. Dr. Josef Giesburg wielded the knife. Studio also made Heyburn write letters to Winnie Smith, saying he wouldn't talk about the actor's ears. Heyburn had told what he thought of Fox to anybody who listened, until stump speaking in a night club.

Dorsay Settles Suit, Loses Part in One Wk.

Hollywood, Dec. 7. Too campy even for a vamp role, Dorsay was replaced by Lily Elizer in Paramount's "Frenchy" of Maurice Chevalier's "One Hour with You." Miss Dorsay was in and out in two days. Pierre Elichapare and Henri Fernand, French imports, also go into the version.

By agreeing to pay Lyons & Lyons \$15,000, Miss Dorsay settled out of court the \$25,000 commission suit filed by her agents. Actress retires after a month to complete the remaining five weeks of her RKO vaude tour. Then here again for Fox's sequel to "They Had to See Paris."

Erskin-Metro Cold

Chester Erskin's move towards Metro is completely frozen. Legit stages are the sign.

Erskin has decided to stick with legit and will direct "Flame."

SAILINGS

Jan. 8 (Paris to New York) Robert T. Kane and Fred Bacon (Bremer).
Dec. 19 (New York to London), Mary Astor (Bremer).
Dec. 19 (New York to Paris), Harry Nathan (ile de France).
Dec. 8 (Paris to New York), Phil Loring, Claude Maude, Lawrence Lilla (Lafayette).
Dec. 6 (Los Angeles to Honolulu), Mr. and Mrs. B. A. Rofe (City of Rome).
Dec. 5 (New York to Paris), Mr. and Mrs. Michael Farmer, (Gloria Warner), Phillipa Dean, C. V. Sorensberg, Adolph Fanchon, Harry Rofe, Fritz Wrede, Fanchon (Bremer).
Dec. 4 (New York to London) Colla Johnson, Geo. Carr, Leon Quakerman (Minnetonka).
Dec. 3 (London to New York) Arthur Schwartz (Empire of Britain).

Just why acting as a profession has often been baited by persons of intelligence and accomplishment is often asked and ways and means of escape have often been discussed as hams is at last logically explained.

Here's the reason as he sees it: All persons who long to go on the theater stage must become exhibitionists, show-offs, with a compulsion to strut in the limelight. They must have this temperament or the theater would not call them. This exhibitionist temperament means they have, not possibly, well balanced perspective of themselves, and that therefore, in one way, all persons who long for the theater are stupid in their lack of personal perspective.

Unless a person has the intelligence to keep up with and back up this peculiar temperament they are sure to find dumb actors who have become a fine actor is a find actor because he has a brain to carry his temperament.

Unfortunately and naturally, Cagney has the expression of an enormous number of exhibitionists, who have no brains as brains are used in the expression of thought with people of their tendencies. Which makes the majority of people believe that they are people. But the ones who got to the top did so because of their brains.

Screen Best Scopes The screen, Cagney thinks, gives the actor the greatest scope of medium for the actor with intelligence. In close-ups, for instance, an actor's expression of thought is acting has the greatest advantage, he says. What makes fine acting is the expression of thought and feeling seen in an actor's face, and which express the thoughts going through his mind. If an actor can think and has not a mind, he has a dead pan and is actually not expressing anything. They are people.

Cagney believes that today acting is reaching its lowest point. In the old days, he says, people at the old days, but the old school was a school of actors. They were people cheaters, says he. Actors then as a rule were steeped in the theatre and nothing else. They were people of little experience, education or background in any other line.

Now an entirely new element is coming into the show profession. People are coming from parties, particularly are college boys and girls, temperamentally as well equipped as the actors of the old school, but also with the intelligence and education that enable them to understand the "why" of their art. They are doing.

Luck enters into any success in a show business, Cagney believes. In his own case, he feels his opportunities to play contrasting roles set him where he is. And yet when ever he gets a new role he thinks he has a new actor. He is a different person, in a way, entirely different, without the slightest trace of it. He is a different person, in a way, entirely different, without the slightest trace of it. He is a different person, in a way, entirely different, without the slightest trace of it.

Enright Directing

Hollywood, Dec. 7. Ray Enright will handle the megaphone for "Eight to Five" at Warners. He will be assisted by Winnie Lightner and Legretta Young.

Enright is exee. asst. to Darryl Zanuck.

Franchot Tone on L. I. Franchot Tone, legit, goes to work at Paramount's "The Sign of the Cross." Picture is a "biggest."

First WB Slash Drops Average Cost Per Picture \$225,000; Second Cut Now to \$200,000

Hollywood, Dec. 7. First six pictures completed at Warner's First National since the studio reopened Sept. 1 have been produced at an average cost of \$225,000 each. This compares with \$400,000 less than the average budget on WB-FPN features previous to the studio's four-month shutdown.

Saving on production cost was accomplished without any salary cuts, but entailed operation of the studio with a smaller personnel.

Company intentions to further slash production costs through salary cuts. New budget will probably bring the average feature cost down to about \$200,000, with the studio again agreeing to about the average for feature-length films.

Six pictures will be completed on the \$225,000 budgets are: 'Her Majesty Love' with Marilyn Miller; 'Tall' with James Cagney and Lorena Young; 'Safe in Hell' with Dorothy Mackall; 'Under Eighteen' with Marian Marsh; 'Woman from Monte Carlo' with Lili Damour; and 'Manhattan Parade' with Winnie Lightner and Smith and Sam.

'Hoar of the Crow', 'Fireman Save Your Child', 'Old Man', 'Alas the Doctor' and 'The Man Who Played God' are the new feature which will follow in the mark. Some of these will even go under the budget, while 'Man Who Played God' (Gladys) will be above and 'Hon. Mr. Wong' will go above \$200,000.

Picture going above is a picture budget only when there is a saving on some other feature.

5 Monthly for First 3 Mos of '32 by Majors

Major producing companies will release on an average of five features apiece during each of the first three months of the new year. This number is higher than in previous years for most concerns and is seen as much an adherence to the advice of studios' release than to meet shortage of product.

Paramount is slated to turn loose five features in January and another five in February plus six in March. Another six in April are scheduled.

Radio, chiefly because of the Fiske consolidation, will practically double its number from last January. This firm has six sets for December, of which three are of the Fiske brand.

Fox will broadcast five in January and as many in February, about the average for those months with this company. Just an even dozen features will be released by Warner during the first two months of the new year.

U MAY FILL STORY GAP WITH REMAKES

Hollywood, Dec. 7. Shortage of story material at Universal has the studio figuring on making use of some of its old. General practice of tinkering at Generals has been frowned on lately by movie studios.

U has several of its writers going to the old scripts, trying to get coloration in Smoldering Fire made with Pauline Frederick in 1923.

Even Mickey Mouse

Hollywood, Dec. 7. 'Mickey Mouse' staff got a taste of the axe.

Walt Disney released three animators from their contracts in a budget cut. Ed. Benedict, Cal Howard and a third.

Benedict went to Universal for 'Looney Toons'.

CLOSING ASTORIA JAN. 15

Month Ahead of Schedule—Transfer Six Films West

Paramount will now close its Astoria stage Jan. 15. The remaining six features to be made here will be transferred to the Coast. Daring comes a month earlier than first scheduled.

Decision came suddenly at a cabinet meeting of home office executives last week.

Completion of two features now work, 'Wayward' and 'Wiser Sex' is now being rushed.

Plant will reopen in February to exclusively turn out shorts.

'SAVES TURNED LOOSE IN THEATRES

Birmingham, Dec. 7.

The fight between union and non-union houses is getting pretty serious with every plain clothes man who comes to the door.

It turned a couple of snakes loose in the Empire and Galax theatres.

The Galax received its reptile the night of a Christmas parade when it was packed. The Empire now makes the night and the Galax houses are operated by Birmingham Theatrical Amusement Co., non-union.

Two union houses also received stench bombs during the week, these being the Temple and Elm. It was the first dose for either house.

Local newspapers have used practically nothing on the union situation, but when the first snake was loosed it touched off the press fire-works and public sentiment is at a high pitch, although few people know just what the fight is all about.

Trouble all started July 18 when the Birmingham Theatrical Amusement Co. closed nine houses when operators refused to take a satisfaction out of wages. The union of the two men in a booth idea. The houses stayed closed until Sept. 7, when five of the downtown houses opened, with two snakes also releasing operators of another union were imported from Atlanta.

Trace Snakes

Police later succeeded in tracing down the report that 18 snakes had been shipped here via Gaden. Express company at Gaden had records of the shipment, and James E. Bennett Wilson, union operator at Gaden, was arrested. He was brought to Birmingham and held in jail on a charge of conspiracy to boycott by intimidation. He admitted delivering 18 snakes to two Birmingham operators and gave their names.

The names were ordered from Brownstone, Tex., with specifications, that only snakes with fangs be delivered. If the fangs were up to specifications - they were sent.

Carl Wall was also arrested in connection with stench bomb slinging. He was charged with slinging a bombing two weeks ago. He was placed in the hoosegown on a general charge of bombing the Elroy theatre. The trial was postponed until the court could make heads or tails of the evidence.

Meanwhile two other men were being tried in the Elroy prefront police court for bombing the Elroy theatre. The trial was postponed until the court could make heads or tails of the evidence.

Since the arrests the union men have offered no statements whatsoever. Adoption of the Elroy, however, came about principally as a result of a bill which passed the legislature making it a felony in Alabama to throw a stench or bomb. The bill did not include snake throwing, but probably will be punishable by a fine and several days' changing rocks instead of eggs.

EDDIE GARR

Booked solid RKO Circuit.

Week Dec. 10, RKO Hillstreet Theatre, Los Angeles.

"If there was a Pulitzer prize for vaudeville the award should go to Eddie Garr for the best performance of the year."—Gus Edwards.

Management.

HARRY YOUNG

Room 1111A, 166 Broadway, N. Y.

Fox Holding Up 50 Educational Reels; W. E. Dispute Lingers

The sale of films to schools,

which a number are awaiting to sign contracts, according to report, is being held up by Fox. Delay is due to Fox efforts to have Western Electric establish a let-live license fee and royalty in the visual educational field instead of the \$500 per reel price.

As soon as a contract is signed, it is pointed out, regular royalties must immediately be paid W. E. for 50 Fox reels on curricula subjects available for release. Regardless of the outcome of the dispute, Fox may have to play along with Western.

Reason for this is that a switch to Radio Photophone by Fox for recording would be too expensive at a time when the studio is operating and pay for two recording systems. Fox-Hearst newswell is under license to use the W. E. system.

Pantages as Operator

Hollywood, Dec. 7.

Return of Alex. Pantages as a theatre operator is barely possible. Considerable talk of him joining over the field and several propositions said to have been made to him. Pantages intimates he can get back the Pan houses he sold RKO some time ago.

If 'Hur' and 'Parade' Get Over Will Likely Induce Synced Revival Flood

Renunciation of 'Ben Hur' and 'Big Parade' in synchronized form may lead to the release of other old time silent hits if these two revivals get over.

Renunciation through Publicis, is placing 'Ben Hur' to a test, may be the same with 'Big Parade' and has thought of reviving such a number of other old time silent hits if these two revivals get over.

'The Covered Wagon', 'Beau Geste', 'Wings' and 'Old Ironsides', 'Wings' and 'The Covered Wagon' are the backstage when it was roadshowed and later placed on film per regular basis. The same with the revivals in the Rialto as a single week shock treatment to show around \$1,000 on the week and yesterday (Monday) decided to hold it a second. 'Parade' under contract to a second bookings in its various territories. Meanwhile Publicis will probably make out of what the story does with 'Big Parade' word of Dec. 11.

35% Rentals
Metro is obtaining as high as 35% under percentage deals for 'Hur' and 'Parade' under contract to a second drawings. This is deemed a good average even for present-day product. As a matter of fact, the deal out-grossed the Biblical film.

Neither picture rates as the first big silent grossers to be revived in

Efficiency in Fox Coast Studio Limits Sheehan to Producing Only

RAFFLING OFF THEATRE

14,000 Tickets at \$1 Each Must Be Sold on David Theatre

Pittsburgh, Dec. 7.

The depression has brought about a new way of disposing of a theatre to meet the indebtedness. It's selling chances on the house itself. David, Sr., owner of the David in Greensboro, Pa., is raffling off his property.

Numbered tickets at \$1 each are sold for two admissions and also for a free chance on the theatre which is to be handed to the winner of a satisfactory number of tickets have been sold.

The Greensboro bank closed last December with the David included, and a settlement is to be made from the proceeds of the raffle. It is estimated that about 14,000 tickets must be sold to clear the debt. Davis has appealed to the M.P.T.O. of Western Pennsylvania and West Virginia to aid in the sale of the raffle tickets.

NON-SHOWMEN WITH UNUSUAL AUTHORITY

A special committee to pass upon

suitability of pictures, their length, etc., including shorts, has been appointed in the RKO home offices. The committee is composed of B. Kahane, Herban Zohbel, and James Turner.

The committee is empowered from accounts to revoke the judgment of the RKO theatre operating dept. The latter is a select talker for the RKO houses, or believes it has been wrongly set by the theatre heads.

The committee can force a rejected short into the RKO theatres or reset the rental.

RKO houses mostly play their own Radio Pictures talks, besides RKO Pathé's and Pathé's shorts. The committee is Kahane is the general counsel for RKO; Zohbel is the company's treasurer, while Turner's exact position with RKO has never been announced. Neither is considered a showman.

Hollywood, Dec. 7.

There is no dispute that efficiency as practiced by the Chase Bank east and west regarding the Fox studio here, has limited Winfield R. Sheehan to the strict production of pictures only on or off the lot.

Chase Bank representatives are, they pass upon each item; not included in the actual making of the picture by the camera. These include the budgeting in the studio with a limit set for each picture, tabbed up by the Chase rep.

R. McIntyre, Chase representative, last week set in a new show of 'Dance Team' (Fox) and stated that the love angle was not natural. Receiving an argument on the point he left the room abruptly and in a huff.

Orders by McIntyre carry out the belief that someone is running the studio over. Sheehan and Wurtzel as to studio supervision, Keith, Wurtzel, are given 15 minutes to explain his things to McIntyre on command of McIntyre when the former walks in.

About Rowland.

In the east the strings on Sheehan seem set with Richard Rowland, last week set in a new show story department. Latter week reported to have assumed charge of the talent and cast. Rowland reports out here is passing on the casting of pictures.

Rowland, enlisted as his chief aid, Mrs. Florence Strauss, who is now in charge of the studio, is in charge of the place, her orders come Rowland and Sheehan. Sheehan, a Sheehan appoints RKO shorts, a Sheehan appoints the best. She is in charge of Fox for five years. Says Sheehan received notice from Rowland at five o'clock afternoon to turn over the job at nine the next morning to Mrs. Strauss, that letting Sheehan out.

This said to be an example of Sheehan's helplessness outside of his immediate production work. Sheehan is out of the picture. Sheehan went again to the studio as would ordinarily have occurred.

Politician in New York which work closer to the main citadel of Fox than Sheehan can get to 3,000 miles away. Sheehan brought about the current situation with Sheehan at the studio according to local belief.

NO IDEA OF CLOSING DOWN FOX STUDIOS

Hollywood, Dec. 7.

Taken to indicate that the Fox studios will not close nor contemplate such a move, company announces two production features before the end of the year.

The two extra pictures are 'Widow's Might' with John Bolen; 'Old Father Time' with Charles Farrell and Mims Gonne.

Two films are now in production at Fox. The two are 'Dance Team' with James Dunn and Sally Eilers megaphoned by Sidney Lan-; 'The Covered Wagon' with Charles featuring Warner Oland, Linda Watkins, Marion Nixon and H. B. Waltham.

Six completed pictures are now being edited including 'Delicious' with Charles Farrell, 'Bunny and Pleasure', 'White Paria Sleep', 'Stepping Sisters', and 'Almost Married'.

ON LONG WEEKEND

A Munson left for Hollywood last Tuesday (1), merely to spend the weekend, but he is back in New York this week.

Miss Munson and Sam Harris have been divorced. The divorce is due back in New York this week. Miss Munson and Sam Harris have been divorced. The divorce is due back in New York this week. Miss Munson and Sam Harris have been divorced. The divorce is due back in New York this week.

MOVIE NEWS

Orders for Further Cuts by P-P Unofficially Aimed at Another 20%

Operating overhead of Paramount Public in all its branches is to be further slashed between now and Jan. 1 in preparation for the new 1932 monthly budget which is to apply for the first half of 1932. Order for even a more strict diet came last week following several executive sessions. Unofficial word is that the company is aiming at a further 20% chop.

John Hertz, chairman of the finance committee, is reported concerned in the move with other P-P associates. It's the first important theatre gesture in P-P since Hertz came in along with William Wrigley and Albert D. Leander.

Hertz, who heretofore made his headquarters in Chicago, is to have permanent quarters in New York in an office adjoining Adolph Zukor's in the Paramount building. Until the office is ready, Hertz's temporary quarters are Zukor's library.

Notify Dept. Heads
In some branches of the company it is believed almost impossible to cut down anywhere near 20% on top of the economies already effected. In other departments, it is pointed out, there is still room.

At the end of last week department heads had been notified and were preparing to meet the edict. The departments were to log operating costs without discharging employees or cutting salaries.

In such departments wastage will be further checked against. It is believed that the most cutting will be done in distribution, as this branch of Paramount is presently operating on a basis of 1925 values.

SHERIFF IN UA OFFICES ON FANNIE BRICE SUIT

Upon a writ of attachment served by Abels & Green for Fannie Brice and Billie Rose, both suing the Art Cinema Corp. for breach of contract, a sheriff was placed in the Art Cinema offices (United Artists), 729 Seventh Ave., to take possession until Art Cinema posts a bond.

After completing the writ for Art Cinema, Fannie Brice, suing against the producers, claiming that the firm owed her \$30,000 back salary, and demanded \$125,000 for allegedly failing to give her a second picture she claimed according to contract. Billie Rose is suing for \$25,000, asserting that when Miss Brice was engaged for "My Man" he was also put under contract to work in the picture and maintains that the two "theatres" also breached this contract.

An order to examine Joe Schenck in connection with the suit served by Abels & Green and will be served on the producer when he returns to New York from his European tour. Writ of attachment was given the attorneys by Judge Mitchell of the New York Supreme Court.

Sheriff takes technical possession of the Art-Cinema offices until the defendants post a bond for twice the amount of the damages asked in the suit.

Art Cinema, which will fight the action, regard the attachment as merely a "nuisance action," obtained in the absence of trial and hope for a settlement as a truce is offered by Art Cinema. It is said.

Mayer Advises Cut

Hollywood, Dec. 7.
At a meeting of Metro's department heads last week Louis B. Mayer advised a 20% cut in expenses. Staffs are now being affected.

Versatility

When film salesmen are not so successful at selling film they take up side lines. Two such representatives arrived at a theatre last week, and after being turned down on their pictures by the exhibit tried to sell him Christmas cards.

Stone Becomes Ass't To Sheehan at Fox; Wurtzel Refuses Cut

Hollywood, Dec. 7.
Inside reports that Sol Wurtzel is being gradually disassociated in part from production supervision at Fox are strengthened in the recent move placing John Stone as former foreign department head, as first assistant on production to Winnie Sheehan.

Wurtzel is said to have refused a salary cut, having a contract, and was offered the legal department with his claim.

Stone was previously a writer. Last of his foreign versions now in the cutting rooms, and the foreign department is slated to quit until the end of New Year.

The shakeup at Fox continued over the weekend. H. Keith Weeks, former prohibition agent who had been executive manager of the Morivante studio at Western, is reported out and to be succeeded by William Steincamp, former head of the sound dept. W. B. Butler, production manager, is another dilemma and due, it is said, to an order from New York.

Sol Wurtzel's brother, Ben, who has held various studio jobs and was recently in charge of the costume department, was let out Saturday (6).

J. Sebell, former production manager, and J. M. Kerrigan, actor, were removed as directorial team on "The Gay Bandit" after three days filming. Marcel Varnel, R. L. Hought, Arnold Schwarze and Samuel Godfrey, other directorial teams appointed at the same time, have been given no assignments yet and probably will return to their former positions.

DERR, MINUS SULLIVAN, AS METRO SUPERVISOR

Hollywood, Dec. 7.
E. B. Derr goes to Metro next week as a supervisor. He will head the film crew last week. End of this week at Caddo. Sullivan does not move to Metro under the deal.

Pair are presently handling releases on "Scarface" and finishing "Sky Devil." Title change for "Scarface" has been ordered by the Hays office.

Low for Extras

Hollywood, Dec. 7.
While Thanksgiving week held more box activity than anticipated, last week dropped a matter of nearly 200 a day to an average of 360 working extras. This is the lowest since the second week of August. Features in production hit the fall low Thanksgiving week when 24 were shooting, but the trend was mildly up last week. However, only 25 were carried over this week and five are in sight for starting.

BANKERS' WAKE REGARDING FILMS

Would Split Business Brains
Between Two Coasts—
Company Leaders Holding
Final Meeting in N. Y.
This Week to Form Unified
Stand and Plans

WARN WALKOUTS

Picture producers are going to stick together in a retrenchment campaign which will be given final and official sanction at a meeting of the Hays board of directors in New York this week. All matters discussed at previous gatherings will, it is understood, be finally attended to and decided upon at this assembly, including the subject of fewer films.

A factor which has long been brewing and which is expected to materialize shortly after the coming conference, is that of a more even distribution of the business brains in mindnum. There is too much mental talent in the east and too little in the west, according to authoritative sources near the directors program. A division of management between the coasts is essential, it is declared.

That the proper manpower be placed in the studios really amounts to a second ultimatum of the bankers is admitted by picture executives in high neutral quarters. The industry is according to this demand (Continued on Page 23)

HUGHES WANTS TO SEE 'SCARFACE' MONEY

Hollywood, Dec. 7.
Howard Hughes is making some additional sequences for "Scarface," having agreed to the Hays edict to soften the gangster elements. New material is largely newspaper office stuff, heavy with propaganda against gangsters.

Hays still insists the title must be changed. Hughes is about ready to comply, in order to get the picture out and start collecting some money from it.

Coast Agents Advising Talent Not to Go Salaries for Studios

Hollywood, Dec. 7.
Executive meeting of artists and managers is being called for discussion of studio salary cuts. Most of the agents are opposed to accepting any reduction in their clients' pay. Agents' opinion is that studios need these people and both themselves by contract. No reason therefore, say they, for the actors to succumb.

This answer is being relayed to producers by contract administrators, with no outright statement that they have been advised as to what they are to say.

Another angle put forth by agents is that even unemployment or aid help on the lot would reduce the salary on the theory that their option won't be renewed anyway, because of the current elimination of deadweight. Only ones getting confidential advice from agents to accept salary reductions despite their contract readings, are people not thoroughly established but with good chances of sticking through options.

S. Z. Poli May Pay \$300,000 Taxes Due on Fox-Poli Houses, Recovering Complete Circuit for His Operation

Down to 52

Hollywood, Dec. 7.
RKO's economy plan for its writing staff, which has the studio dropping scribblers as soon as their scripts are finished, is manifest in the recent list of writers issued at the studio.

Current lineup contains 52 names. A 6th-month ago this staff comprised 84.

BROWN STAYS AS RKO PRES.

Of the hundred reports concerning RKO, a majority have dealt with whether Hiram Brown will remain as the head of the organization. Unsurprisingly, it is now official that Brown will continue as president, providing the financing plan is adopted Thursday (10) at the stockholders' meeting in Baltimore.

If the plan fails to secure the two-thirds approval required and a receiver is appointed in that contingency, as has been threatened in RKO's own statements, the receiver would assume full away immediately.

Reports downtown seem to agree the matter and future of RKO now lie right in the office of Owen D. Young, rather than with any of the subsidiaries or affiliates in between, such as RCA. Whether Young decides upon will go through, it is said, with Young reported favoring Brown to carry on.

It is said that at the RCA meeting last week, it was bluntly stated that RCA does not intend to go out of the amusement business, referring to RKO and its troubles. It was not stated, however, at that meeting there would be no RKO receivership.

2d Outsider for Roxy

Roxy theatre has booked Columbia's "Makers of Men" for Christmas week, the second outside film to play this house in a single month. Other is "Cuban Love Song" from Metro, current.

CUT RATE REPRISAL

Warners Adopts Two-For-One When Opposition Ignores Request to Quit

Pittsburgh, Dec. 7.
Hitting back at Shea-Ilyde's Fulton, which has been using a two-for-one ticket policy for months, Warners' Davis will adopt a similar scheme starting next week. Coupons will be distributed in factories, offices and stores, the method copied by the Fulton.

Springfield, Mass., Dec. 7.
S. Z. Poli may recover the personal operation of his former circuit of 20 New England theatres, now held by Fox, through paying the current taxes due on the properties, estimated at around \$300,000.

This will place Poli in line with two other applicants for the Fox-Poli circuit at present. One is an individual and the other a chain. So far it is said no decision has been reached by Harry Arthur, the Fox Theatre general manager, now on the coast. Charles Caballero, assistant manager, in New York, is also familiar with the proposal.

Lou Sagal, Poli's former partner, is said to have expressed a willingness to return to the operation with Poli, and put up if necessary \$500,000. Sagal is a well-known shakedown artist partner of Poli's for years. Sagal started with Poli in New York and circuit, finally receiving his 25% share when Poli sold to Fox for \$18 millions, without Sagal having a lot of paper to establish his interest.

Sagal received most of the \$450,000 cash paid over by Halsey-Stanley, the New York bankers, the difference of the Poli bonds over 12% millions in bonds received by Poli.

Two Angles
Poli sees two propositions, it is said. He may have to make a bonded obligation, now down (Continued on Page 23)

Hughes Lists Own \$1,900,000 Claim In Multicolor Tiff

Hollywood, Dec. 7.
Chaotic condition of Howard Hughes' Multicolor Company resulted in creditors holding several days last week, with two small creditors' petitions, attachment on the organization.

Hughes, himself as the biggest claimant, seeking \$1,900,000, representing money put into building a new studio, which amounted to \$1,200,000 plus costs for operation. Eastman Kodak Co. and Du Pont Film Mfg. Co. are other big creditors.

Besides Hughes' claims, other liabilities amount to \$160,000. Mr. T. G. Garbut, the newly appointed manager of the Multicolor-plant on a reorganization basis, but quit before two days in this paper, the reason for the sudden leave taking. Hughes is reported to be low on income. Much of this is due to \$81,000 per week when first hitting Hollywood. He has promised not to draw any money from the Multicolor company, mostly his, when heavy earnings of the company stopped.

NO HOT OR ANY OTHER POLITICS—GRAINGER

Some evil-minded person has been imposing upon "Variety," says James R. Grainger, of Fox. Mr. Grainger notes two ways in this paper last week headed "Fox Hot Politics."

No politics in Fox hot or otherwise, says Mr. Grainger, who in a lengthy note, which also states: Reference to an alleged Grainger-Sheehan deal with Winfield Sheehan, both personally and in our association in business. Mr. Sheehan continues to co-operate with the sales department which I head. The sales department at Fox has been in all circumstances has worked and will continue to work in close harmony with the sales department of the production branch of our business.

LEGENDS' RIGOL

Hiram Brown Unusually Frank Telling Legmen All About RKO

Hiram S. Brown, RKO presy, confabbed in open style with around 20 newspaper legmen Wednesday (3) in a manner dramatic and real. His sum-up was that RKO must stand or fall on the present financial plan. The meeting was held in Brown's office.

Brown told everything or nearly so it seemed. He talked salaries, depression, pictures, studios, personnel and operation. Brown admitted he was no showman and that his job maybe should have been to hire showman which he stated he might not have done. He admitted the company had made bad pictures and he and others managing the company should assume full responsibility for the mistakes that have been made.

How the hour's talk and question and answer period reacted on the newspapermen who attended is a matter of conjecture. All staff broke on top of a receivership suit filed against RKO in Baltimore by a lawyer in those parts the same day, alleging some of the things Brown had admitted in his talk.

Dailies and the trades were represented among the newspaper lads. Their various reactions started in the questions they asked. The boys from the financial papers and the trades talked only of finances. The trade took up of finance.

Salaries

Brown talked about salaries. He said his own, counting his \$6,000 shares bonus which he valued currently at \$15,000, was about \$90,000 yearly for the past three years. He also mentioned that Herman Zolbe's salary was \$100,000 including bonuses, averaged less than \$20,000 yearly. Brown said RKO is receiving a big salary cut this year.

In his talk Brown indicated that several of executives outside players and studio execs might be cut, with one as high as 40%, but didn't name them. His own, he stated, he was going to submit to the RKO board of directors with a recommendation for cut. Brown wasn't clear as to why he, as president, had to submit a request for.

(Continued on page 2)

Radio Stops 'Squadron' With \$325,000 Now In; Total Cost at \$600,000

Hollywood, Dec. 7. Production has been stopped at Radio's studio on 'The Lost Squadron'. So far the expense has totaled \$225,000 on the picture.

With work resumed and a final talker, 'Squadron' is estimated will represent an investment of over \$600,000.

U.A. Will Appeal Pillar Verdict in Minneapolis

Minneapolis, Dec. 7. As a test case to determine if film contracts, which have been in general use in the territory, have any legal standing in court and whether federal action should be taken by Minneapolis distributors to try to enforce alleged contract violations. United Artists has decided to appeal the case against John Pillar, Valley City, N. D., exhibitor.

As a half dozen other similar cases involving distributors and exhibitors in the Minneapolis district, the lower court held against the distributor, which has sued Pillar for \$2,000 damages because of the exhibitor's failure to carry out the terms of his contract for the purchase of U. A. pictures.

On appealing, U. A. claims that, regardless of the arbitration clause, the agreement was legal and binding on both parties. The appeal is decided against it, no further effect will be made by the exchanges. Therefore the old contract and a new form will be used hereafter. It is said.

Pathe Halts Trek

Hollywood, Dec. 7. Preparations for moving Pathe equipment and staff from Culver City to the Radio lot in Hollywood were temporarily stopped. Indication is that the lot may be kept separate, with the use of the unsettled merger questions to come up Dec. 10 at the RKO in New York.

Pathe studio has preparations on for a picture to start after Jan. 1. Pathe shorts schedule is cleaned up and Lew Linton, supervisor, probably goes into the general writing stables. Raoul Fagel, manager of the comedy section, is transferred over to Tom Keene westerns as business manager.

Pathe is considering a second western unit.

Franklin Warns Show Biz of Too Strict Economy

Hollywood, Dec. 7. Stating that the success of show business always was and always will be based on personality in product and operation, Harold B. Franklin, in the Dec. 7 issue of 'Now', Hughes-Franklin house organ, says he is 'fearful of what may happen if we attempt to over-organize our business of show to a point where we run smoothly, efficiently—but too quiety'.

"There is a time and place for everything, including efficiency," continues Franklin, "but efficiency merely means getting the most for the least. In our case it means not the least costly show but the best show."

"There is no possible compromise with entertainment. I can make picture after picture for the theatres for a couple of nickels but nobody will like them. We're still in the same old show business, but put on shows. We better put on good ones. We will have to make that our business and forget all the other elements that have begun to crowd in to take our minds away from the one simple job that is ours."

GOLDBERG WITHOUT KICK, SAYS BRANDT

Referring to the story concerning Joe Goldberg, formerly with Columbia, in 'Variety', Joe Brandt, of Columbia, says:

"In fairness to Columbia I would like to make it clear that we know of no dissension entering into Mr. Goldberg's relations with our organization of a serious nature. The collaterated under mutual agreement and accompanied by a financial settlement, which was entirely satisfactory, a fact I believe Mr. Goldberg would himself admit."

"Our personal relations have at all times been completely amicable and a statement to the contrary is somewhat of a surprise. The collaterated of the various district set-ups whereby our distribution entered into the business and carried out, whereby George Naylor replaced Joe Goldberg."

Schenck-Feist Back

Hollywood, Dec. 7. Nick Schenck and Felix Feist started back to New York yesterday (Sunday).

They were here for the producer conference and a general movie survey.

BUT FILMS ARE UP LARGE PROFIT

\$2,000,000 RKO Theatres' Actual Net for 1931—Over \$3,000,000 More Taken from Same Theatres for Office Overhead During Year—RKO Pictures Lose More Than Theatres Can Make

VAUDEVILLE SAVIOR

By JOE BIGELOW

RKO theatres, around 175 of them, actually have netted \$2,000,000 by the end of this month. Of that amount nearly \$2,000,000 will be actual net profit for the chain. The remainder, of over \$3,000,000, is the amount taken away from the theatres by the home office in New York at the rate of \$65,000 weekly, charged up by the theatres as 'office overheads'.

Despite the considerable theatre earning by RKO its general year of operation will show a net loss, it is said, of over the actual amount earned by the houses. This large difference has been caused toward RKO-Radio made pictures mostly. They have brought losses to the studio and theatres.

In its current year of 52 weeks, the RKO theatre operating dept. has been able to depend upon its weekly feature picture at the boxoffice for over 12 weeks of the year. These 12 include the weeks the circuit has played outside pictures such as 'Dracula' and 'Frankenstein' both Universal-made pictures. But showing with his own Radio pictures has been very recent in 'Way Back Home' a Frank Satt picture, and 'Are These Our Children?' the latter showing some spotty but strong drawing power in places. Pathe contributed one money picture to RKO when its studio was under regular operation in the late summer, 'Common Law' with Constance Bennett. Another picture away from the Radio studio which gave RKO theatres a good week was 'Millsie', a Helen Twelvetree starring taker.

Holding Up Scores

With 48 of the 52 weeks left to be accounted for to aid toward the large net profit of \$5,000,000, RKO vaudeville is given the sole credit (Continued on page 2)

Texas Indies Seem to Be Getting Break Against Chain and Circuit

Dallas, Dec. 7. What's depression to show biz in general looks like a lucky star for the Texas indie. Within the past few months the Texas indie has recognized a new era. The theatre map of this state, and significant portion of the country, has been first-class opposition to Publick and Hughes-Franklin in the lesser keys. The Texas indie, which has been the focal film center since it is being furnished by the circuits themselves. Especially the recent portion of latter's Dent acquisition has been sold or the leases dropped, naturally, product monopoly with which Publick effectively squeezed out the Texas indie operator only for the years back.

In many areas Publick has cut operations to single stands, giving the indie an easy break.

Hughes-Franklin still in the expansion stage in this territory, but seems that indie opinion is getting the jump on extension. If it does in four major H-F footholds, Sweetwater, Del Rio, Corpus Christi and San Antonio, where non-rivival

November Was Tough for Films; 3 Major Key Towns 22.3% Under Totals for Same Month of '30

James' Fan Mag

Arthur James, former trade paper editor, and Fred Smith, first editor of Woolworth's dime magazine, are combining to issue another film fan mag.

First issue is slated for Feb. 1. It will, be a monthly priced at five cents.

Metro's \$100,000 Soviet Plot Now Gets Whitewash

Culver City, Dec. 7. Metro's much-ridiculed-around and costly Soviet story is now to be de-Sovietized, although around \$100,000 has been spent to get the Communist angle into it.

Boris Pilnyak, chairman of the Soviet writers' union, was paid \$30,000 for the story and then Boris Ingster, another Russian of the new regime, worked it.

For a while the story hung fire. Until recently Al Lewin, who is scheduled to supervise the heard issue, Don Levine lecture here. His views as expressed were not in sympathy with those held by the two previous Russians, so Lewin encouraged him to cancel his later lectures dates and work a new face on the story.

He is now rewriting and will also have the assistance on it from Laurence Stallings and Samuel Olinia, who will go to Metro especially for this job.

Goldwyn in Town

Sam Goldwyn arrived in New York yesterday (Monday) to join his production chief, Arthur Hornblow, Jr. and R. H. McIntyre, production supervisor, who preceded him last.

Question of whether Goldwyn will shoulder Art Clemen's production role along with his own, as he has done this year, remains in status quo.

competitiveness blossomed out within the past month or so.

Underwood's Backer?

Topping all, comes announcement of new Dux Amusement Co. at San Antonio, product of W. G. Underwood, the Robt-Hawley exec who dropped out when H-F annexed that town. Current here that there is some New York cash tied in Underwood's firm, but names withheld per contract.

Evidently Dux is slated for another indie chain of R & R scope, with present operations limited to several nabes and the Empire, downtown district, in San Antonio. This may cause grief for both Publick and H-F.

Arthur Mayer Home

Arthur Mayer of Publick was able to leave Mt. Sinai Hospital, New York, Thursday for his home in New York.

A week previously he had gone into an ap. op.

Mayer may be at his office in an earlier few days.

In comparison with 1930 the picture business saw its biggest decline in boxoffice receipts during November, when grosses dipped something like 22.3% below the November of a year ago. That's for the first run spots in the three biggest keys, New York, Chicago and Los Angeles, but can be jotted down as a basis for the general decline with the accustomed computation that the drop is greater inland by some 10% or more.

Figures based on 'Variety's' weekly estimates show a total of \$1,699,500 in the recent November as against a sum of \$2,071,700 a year ago last October. Figures are exclusive of the Mayfair, N. Y., and the Monroe, Chicago, neither of which figure in the '30 November account.

A month to month comparison for 1931, however, as between October and November shows a decline in November of 6.5% below October. Considering the time of year this is deemed unusually large. The three keys totaled \$1,824,900 last October as against \$1,656,500 in November, always recognized as a fine theatre month.

Main Drop in Chicago

Individually the biggest drop comes from Chicago, as a key, which declined 10.4% in November under October of this year. New Angeles slid 12.4% and New York 5.8%. Estimated totals for November, 1931, are \$1,699,500 as against \$1,824,900 in November, 1930, and \$1,851,100.

Broadway shows a gain for the two weeks ending Nov. 27, 1931, as compared with the same period last month around 23.1% from the previous month's total, October being about 10% below the November of 1930.

The Paramount, New York, on the other hand, actually gained in November. However, the November something like 12.9%. Gross gain is largely due to augmented stage shows. The Paramount, New York, the Foxes declined 24.6% this year.

The Foxes declined 6.7% in November as against October of this year. On a basis of November, '30, the Foxes dropped 24.6% this year.

The Mayfair, New York, has the biggest drop in the territory. In recent November and October, 1930, it down 48.5% with the Strand close behind at 44.4%. As between the two Novembers the record drop goes to the Strand with 60.1%.

Allied Now Promoting Industrial Shorts Use

Exhibitors associated with Allied States are now being groomed to show paid industrial shorts. Advertising and publicity men of the manufacturing are among the subjects.

Pay for the exhibs in running the subjects, the money collected going to headquarters. A policy of "no cost" has been followed because of no advertisers.

Cohen Staying West As Zukor's Contact?

Hollywood, Dec. 7. When Adolph Zukor leaves late this week for New York, Emanuel Levinsky probably remains at the Paramount contact studio as an east-west contact for Zukor. Cohen Zukor is reported satisfied with Levinsky's capability in handling duties of this sort.

Frankenstein Loop Wow, \$40,000; Oriental, Ted Lewis, \$35,000; Policy Changes Favor Stage

Chicago, Dec. 7. Holder of the lucky number in this week's b. o. lottery is the thriller at the State-Lake, "Frankenstein." From present indications the thriller will touch close to \$40,000, a remarkable figure at this generally weak-timed house. It started big and is getting bigger, drawing an ocean of men. Fanned there specifically has been slightly retarded, by the emphasis on the gruesome angle, but they will probably be coming around later from the heavy word-of-mouth.

Censors have come through with a legitimate adults only ruling on this flicker. Not that the picture is unfit for children, but doubtless because the censor has been afraid of being out-censored by RKO. Before the picture had been submitted to the censor outfit it had been trailerized as strictly for adults.

Other outstanding note of current week's trade is the opening of "Possessed" at the Roosevelt after having played in successive weeks at the Chicago and Oriental. This makes the first time in local film history that a flicker has been shown at three first run loop theatres. It has accomplished two remarkable feats in one week and appears to be on its way to another pleasant gain. The picture really off since the run Roosevelt has been the bargain at the box office, while Duke Ellington's band.

At the Oriental, which picture theatres is unanimously on the up-ropes, "End and Begin" has just broken since its opening week on its switch to eight acts.

United Artists the "Guardman" is being watched by the business in order that the Theatre Guild pair, Lunt and Fontaine, attract a midwest film mob. Not away clearly enough, backed mightily by two excellent notices drawing simultaneous with its opening.

Oriental is currently continuing its policy established last week. The oil at the boxoffice this week is the Ted Lewis and Roxy, and likely to gear the machinery up to \$35,000. Like old times at this former fashions.

Estimates for This Week
Chicago (Public-35-40; 40,000; 50-70-40; 70-100; 100-150; 150-200; 200-250; 250-300; 300-350; 350-400; 400-450; 450-500; 500-550; 550-600; 600-650; 650-700; 700-750; 750-800; 800-850; 850-900; 900-950; 950-1,000; 1,000-1,050; 1,050-1,100; 1,100-1,150; 1,150-1,200; 1,200-1,250; 1,250-1,300; 1,300-1,350; 1,350-1,400; 1,400-1,450; 1,450-1,500; 1,500-1,550; 1,550-1,600; 1,600-1,650; 1,650-1,700; 1,700-1,750; 1,750-1,800; 1,800-1,850; 1,850-1,900; 1,900-1,950; 1,950-2,000; 2,000-2,050; 2,050-2,100; 2,100-2,150; 2,150-2,200; 2,200-2,250; 2,250-2,300; 2,300-2,350; 2,350-2,400; 2,400-2,450; 2,450-2,500; 2,500-2,550; 2,550-2,600; 2,600-2,650; 2,650-2,700; 2,700-2,750; 2,750-2,800; 2,800-2,850; 2,850-2,900; 2,900-2,950; 2,950-3,000; 3,000-3,050; 3,050-3,100; 3,100-3,150; 3,150-3,200; 3,200-3,250; 3,250-3,300; 3,300-3,350; 3,350-3,400; 3,400-3,450; 3,450-3,500; 3,500-3,550; 3,550-3,600; 3,600-3,650; 3,650-3,700; 3,700-3,750; 3,750-3,800; 3,800-3,850; 3,850-3,900; 3,900-3,950; 3,950-4,000; 4,000-4,050; 4,050-4,100; 4,100-4,150; 4,150-4,200; 4,200-4,250; 4,250-4,300; 4,300-4,350; 4,350-4,400; 4,400-4,450; 4,450-4,500; 4,500-4,550; 4,550-4,600; 4,600-4,650; 4,650-4,700; 4,700-4,750; 4,750-4,800; 4,800-4,850; 4,850-4,900; 4,900-4,950; 4,950-5,000; 5,000-5,050; 5,050-5,100; 5,100-5,150; 5,150-5,200; 5,200-5,250; 5,250-5,300; 5,300-5,350; 5,350-5,400; 5,400-5,450; 5,450-5,500; 5,500-5,550; 5,550-5,600; 5,600-5,650; 5,650-5,700; 5,700-5,750; 5,750-5,800; 5,800-5,850; 5,850-5,900; 5,900-5,950; 5,950-6,000; 6,000-6,050; 6,050-6,100; 6,100-6,150; 6,150-6,200; 6,200-6,250; 6,250-6,300; 6,300-6,350; 6,350-6,400; 6,400-6,450; 6,450-6,500; 6,500-6,550; 6,550-6,600; 6,600-6,650; 6,650-6,700; 6,700-6,750; 6,750-6,800; 6,800-6,850; 6,850-6,900; 6,900-6,950; 6,950-7,000; 7,000-7,050; 7,050-7,100; 7,100-7,150; 7,150-7,200; 7,200-7,250; 7,250-7,300; 7,300-7,350; 7,350-7,400; 7,400-7,450; 7,450-7,500; 7,500-7,550; 7,550-7,600; 7,600-7,650; 7,650-7,700; 7,700-7,750; 7,750-7,800; 7,800-7,850; 7,850-7,900; 7,900-7,950; 7,950-8,000; 8,000-8,050; 8,050-8,100; 8,100-8,150; 8,150-8,200; 8,200-8,250; 8,250-8,300; 8,300-8,350; 8,350-8,400; 8,400-8,450; 8,450-8,500; 8,500-8,550; 8,550-8,600; 8,600-8,650; 8,650-8,700; 8,700-8,750; 8,750-8,800; 8,800-8,850; 8,850-8,900; 8,900-8,950; 8,950-9,000; 9,000-9,050; 9,050-9,100; 9,100-9,150; 9,150-9,200; 9,200-9,250; 9,250-9,300; 9,300-9,350; 9,350-9,400; 9,400-9,450; 9,450-9,500; 9,500-9,550; 9,550-9,600; 9,600-9,650; 9,650-9,700; 9,700-9,750; 9,750-9,800; 9,800-9,850; 9,850-9,900; 9,900-9,950; 9,950-10,000; 10,000-10,050; 10,050-10,100; 10,100-10,150; 10,150-10,200; 10,200-10,250; 10,250-10,300; 10,300-10,350; 10,350-10,400; 10,400-10,450; 10,450-10,500; 10,500-10,550; 10,550-10,600; 10,600-10,650; 10,650-10,700; 10,700-10,750; 10,750-10,800; 10,800-10,850; 10,850-10,900; 10,900-10,950; 10,950-11,000; 11,000-11,050; 11,050-11,100; 11,100-11,150; 11,150-11,200; 11,200-11,250; 11,250-11,300; 11,300-11,350; 11,350-11,400; 11,400-11,450; 11,450-11,500; 11,500-11,550; 11,550-11,600; 11,600-11,650; 11,650-11,700; 11,700-11,750; 11,750-11,800; 11,800-11,850; 11,850-11,900; 11,900-11,950; 11,950-12,000; 12,000-12,050; 12,050-12,100; 12,100-12,150; 12,150-12,200; 12,200-12,250; 12,250-12,300; 12,300-12,350; 12,350-12,400; 12,400-12,450; 12,450-12,500; 12,500-12,550; 12,550-12,600; 12,600-12,650; 12,650-12,700; 12,700-12,750; 12,750-12,800; 12,800-12,850; 12,850-12,900; 12,900-12,950; 12,950-13,000; 13,000-13,050; 13,050-13,100; 13,100-13,150; 13,150-13,200; 13,200-13,250; 13,250-13,300; 13,300-13,350; 13,350-13,400; 13,400-13,450; 13,450-13,500; 13,500-13,550; 13,550-13,600; 13,600-13,650; 13,650-13,700; 13,700-13,750; 13,750-13,800; 13,800-13,850; 13,850-13,900; 13,900-13,950; 13,950-14,000; 14,000-14,050; 14,050-14,100; 14,100-14,150; 14,150-14,200; 14,200-14,250; 14,250-14,300; 14,300-14,350; 14,350-14,400; 14,400-14,450; 14,450-14,500; 14,500-14,550; 14,550-14,600; 14,600-14,650; 14,650-14,700; 14,700-14,750; 14,750-14,800; 14,800-14,850; 14,850-14,900; 14,900-14,950; 14,950-15,000; 15,000-15,050; 15,050-15,100; 15,100-15,150; 15,150-15,200; 15,200-15,250; 15,250-15,300; 15,300-15,350; 15,350-15,400; 15,400-15,450; 15,450-15,500; 15,500-15,550; 15,550-15,600; 15,600-15,650; 15,650-15,700; 15,700-15,750; 15,750-15,800; 15,800-15,850; 15,850-15,900; 15,900-15,950; 15,950-16,000; 16,000-16,050; 16,050-16,100; 16,100-16,150; 16,150-16,200; 16,200-16,250; 16,250-16,300; 16,300-16,350; 16,350-16,400; 16,400-16,450; 16,450-16,500; 16,500-16,550; 16,550-16,600; 16,600-16,650; 16,650-16,700; 16,700-16,750; 16,750-16,800; 16,800-16,850; 16,850-16,900; 16,900-16,950; 16,950-17,000; 17,000-17,050; 17,050-17,100; 17,100-17,150; 17,150-17,200; 17,200-17,250; 17,250-17,300; 17,300-17,350; 17,350-17,400; 17,400-17,450; 17,450-17,500; 17,500-17,550; 17,550-17,600; 17,600-17,650; 17,650-17,700; 17,700-17,750; 17,750-17,800; 17,800-17,850; 17,850-17,900; 17,900-17,950; 17,950-18,000; 18,000-18,050; 18,050-18,100; 18,100-18,150; 18,150-18,200; 18,200-18,250; 18,250-18,300; 18,300-18,350; 18,350-18,400; 18,400-18,450; 18,450-18,500; 18,500-18,550; 18,550-18,600; 18,600-18,650; 18,650-18,700; 18,700-18,750; 18,750-18,800; 18,800-18,850; 18,850-18,900; 18,900-18,950; 18,950-19,000; 19,000-19,050; 19,050-19,100; 19,100-19,150; 19,150-19,200; 19,200-19,250; 19,250-19,300; 19,300-19,350; 19,350-19,400; 19,400-19,450; 19,450-19,500; 19,500-19,550; 19,550-19,600; 19,600-19,650; 19,650-19,700; 19,700-19,750; 19,750-19,800; 19,800-19,850; 19,850-19,900; 19,900-19,950; 19,950-20,000; 20,000-20,050; 20,050-20,100; 20,100-20,150; 20,150-20,200; 20,200-20,250; 20,250-20,300; 20,300-20,350; 20,350-20,400; 20,400-20,450; 20,450-20,500; 20,500-20,550; 20,550-20,600; 20,600-20,650; 20,650-20,700; 20,700-20,750; 20,750-20,800; 20,800-20,850; 20,850-20,900; 20,900-20,950; 20,950-21,000; 21,000-21,050; 21,050-21,100; 21,100-21,150; 21,150-21,200; 21,200-21,250; 21,250-21,300; 21,300-21,350; 21,350-21,400; 21,400-21,450; 21,450-21,500; 21,500-21,550; 21,550-21,600; 21,600-21,650; 21,650-21,700; 21,700-21,750; 21,750-21,800; 21,800-21,850; 21,850-21,900; 21,900-21,950; 21,950-22,000; 22,000-22,050; 22,050-22,100; 22,100-22,150; 22,150-22,200; 22,200-22,250; 22,250-22,300; 22,300-22,350; 22,350-22,400; 22,400-22,450; 22,450-22,500; 22,500-22,550; 22,550-22,600; 22,600-22,650; 22,650-22,700; 22,700-22,750; 22,750-22,800; 22,800-22,850; 22,850-22,900; 22,900-22,950; 22,950-23,000; 23,000-23,050; 23,050-23,100; 23,100-23,150; 23,150-23,200; 23,200-23,250; 23,250-23,300; 23,300-23,350; 23,350-23,400; 23,400-23,450; 23,450-23,500; 23,500-23,550; 23,550-23,600; 23,600-23,650; 23,650-23,700; 23,700-23,750; 23,750-23,800; 23,800-23,850; 23,850-23,900; 23,900-23,950; 23,950-24,000; 24,000-24,050; 24,050-24,100; 24,100-24,150; 24,150-24,200; 24,200-24,250; 24,250-24,300; 24,300-24,350; 24,350-24,400; 24,400-24,450; 24,450-24,500; 24,500-24,550; 24,550-24,600; 24,600-24,650; 24,650-24,700; 24,700-24,750; 24,750-24,800; 24,800-24,850; 24,850-24,900; 24,900-24,950; 24,950-25,000; 25,000-25,050; 25,050-25,100; 25,100-25,150; 25,150-25,200; 25,200-25,250; 25,250-25,300; 25,300-25,350; 25,350-25,400; 25,400-25,450; 25,450-25,500; 25,500-25,550; 25,550-25,600; 25,600-25,650; 25,650-25,700; 25,700-25,750; 25,750-25,800; 25,800-25,850; 25,850-25,900; 25,900-25,950; 25,950-26,000; 26,000-26,050; 26,050-26,100; 26,100-26,150; 26,150-26,200; 26,200-26,250; 26,250-26,300; 26,300-26,350; 26,350-26,400; 26,400-26,450; 26,450-26,500; 26,500-26,550; 26,550-26,600; 26,600-26,650; 26,650-26,700; 26,700-26,750; 26,750-26,800; 26,800-26,850; 26,850-26,900; 26,900-26,950; 26,950-27,000; 27,000-27,050; 27,050-27,100; 27,100-27,150; 27,150-27,200; 27,200-27,250; 27,250-27,300; 27,300-27,350; 27,350-27,400; 27,400-27,450; 27,450-27,500; 27,500-27,550; 27,550-27,600; 27,600-27,650; 27,650-27,700; 27,700-27,750; 27,750-27,800; 27,800-27,850; 27,850-27,900; 27,900-27,950; 27,950-28,000; 28,000-28,050; 28,050-28,100; 28,100-28,150; 28,150-28,200; 28,200-28,250; 28,250-28,300; 28,300-28,350; 28,350-28,400; 28,400-28,450; 28,450-28,500; 28,500-28,550; 28,550-28,600; 28,600-28,650; 28,650-28,700; 28,700-28,750; 28,750-28,800; 28,800-28,850; 28,850-28,900; 28,900-28,950; 28,950-29,000; 29,000-29,050; 29,050-29,100; 29,100-29,150; 29,150-29,200; 29,200-29,250; 29,250-29,300; 29,300-29,350; 29,350-29,400; 29,400-29,450; 29,450-29,500; 29,500-29,550; 29,550-29,600; 29,600-29,650; 29,650-29,700; 29,700-29,750; 29,750-29,800; 29,800-29,850; 29,850-29,900; 29,900-29,950; 29,950-30,000; 30,000-30,050; 30,050-30,100; 30,100-30,150; 30,150-30,200; 30,200-30,250; 30,250-30,300; 30,300-30,350; 30,350-30,400; 30,400-30,450; 30,450-30,500; 30,500-30,550; 30,550-30,600; 30,600-30,650; 30,650-30,700; 30,700-30,750; 30,750-30,800; 30,800-30,850; 30,850-30,900; 30,900-30,950; 30,950-31,000; 31,000-31,050; 31,050-31,100; 31,100-31,150; 31,150-31,200; 31,200-31,250; 31,250-31,300; 31,300-31,350; 31,350-31,400; 31,400-31,450; 31,450-31,500; 31,500-31,550; 31,550-31,600; 31,600-31,650; 31,650-31,700; 31,700-31,750; 31,750-31,800; 31,800-31,850; 31,850-31,900; 31,900-31,950; 31,950-32,000; 32,000-32,050; 32,050-32,100; 32,100-32,150; 32,150-32,200; 32,200-32,250; 32,250-32,300; 32,300-32,350; 32,350-32,400; 32,400-32,450; 32,450-32,500; 32,500-32,550; 32,550-32,600; 32,600-32,650; 32,650-32,700; 32,700-32,750; 32,750-32,800; 32,800-32,850; 32,850-32,900; 32,900-32,950; 32,950-33,000; 33,000-33,050; 33,050-33,100; 33,100-33,150; 33,150-33,200; 33,200-33,250; 33,250-33,300; 33,300-33,350; 33,350-33,400; 33,400-33,450; 33,450-33,500; 33,500-33,550; 33,550-33,600; 33,600-33,650; 33,650-33,700; 33,700-33,750; 33,750-33,800; 33,800-33,850; 33,850-33,900; 33,900-33,950; 33,950-34,000; 34,000-34,050; 34,050-34,100; 34,100-34,150; 34,150-34,200; 34,200-34,250; 34,250-34,300; 34,300-34,350; 34,350-34,400; 34,400-34,450; 34,450-34,500; 34,500-34,550; 34,550-34,600; 34,600-34,650; 34,650-34,700; 34,700-34,750; 34,750-34,800; 34,800-34,850; 34,850-34,900; 34,900-34,950; 34,950-35,000; 35,000-35,050; 35,050-35,100; 35,100-35,150; 35,150-35,200; 35,200-35,250; 35,250-35,300; 35,300-35,350; 35,350-35,400; 35,400-35,450; 35,450-35,500; 35,500-35,550; 35,550-35,600; 35,600-35,650; 35,650-35,700; 35,700-35,750; 35,750-35,800; 35,800-35,850; 35,850-35,900; 35,900-35,950; 35,950-36,000; 36,000-36,050; 36,050-36,100; 36,100-36,150; 36,150-36,200; 36,200-36,250; 36,250-36,300; 36,300-36,350; 36,350-36,400; 36,400-36,450; 36,450-36,500; 36,500-36,550; 36,550-36,600; 36,600-36,650; 36,650-36,700; 36,700-36,750; 36,750-36,800; 36,800-36,850; 36,850-36,900; 36,900-36,950; 36,950-37,000; 37,000-37,050; 37,050-37,100; 37,100-37,150; 37,150-37,200; 37,200-37,250; 37,250-37,300; 37,300-37,350; 37,350-37,400; 37,400-37,450; 37,450-37,500; 37,500-37,550; 37,550-37,600; 37,600-37,650; 37,650-37,700; 37,700-37,750; 37,750-37,800; 37,800-37,850; 37,850-37,900; 37,900-37,950; 37,950-38,000; 38,000-38,050; 38,050-38,100; 38,100-38,150; 38,150-38,200; 38,200-38,250; 38,250-38,300; 38,300-38,350; 38,350-38,400; 38,400-38,450; 38,450-38,500; 38,500-38,550; 38,550-38,600; 38,600-38,650; 38,650-38,700; 38,700-38,750; 38,750-38,800; 38,800-38,850; 38,850-38,900; 38,900-38,950; 38,950-39,000; 39,000-39,050; 39,050-39,100; 39,100-39,150; 39,150-39,200; 39,200-39,250; 39,250-39,300; 39,300-39,350; 39,350-39,400; 39,400-39,450; 39,450-39,500; 39,500-39,550; 39,550-39,600; 39,600-39,650; 39,650-39,700; 39,700-39,750; 39,750-39,800; 39,800-39,850; 39,850-39,900; 39,900-39,95

'Private Lives' \$36,000—Detroit; Fairbanks \$10,000

A group of good pictures are combining to get nice totals this week. The grandest is 'Private Lives' which started in its third week but will

draw new ones this week with 'Private Lives' getting the best break. **Estimates For This Week:**
Michigan—'Private Lives' (M-G) (14-25-35-50) and stage show. Names in this one okay and going along to very good week at \$19,000. Last week: \$19,000. **Par** only \$18,000.
Fox—'Surrender' (Fox) and stage show. Names in this one okay and going along to very good week at \$11,000. Last week: \$11,000. **Par** only \$10,000.
Richman—'Blond Crazy' (WB), and stage show. (2,800; 15-25-35-60). Last week: \$11,000. Last week: \$11,000. **Par** only \$10,000.

Frankenstein (U) (2,600; 15-25-35-50). Third week getting \$17,000 after a first week of \$27,000, and second week of \$28,000; all house records broken and film leaves at end of second stanza.

Paramount—'Flying High' (M-G) (2,500; 15-25-35-50). Last week: \$17,000. Last week: \$17,000. **Par** only \$16,000. **Frankenstein (U)** (2,600; 15-25-35-50). Third week getting \$17,000 after a first week of \$27,000, and second week of \$28,000; all house records broken and film leaves at end of second stanza.

United Artists—'Around World' (U) (2,500; 15-25-35-50-75). Last week: \$17,000. Last week: \$17,000. **Par** only \$16,000. **Frankenstein (U)** (2,600; 15-25-35-50). Third week getting \$17,000 after a first week of \$27,000, and second week of \$28,000; all house records broken and film leaves at end of second stanza.

**X' POOR ON \$5,000;
HILL'S \$10,000 NICE**

Providence, Dec. 7.
(Drawing Population, 315,000)
Loew's State again out in front this week. **'Forsaken' (Cine)** broke. **Warner's**, one of the two RKO houses in this city, went dark yesterday.

Estimates for This Week
Loew's State (3,800; 20-35-75) **'Forsaken' (Cine)**. Advertising critics hot and bothered, but a couple of newspaper de-use helped **Loew's** state. **Capitol** should be able to tie in \$18,000. Last week: \$18,000. **Par** only \$17,000.
Majestic (Ray) (2,500; 15-25-35) **'The Hill' (Fox)**. Advertising interest and attracting old timers; may not reach smash point, but showing in it for a good, good. Last week: \$17,000. Last week: \$17,000. **Par** only \$16,000.

Paramount (2,500; 15-25-35-50) **'Blond Crazy' (WB)**. Nothing beyond ordinary; maybe \$16,000. Last week: \$16,000. **Par** only \$15,000.
Loew's State (3,800; 20-35-75) **'Forsaken' (Cine)**. Advertising critics hot and bothered, but a couple of newspaper de-use helped **Loew's** state. **Capitol** should be able to tie in \$18,000. Last week: \$18,000. **Par** only \$17,000.

**Montreal's Normal Totals;
Cap's 2 \$10,000 This Wk.**

Montreal, Dec. 7.
(Drawing Population, 600,000)
Edouard theatre was the highest of the flickers the past few weeks and makes it if it will have tomorrow (Tuesday) is a French-Canadian holiday which will do no harm this week.

Palace and Loew's will have another close run this week. **'The Champ' (Par)** to get the best break. **'Blond Crazy' (WB)** Sweet, vaude headlines, should hold up **Loew's**.

Estimates for This Week
His Majesty's (Cine) (4,600; 50-75-100) **'The Champ' (Par)**. Last week: \$12,000. Last week: \$12,000. **Par** only \$11,000.
Loew's State (3,800; 20-35-75) **'Forsaken' (Cine)**. Advertising critics hot and bothered, but a couple of newspaper de-use helped **Loew's** state. **Capitol** should be able to tie in \$18,000. Last week: \$18,000. **Par** only \$17,000.

Loew's State (3,800; 20-35-75) **'Forsaken' (Cine)**. Advertising critics hot and bothered, but a couple of newspaper de-use helped **Loew's** state. **Capitol** should be able to tie in \$18,000. Last week: \$18,000. **Par** only \$17,000.

EVA TANGUY MAY DO \$21,000 FOR INDIANA

Indianapolis, Dec. 7.
Bills at all houses except the Circle, is still on the upgrade. Pictures are better and the Indiana show, with Eva Tanguy, is a big success. Even heavy exploitation with seven college grade clubs couldn't hurt the show. Last week: \$21,000. Last week: \$21,000. **Par** only \$20,000.

Estimates for This Week
Indiana (Publics) (3,200; 25-35-50) **'Eva Tanguy' (Par)** and stage show. Names in this one okay and going along to very good week at \$21,000. Last week: \$21,000. **Par** only \$20,000.

Circle (Publics) (2,400; 25-35-50) **'Surrender' (Fox)** and stage show. Names in this one okay and going along to very good week at \$17,000. Last week: \$17,000. **Par** only \$16,000.

Richman (Publics) (1,100; 15-25-35-50) **'Blond Crazy' (WB)**, and stage show. Names in this one okay and going along to very good week at \$11,000. Last week: \$11,000. **Par** only \$10,000.

Palace (Loew's) (2,500; 25-35-50) **'Guardman' (M-G)**. Looks best in town. Last week: \$17,000. Last week: \$17,000. **Par** only \$16,000.

Capitol (Fourth Ave.) (1,400; 25-35-50) **'Frankenstein' (U)**. Expected to do \$20,000. Last week: \$20,000. Last week: \$20,000. **Par** only \$19,000.

Lyric (Fourth Ave.) (2,000; 25-35-50) **'House of Wax' (U)** and vaude. Last week: \$17,000. Last week: \$17,000. **Par** only \$16,000.

**Light's K. C. \$8,200 Fair;
'Surrender's' \$5,000 Oke**

Kansas City, Dec. 7.
Management of the Mainstreet thought so well of the picture, 'Surrender' (Fox) that they gave it a first week. Last week: \$8,200. Last week: \$8,200. **Par** only \$7,000.

Estimates for This Week
Loew's Midland (2,500; 25-35-50) **'Surrender' (Fox)**. Good for \$5,000. Last week: \$5,000. Last week: \$5,000. **Par** only \$4,000.

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Philly Is in Fair Shape—\$27,000 for 'Over Hill' at the Fox

Philadelphia, Dec. 7.
Despite the inevitable Christmas holidays, local trade is holding up better than was the case in previous weeks.

Outstanding downtown this week is **'Over Hill' (Fox)**, which is holding up better than was the case in previous weeks. Last week: \$27,000. Last week: \$27,000. **Par** only \$26,000.

Estimates for This Week
Over Hill (Fox) (3,200; 25-35-50) **'Over Hill' (Fox)**. Last week: \$27,000. Last week: \$27,000. **Par** only \$26,000.

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Comparative Grosses for November

Total of grosses during November for towns and houses listed as previously reported weekly.

NEW YORK

Nov. 7	Nov. 14	Nov. 21	Nov. 28
CAPITOL High, \$109,280 Low, 30,000 Stage Show	Madison Claudet \$48,200 Stage Show	Phantom of the Opera \$56,300	Garden \$68,000
PARA-MOUNT High, \$109,280 Low, 30,000 Stage Show	Girls About Town \$22,000 Stage Show	Once a Lady \$22,000	Touchdown \$17,000
ROXY High, \$109,280 Low, 30,000 Stage Show	Yellow Ticket \$22,000	Friends and Lovers \$22,000	Ambassador Bill \$22,000
High \$109,280 Low, 30,000 Stage Show	Mad Genius \$22,000	Bad Company \$22,000	Our Children \$22,000
Constitution High, \$109,280 Low, 30,000 Stage Show	Marriage \$22,000	Compromised \$22,000	Expensive Women \$22,000
STRAND High, \$109,280 Low, 30,000 Stage Show	Platinum Blonde \$22,000	Compromised \$22,000	Expensive Women \$22,000

LOS ANGELES

Nov. 7	Nov. 14	Nov. 21	Nov. 28
LOEW'S High, \$109,280 Low, 30,000 Stage Show	Madison Claudet \$48,200 Stage Show	Purple Sage \$22,000	Cuban Love Song \$22,000
PARA-MOUNT High, \$109,280 Low, 30,000 Stage Show	Girls About Town \$22,000	Once a Lady \$22,000	Touchdown \$17,000
ROXY High, \$109,280 Low, 30,000 Stage Show	Yellow Ticket \$22,000	Friends and Lovers \$22,000	Ambassador Bill \$22,000
High \$109,280 Low, 30,000 Stage Show	Mad Genius \$22,000	Bad Company \$22,000	Our Children \$22,000
Constitution High, \$109,280 Low, 30,000 Stage Show	Marriage \$22,000	Compromised \$22,000	Expensive Women \$22,000
STRAND High, \$109,280 Low, 30,000 Stage Show	Platinum Blonde \$22,000	Compromised \$22,000	Expensive Women \$22,000

CHICAGO

Nov. 7	Nov. 14	Nov. 21	Nov. 28
CHICAGO High, \$17,300 Low, 2,000 Stage Show	Madison Claudet \$48,200 Stage Show	Once a Lady \$22,000	Yellow Ticket \$22,000
PARA-MOUNT High, \$17,300 Low, 2,000 Stage Show	Girls About Town \$22,000	Once a Lady \$22,000	Touchdown \$17,000
ROXY High, \$17,300 Low, 2,000 Stage Show	Yellow Ticket \$22,000	Friends and Lovers \$22,000	Ambassador Bill \$22,000
High \$17,300 Low, 2,000 Stage Show	Mad Genius \$22,000	Bad Company \$22,000	Our Children \$22,000
Constitution High, \$17,300 Low, 2,000 Stage Show	Marriage \$22,000	Compromised \$22,000	Expensive Women \$22,000
STRAND High, \$17,300 Low, 2,000 Stage Show	Platinum Blonde \$22,000	Compromised \$22,000	Expensive Women \$22,000

BROOKLYN

Nov. 7	Nov. 14	Nov. 21	Nov. 28
PARA-MOUNT High, \$17,300 Low, 2,000 Stage Show	Girls About Town \$22,000	Once a Lady \$22,000	Touchdown \$17,000
ROXY High, \$17,300 Low, 2,000 Stage Show	Yellow Ticket \$22,000	Friends and Lovers \$22,000	Ambassador Bill \$22,000
High \$17,300 Low, 2,000 Stage Show	Mad Genius \$22,000	Bad Company \$22,000	Our Children \$22,000
Constitution High, \$17,300 Low, 2,000 Stage Show	Marriage \$22,000	Compromised \$22,000	Expensive Women \$22,000
STRAND High, \$17,300 Low, 2,000 Stage Show	Platinum Blonde \$22,000	Compromised \$22,000	Expensive Women \$22,000

NEW HAVEN

Nov. 7	Nov. 14	Nov. 21	Nov. 28
PARA-MOUNT High, \$17,300 Low, 2,000 Stage Show	Girls About Town \$22,000	Once a Lady \$22,000	Touchdown \$17,000
ROXY High, \$17,300 Low, 2,000 Stage Show	Yellow Ticket \$22,000	Friends and Lovers \$22,000	Ambassador Bill \$22,000
High \$17,300 Low, 2,000 Stage Show	Mad Genius \$22,000	Bad Company \$22,000	Our Children \$22,000
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STRAND High, \$17,300 Low, 2,000 Stage Show	Platinum Blonde \$22,000	Compromised \$22,000	Expensive Women \$22,000

NEW ORLEANS

Nov. 7	Nov. 14	Nov. 21	Nov. 28
LOEW'S High, \$17,300 Low, 2,000 Stage Show	Madison Claudet \$48,200 Stage Show	Once a Lady \$22,000	Yellow Ticket \$22,000
PARA-MOUNT High, \$17,300 Low, 2,000 Stage Show	Girls About Town \$22,000	Once a Lady \$22,000	Touchdown \$17,000
ROXY High, \$17,300 Low, 2,000 Stage Show	Yellow Ticket \$22,000	Friends and Lovers \$22,000	Ambassador Bill \$22,000
High \$17,300 Low, 2,000 Stage Show	Mad Genius \$22,000	Bad Company \$22,000	Our Children \$22,000
Constitution High, \$17,300 Low, 2,000 Stage Show	Marriage \$22,000	Compromised \$22,000	Expensive Women \$22,000
STRAND High, \$17,300 Low, 2,000 Stage Show	Platinum Blonde \$22,000	Compromised \$22,000	Expensive Women \$22,000

(Continued on page 25)

WARNER BROS.

and FIRST NATIONAL

*will
release*

6

**STAR
HITS**
for

JANUARY PLAY DATES

Here they are:—

DEC. 26th (FN)



**MARILYN
MILLER**

in
**HER MAJESTY
LOVE**

*with Ben Lyon and the 4 funniest comedians on
the screen: W. C. FIELDS, LEON ERROL,
Chester Conklin, Ford Sterling.*

Directed by William Dieterle

JAN. 2nd (WB)



**MARIAN
MARSH**

in
**UNDER
EIGHTEEN**

*First star of the new year in a sure-fire
human story. With Warren William, Anita
Page, Regis Toomey, Norman Foster.*

Directed by Archie (Gough) Mayo

JAN. 9th (FN)



**LIL
DAGOVER**

in
**THE WOMAN FROM
MONTE CARLO**

*The Continental Darling reaches American au-
diences at last. With Walter Huston, Warren
William, John Wray, George E. Stone, Robert
Warwick.*

Directed by Michael Curtiz

JAN. 16th (WB)

**MANHATTAN
PARADE**

with
SMITH and DALE

*of the Avon Comedy 4.
Winnie Lightner, Chas. Butterworth, Bobby
Watson, Dickie Moore.*

Directed by Lloyd (Gold Diggers) Bacon.

1932's big leg and laugh show! All in technicolor!

JAN. 23rd (FN)

DOUGLAS

FAIRBANKS, JR.



in
**UNION
DEPOT**

*with JOAN
BLONDELL*

*The year's novelty sensation! Guy Kibbee,
Lilian Bond and 5000 players.*

Directed by Alfred (Smart Money) Green.

JAN. 30th (WB)




**WILLIAM
POWELL**
in
**HIGH
PRESSURE**

*Fast! Modern! Life!... The kind of role that
made him famous. With Evelyn Brent, Evelyn
Knapp, Guy Kibbee, George Sidney, John
Wray, Polly Walters.*

Directed by Mervyn (Five Star Final) LeRoy.

BACKBONE PRODUCT!

and 6 more big ones for FEBRUARY PLAY DATES

FEB. 6th (FN)
EDWARD G.
ROBINSON

in THE HONORABLE MR. WONG

Follow-up hit to "Five Star Final". With LOR. BTTA YOUNG, Dudley Digges, Leslie Fenton
Directed by Wm. (Night Nurse) Wellman.

FEB. 20th (FN)
RICHARD
BARTHELMESS

in ALIAS THE DOCTOR

Barthelmess' greatest role since "Weary River". With Marian Marsh, Norman Foster, Boris Karloff.

Directed by Michael Curtiz.

FEB. 6th (WB)

JAMES
CAGNEY
in "TAXI!"

Warner's Red-Headed Wonder crashes through to stardom! With Loretta Young, Geo. E. Stone, Guy Kibbee. By Kubec Glasmon and John Bright, the "Smart Money" boys.

Directed by Roy Del Ruth.

FEB. 20th (FN)

JOE E.
BROWN
in FIREMAN, SAVE MY CHILD

A four-alarm comedy riot! With Evalyn Knapp, Lilian Bond, Guy Kibbee.

Directed by Lloyd Bacon.

FEB. 13th (WB)
EDNA FERBER'S "OLD MAN MINICK"

One of Edna Ferber's finest masterpieces. With "Chic" Sale, Dickie Moore

Directed by Archie, Bought May.

FEB. 27th (WB)

GEORGE
ARLISS
in THE MAN WHO PLAYED GOD

Another great story as modern and as human as "The Millionaire". With Violet Henning, Donald Cook, Louise Closser Hale, Hedda Hopper.

Directed by John Adolfi who made "The Millionaire"

Book Early And Avoid The Rush At

WARNER BROS. and FIRST NATIONAL

(Continued on page 21).

BOOKED ON MERIT ONLY!



The GUILTY GENERATION

"Up to the minute in dramatic appeal, and with lots of laughs . . . accounts and give it preferential dating and then get behind it with a campaign."
—VARIETY

"A superior screen melodrama, depicting with admirable success the home life of a Big Shot racketeer . . . expert and exciting."
—N. Y. HERALD TRIBUNE

PLATINUM BLONDE

"Smartest fun on the Broadway screens . . . glitters and sparkles . . . one of the gayest, sanest comedies you've ever seen!"
—N. Y. MIRROR

"Platinum Blonde" . . . further explains why you hear so many cinema-minded folks talking about Columbia pictures these days."
—STRAUSE HERALD



JACK HOLT

in

"MAKER OF MEN"

(not yet reviewed)

THE SECRET WITNESS

(coming soon to a Broadway theatre)

"Had a preview audience in a burst of tense excitement and appreciative laughter . . . deft direction, sterling performances."
—MOTION PICTURE DAILY

"Well-told and smoothly-constructed . . . should show up . . . a corking fine example of a type of story that has found a wide market . . . safely in the money."
—HOLLYWOOD REPORTER



MEN IN HER LIFE

"3 star *** stunner . . . a dandy . . . we enjoyed it immensely . . . lovely Lois Moran is one of the finest of the younger screen stars. Bickford's performance is a joy."
—N. Y. DAILY NEWS

"Grade-A movie fare. It wouldn't be surprising if this Columbia picture were held over by popular demand. It also is."
—N. Y. AMERICAN

THE DECEIVER

"First-class entertainment . . . holds the interest throughout."
—N. Y. DAILY NEWS

"Grade-A thrill-mystery movie, loaded with suspense, surprise and action . . . the cast is excellent . . . if you like detective stories (and who doesn't?) you'll enjoy it!"
—N. Y. DAILY MIRROR

Just wait until you read the reviews on

BARBARA STANWYCK

in "FORBIDDEN"

a Frank Capra triumph

with Adolphe Menjou

JACK HOLT in

"THE MAN WHO DARED"

"3 WISE GIRLS"

with Mae Clarke, Jean Harlow, Marie Prevost, Walter Byron

"THE FEATHERED SERPENT"

by EDGAR WALLACE (tentative title)

and all the other pictures in the
BIG PARADE of COLUMBIA HITS!



**YOUR INVESTMENT IS SAFE WITH A
COLUMBIA CONTRACT IN YOUR SAFE!**

Jumbled Boards

Posters upped down have been used to gain extra attention, but the jumbled boards of the season, which date back to the early days, when the idea was developed from old vaudeville acts, are being used again. The idea, which dates back to the early days, when the idea was developed from old vaudeville acts, are being used again.

For outdoor use it requires 24 squares of composition. The paper is cut with one sheet of the paper pasted on each square. This is irregular order and permitted to stay up for a day or two in that position before they are rearranged to give the proper poster, which can be changed.

The chances are that it will keep the phone busy, but that merely gives an opportunity for further sales talk. Even a single sheet misplaced will often bring a dozen calls, and it has been proved to the people who love to receive the error of their ways.

Only one time, so says it for something big. Paint over with waterglass (alkali of soda), to prevent a washdown.

Pirates for Corsair

Most masquerade and costume parties are apt to be a success, but girl pirates than anything else. The girls, who are dressed in pirate costume and shows their limbs off. Many have such costumes, and should be, but they are mostly matter to stage a pirate ship in connection with the party. Hold it for the week of the show, and if possible, the girls should be dressed in pirate costume.

Send the newspaper to have a photographer there, if you cannot get your local picture gallery to make prints in the hope of selling copies to the constabulary. The stunt should boost business and cost only the price of a loving cup at the time.

Employment

Several managers are using the old job idea, recently mentioned, to get the unemployed. One manager, but another plan is a theatre agency for jobs.

Some managers may register free, and employers are urged to call the office when needed. The plan is to help.

A great volume of work is being done, but the stunt lapsed well and no more is to be done through this means. It helps keep the theatre prominent in the community.

Paper Weights

Old bits of type can be saved into 15-inch lengths, painted in a bright color and lettered with the name of the manager. These are sent to newsmen, to be used in holding their newspapers. Most will welcome this tiny weight to offset the heavy and leaden ones that stand at least until the end of spring.

Can either be made a permanent appeal or, if considered worth the trouble, painted up the current attractions, two sets being used.

Helping the Patron

With a national magazine running a allied poster campaign, managers are bothered with innumerable requests for identification. When the idea is to help the manager, and to refuse to assist is perhaps only to get the real help to help business. In similar contacts managers have carried out the plan.

The extra extreme seems to be the identification of the patron in the lobby as soon as each issue appears. The plan has been tried with the result that suggestion of intimate assistance which carries the result.

The best stunt so far reported is the manager who has taken one of the girl ushers as an information bureau. The girl, who volunteered, but when asked for, any house employee, refused the offer. The patron then goes away feeling that the girl has been tricked, and is a commony to the manager, but it is so important to the manager.

A Lady Painter

A. C. Raleigh, who has been reported from Seattle, was one of the pioneer hustlers and one of the best developers of the theatre posters for lobby displays. He used the idea to catch the attention of the work eyes and to suggest a man to work on a sign. He has used this in a day when effects were more seldom used than now.

One day Raleigh, who was unique stunt was pulled when he was running a theatre in the city. He wanted to work the woman sign painter who was used in the city. He had possessed both the nerve and the ability to fill in a sign. He got

Publix Toyland

Through an arrangement between the Toyland and the department stores, the Elizabethan Room of the Elizabethan Theatre, which is open over to L. & T. for a Xmas toyland show. In addition to the Toyland, which is open over to L. & T. for a Xmas toyland show. In addition to the Toyland, which is open over to L. & T. for a Xmas toyland show.

A blonde wife, had a pair of red velvet slippers, made from an old dress, and did his job himself. As his make-up could not stand a very close inspection, he had himself lowered from the roof instead of going up a ladder, and put the idea over for big business.

Mystery M.C.

Competent directors of 'kiddie clubs' are apt to be minor, a vital asset. Generally the press agent, the manager, organizer or some other worker who is supposed to vanish as soon as the meeting is concluded.

The mystery character really is the house sign writer. He uses a clever disguise, and the youngsters are fascinated by the mystery angle, hoping to catch him as he makes his exit.

The mystery character really is the house sign writer. He uses a clever disguise, and the youngsters are fascinated by the mystery angle, hoping to catch him as he makes his exit.

Play for Photographers

If you have 'Over the Hill' make a special drive on the photography with appeal to both still and amateur. They are interested in the play, and the manager should offer the many unusual effects in the play.

Appeal ought to be particularly directed to the motion picture photographer, who is interested in indoor lighting. The manager should offer the many unusual effects in the play.

Posted Newspapers

Several managers are using a newspaper of which only one copy is produced. This takes the manager out of the picture, and the newspaper is posted in the lobby.

No driving is permitted for other than the theatre, but local merchants are given mention of bargain sales on the grounds that this information is news to the women patron, and closes the door to the theatre shall be given the item in advance of circular work.

As the local press is issued but once a week, this is a convenience both to the manager and the patron.

Looking for Pointers

Midwest theatre has writing desks in the lobby, and the manager is to be seen. On each there is a small box with a slot and above it a sign, which says 'Pointers'. The manager will appreciate any suggestion, and the manager will appreciate any suggestion.

Where a name and address are added, a personal letter of thanks or explanation is sent, and a pass is issued if the suggestion is of real value.

One Good Turn, Etc.

Chicago. Making use of a real estate belonging to the theatre, not to be opened until Christmas Day, Dave and the manager have a plan. The plan is to have a plan. The plan is to have a plan.

Adjacent to the new South town theatre, the manager has a plan. The plan is to have a plan. The plan is to have a plan.

Results that cost of all stores carries the information. The plan is to have a plan. The plan is to have a plan.

Public. Three of five cash prizes awarded by the theatre to the best actor in the 'Politics' have gone to Public Manager. First prize, \$50, was won by the actor in the 'Politics'.

Public. Three of five cash prizes awarded by the theatre to the best actor in the 'Politics' have gone to Public Manager. First prize, \$50, was won by the actor in the 'Politics'.

After the Holidays

It is not a simple matter to sell one's wares after the holidays. It is not a simple matter to sell one's wares after the holidays. It is not a simple matter to sell one's wares after the holidays.

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Gossip Sheet as Plug

The average Texas oilman's oil sheet and stills sent by the exchange, seldom bordering with tricks of exploitation. But, at that, once in a while one of the oilmen has a house organ in the form of a gossip rag titled 'The Town Tattler.' With the editor's cognate, sheet gets off a lot of razzes and how-downs to the burgers, at the same time serving as a first class plug for coming and current plies.

Merchants are taking place in the 'Tattler,' making it self-supporting with mounds of lottery or two for the bankroll besides.

was announced at a dinner at the same hotel the following night. The show, which has been booked for an ad contest with 10 questions in the special advertisement for 'His Woman' with the answers in the classifieds. Neatest replies drew a pair of assets apiece with 10 singles for consolation.

The contest offered 25 singles a day to the children making the best of a 'Poppy' cartoon in the 'Tattler.' The contest was the current attraction.

The relationship between Hearst and the Metro interests probably helped, but it was a good sized job.

Joe Brown Tell Contest. Warner Brothers preceded the showing of Joe Brown's 'Local Boy' with a yell contest in all WB main theatres. The contest was recently Brown made a trailer giving details of the competition and announced \$50 to the winner.

Finalists were picked in all the main theatres. The contest was the current attraction.

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Why It's a Lottery

Someone writes in to ask why it is that the lottery is so popular. The answer is that the lottery is so popular because it is a lottery.

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For a Dark House

Comes too late for use this season, but while remembering next year's lottery, it is a good idea to have dark houses. Worked for the theatre, and the lottery was closed to reduce the overwork and was started on the World Series.

The manager announced in his house and via newspapers that the lottery was closed to reduce the overwork and was started on the World Series.

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BEHIND the KEYS

Los Angeles. Two more substantial prizes added one day a week of vaude. Fox, Santa Barbara, takes five acts from the program. The program is to be a success.

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Mass.: James H. of the McKoy, Boston, has a plan. The plan is to have a plan. The plan is to have a plan.

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Chatterton 'Good Speech' Contest

Dallas. As a forerunner for future Chatterton contests, the contest is appealing to native highbrows with a better speech contest. The contest is to be a success.

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Advice on Love

Los Angeles. Free advice to the love seekers is undertaken by Jack Proctor, pub. for the United Artists theatre, on the subject of love. The plan is to have a plan.

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Easying Newsrels

Whenever the live wire exhibitor is asked to give a newsrel, he is pretty apt to hop over to the next newsrel. The plan is to have a plan.

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Snow Cards

Now's the time to get a couple of bundles of little and get some cards with institutional copy and tack them on the walls. The plan is to have a plan.

Now's the time to get a couple of bundles of little and get some cards with institutional copy and tack them on the walls. The plan is to have a plan.

(Continued on page 47)

THE MILLION DOLLAR FACE

CHICAGO

Absolute smash
beating "Dracula"

3rd WEEK

DETROIT
MILWAUKEE
WASHINGTON

HOLD OVER

BOSTON
CLEVELAND
AKRON
FORT WAYNE
PROVIDENCE
GRAND RAPIDS
LOWELL
DES MOINES
SOUTH BEND

WRECKS "DRACULA" RECORD

ST. PAUL
NEW ORLEANS
OMAHA
SEATTLE
TACOMA
BIRMINGHAM
MEMPHIS
MINNEAPOLIS
LAWRENCE
OKLAHOMA CITY
ATLANTA
PORTLAND, ORE.
DALLAS
SALT LAKE CITY
KANSAS CITY



Critics Rave

"Holds you spellbound"
N. Y. American
"A dandy... guarantees
satisfaction" N. Y. Tribune
"Most gripping of all"
Chicago Daily Herald
"Unequaled spectacle"
Boston Herald
"Terrifying, fantastic,
thrilling"
Canton Post
"An epic of screen real-
ism"
Boston Eve. American
"The ultimate in thrills"
Boston Globe
"An amazingly effective
photoplay" Hollywood Herald
"This thriller tops them
all"
Hollywood Screen World
"Everybody shivered
and had a good time"
Detroit News
"Dracula" is mild in com-
parison"
Detroit News
"It will entrance you"
Baltimore Post
"Tops all thrillers"
W. Virginian News
"One of the best"
Pittsburgh Courier
"Monstrously exciting
picture"
Washington Herald
"May be viewed with
happy alarm by anyone"
Washington Star
"Charged with electric-
ity"
Washington Post
"Will quicken the pulse
of the most blasé"
Washington Times
"Will hold you from be-
ginning to end"
N. Y. Eve. Journal
"A singularly fine picture"
N. Y. Eve. Telegram

**BREAKS - EVERY
KNOWN RECORD
FOR FRIDAY, SATURDAY AND
SUNDAY, AT MAYFAIR THEATRE,
BROADWAY, NEW YORK . . .**

FRANKENSTEIN

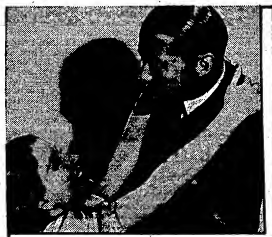
THE MAN WHO MADE A MONSTER

UNIVERSAL'S SUPER THRILLER

Presented by Carl Laemmle



Great laughs from good old Charlie.



Good story; good cast; drama charged with suspense and emotion.



Can a vacation from matrimony restore a wrecked marriage?

"HUSBAND'S HOLIDAY." CLIVE BROOK

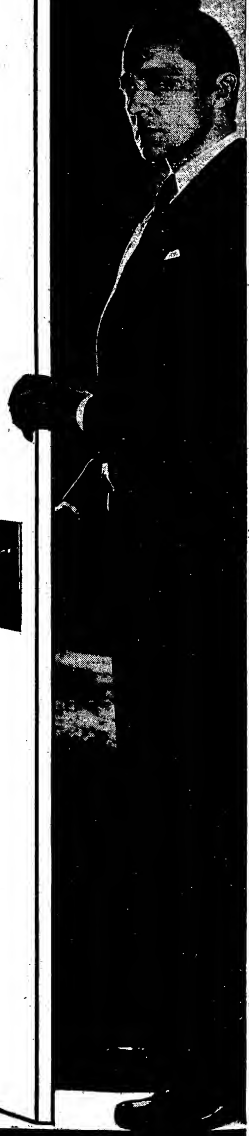
CHARLIE RUGGLES

VIVIENNE OSBORNE

JULIETTE COMPTON

HARRY BANNISTER

Aware of another woman in her husband's life, should a wife give him a matrimonial vacation? Here's the answer; so real it might happen in your own home! A drama that packs a vital, heart-warming appeal for all audiences. From a play by Ernest Pascal.



PARAMOUNT



THE ECLIPSE in the MOTION PICTURE SKY!



THE impossible
HAS happened!

"MATA Hari" tops
"SUSAN Lenox"!

WE have seen it
WITH our own eyes—

WE can state definitely
THAT, bar none, Greta
GARBO's greatest
PRODUCTION of her
ENTIRE career is
"MATA Hari"—



*We urge every M-G-M exhibitor
to move Heaven and Earth to
stretch playing time. Arrange for
EXTRA DAYS Now!*

YOU'LL THANK US LATER!

It's a promise from Metro-Goldwyn-Mayer!

*In the Cast with GRETA
GARBO and RAMON NOVARRO
are LIONEL BARRYMORE,
LEWIS STONE. Directed by
GEORGE FITZMAURICE*

Comparative Grosses for November

(Continued from page 10)

NEWARK, N. J.

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
BRANFORD High, \$30,000 Low, \$5,000	Cisco Kid \$7,200	Ruling Voice \$7,200	Expensive Women \$7,000 (4 days)	Phantom of Paris \$15,000
STATE High, \$22,000 Low, \$11,000	Susan Lenox \$24,000	Palmy Days \$10,000	Madison Claudet \$15,000	Suicide Fleet \$15,000
RKO PROCTORS High, \$20,000 Low, \$7,000	Devotion \$12,000	Smart Woman \$14,000	Consolation Marriage \$17,000	Suicide Fleet \$15,000
TERMINAL	Notre Dame \$4,000	Murder by the Clock \$4,000	Cisco Kid \$7,500	Monkey Business \$7,000
CAPITOL	Droopy Face \$5,700	Free Soul \$2,500	Reckless Living \$4,500	Mad Parade \$4,500

BALTIMORE

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
CENTURY High, \$20,000 Low, \$9,000	Beloved Bachelor \$15,000	Honor of Family \$15,000	Rich Man's Folly \$15,000	Flying High \$22,000
STANLEY High, \$15,000 Low, \$11,000	Ruling Voice \$17,000	Cuban Love \$14,000 (4 days)	Mad Parade \$2,500	Penrod \$2,500
VALENCIA High, \$11,000 Low, \$2,500	Susan Lenox \$3,500	Madison Claudet \$2,500	Touchdown \$6,000 (4 days)	Cuban \$5,100 (4 days)
KEITH'S High, \$20,000 Low, \$5,000	Girls About Town \$5,000	Once a Lady \$7,500	Platinum Blonde \$15,000	Touchdown \$6,000 (4 days)
PARKWAY High, \$6,000 Low, \$5,000	Susan Lenox \$4,500	Madison Claudet \$2,500	Beloved Bachelor \$5,100 (4 days)	Cuban \$5,100 (4 days)

DENVER

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
DENVER High, \$27,700 Low, \$7,000	Girls About Town \$14,700	Once a Lady \$15,000	Rich Man's Folly \$16,000	Secret Service \$6,400
PARA-MOUNT High, \$22,000 Low, \$3,800	Cuban Love \$8,800 (8 days)	Touchdown \$8,800 (8 days)	Caught Placed \$3,500 (8 days)	Ruling Voice \$1,800
RIALTO High, \$7,700 Low, \$1,700	Wallingford \$3,500 (8 days)	Mad Genius \$3,500	Purple Page \$3,500	Man in Her Life \$5,500 (2 weeks)
TABOR High, \$15,000 Low, \$5,500	Sob Sister \$3,000	Mad Genius \$3,500	Purple Page \$3,500	Man in Her Life \$5,500 (2 weeks)
ALADDIN High, \$16,500 Low, \$1,500	Cisco Kid \$5,000	Platinum Blonde \$15,000	Yellow Ticket \$7,000	Heartbreak \$3,500 (2 weeks)

WASHINGTON

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
EARLE High, \$25,000 Low, \$6,000	Girls About Town \$25,000	Blonde Crazy \$17,500	Once a Lady \$21,000	Local Boy \$24,000
PALACE High, \$22,000 Low, \$8,000	Cuban Love \$17,000	Madison Claudet \$20,000	Wallingford \$15,000	Flying High \$15,000 (Record)
COLUMBIA High, \$19,000 Low, \$4,000	Susan Lenox \$15,000	Susan Lenox \$10,000	Guardman Bill \$10,000	Guardman \$7,000
FOX High, \$41,500 Low, \$1,000	Ambassador Bill \$22,000	Yellow Ticket \$22,000	Heartbreak \$15,000	Over the Hill \$15,000
KEITH'S High, \$18,000 Low, \$4,000	Consolation Marriage \$11,000	Way Back Home \$18,000	Way Back Home \$18,000	Way Back Home \$18,000

MONTREAL

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
PALACE High, \$32,000 Low, \$7,000	Hamilton \$10,000	My Sin \$11,000	Susan Lenox \$17,000	Cuban \$15,000
CAPITOL High, \$20,000 Low, \$5,000	The Bargain \$10,000	24 Hours \$11,000	Local Boy \$12,000	Beloved Bachelor \$12,000
LOEW'S High, \$18,500 Low, \$7,500	Side Show \$14,500	The Spider \$14,500	Mad Genius \$11,500	Mad Genius \$11,500
PRINCESS High, \$25,000 Low, \$4,500	Palmy Days \$5,000	Miracle \$10,000	Miracle \$10,000	East of Bernice \$5,000
IMPERIAL High, \$25,000 Low, \$2,500	Sky Line \$2,500	Gay Diplomat \$2,500	Neck & Neck \$2,500	Confessions of a Co-Ed \$2,500

DETROIT

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
MICHIGAN High, \$23,000 Low, \$20,000	Girls About Town \$23,000	Once a Lady \$23,000	Man's Folly \$23,000	Local Boy \$23,000
FOX High, \$18,000 Low, \$10,000	'Heartbreak' \$15,000	'Friends and Lovers' \$15,000	'Yellow Ticket' \$22,300	'Touchdown' \$16,000
FISHER High, \$29,000 Low, \$5,000	'Mad Genius' \$16,000	'Cuban Song' \$25,000	'Claudet' \$25,000	'Claudet' \$25,000
PARA-MOUNT High, \$40,100 Low, \$5,500	'Age for Love' \$8,000	'Age for Love' \$7,500	'Possessed' \$27,000	'Possessed' \$27,000

CINCINNATI

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
ALBEE High, \$35,500 Low, \$17,000	Lost Flight \$21,500	The Spider \$25,000	Wallingford \$20,500	Cisco Kid \$22,000
PALACE High, \$25,100 Low, \$10,000	Girls About Town \$14,000	Once a Lady \$12,500	Rich Man's Folly \$10,000	Suicide Fleet \$11,000
CAPITOL High, \$22,000 Low, \$5,500	Beloved Bachelor \$15,500	Yellow Ticket \$9,500	Guardman Bill \$13,500	His Woman \$11,500
LYRIC High, \$23,900 Low, \$5,000	Consolation Marriage \$9,000	Madison Claudet \$15,000	Our Children \$12,500	Touchdown \$11,000

PHILADELPHIA

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
MASTBAUM	Dark (Temporarily)	Dark	Dark	Dark
EARLE High, \$27,000 Low, \$17,000	Expensive Women \$11,500	Guardman Bill \$15,500	Road to Reno \$12,000	
FOX High, \$41,000 Low, \$25,000	Sob Sister \$23,000	Cisco Kid \$20,000	Ambassador Bill \$15,000	
STANLEY High, \$37,000 Low, \$15,000	Smart Woman \$15,000	5 Star Final \$21,000	5 Star Final \$21,000	

MINNEAPOLIS

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
MINNESOTA High, \$40,200 Low, \$16,000	24 Hours \$25,200	Once a Lady \$23,000	Rich Man's Folly \$10,000	Ambassador Bill \$12,000
ORPHEUM High, \$28,000 Low, \$2,000	Notre Dame \$15,000	Platinum Blonde \$13,000	Our Children \$9,000	Suicide Fleet \$12,000
STATE High, \$20,000 Low, \$5,000	Hamilton \$9,000	Cuban Love \$8,000	Cisco Kid \$8,000	Touchdown \$9,000
LYRIC High, \$7,200 Low, \$2,000	Road to Reno \$7,200	Beloved Bachelor \$5,500	Honor of Family \$4,000	Sob Sister \$4,000

SEATTLE

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
FIFTH AVE. High, \$25,000 Low, \$10,000	Wallingford \$14,000	Once a Lady \$13,500	Touchdown \$11,500	Girls About Town \$11,500
ORPHEUM High, \$32,000 Low, \$2,000	Dangerous Affair \$10,000	Consolation Marriage \$10,000	Our Children \$12,000	Suicide Fleet \$12,100
MUSIC BOX High, \$25,000 Low, \$2,500	Unhappy Garden \$4,000	Mad Genius \$10,000	Age for Love \$3,000	Blonde Crazy \$2,500 (New Low)
LIBERTY High, \$11,500 Low, \$1,000	Line of Duty \$5,000	Convicted \$7,000	Wild Horse \$6,800	Murder at Midnight \$5,200

PORTLAND, ORE.

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
PARA-MOUNT High, \$25,500 Low, \$5,000	Wallingford \$10,500	Once a Lady \$10,500	Touchdown \$9,500	Girls About Town \$9,000
BROADWAY High, \$22,000 Low, \$5,500	Cuban \$6,000	Ambassador Bill \$5,300	Amba. Bill \$5,500	Local Boy \$5,500
RKO ORPHEUM High, \$25,000 Low, \$5,000	Devotion \$11,500	Dangerous Affair \$9,400	Our Children \$11,000	Secret Service \$9,500
MUSIC BOX High, \$20,000 Low, \$5,000	Expensive Women \$4,200	Ruling Voice \$4,000	Mad Genius \$4,800	Local Boy \$5,500

BIRMINGHAM

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
ALABAMA				
RITZ				

PITTSBURGH

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
DAVIS High, \$10,000 Low, \$1,000	'Like Nerve' \$3,250	'Wicks' \$3,250	'Rebound' \$3,600	'Heartbreak' \$3,800
FULTON High, \$12,900 Low, \$1,000	'Sob Sister' \$6,300	'Squaw Man' \$6,500	'Road Reno' \$6,500	'The Spider' \$7,500
HARRIS High, \$11,500 Low, \$1,200	'Fanny Foley' \$11,500	'Homicide Legend' \$3,000	'One Way' \$3,000	'Lascar' \$2,000
PENN High, \$12,000 Low, \$1,500	'Claudet' \$12,000	'24 Hours' \$12,000	'Once a Lady' \$17,000	'Guardman' \$20,000
STANLEY High, \$12,000 Low, \$1,100	'Platinum' \$12,000	'Amba. Bill' \$12,000	'Man's Folly' \$15,000	'Local Boy' \$15,000

BOSTON

	Nov. 7	Nov. 14	Nov. 21	Nov. 28
METRO-POLITAN High, \$19,500 Low, \$1,500	'Mad Genius' \$14,400	'Girls Town' \$50,400	'Touchdown' \$32,800	'Man's Folly' \$32,000
LOEW'S High, \$40,000 Low, \$10,000	'Claudet' \$18,500	'Guardman' \$18,500	'Flying High' \$18,500	'Possessed' \$18,500
RKO High, \$35,500 Low, \$10,700	'Platinum' \$12,000	'Back Home' \$21,500	'Our Children' \$18,000	'Suicide Fleet' \$14,000
KEITH'S High, \$25,000 Low, \$1,000	'The Tip-Off' \$21,700	'Secret Service' \$21,700	'Dangerous Affair' \$19,000	'Man in Her Life' \$23,000

REPLACEMENTS BRING MORE WALKOUT TALK

Hollywood, Dec. 7.
Replacements Saturday night (5) the eight houses of Hollywood Theatre, La. For the second time in three weeks, caused Operators' Union Local 150 to again threaten Walkouts in all 27 West Coast theatres in the Los Angeles district unless the men are retaliated.
First walkout came Sunday morning (6), then Sunday afternoon and the third time in the evening and again today (Monday). Union's excuse for failure of threats to materialize previously are that they covet West Coast for West Coast of fields.

Oscar Ocklow late today discounted the walkout threats, pointing to the union's delays and stating he had once more notified the union that Fox West Coast had dismissed of those theatres to Hollywood Theatre, La., and retained no interest in them. He added that the walkout does materialize he will seek legal redress against the operators.
Walter Croft, International operators representative, arrived by plane this afternoon from New York City to look over the situation.

Brown's Frank Talk

(Continued from page 7)
his own cut. Inside is that Brown's salary is fixed from year to year, and he probably will be getting to next year's pay.
The RKO president talked of savings effected through studio merger, RKO and Pathe. Operating overhead so far saved that way is around \$2,000,000. Also \$2,000,000 on distribution. The Pathe studios, he said, are to be run on a new emergency plot with its 10 or so sound studios, and that the place would be utilized to handle the accounting departments.

David Selznick, Brown stated, is administering the new Pathe Pictures studio, that Charles Rogers will complete his producing contract with Pathe.
Reasons for Jam
When it came to mentioning the cause RKO's present jam, Brown cited several reasons. These included the warm summer spell and protracted hot period of 1931, the German financial situation, the stock market panic of 1930, the British going out of hand and something, and also bad pictures.

Up to the spot weather spell RKO was pretty well off from a theatre operating angle, and in the three days of RKO existence the studio had been able to make something and has piled up a net of something like over \$500,000.
Brown stated that RKO, although receiving a \$1,000,000 cash advance from RCA on Dec. 1, needed another \$1,000,000 currently. He stated the financing plan went through it might be too bad for stockholders. Besides which \$1,000,000 of the \$2,000,000 loaned by C. I. T. and Chemical Securities Co. mature Jan. 1. Before July 1, 1932, \$2,000,000 more will mature. This way they have a chance to get something back, maybe the plan for raising \$11,600,000 through a \$5 debenture offering to stockholders. There are \$250,000 shares outstanding. Each share entitling the holder to subscribe to a debenture with only half payment down. He also stated that it might be likely the remaining \$5,000,000 will be needed and that the \$11,600,000 sought goes for paying off the \$6,000,000 recently borrowed.

On the other hand C. I. T. and Chemical from Brown's talk seems to have indicated they will extend the maturity of their loan if the financing plan goes through, and for three years. He also stated the terms of extension or how it's to be paid, but RKO is to pay \$100,000 per month for the first year, \$200,000 per month the second year, and \$300,000 per month the third year, and something like that until the \$6,000,000 is fully paid.

'Left Bank' for U

Hollywood, Dec. 7.
Universal will take over Elmer Rice's 'Left Bank,' current at the Little Theatre, New York.
John Stahl will direct.

Terris' New Distribution
J. H. Hoffberg, Inc. has closed with Tom Terris for distribution of his one-reelers to be in two series of 12. Terris' 'Vagabond' series was formerly handled by Van Beuren with Radio distribution.

KEEPING UP WITH F. & M.

What Stars and Grads of
the Circuit are Doing
and Where and Why

Fanchon Finds Her "Finds"

Fanchon missed her find, Lydia Roberti, in New York, Lydia hopping to Hollywood the same time Fanchon took train for New York. But Lucille Page and Frances Williams were playing in Manhattan, and the famous woman producer saw them. Sailed for Europe on the Bremen Saturday, to see the Continental shows and return in January.

Ed and Sophie Click

Sophie Tucker, F. & M. headline booking at Skouras Audubon, New York, was roped into surprise act by Ed Lowry, theatre m. c. Stunt so successful bookers would like to play Eddie with Sophie at over circuit, but radio is calling Soph, and Ed's astounding tilt at Audubon makes him look like a fixture at that house for years to come. Which doesn't seem exaggerated when you remember his four years in St. Looney.

Milwaukee Pride Touched

Milwaukee profess proud of fact that Carla Torrey, home town girl, has staged eight F. & M. dance ensembles, particularly since they were all good ones. Result is every time Torrey ensemble plays Wisconsin Theatre it's Old Home Week in the Beer City — now gone ice cream.

F. & M. Stay on Air

Despite withdrawal of Abe Lyman band from Fox theatre, Brooklyn, in few weeks to play broadcasting dates exclusively, F. & M. dance network will go on, featuring Edna Wallace Hopper. But instead of using Fox Brooklyn special studio broadcasts will be switched to Columbia Manhattan studio on Madison avenue.

Edna's Swell Start

Edna Wallace Hopper, newest F. & M. "girl," got off to flying start at Fox Capitol, New Haven, on her initial Fanchon and Marco engagement. New Haven critic said Edna looked as good as she did in "Florodors" thirty years before. No Johnnies at stage door, however, because they're thing of past, anyway.

Sunny Aaron Sisters

Aaron Sisters, sweet radio singers with "Tin Types" idea, attract much newspaper comment on tour through carrying own sun bath equipment of small-pooled specially treated glass. Aarons are from Mississippi, where it's sunny almost all the time, and one guess is it keeps them from getting homesick.

120 Girls Picked

Thousand Chicago beauties in initial eliminations of World's Fair 120 contest, held in grand ballroom Hotel Sherman. Judges were Lou Lipstone, Bill Pine, Shitely Brewer for B. & K.; Harry Singer, Muriel Stryker, Will J. Harris, for F. & M. Judges planned on selecting 120 girls for finals, but so many lookers appeared 200 were picked.

Big Names for Roxy

New York F. & M. office looking for radio names for addition Roxy show, starts with Auntie Matinee, who is clicking big on air. Show with kiddie, appeal being assembled for Christmas week. Phil Bloom and Clark Robinson out after best singing talent.



MORE DATES

MORE playing time for
acts—as F. & M. crashes
W. B. house

**F-M UNITS FOR WB
STANLEY, JERSEY CITY**

Warner Brothers' booking office has arranged with Fanchon & Marco to play the latter's units at the Stanley, Jersey City, starting around Christmas. The Warner produced units will be discontinued.

The F. & M. shows will move across the Hudson river for WB after playing the New York and Brooklyn Paramounts. Publix stages go F-M in December. Name acts may be added to the units in Jersey City.

*Fox, Publix—and now
Warners—the whole trade
is going...*

FANCHON and MARCO INC.

Offices

HOLLYWOOD SAN FRANCISCO SEATTLE MILWAUKEE NEW YORK

RKO'S Theatres' Big Net

(Continued from page 7)
by showmen. While the RKO theatres were eating up the theatre profit, the vaudeville hits, with poor pictures, were holding up the grosses. A lightweight picture doing a doubtful business in an RKO straight film theatre, finishing to a heavy loss. In another RKO house with vaude held up the week's gross to a profit. If a very bad picture, the loss in a straight picture house might go to \$12,000 on the week as has happened at the RKO Mayfair, New York, with a Radio talker, while if the combination house took a loss it would be between \$1,000 and \$2,000.

Owing to the consistency of bad pictures from Radio studios for nearly two years, it is claimed by show people that RKO could not have existed without its vaudeville adjunct. The great fault and difficulty RKO now finds itself in is laid to the fact that no changes were made, until late last month, in the Radio studio for nearly two years.

During the two year or longer term of the Radio failures but two big Radio money pictures were turned out. Those were "Rio Rita," one of the first of the musical talkers and a hit for that reason, and the other, "Cimarron" last year. "Rio Rita" made some money through the foreign trade but "Cimarron" did not. "Cimarron" cost \$1,000,000 to produce to which has been added 35% of gross rentals for distribution.

Uptown Puzzle
The puzzle up town is how the downtown groups financially interested in the show business fail to grasp the exact conditions. Their information according to their movements, is no more reliable based upon the practical operation of RKO or any other company similarly situated, like Fox, than the head executives of the companies themselves seem to be properly informed. For that reason, probably, the downtowners fail to comprehend 95% of the actual workings of a company and are either terference or judgment, if any at times, therefore appears to be regrettably misplaced.

Vaudeville with RKO is a heritage from Keith's. That placed RKO in a direct line to the vaudeville as an ally in its exhibi-

tion end. The one bit of bad advice was that RKO should be refused to accept when first heading the RKO company was to oust vaudeville from the theatres. Instead of listening to the suggestion, saying he had faith in vaudeville, believed it would be usually any profitable to RKO and ordered it continued.

Had Brown, say showmen, been more fully acquainted with the mixed variety business and instructed more liberally in the vaudeville end, with more skimping on picture details, there would have been more RKO theatres playing vaudeville than have been so doing the past 18 months, and with more profit for the RKO theatre dept.

Can Be Turned Around
Brown could have been informed as well had he selected showmen for his closest advisors. RKO is looked upon as a unique company in show business and is comparable to Loew's on its theatre side through its limited number of most modern theatres. Many showmen point out that RKO should never have fallen into its present jam; that it could have turned around within six months and in the right direction but only under the guidance of showmen.

When it was printed that Hiram Brown, in talking to newspapermen the other day on RKO affairs, had mentioned that perhaps he had picked the wrong men, the echo in show circles was that it was not in his operating theatre men where he had erred but in the choice of his advisors and picture producers.

RKO is the single circuit now playing vaudeville to any extent. Pantheon & Marco Ideas are rather stage units of the presentation style apart somewhat from straight vaudeville. Other circuits play a few acts here and there. Public, a former player of its own stage presentations, is now mostly engaging the P&M units for its presentations. The RKO vaudeville bill is also playing light vaudeville bills at small cost theatres in its own towns.

Salary Boosting
Through the current vaudeville condition, a situation that has remained unchanged for two years, RKO vaudeville has been in a for-

Shanberg Resigns from Fox At K. C.—Rhoden Steps In

Kansas City, Dec. 7.
Elmer Rhoden, division manager of Fox Midwest, succeeds M. B. Shanberg as operating manager of Fox Midland Theatre Group. Letter announced his resignation yesterday (6).

Rhoden, through taking over the Midland circuit, has more theatre under his management than any other division director in the country, his control extending to all Fox interests in the midwest except those in the South. His division includes 112 houses in Missouri, Kansas, Illinois, Iowa and Nebraska.

fortunate position. It has first color or call upon acts has been enabled to form its road show and spot bookings to advantage, and is without salary competition in the selection of acts, excepting for names. All of the major circuits compete for drawing headliner names, this forcing up salaries frequently, as with the example of Eddie Cantor now at the RKO Palace, New York, for \$8,000 weekly, but breaking the house record each week.

The New York charge for "office overhead" is a customary weekly deduction by chains. Some circuits might charge almost anything to the home office excepting what would have to be paid out of the office overhead account. With RKO the gross annual amount of this collection, probably totaling \$2,500, is looked upon as somewhat high for the staff involved. The RKO vaudeville booking department is reported to be self-sustaining through its commission charges upon bookings, therefore not participating in any of the weekly withdrawn overhead.

Up to yesterday (?) it was reported RKO had collected through its own forces east and west, and some banks, proxies for nearly \$60,000 shares of RKO common stock. It's said RKO believes it will receive proxies for around 1,000,000 shares held by downtown New York banks and brokers. If the above is true RKO will be able to approve its financing plan as originally proposed at the RKO special stockholder's meeting due this Thursday (10) in Baltimore.

Prov. House Dark Again After a 3-Policy Try

Providence, Dec. 7.
Reopened but a few weeks ago after elaborate renovation, the Modern Theatre in Providence, R.I., closed last week after a try at first run pictures, then vaudeville, and finally second run pictures. The house has previously been dark for almost two years.

Walter Bigelow and William Purcell of Paul, Mass., who leased the house, have given up the spot entirely.

Okla. Circuit Spreading

Dallas, Dec. 7.
Duncan and American at Cushing, Okla., bought by Midwest Theatre Operating Co., Okla. City, from Hiram Duncan. Bringing new circuit's holding to eight in that state, four in Tulsa, one each in Okla. City and Frederick, two in Cushing. Midwest owned by Phil Lacy, ex-cousin salesman, and William Moran, former U. S. rep. for Okla. City.

VOTES SUNDAY EVENINGS

Newell, Ill., Dec. 7.
No shows Sunday mornings afternoons here, but voters insured films for Sunday evenings by voting the night entertainment.

It was the third try to obtain Sunday entertainment in the town.

Saperstein to Be Reimbursed By \$10 Dinner

Chicago, Dec. 7.
Allied groups locally planning to give Aaron Saperstein, Illinois president, a testimonial dinner Jan. 6. Event is in recognition of the work Saperstein has done for the organization and to repay him for the coin he lost while devoting his entire time to the association, to the injury of his own theatre business. This is despite the many disfranchised Allied members who openly state that they more than make up for the work Saperstein has done in the Allied-Operators' struggle. Their host has been that the exhibitors who gained anything are those who were not in the fight but who received the benefits of the cut without having to drive into the wrangle themselves.

Tickets for the Saperstein affair are to retail at \$10 and about 1,500, 2,000 diners comprise the goal. At this rate, figuring expenses at approximately \$15 a plate, the net profit should touch close to \$12,000. Major share of this sum will go to Saperstein who is reputedly drawing a salary of \$5,000 annually from the organization.

Comparative Grosses for November

(Continued from page 25)

PROVIDENCE

Nov. 7	Nov. 14	Nov. 21	Nov. 28
STATE High, \$28,000 Low, \$5,000	'Clayton' \$17,500	'Flying High' \$15,500	'Guardman' \$14,000
PAR ADRIANT High, \$18,000 Low, \$2,500	'Girls Town' \$15,000	'Once a Lady' \$11,500	'Babe in the Woods' \$11,000
RKO ALBEE High, \$20,000 Low, \$2,500	'Dangerous Affair' \$15,000	'Back Home' \$10,400	'Platinum' \$8,500
MAJESTIC High, \$16,000 Low, \$5,000	'Honor of Family' \$10,000	'Sob Sister' \$10,000	'Mad Genius' \$9,000
		'Circus Kid' \$10,000	'Local Boy' \$8,000

INDIANAPOLIS

Nov. 7	Nov. 14	Nov. 21	Nov. 28
LYRIC High, \$10,000 Low, \$2,500	'Reckless Living' \$11,000	'Heartbreak' \$8,500	'Exp. Women' \$9,000
PALACE High, \$10,000 Low, \$2,500	'Garden' \$9,000	'Unholy Garden' \$8,500	'Possessed' \$8,500
INDIANA High, \$10,000 Low, \$2,500	'Honor Family' \$10,000	'Platinum' \$15,500	'Man's Life' \$15,000

SAN FRANCISCO

Nov. 7	Nov. 14	Nov. 21	Nov. 28
FOX High, \$10,000 Low, \$1,000	'Yellow Ticket' \$27,000	'Cuban Song' \$30,000	'Possessed' \$25,000
W.A. FIELD High, \$10,000 Low, \$2,500	'Wallflower' \$27,000	'Touchdown' \$26,000	'Blonde Crazy' \$19,000
PAR ADRIANT High, \$10,000 Low, \$2,500	'Girls Town' \$12,000	'Once a Lady' \$11,500	'Flying High' \$14,000
GOLDEN GATE High, \$10,000 Low, \$2,500	'Lady from Nowhere' \$12,000	'Big Gamble' \$13,000	'Pagan Lady' \$13,000
			'Bad Company' \$16,000

KANSAS CITY

Nov. 7	Nov. 14	Nov. 21	Nov. 28
MAIN STREET High, \$10,000 Low, \$3,000	'50 Fathoms' \$15,800	'Marriage' \$15,000	'Guns and Fleet' \$18,000
LOEW'S MIDLAND High, \$10,000 Low, \$2,500	'Unholy Garden' \$11,800	'Guardman' \$15,500	'Flying High' \$16,000
NEWMAN High, \$10,000 Low, \$2,500	'Platinum' \$24,000	'Once a Lady' \$10,000	'Touchdown' \$11,000
LIBERTY High, \$10,000 Low, \$2,500	'Circus Kid' \$24,000	'Local Boy' \$24,000	'Purple Sage' \$24,000

LOUISVILLE

Nov. 7	Nov. 14	Nov. 21	Nov. 28
STATE High, \$28,000 Low, \$5,000	'Unholy Garden' \$17,500	'Flying High' \$11,200	'Possessed' \$12,000
ALAMO High, \$18,000 Low, \$2,500	'Beloved Bachelor' \$11,000	'Palm Days' \$14,500	'Touchdown' \$14,000
RKO High, \$14,750 Low, \$2,750	'Sob Sister' \$12,000	'Man's Life' \$12,000	'Yellow Ticket' \$12,000
BROADWAY High, \$14,200 Low, \$2,250	'Star Final (Record)' \$14,200	'Devotion' \$12,000	'Back Home' \$12,000
STRAND High, \$12,500 Low, \$2,700	'Circus Kid' \$14,200	'Mad Genius' \$12,000	'Ambass. Bill' \$12,000

26th Anniversary

VARIETY

Will Be Issued Late in December

As usual, this "Variety" special issue will be a complete review of the year in the show business. It will contain special features and articles, besides being a show business directory for the ensuing year.

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Rates Remain Unchanged

5 Southern Publix Towns Taking On F&M Ideas; Now in 18 Publix Spots

Three weeks and two days of Fanchon & Marco shows in five Publix theatres in the south become effective Christmas Day (25) under a decision by Publix, just reached, to send live entertainment into San Antonio, Dallas and Fort Worth, Texas; Shreveport, La., and Mobile Ala. Full weeks are San Antonio and Dallas. Splits are Mobile and Fort Worth. Shreveport is the two-dayer.

This will bring the total number of Publix houses serviced on the stage by F. & M. to 18. Number of weeks will be 15.

With addition of the southern cities and the New York-Brooklyn Paramounts; latter due to start F. & M. shows around Jan. 1, all Publix keys which formerly played Publix's own units will be blanketed by ideas, excepting, Oriental, Chicago, and Nicklan, Detroit. Local production will be continued for both houses as Chicago F. & M. go into the Chicago theatre, while in the other key they are at the local Fox deluxer.

Others For F. & M.

If additional cities for either split or full weeks are added, such as Mobile and Shreveport, which did not play units before, they will be F. & M. where too far from New York and other booking connections, it is believed.

Possibilities for additional time in the central south and southwest are not remote. R. J. O'Donnell, Publix division director from the h. o. over the Texas and southern western domains, is presently going over his territory. O'Donnell is using vaude in two Phoenix, Ariz. houses with reported satisfactory results.

Houston, which at one time was on the Publix unit, will remain in straight pictures.

GLOOMCHASERS IN VAUDE

Radio Acts Eight Weeks for RKO—Starts at \$750

RKO has exercised its eight-week option on the Tastefest Gloomchasers, CBS radio act. Boys opened under their new contract the last half of last week at the Coliseum, New York.

Gloomchasers, F. Chase Taylor and Budd Hulick, are salaried on a sliding scale. They will receive \$150 weekly the first two weeks, \$1,000 the second two weeks and \$1,250 for the remaining four weeks.

Because Tastefest went off CBS this week the boys will use billing of Col. Stoenegle and Budd, their radio character names.

Crosby's New Unit

Buck and Bubbles, Eleanor Powell, from musical comedy, and Yezel and Yolanda, dance team, will be built around Bing Crosby in a new unit for the Paramount, New York, opening Friday (11). Boris Petroff will put the show together.

The same week in Brooklyn the Mills Bros and Allan Yarn will be held over. Jans and Whalen, currently in New York, will also go to the Brooklyn house.

5 Acts in Flushing

RKO Flushing, Flushing, L. I. will increase its vaude from four to five acts beginning Dec. 26. Weekly budget will go up to \$3,000.

Beehler at Broadway

Dave Beehler (11), now manager of Moss' new Broadway, New York. Beehler went with Warners in Philadelphia after leaving RKO last year. He left WB two weeks ago when the Philly Maestranu closed.

Dialect Alibi

Los Angeles, Dec. 7. Layoff blackface comedians are going around town talking in dialect just to keep in practice.

Some of them are even calling themselves "Colonel" just to make it sound on the square.

BILLY PIERCE'S JOBS

Girl Pupils of His Dancing School Placed in New York

Though Billy Pierce made no pretense at getting girls jobs through his dancing studio, a number received placements last week following auditions at Pierce's school on West 46th street.

Rita Nugent, lately arrived from London, has joined Eddie Davis' act. Maxine Moore, another newcomer to Broadway, was assigned to Earl Lindway's turn. Lois Sterner was selected by Buster West. Aida Deery is at the Ambassador Hotel for an engagement in the Venetian Room.

Bobbie Brox Quite Ill

Bobbie Brox, of the Brox Sisters, is very ill at her home, Brox Ranch, Hollywoodland. She will have a long convalescence.

Mina Brox had some teeth pulled recently. A condition set in which caused her gums to bleed freely, causing much loss of blood.

Her two sisters are now in New York awaiting the recovery of their sister and her arrival in the East to begin some radio engagements for NBC.

Vaud Off in London

London, Can., Dec. 7. Vaude out of Grand (F. P. Can.). Experiment tried for few weeks with three acts and M. C. Price of 10C now 5C anywhere, anytime. Kids, 10C.

Also F. P., holding amateur nights with local band on stage for all performances.

Added Name Acts for Several of RKO Intacts, with 5 Turns for Some

SANTREY'S 8 CREDITORS

Bankmaster in Bkcty—Owes \$6,988—No Assets

Henry Santrey, the bankmaster, has filed a petition in bankruptcy, listing his liabilities at \$6,988 and no assets.

Eight creditors are listed: Ira Haupt, \$1,500; Richter Jewelry Co., Miami, \$500; "Variety," \$282; Nat. Lewis, \$400; Chas. F. Goldsmith & Co., \$350; Joseph M. Gross, \$1,000; Priestmeyer Trunk Co., St. Louis, \$140, and NBC, \$1,800. Latter money is alleged due NBC for commissions on engagements secured through NBC.

Salary Above Budget

After tentatively setting an intact route booking for Horace Held's orchestra at \$1,250, RKO changed its mind last week, declaring the figure too far over the budget.

Held was supposed to open on an intact in February, in the meanwhile playing RKO's middle western and New York time. The latter will be played as booked.

Donald Kerr, Alone

With Etta Weston, his partner of years, retired from the show business, Donald Kerr is breaking in a new act he's heading.

It's a flash, with four girls, produced for Kerr by Lew Cantor.

Olsen-Bingham's Route

The new partnership of Olsen and Bingham has been routed by Loew, opening Dec. 12 at the Metropolitan, Brooklyn.

Olsen is a brother of the Olsen of Olsen and Johnson. Ollie Olsen, Bingham formerly was Bingham and Meyers.

RKO is attempting to line up an advance list of around 25 names of semi-name acts for the intact route in anticipation of adoption of the name-a-month policy for that time. Under this policy, if adopted, about one unit in every four will be permitted to exceed the regular salary budget by from \$1,000 to \$1,500, depending on the estimated box office value of the top liners.

To date about a dozen vaudeville names have been placed on the future book for headlining on the intact route. They include Berna Minnervich, Irene Rich, Benny Meroff, Singer's Midgets, Dave Apollon, Nan Halperin, Liza Grey Chaplin, Bill Robinson, Olsen and Johnson and Weaver Bros.

Budget for the present four-act is \$1,750. If a fifth act is added for a regular five-act policy after Jan. 1, the standard amount for non-name units will be increased to around \$2,350.

If the name and money turns are added for periodical playing, salaries of the supporting acts won't be lessened to meet the increased overhead. RKO figures economists on the regular spot acts might decrease the units' value and defeat the name show's purpose, which is to create more attention and probably more of a draw for the vaudeville.

Carnera's 6-a-Day

Primo Carnera, feet and all, is doing six-a-day every day this week on a double booking between the Fox-Poll, Bridgeport, and the Paramount, New Haven, both in Conn. He's playing with the F. & M. unit in both towns on an F. & M. booking with his manager, Marvin Wolf. A police escort is carrying the human volcano between the two towns for the three-a-day in each.

SID SILVERS

whose writing genius has been utilized by every great name in the amusement world, including such star acts as:

AL JOLSON

ED WYNN

MARION HARRIS

FRANK FAY

OLSEN AND JOHNSON

SHAW AND LEE

EDDIE CANTOR

GEORGE JESSEL

JACK BENNY

GRANT WITHERS

BURNS AND ALLEN

BENNY RUBIN

MAURICE CHEVALIER

PHIL BAKER

LYDA ROBERTI

LEON ERROL

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AS AN INVESTMENT TO IMPROVE THE QUALITY OF YOUR ACT AND ENSURE YOUR FUTURE WELFARE...
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Selling the talent of standard and star acts for the longest-term contracts and at the best possible figure.

Modern business methods applied to create the right kind of engagements for all types of acts.

F&M Opening Eastern Production Plant for Ideas—in First Batch

Immediate setting up of an eastern production center for Fanchon & Marco units is now in process with the first plane calling for four units to be built in New York. Leon Leondorf, former RKO stage manager, is enroute to New York from the F. & M. headquarters on the coast to supervise production of certain of these units. There will be four in all, according to present plans.

The eastern production center sounds in line with the oft-declared conception of F. & M. for a

two-way production plan, the coast and east on the same basis.

Units produced in New York are likely to be specially built for the needs of the recently assumed headquarters. The first unit, contracted by F. & M. after which these units will be routed over the F. & M. circuit. That's not set, however.

One unit is in process of construction under the direction of Clark Robinson and Russell Markert of the RKO staff. Production headquarters for the four shows contemplated will not be at the RKO theatre. Some outside space is being sought.

F. & M. sent a call for line girls and general talent with Monday (7) as the first day of selection. The line people are to be selected by Florence Rogoy, ballet mistress of the RKO.

Whether this eastern production spot will be permanent isn't given but may depend on the growing need of F. & M. The F. & M. shows are calculated to start at the two New York Paramounts, Broadway and 42nd Street. At that time Jack Partridge and Boris Petroff, Far stage production, shove over under F. & M. direction.

Hollywood, Dec. 7. Leon Leondorf, F. & M. staffer, left here Friday (4) for New York to stage several units as gas fillers through the Warner houses in Jersey City and Newark and the Paramounts in New York and Brooklyn, joining the Fanchon & Marco route. Not set where the units will break in or where they will pick up the regular F. & M. route. Renewed reports that F. & M. will switch its production headquarters to New York are again being circulated locally.

STARS BY DOZEN

Stress Unprecedented Cheapness of Club Talent

Chicago, Dec. 7. Sales argument being put forward by one local club booker, Temple Amusement Exchange, is that clubs and lounges should consider an end policy with charity. Not only can they peg up their lodge meetings but they can be saving actors from the breadlines.

Says the price of appeal: "Old man depression has laid a heavy hand alike on Unemployed Artists and entertainers as well as on working men and women. At no time has it been possible to engage talent at as low figures as now. Owing to these conditions we can offer fine, talented artists in short inexpensive programs from \$25, \$35, \$45 and upward depending on the number of stars desired."

You can reap a double benefit by giving unemployed artists a chance as well as enlivening your membership."

Starring in Reading

Reading, Pa., Dec. 7. Astor, largest local Warner house, will start vaude, four acts, with Feature, Dec. 5, as a regular program. Strang also warrens, will play vaudeville with films, starting with the Astor films.

RKO, indie alone in vaudeville so far this season, is increasing the quality of its bills.

Acts in Southampton

Mike Glynn, Long Island theatre promoter, is playing four acts book RKO in his Southampton theatre on Saturdays only.

If the winter hits holds up a full week on three days each split will be started in the summer.

R R MILEAGE CUT

T. & P. Asks for 1/5c Rate for Texas Only—Quea Compelish

Dallas, Dec. 7. Texas & Pacific applying to state railroad commission to cut passenger rates to 15c.

Move in conjunction with, cut will apply in Texas only, as bus competition.

WB'S 2 FULL WEEKS BOOKED FROM CHICAGO

Chicago, Dec. 7. Warners return to vaudeville in the midwest this beginning to formulate with the new Warner, Milwaukee, opening Christmas Day and the local Grand Dec. 27. Both houses will play five acts on a full week. Charley Hogan is to book into the local William Morris office. Hogan previously booked the Warner stands around here.

Move is anticipated as a feeder and if successful will doubtless extend itself to other Warner houses through Ohio, Indiana, Illinois and Wisconsin. Status of the local Capital and Avalon, deluxers, is still undecided. Avalon will play a kid show during the holiday week with the Merriell Abbott school producing the show.

Meanwhile Racine, until now only a Sunday date, will add two more, and the weekend. Dec. 27, also a Sunday stand, may follow along with a string of smaller houses on the Warner books.

From present indications the supposed Warner intention of opening its own booking office in Chicago looks likely, although it may eventually take place if more houses are involved.

MINN'S STRIFE RELIEF

Stagelands' Charter Revoked—Quoted Office Sue Canavan

Minneapolis, Dec. 7. With the charter of the local stagelands' union revoked as a result of the fight to obtain reinstatement of two of its former officers dismissed by W. P. Canavan, inter-union president, and because they called a strike at the Minneapolis (Public) theatre without proper authorization, local theatre men are in a position to obtain relief.

William Dunn and William Donnelly, the suspended ex-officers, have filed suit against Canavan, asking for \$5,000 damages and damages for the union members' wages. They claim that they were ousted illegally and never were given an opportunity to answer charges containing the alleged violations of the rules governing officers of the union.

Looking Over F&M Shows

Jack Partridge, Public stage, and Boris Morro, in charge of production and music, left Saturday (6) for a tour of the Fanchon & Marco route to decide which show will inaugurate the new policy at the New York-Brooklyn Paramounts. Partridge, who will be in charge of revamping and building up the F. & M. units for the New York circuit, and Morro are touching towns on the F. & M. route ahead of New York, mostly in New England.

Trix Undecided

Trixie Prizanza is undecided whether to visit on the coast or join a musical production.

Miss Prizanza finished for Lowe's as the Capitol, New York, engagement.

WK-ED WAUDE

Grand Rapids, Dec. 7. RICO Regent will open after Christmas with vaudeville for three days weekly. Five acts and a picture for the week-end. Remainder of week house will play pictures only.

Publix Further Trying Vaude in Jersey and New England Cities

Public is considering vaudeville in all towns penetrated by it in Pennsylvania, New Jersey and the New England states which lend themselves at this time to an experiment.

Aubury Park and Perth Amboy, with each to start split week shows of four acts Dec. 31, are the starters in Jersey. Two or three other towns among the six in which Public operates in Jersey are declared possibilities, among them Long Branch, which soon will feel independent vaude opposition, Plainfield and Red Bank.

With Hasketon and Pottsville, Pa., just added for vaude, Public is now considering Shenandoah, Plymouth and Kingston among towns to offer Comfortor chain for a possible vaude try. Hasketon is playing four last three days of week, while Pottsville is getting four first three days.

Dave Chatkin, home office divisional director over Pennsylvania, New Jersey and New England, started vaude recently upon the recommendation of George Walsh, when experimenting in Wilkes Barre, Pa., and New Hampshire. Both towns, along with Scranton, are continuing in vaude, with current chances

MAY BOOK VAUDE IN INDIES IN MICHIGAN

Some former vaude actors making their homes in western Michigan, are dickering with several theatre in small towns over the view of booking vaude acts into them. The theatres are all located within Michigan, seating from 100 to 1,800. At present most are playing pictures, independently owned.

Heading the group is Dick Long, blackface comedian of minstrel days. Among the actors active in small towns are several recently as this season. They hope to complete arrangements for touring theatre and book them out of Detroit.

REGAL STAYS OPEN

Ace Colored Spot Will Keep Trying in Chi

Chicago, Dec. 7. After posting decisive closing notice on the Regal, south side colored house, B&K suddenly and unexpectedly decided to stick it out a while longer.

Although stage shows have proven so much here B&K try again by installing Cass Simpson and a stage band in the house this week, with an all-colored show. Simpson is in for the one week only and will be followed by other colored attractions.

Nyberg in Sacramento;

Six Acts, Film for 16c

San Francisco, Dec. 7. Just as J. F. Morris, of the Plaza, Sacramento, was about to drop RKO vaude last week, Bill Nyberg, of the local RKO office, rushed to Sacramento taking an outfit to the house, its film product and equipment, and within a few hours disposed of them to A. A. Nyberg.

Nyberg resigned from management of Fox's Alhambra to take the Plaza. RKO's four acts, mainly for the usual three days, augmented by two locally booked turns. House gives 'em six acts and a first run picture for 16c.

VAUDE FOR KEITH'S, WASH.

Washington, Dec. 7. RKO Keith's, though not yet officially announcing a vaudeville policy, is getting ready for it very actively. House has been showing straight films.

looking like at least eight Pennycott towns for combination shows.

In New England's starters on vaude are Strand, Stamford, with five acts week-ends, and Paramount, Springfield, five acts on a full week. Both got their first shows last week.

In these Public territories all booking is through Lawrence Gold of the William Morris office.

The Atlantic Seaboard may get some vaude later. Despite contention of some Public theatre men that the public below the Mason-Dixon Line likes live talent, general conditions are such now that cost of vaude represents a danger.

LOMA WORTH

Just Played on a PERFECT PROGRAM At Warner Bros' Beautiful New House in ERIE, PA.

SUE CAROL

Charming Headliner and NICK STERNA JOE and JANE MCKENNA BOBBY HENSHAW 5 DECARDS LOMA WORTH'S ONE GIRL BAND

Appearing at the Earl, Washington, D. C. Week Jan. 19, 1932

THE WORLD IS A BANK

What R. U. Depositing? RITA BURGESS GOULD

The Woman You Can't Forget

JACK WEINER

RKO Artists' Representative In New Located in His New Office Palace Theatre Bldg, New York Room 903 Bk. 4-4519

ACTS - ACTS - ACTS

Am in a position to represent several good acts; will interview and review all acts personally.

40 Minutes from Broadway

PRESIDENT HOTEL

On the Boulevard Long Island City, New York NEARLY FURNISHED SUITES Room with Bath \$11.25 Week 4 Rooms with Bath \$35.45 Week 2 and 4 Rooms with 2 Baths 21-19, Telephone and Elevator in House Telephone Long Beach 3000

SENSATIONAL ACROBATS and CONTORTIONISTS

RKO-VAUDEVILLE INTERACT 75

Fortune and O'Riellino "The Happy Hooligans" (Direction of Weber-Simsen)

HOPE VERNON

"Singer of Romance" (Direction of Jack Warner)

Meet MARTY MAY

Friend of Thompson, as loved by Jean Carroll (Direction of Chas. Morrison)

ANATOLE FRIEDLAND'S "SHOW BOAT"

with Marty May (Direction of Chas. Morrison)

RKO VAUDEVILLE INTERACT 75

Hazel Nargans's Girls with ADELTA TAYLOR 5 DECARDS—AND NO BRAKES (Dir. of John Hickey-Jack Curtis)

HOWARD—FINE—HOWARD

"THE THREE LOST SOLES" (Direction of Blomberg Mack)

JACK WALSH

THE DECEITFUL ENTERTAINER FRED KEATING (Direction of Chas. M. Allen)

ADELAIDE HALL

"The Crooning Blackbird" (Direction of Weber-Simsen)

RKO VAUDEVILLE INTERACT 75

Vernon Rathburn "The Prince of Rhythms" AND HIS BAYONETTE (Dir. Harry Ward—Max Gordon)

EDITH WOOD

With Her "MAN TROUBLE" Songs by Jack Tizard (Direction of Lew Stewart)

WES. LISA THE DANCING ADAMS

"Tripping the Gay Fantastic" (Direction of Harry Fitzgerald)

DOCTOR ROCKWELL

Maker of Fine Clear Ashes Since 1895 (Direction of Harry Fitzgerald)

JIMMY MYRTLE CONLIN and GLASS

Enroute RKO Direction, TOM J. FITZPATRICK Palace Theatre Bldg., New York City

WORLD'S GREATEST

Direction—CHAS. J. FITZPATRICK, 160 W. 45th St., New York

THIS WEEK (DEC. 4)—ROXY, NEW YORK—NOW

JUST COMPLETED TOUR OF LOEW AND RKO SAILING DEC. 23rd—OPENING IN PARIS JAN. 9, 1932

RKO—GLADYS BROWN, Palace Bldg., New York

MILLIONS SHOUT "SUCH THINGS CAN'T BE!"



D. W.

"THE

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with

HAL SKELLY!

ZITA JOHANNI EDNA HAGANI

SKELLY! Mark that name well! This one great picture will send him zooming to motion picture stardom, just as GRIFFITH'S previous triumphs sent blazing to the cinema heavens such illustrious names as PICK-FORD! VALENTINO! GISH! BARTHELMESS! Ay! And a hundred more!

Another Fro

MILLIONS OF OTHERS KNOW THEY ARE!/-

GRIFFITH! The man who has picturized so many daring themes in the past, now takes the one big subject that is rocking the country—**THE SHAME OF A NATION**—and mounting above anything he has given you before, sends roaring across the screen this devastating

STORY OF MEN AND WOMEN WHO DRINK TODAY

GRIFFITH'S *PERSONALLY DIRECTED*

WIGGLE

WET OR DRY, RED, WHITE OR BLUE NOSED, NO MATTER WHAT YOUR PERSONAL OPINION MAY BE ONE THING IS CERTAIN! THIS PICTURE IS BOX-OFFICE! OVERWHELMING IN ITS TIMELINESS! TREMENDOUS AS ENTERTAINMENT!

m UNITED ARTISTS

RKO's Club Dept. Suddenly Bobs Up, Starts a Jam, Then Lies Down Again

As a result of an Al Trahan incident, RKO is preparing to order all acts under contract to that circuit to book all their club dates through RKO's own club department, or not at all.

Trahan opened Saturday (5) at the 86th Street, New York, as booked after RKO had rescinded its cancellation. When temporarily cancelled, Trahan, with four RKO weeks, was charged with violating his vaudeville contract by signing on the outside for a one-night New York club engagement.

The club date was accepted by Trahan while he was laying off and before RKO booked him for vaude. RKO gave the comedian the choice of playing its four weeks and paying the club people for failure to go through with the engagement, or play the club and lose his RKO engagement.

SIX FRANKLINS

RKO CIRCUIT
Dir.: JAMES FLUNKETT

MATT BROOKS

In a Fanchon & Marco Idea
with
BEN BARD

BOBBY MAY

"Doing Something New"
With JOE HOLMES
Edw. S. Keller pres-R-K-O

time. Later RKO changed its stand, extending permission for the club playing without cancelling Trahan's dates.

Between Friday morning, when Trahan was cancelled and the same evening, when RKO changed its mind, charges involving discrimination were made. It was claimed the cancellation would set a precedent and that it would be accentuated by countless exceptions in the past. Most recent, it was declared, is Eddie Cantor's Sunday night radio broadcasts while playing at the RKO Palace, New York.

The clause in RKO's vaudeville contract covering clubs also mentions radio and pictures.

Indie Agent Won Out

Trahan was booked on the club date, Dec. 12 at the Plaza Hotel, New York, by an independent agent. The sale falls in a half week open period between his RKO bookings.

One charge was that RKO's club booking department had sought to land the same club date, but failed. When the indie agent booked Trahan for the job, RKO's club department, reported burning, was said to have notified the booking office of the Trahan booking and alleged infraction.

RKO's club booking department is an adjunct of the booking office and directly under the RKO booking head, Charlie Freeman. As operated it maintains little or no co-operation with the theatre bookers or agents on the floor, although it draws much of its talent club dates from the RKO list of available vaudeville acts.

RKO's three top franchised agencies in volume of business are Weber-Simon, Jack Curtis and Charlie Morrison, latter Trahan's vaude agent. These agencies represent around 500 acts between them, yet neither Weber-Simon, Curtis nor Morrison can remember when either last booked an act for an RKO club dept. date.

Cleveland In, Toledo Out of Columbia Tour

The old Star in Cleveland, renamed the Cameo, starts playing Columbia wheel shows Christmas Day with Sugar Barber for two days. This has been a layoff week between Detroit and Buffalo.

"Glee Lively Glee" opens there for a full week, starting Dec. 27 (Sunday).

Dick Zeisler, who's been out with his own Columbia show, "Silk Stocking Revue," will manage the house while Harry Blum will look after the Zeisler troupe. Max Costello becomes treasurer of the Cameo.

The Empire, Toledo, Ohio, will reopen Dec. 26 with a permanent burlesque stock company operated by Sam Michaels. This house recently folded as part of the regular Columbia wheel route.

25c Vaude Blows Up

25c. vaude policy started by the Brandts at the former Jett Lyric on the old stadium has failed. Under the same management the house Saturday (5) went into a vaudeville arrangement at higher admission.

Instead of the eight there are now six acts. Under the old way the show was filled out with nine acts, now eliminated with the time made up with a feature and news reels. Chamber weekly operation is indicated.

Dayton Off Any Burlesque

Dayton, O., Dec. 7. Burlesque died here during the past week. George Young, operating the Lyric for the Meyer Lantz interests, dismissed the stock company.

House ran Columbia burlesque first of season and that failed. Under installed stock, in for four weeks.

Burlesque Changes

Joe Catalano has stepped out of the Irving Place b.o. and will travel with his own circuit show, "Flapper Follies." Harry Shapiro has returned to his old berth at the Irving Place.

After a difference with the management of Ed Ryan's "Bare Feet" in Newark last week, Lela Pierce, principal femme, stepped out and was temporarily replaced by Joan Steele.

The Burlesque Idea

Classified as vaude units, Ed. Ryan, burlesque producer, will frame seven principals, 10 girls and a piano player, two of the girls to double in the leads, to each.

New Harlem Show

New stage presentation policy goes into effect into the Lafayette, Harlem, Christmas Day.

Billy Sharp has been engaged to stage a complete show which will run 80 minutes.

The Lafayette show will play colored theatres in Philadelphia and Washington.

Manwaring's Franchise

Nelson E. Manwaring, long a vaude agent and recently a road man for RKO, has been given an RKO agency franchise by Charley Freeman. It permits Manwaring to associate with the Max Hart office. The hookup is an entree for Hart via Manwaring for the booking floor.

HELD OVER
WM. SCHUMAN
Playing on the
CELLOLECTRIC
Roxy, New York (Dec. 4)
For Bookings WA-7-7776

3D HOUSE IN NEW HAVEN WITH A STAGE SHOW

Now Haven, Dec. 7. At the end of this month Warner Bros. will place vaudeville in the Roger Sherman theatre as opposition to the two other downtown stage show houses in this town of 200,000.

The Warner stage policy, added to the present straight pictures, will be eight acts on a full week. Acts will be Warner-booked from New York.

Paramount is playing Fanchon & Marco Ideas and the Fox-Foll is using Public units.

Vaude on and Off

Easton, Pa., Dec. 7. Colonial, Bethlehem, playing five stage acts daily. Previously pictures only.

The Seville, Easton, Pa., is being booked by Arthur Fisher from New York for last half. Independently operated.

Rogers Loses Franchise

Due to his club booking on the side, RKO has revoked the agency franchise issued to Al Rogers less than a month ago.

When coming in from the indie field, Rogers continued to maintain a club business in addition to his RKO agency work. RKO operates its own club department, with Rogers considered running an opposition office.

Film Shortage Can Push State-Lake Into Vaude Feb. 1

Chicago, Dec. 7. No change of policy for the local Palace is contemplated at present. There is, however, a chance that RKO will revert the State-Lake back into the vaudeville column. That, if occurring, is thought to be about Feb. 1.

During the year it has been devoted to straight pictures the State-Lake has been often rumored as returning to its original policy. These rumors were fed by periods of slack business when the house lacked film product to meet local competition. It will only be the dearth of big pictures and no desire to restore vaudeville which will seal the decision.

A chapter bill, probably the western intact units, will play the State-Lake in the event of stage resumption.

Report that the local Palace would try to emulate its namesake in New York on run bills is pool-noodled here by those who know their burg and their RKO. The Palace will adhere to its present policy and will get the big headlines as before. That set-up has gradually built the Palace from a loser into consistent winner.

Public Vaude for Hartford

Public may install five-act full week vaudeville bills in Hartford, Conn., in the second week in January.

William Morris office will book.

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MUSICAL COMEDY AND VARIETY FAVORITE

NOW DOING A SINGLE

EVERYTHING NEW BUT THE NAME

Stopping Every Show Cold at

B. S. MOSS' BROADWAY, New York

THANK YOU

JOHN HYDE
WM. MORRIS AGENCY

Direction
and

NICK AGNETA
RKO VAUDEVILLE

CONTAGIOUS RHYTHM

As Offered You by

NOBLE SISSLE

AND HIS INTERNATIONAL ORCHESTRA

in the FLORENTINE GRILL of the

PARK CENTRAL HOTEL

55th Street and Seventh Avenue, New York

NOBLE SISSLE and His Orchestra WILL PLAY NIGHTLY

From 7:00 to 10:00 P. M., and 11:00 P. M. to 2:00

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Largest Single Rooms in New York

\$3.50 AND UP—SPECIAL MONTHLY RATES

Radio Outlets, Electric Refrigeration, Swimming Pool, Period Salons, and Roof Patios for Private Functions

DAVE GENARO

HEADLINING

DEC. 5, DAVENPORT, IA.

PLAYING RKO CIRCUIT

Direction: HARRY FITZGERALD

BOOKED SOLD UNTIL FEB. 1932

Erlanger's Income Tax Reports Expected Big Punch for Defense

Testimony on behalf of the defense has begun before Surrogate O'Brien in New York in the suit brought by Charlotte Lesley Fixel wherein she attempts to prove her right to the late A. L. Erlanger, theatre manager. Already the defense has introduced records from the N. Y. Board of Elections presumably indicating the late theatre magnate was a bachelor those years that Miss Fixel claimed to live with him as his wife. Miss Fixel's charge claim is from Jan. 5, 1926.

The big punch is expected to come when the defense counsel brings in the income tax records of the late theatre man to further substantiate that Erlanger did not intend to be taken for a married man.

That phase of the question looks to be the all-important one of the trial and on which Miss Fixel's claims hinge. An expounded by lawyers for both sides the intent and mutual understanding of both parties to the claimed marriage contract must be established.

Presenting the defense side is expected to take at least two weeks. For the only one witness has been called by the estate. He is Dep. Clerk Conklin of the Elections Board whose testimony at the Elections Board records show was conceded by counsel for Miss Fixel without argument.

Conklin's testimony was taken to prove that from the years 1919 and including up to 1926, only the name of Abraham L. Erlanger was recorded from the latter's address, either at 232 West End avenue or comprise drive. Neither the name of Charlotte Erlanger, Charlotte Lesley nor Charlotte Fixel was registered.

96 Witnesses

Trial plaintiff in closing her side, prior to arguing a motion to dismiss by the estate counsel and which was denied by Judge O'Brien, had presented something like 96 witnesses, which might be only 94 if the names of Saul Baron and others, Lipper, lawyers for the Erlanger interest, are omitted. Baron will also be a witness for the estate.

The motion to dismiss and which was denied Friday (4) was as expected. It is known to have been made against the advice of Samuel Untermyer, consultant counsel associated with the defense lawyers who are headed by Isidore Kresel. Last week's hearing was marked by continuous outbursts not particularly serious clashes of words for both sides. In the main Max Steuer and Untermyer exchanged astute and complimentary remarks with each other. Untermyer referred to Steuer as "distinguished" and "brilliant" and Steuer replied in kind as one of unmatched ability and "unexcelled astuteness." When the trial arrives they will be joined by Ivesen Kresel and Kresel, long adversaries, and now more so with Steuer, Green joined the counsel appointed for the purpose of having had Kresel indicted in connection with the failure of the Bank of U. S.

At no time during the trial were the best and the worst of the opponents to this trial so openly indicated as last week. Steuer in his argument hinted at documentary forgeries, besides the relatives of the dead Erlanger for their present action.

There was an unobjectionable moment from the spectator angle when Steuer berated the counsel for the estate for their defense of the late Erlanger's name. He stated no man with an ounce of common sense in his head would be his brother, as was done by the estate of the late A. L. Erlanger, with the crime of rape.

Phency Smile

He was stating this and looking down on former Surrogate Court Justice Mitchell Erlanger, admin-

Snoring Interference

Some of the recent Broadway flops have been pretty bad. One which ran a week put its audience to sleep.

A girl who saw the show several days after the opening said there was so much snoring among the men out front she couldn't hear the actors.

Jack Curley Pulls Big To Friars on Sat. Nite, Laughs Affair for Him

Saturday Nite Boys swung into action at the Friars to do honor and entertain Jack Curley, introduced by one of the most regular fellows in the realm of professional sports, big hearted and loved by associates and the athletes under his management. Curley was toasted timely and roared appreciatively while nearly everything went off in a laugh and there were hundreds. Curley on the day. Weststers were grinning amid the surprisingly large gathering but they did not get into any of his hair. Jim London, the world's champ, sat on the raised platform and spoke briefly in his closing Greek address as m. c. but of Jewish because of a cold, Julius Tannen, who was in the crowd, took over the stage. Tannen did a brilliant job, starting out by saying that he had heard three stars and a half Jewish would do of lock-jaw. He figured the season so tough he had to take care of his street clothes, a gas he figured Jesus would use at the next dinner. Jesus being saying nice things about Curley remarked: "I don't want to intimate there is something screwy about writing."

D. Morris Jones pulled one of the surprise laugh punches. He alluded to the honor guest by similar names but never the correct moniker. Jones' kidding started by saying he had overheard three stars exchanging jokes, whereupon Tannen interrupted to explain they had merely been returning gas to each other.

Harshfield's Recollections

Spell - my - name - right Harry Harshfield batted in splendid form. The cartoonist said he knew wrestling impresario when there were no saloons in Chicago and his name but he didn't own any of them. Harshfield also said Curley once had a fight but had to let the pug go because no matter where he was hit, he claimed too. Commenting on the fact that Curley was a Jew, it looked like the Friars and Lamb were merging for the future. Turnover Green joined the Friars men rule the world but big hearts and damned fools make it livable. Harshfield's well expressed the Friars funnars and made good. Vincent Richards, pro tennis star, had merely been returning gas to each other.

trator of the estate and brother of the late Erlanger.

"Rape, rape, rape," shouted Steuer. Judge Erlanger looked up grinning. Steuer continued: "And your smile isn't on the level." This also to Mitchell Erlanger.

There was a well expressed moment by a witness by sabbles especially made for the press, which was the estate's defense of the trial, with the jury not large enough to hold them all at once.

No one authoritatively states the value of the estate may be worth. The estate is valued at \$100,000,000 to \$75,000,000. Miss Fixel's claim, if successful, is \$100,000,000. The estate's dowry rights by common law.

SCORES OF NUMEROUS WOBBS

With Ring Days Over, Pugs Gravitates to Coast for Pictures—Only Outstanding Success Is Victor McLaglen—Most Living on \$7.50 Checks as Extras

WHO AND WHAT

By George McCall

Hollywood, Dec. 7. The many art of beezar-bashing and cauliflower ear planting has been a busy time in the picture business. A few have managed to get their names on title cards but the most belong to that large list of nonentities, the extras.

Pictures have always been attracted to pug fighters. One who ever came to this town and kept to himself was Gene Tunney. That was in 1915 before he was the big man, but he felt it coming and hung around the Hollywood Athletic Club and got himself an education.

Dempsey No Go

Ad Wolgast, one of the ring's pictures and finished out of the money. Benny Leonard also tried acting for a while but it was too tough on the audiences.

Jim Jeffries has been in and out of pictures for years, but never did more than a little. George Godfrey, one time Black Mamba, another picture. Tommy Ryan, another former champ, did some picture work but ended up operating a café in Culver City.

Wolga Put Away

Ad Wolgast, one of the ring's greatest batters, also did some screen work, but took too much in the ring and finally was committed to a state institution. Retired by Jack Doyle, a sportsman, Wolgast lived at Doyle's Vernon fight club for a number of years. Doyle was committed three years ago he was in training daily for his next fight.

Frank Hagney, Australian heavy champ who fought a draw with Jack Johnson shortly before Johnson was defeated by Willard, has been in pictures for some years, as has Tom Kennedy, onetime amateur heavyweight champ.

Tearful Flier

Conway Tearie was ambitious for flying honors before he took up the stage and was a promising lightweight in England.

Frank Hagney, another good lightweight, tried pictures but is now a freeman in Venice. Nate Stryker, former featherweight champion, has been in pictures for some time. Recently he played a patty in a picture for Radio.

Larry McGrath, another oldtime lightweight, is a regular in pictures and has been in a number of them. Abdul, the Turk, heavier, does picture work now and then. Frank Warner in condition. Bob Roper and Gunboat Smith, both ex-heavyweights, have fought each other 100 times, have shown their classic profiles on the screen and have been in pictures also a fighter—tried pictures, but is now being knocked silly by Jack Leary, one of the latter's bull-pup.

Extras

Phil Niece, John Sledge, Leo Hough, Dynamite Kid George, Joe Benjamins, lightweight; Jack Herlihy, Eddie Kelly, Frankie Grant, detta, Frankie Dalm, feathers; Tony Stalennu, Jimmy Dime, heavyweight; and Vincent, writer, and a number of other oldtimers are all

An Evening with Billie Burke on The Road—Acting in the Sticks?

'So I Ups,' Down

Los Angeles, Dec. 7. Being fairly well established as a picture name, Schnozzle (Reservoir Beak) Durante can now afford to laugh at things like these: Semi-annual royalties on his 'So I Ups to Him; Columbia phonograph record, were \$3.50. On his 'Night Club' book, co-authored by Jack Kofford, \$15.20.

Eddie Foy, Jr., Collapses On Globe's Stage Sunday; Having Trouble at Home

Eddie Foy, Jr., collapsed on the stage of the Globe, New York, Sunday evening (6) while taking his usual role in the benefit performance given by "The Cat and the Fiddle." Dr. J. W. Amey was called in and ordered the comedian take a rest. He is now at the home of Max Hart, in the Wyoming apartments.

Unexpected domestic trouble is believed to have brought about Foy's breakdown. He worried greatly after reading a report his wife, Barbara Newberry, had entered a divorce suit against him in Chicago. Mrs. Foy ostensibly left New York last week to visit her folks in Michigan. She stopped off in Chicago, filed the suit which came as a total surprise to Foy, he said.

None of Miss Newberry's close friends knew of her intentions. She had been living with her husband up to the time of her departure. Foy contradicts all his wife's charges contained in the divorce complaints.

Chicago, Dec. 7.

Marital ship of Eddie Foy, Jr., and Barbara Newberry is on the rocks. The musical comedy girl filed her divorce suit in Superior Court here, charging "everything from mental cruelty to embarrassment." Foy was married in May, 1926 after appearing together in Ziegfeld's "Show Girl." In her complaint Mrs. Foy recites her husband beat her up last Nov. 15 while they were in New York.

MRS. LAMBERT'S DECREE

Charged Desertion and Awarded \$60 Alimony in Reno

Edna Johnson Lambert, wife of Barney Lambert, radio entertainer, secured a final divorce decree in Reno, Nev. She charged desertion.

Lambert was ordered to pay \$60 alimony until she remarries. The couple were married four years ago. Julius Kandler represented Mrs. Lambert.

Victor McLaglen was at one time a heavyweight in England as a prizefighter. He has an on record knockout decision over a pug.

Broad (not the original, but a tough oldtimer) lightweight, has been in pictures and has been sympathetic directors for years.

About the only fighter in Hollywood who has never been in pictures and who can't be induced to be photographed, is Jess Willard. He operates one of those open air markets and has cleaned up a fortune in real estate.

Phil Niece, John Sledge, Leo Hough, Dynamite Kid George, Joe Benjamins, lightweight; Jack Herlihy, Eddie Kelly, Frankie Grant, detta, Frankie Dalm, feathers; Tony Stalennu, Jimmy Dime, heavyweight; and Vincent, writer, and a number of other oldtimers are all

Waco, Tex., Dec. 2.

A damp and chilly north wind whistled through the countless broken windows of the barn-like Cotton Palace Coliseum here, disturbing the cob-webs high up among the sagging rafters, while Billie Burke, William Morris and Company on the stage were trying to answer the tiresome question, "What is wrong with the road?" in their performance "The Vinegar Tree."

As this cultural creature's first play of the season. Some 700 cash payers on hand, in an auditorium designed, in about 1890, to seat 6,000. There was an usher for each customer, most of whom were college students in parched among the spiders in the roost. Even Miss Burke's screeching failed to reach them. Highbrow in the boxes were no less than 176 yards from the stage. The 11 rows of first row, right and left center) were so empty the company's manager brought the college boys and girls and the ushers from under the eaves and scattered them among the uncomfortable suit shirts of the cotton buyers and their heaving wives. They had come through the gumbud mud to absorb an evening of Broadway in Central Texas.

Pittsburgh Atmosphere

It was a dreary occasion. The louder and faster Miss Burke talked, the colder the audience became, despite the efforts of a dozen or so roaring gas stores which were earned two co-actresses of stifling fumes.

"Yes, Pittsburgh!" a minor member of the cast remarked as he walked in, sniffling the monoxide-laden, sulphuric air. It was as cold as the Alleghenies, too, and that may have had something to do with Miss Burke's performance. She seemed most of the audience in the same state as the curtain dropped. The stage earned two co-actresses of stifling fumes.

The audience took to the mild dirt gleefully. One plastered theatre party (mixed male and female) enjoyed itself hugely sneaking out frequently for more white milk. Concessionaires sold much soft popcorn, crunched not helping cast get its lines to the far-aways of the 23 rows.

A bright spot was a motioned-oned Morris as the gruff papa, Dr. Cullen, Julie Dillon, James H. Bennett, and Thomas, and Frances Woodbury.

Waco's one adequate auditorium, the Cotton Palace, is a co-actress of university capital) unavailable for legit.

BELLE MAY NOT KNOW HOW TOUGH DOLLARS IS

Dallas, Dec. 7.

Belle Livingston here to reopen Bagdad, town's lone night club relic. The place is a relic of the old days and has Ft. Worth, has the highest average average as a lemon in this class.

Belle blew in from Reno, where she had been in a big way. She was to get too big a cut on the gambling and liquor quar. Says she located midway between Dallas and Bagdad, with chorus "everything and plenty kasha." Whatever that

Just how far Belle "it" gets, depends. Putting over any kind of night joint in Dallas is a big job. There are no records of previous attempts indicate, and as far as the Reno state's a regular. It's not as bad; that's here, but so are about 40 churves.

Miami

By Frank Richardson

Roman Poole open.
Fly-by-night boys swarming in here.

Ollie Webb opens Chop Shop in Hialeah, Fla.
Frank Bruhn trying to raise money to finish Tropical Park.

Yvonne Coughlin will be on the job for M. J. Meahan & Co. as usual.

George Lamaze in Palm Beach, Pat's Lamaze opens informally.

Jimmy Maloney here, forecasting the law at University of Miami.

Frank Dinsen arriving and is getting ready to open his best in North Miami Beach.

Eighty thoroughbreds nominated for the eight important state races at Hialeah Park. Entries closed last night.

New Jersey mob negotiating for available spots in the city, and around that the beach will be closed.

Left Stark here for the new brokerage combination, Penner, Beach, Underberg and company, has charge of all Florida offices.

Harry Harding and company of 13 arrived in Sarasota to film extracts in Miss Harding's new picture, "The Garden of Eden."

Alpine Blitch, 32-year-old fat girl, will come home to her best in North Model Shows, Alpine 10-20 and said to be the world's fattest girl.

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Major Alexander P. DeSerraverry, former Russian prince but now an American, the first to appear, will demonstrate his "waiting plane" at the South Beach Annual All American Air Show.

Loop

Al Quodbach back in business.
Eddie Grossman bets nickels, and collects.

Zoo Calkin dropped eye ball, on the street is Esther Aronson.

Benny Fields is in a chump at shooting for his brother, Turner.

Ted Healy is in a quandary but now knows what to do.

Now that Matury Greenwood has left there's nobody around to burn at Charlie Day.

Benny Rubin, out of 'Girl Crazy,' is coming Miamiward with the misus for a rest.

R. C. MacCallum rarely visits the loop now since moving to the Sherry Lane theatre building.

Phyllis Melius has changed to Allison Lloyd it's still Todd on the A. marquee in 'Coronar.'

Alphonse Stevens in his review of 'Payment Deferred' went ga-ga over the picture.

Henry Herbel qualifying as a scientific psychologist following the case of Frankenstein, an emotion detector test.

W. B. Rubens' daughter, Charlotte, is pouring her notes into a W.I.A.F. New York, miks under the moniker of 'Charlie Day.'

Report that Aaron Fox had \$2,000,000 to build the theatre in town had Aaron Jones searching the burg for him to sell him the Woods and Garden sites.

Solly Ward, at the Great Northern theatre, has been elected to make three NVA vice-presidents currently in the legit show.

There are Phil Baker and Ted Healy. Others are Phil Baker and Ted Healy.

Bill Pine, Lou Lipstone, Will Harrison, Eugene Brennan, and Harry Kurnikar got their pictures in the 'Columbia' Judge in the picture.

Comedians Public-Ed & K. and Chicago American stage career continued.

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San Francisco

By Harold Beck

Cliff Work in town again.
Mickey Hester here for Con Con.

Stage Struck; in German, at Pilmare.

William Arrell has a case of poison oak.

"The Chinese opera,"
Bully Sweet, former U. player, warning at Bal Theatre.

Orin giving college and sandwiches with Life.

Tommy Harrie doubling from KFRS to Mission and Fillmore theatres.

Before a "Variety" mug even gets into his mouth, the actor screams, "I don't know!"

Chas. Conlon, former theatre owner, back after a year around the world. Says no depression in Java.

Comedian Twine comes to birth-day while playing the Golden Gate. Took a bicycle.

KFRS's playgoer who lucky returns to Shrine Auditorium, Los

Angelo, in February, and to Portland, Ore., in March.

Few weeks ago Bobby Callahan and Warren Jackson split up.

Charles Delaney and Jackson teamed up in last week's fight.

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Denver

J. T. Sheffield on his way to Seattle.

Ethel Stein, Col. cashier, married to Herman Horwich.

Jack O'Brien, Col. salesman, resigned and left for Prince.

Mr. N. Pensteln, former manager of Radio exchange, now selling for Radio-Radio.

The only Publicity has in Denver, Walter Richard Shuttles, has a tooth.

The case of Sheffield vs. Sullivan-Pan, former actors for conversion of property, has been postponed.

Mrs. Marie Reid won a preliminary decree of divorce from Charles H. Reid, musician. Property settlement made out of court.

Dr. KRELL has added Consolidated Press and wire and put the press on the air in ten periods daily of five to fifteen minutes each.

Remodeling the theatre for Public, wrecked a coupe driving from Denver, and was not injured.

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Hollywood

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Boston

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Montreal

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City goes to bed.

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Kansas City

By Will R. Hughes

Most Singer here conferring with city officials. Hotel Baltimore, 550 rooms, in hands of a receiver. M. Metzger conducted a meeting for picture distributors.

Thomas Paid here for a couple of days and not a line in the papers. Kansasans generally had decorations on the downtown streets.

The town has averaged a congregate a day for the past week. Jacques Wilson is the latest ad-joiner to the Grand Hotel.

Wayne Dillard has moved his office from St. Louis and will make it his headquarters.

"Red," Loeva's Midland parrot, escaped last week. Max DeLoach Claim he was mistaken for a turkey.

Kansas City's employment program started when 1,500 men were put to work on different civic projects.

Jerry Norman, Mainstreet this week, first time he has played the house and first time here or seven years' hands.

The old towers of Electric park, one of the electric parks of the day, fell this week under the workers' hands.

Maurice Cain is putting the Gayety stock buyback over. He gave \$25 to 25 bankers.

Chandley walked up to take away the Gayety and asked for the ticket to Bedolla. Thought he was in his station.

This Thanksgiving was a real one for Clinton picture and the Bundles have been idle since the first of the week.

The strike of the luminaires last night began.

McCochane has referred thirty-two major football games this season, traveling from Dallas to Chicago and from Kansas to Kansas.

McCarthy is touring in Chicago while broadcasting "Easy Aces" three times a week, continues to contribute his efforts to lobbying for the Bundles.

Fourteen theatres turned in \$2,925 to the unemployment fund. The League's office is in the city.

The horse show, increased the same fund \$2,000.

Frank J. Deas has resigned as vice president of the United Hotel and the South and the Bundles district managements of the United Hotel of America.

Thirty years ago the directors of Convention hall asked Louis Shouse to run them and he has been there ever since.

It is no longer a permanent job they will give him a permanent job. Forty years ago this week the following well-known luminaires were featured at local theatres:

At the Gaiety, Jettie, Loretta, Louis James, Mrs. John Drew, Viola A. Clotie, Fredrick Landring; at the Auditorium, Julia Marlowe and Robert Bourne; at the Grand, Donnelly and Mack; and at the Palace, Gus Mason and Mack, and although the town had but a third of its present population, big business prevailed.

Birmingham

By Bob Brown

Bombs continue. At Pine to Miami for the winter; Joe Ford helping out at the Temple.

Hollywood Show Boat at Nashville. Myrtle Snell back on vacation in Florida.

Boxing fighting is due for a sock. Humane society. C. M. Moore has grabbed the Palace at Enticement and has disposed of the Palace at Avondale.

Frank Friedman, old time circus performer, is holding out for his collection. Lillie Lettice, old time circus performer, is held at Long Beach, Cal.

This town is gone nuts over the winter. With a cold in the local newspapers you get another one.

With all the hired help to toast hay for Vernon Reaver chose to toast hay for

Washington

By John Daly

Leonard Bergman visiting his old friend, Steve Cochran. Corbin Shield sees visions of vaudeville staging a comeback.

Irma Bennett, editor-in-chief of the Post, ill with the grippe. Better word.

Harold Meakin gets a new derby. Radio beat of the year.

George Patton has written a book. Discovery of the Earth's forgotten notes in astronomy.

Mrs. Eleanor Patterson, editor of the Washington Post, resigns as director of pageantry for the George Washington Bicentennial celebration.

Arnold Kruger resigns as director of pageantry for the George Washington Bicentennial celebration.

Charles Carter, of the Wyoming, takes off his hat at a rummage sale and a smart young luncheon in the DeForest.

Barton Holmes gives a farewell luncheon in the DeForest.

Chandler, with Japanese-Russo war correspondence present.

Senator Warren Burton, Morrow's successor, once a amateur horseman, is now a professional.

Even if Public did lose its license for a theatre, Brookline is assured that theaters in the city.

Construction Co. has notified the city of its plans for a theatre. Company told to speed up or else lose its license.

Even if there weren't enough agencies to worry theatre managers, a group of men who go strong for that sort of thing are planning a nation-wide organization.

James H. Brown, a member of the United States Constitution. Alvin Karpis, a member of the United States Constitution.

Pragmatism. Hartford. Jack Bannon is recovering.

Bureau is to be kept in Hartford. Is concerned. No business on previous years.

Shouppe, an elusive hand with Moe Silver on the latter's inspection tour of the city.

Maurice Cronin, city editor "Courant," has a new management, speaking at local women's clubs.

Local theatres go amateur nights with the Palace, State and Caneo staging the entertainment every week.

City of Hartford opens its own grocery business. Thirty men are to be employed.

William Leitch, a neighbor of William Leitch, takes over direction of opening of "The Tadpole" in the city.

Mayer. Batterman appoints temporary committee to make plans for a celebration next year when the city will celebrate its birthday and first settlement.

James H. Brown, formerly American consul agent in England and a Hartford newspaper man, now corresponding to the city.

Hartford Times from New York. Showing pictures in which Robert Ames featured, suspended performance of the city.

City of Hartford is recovering from the nervous collapse suffered after the death of its mayor.

George Swales to return to New Gardens as soon as he recovers from his head injury.

Walter Winchell to read for three one-act plays.

Charles Zevecek, business manager, has left the Forest Hills-Kew Park and is recovering from the nervous collapse suffered after the death of his father.

Madeline Holmes bored at the death of her father.

When asked if she ever lived in the city, she replied, "No, I was born here." She is 18 and the child of Phillips Holmes.

New England

By George A. See

Collected for unemployed at Harvard-Yale tussle in Cambridge gathered to \$13,274.

Joseph H. Gauthier steps from the "Post," resigns his job Jan. 1 to become secretary to the city.

Twenty-five years ago George H. Worcester was from New Haven to Worcester (legit) theatre.

The item in the column about racketeers preying on fishermen has been hoped to be true.

Four kids dropped stench bomb and sneezing powder in the Palace theatre, Worcester but were captured by house cop when one of 'em sneezed.

Rechester, N. M., swings into the anti-blue law line and votes strongly in favor of Sunday film and vaude shows.

Churches attempt to arouse opinion about the new law. Here are the receipts of some of the unemployment fund shows:

St. John's, \$1,000; St. Paul, \$1,000; St. Peter, \$1,000; St. James, \$1,000; St. Michael, \$1,000; St. George, \$1,000; St. Andrew, \$1,000; St. Nicholas, \$1,000; St. Basil, \$1,000; St. Constantine, \$1,000; St. Helena, \$1,000; St. Agatha, \$1,000; St. Barbara, \$1,000; St. Elizabeth, \$1,000; St. Anne, \$1,000; St. Catherine, \$1,000; St. Margaret, \$1,000; St. Mary, \$1,000; St. John, \$1,000; St. Peter, \$1,000; St. Paul, \$1,000; St. James, \$1,000; St. Michael, \$1,000; St. George, \$1,000; St. Andrew, \$1,000; St. Nicholas, \$1,000; St. Basil, \$1,000; St. Constantine, \$1,000; St. Helena, \$1,000; St. Agatha, \$1,000; St. Barbara, \$1,000; St. Elizabeth, \$1,000; St. Anne, \$1,000; St. Catherine, \$1,000; St. Margaret, \$1,000; St. Mary, \$1,000; St. John, \$1,000; St. Peter, \$1,000; St. Paul, \$1,000; St. James, \$1,000; St. Michael, \$1,000; St. George, \$1,000; St. Andrew, \$1,000; St. Nicholas, \$1,000; St. Basil, \$1,000; St. Constantine, \$1,000; St. Helena, \$1,000; 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Shuberts Not Expected to Emerge With Over 2 Legit Houses—May Be Obligated to Enter into New Combine

Broadway opinion is that the Shuberts will not emerge from the present predicament with over 12 legit theatres. Probably all of these will be Broadway.

This situation will leave the Shuberts peculiarly positioned. They will be influenced by the fact to dominate the legit, nor is it likely they will be able to entice any producers of standing to their rescue. Under the probable condition of the Shubert legit line up, if there should be any of the present Shubert line left after the legal entanglements have been adjusted one way or the other, they will be obliged to seek out other safety haven to protect the remaining Shubert houses with present productions.

There is no prospect of the Shuberts disposing of any of their theatres for picture exhibition. They failed in that attempt several times before going into receivership. In casting about for the safety-first haven, it is not unlikely the Shuberts will accept the first opening presenting itself.

Nothing Left to Do

Shown any way there will be nothing left for the Shuberts to place in a production. The Shubert line is hardly up to standard. Legit houses process with dramatic comedies and mostly farce. Legit houses have mostly farce. Legit houses have mostly farce.

By the time the Shuberts have selected one of the Shubert line to be sold, the Shubert line will be composed of independent legit producers, with perhaps the Erlanger office in the Shubert line. Under these circumstances, it is not expected to arrive before next season, with the Shubert line.

Legits are agreed that one route and one legit looking office for the Shuberts is sufficient for all legit purposes in this country for a long while to come.

Just the Kite's Tail

With the prediction the present receivership or its aftermath will wash up the Shuberts insofar as any previous connection with legit in the legit is concerned, the Broadway writers say that heretofore what attachment the Shuberts may have entered into, it will be as the tail instead of the head of the kite, as heretofore.

A lack of sympathy for the Shubert predicament is noticeable and may affect reports about them. Legit showmen with business association with the Shuberts in the past, appear to have lost some of their bitterness in discussing the Shuberts, but they have not forgotten. The Shuberts are still one of the wealthiest men in the show business is another non-symmetrical angle and one that is not to be overlooked.

Lee Shubert's quiet remark he had put \$450,000 into the insolvent Shubert corporation and that he was not to be taken from anyone for him or his troubles. One sarcastic former ally of the Shuberts would have been better informed for everyone if Lee had told what he had taken out of the Shubert corporation.

BACK TO 10-20-30 ON THE BOWERY

"Midnight in Chinatown," the ancient melodrama in a return to 10-20-30 shows in New York City (Tuesday) when it opens at the People's on 10-20-30 at all times in the 10th century plays may follow.

It is a stock venture, with stock play and a stock cast. The co-op, James Gray is directing, with Marjorie Rindone one of the Ullriches. Gray owned the 30 cent shows, the present try will be done in modern dress, but under the same lines.

Company will give matinees every day except Mondays.

CARROLL CUTS 25% High Cost Chorus Gals Included in Clip—Principal Quits

A cut of 25% in salaries has been made in Carroll's 'Vivian's' Revision accompanied by a cut of two of the four matinees, the show now being on the usual eight performance.

Lillian Roth refused to accept the clip and leaves the cast this week. Most of the chorus girls who received \$10 weekly and are now getting \$7.50.

Will Mahoney was reported offered to \$250 a week at \$4,000 weekly, which is his show salary. The comedian however took the cut and stated his contract with Carroll would not permit vaudeville appearances at this time.

ERLANGER'S WILL BE IN THE SHOWS

With 'Pine and Dandy' closing down for some time, Erlanger's productive reach a next to nothing stage, having only 'The Merchant of Venice' and 'The Sign of the Cross' in the management. That is Maude Adams' 'Merchant of Venice'.

Even in that, show Miss Adams' Maude Adams is a 50% partner. That Erlanger's will stay this way for some time, it is not expected. The settlement of the present Erlanger will soon, and maybe after that, the Shubert line will be in the hands of Erlanger's. Erlanger's interests have either closed or gone to other hands. 'Social Register' is taken over by Jones & Green. 'Admirable Crichton' is closed, while 'William Tell' and 'The Sign of the Cross' goes out under George C. Tyler, a revival.

So far as known there are no further shows in line at the Erlanger office, this bearing out the report it is tied up through legal difficulties. In the case of Holmes' only a small financial injury is looked at best.

Productions for Erlanger's through Brakin haven't materialized. The Shubert line will be in the hands of Erlanger's. Erlanger's interests have either closed or gone to other hands. 'Social Register' is taken over by Jones & Green. 'Admirable Crichton' is closed, while 'William Tell' and 'The Sign of the Cross' goes out under George C. Tyler, a revival.

HILL-BILLY PLAY WITH A LOBBY BALLYHOO

A hill billy play for Broadway is called 'Two Whoops and a Ho!er.' It's written by Ethel Richardson, and will be produced by Ethel Richardson. Richardson has written some of the most stuff for the air and comes from a hill billy section of the south.

Casting has started, with Anne Fetherston declaring about actress Walter Warner will probably direct. 'Whoops' may be a co-op venture.

Presently there's a plan to have a billy genre in the job. The production of 'Smile' through performances, emulating film billy entertainment methods. Title of the production is 'Smile'.

Thompson in 'Event' Sidney Phillips will produce 'Event'

'Event,' a newspaper play on communists. It's due for rehearsals shortly with Broadway production before February. Thompson will stage and direct, it being the first legit attempt away from music.

Authors are Emanuel Seff, former Shubert press agent, and former Ray-Minor owned the play for about six months but let its option slip.

Road 'Electra' Co.

Theatre Guild is preparing for another company of the O'Neill trilogy 'Mourning Becomes Electra,' to play Chicago and other cities in the next present season. Plans are that a run will be gotten in Chicago and remaining territory will be covered as time permits.

A coast engagement may be attempted during the summer. Guild is holding back names of players, but two women stars will head the cast. Rehearsals for the new company will take five or six weeks.

SONG WRITERS BACK TEGGY

When Lew Brown and Ray Henderson got mad enough they tried to get around to back their own. Meaning that one of those Broadway rumors has the composing and lyrics of the new musical, 'The Sign of the Cross' musical. A. C. Bismuth is also supposed to be in on this same production. Brown and Lew are reported the instigators, with George White the inspiration for the burlesque.

It goes back to the Brown and Henderson to scrap the night 'Scandal' opened. Brown and Henderson were supposed to do a book show for the night. Brown and Henderson were supposed to do a book show for the night.

'Bloodless Revolution' May Be Anything but Without Prof. Actors

A suburban carpenter and builder turned legit playwright, author and actor, William Harrison, has been resulted in a play titled 'A Bloodless Revolution,' touring the country. Harrison's play is hoped to end in a Broadway book. An advance card is ahead of the play, with hat auto painted in red and red proclamations about it in crimson wording and letters.

The show started to open Friday (4) in Springfield, N. J. Prior to that it had been stopped once by the police, supposedly because of its radical nature. Subject of the play is given as nearly being home and taxes and the woes of a suburbanite in various directions.

Producing the play is William Jackson. The producing group is called Montclair Productions. Harrison is in the director of the play and indicating, possibly, a little theatre group gone on a rampage. It is maintained that, with some of professionals, but Equity knows nothing about it. No salaries are paid, it being a commonwealth production.

Lettering stated the 'Revolution' was coming and that it furthermore was not a political interference was allegedly caused, according to a 'Revolution' play. Harrison is the play slumped politicians.

Vince Youmans' Sentiment in His New Musical for Hammerstein's

Vincent Youmans may take over Hammerstein's, New York, theatre for the presentation of his musical version of 'Smile' through performances.

There are sentimental reasons for Youmans' desire for the retention and the production of the play. The name of the play, in addition to it being of Broadway, Arthur Hammerstein was built it is maintained by his father, Oscar, producer 'The Pearly' which established Youmans' reputation. From Youmans' conduct the orchestra for the show and he was brought from the other side of the street to the Broadway concert master. The last of Oscar Hammerstein would be replaced in the music by Youmans. The speaking of his plans for the theatre mentioned that the opera side of the show is a Youmans hat, his father having been the director. However there is a hitch in the matter.

Receivers Can Cancel or Continue Actors' Contracts Is One Question; Lawyers Discuss Shubert Matter

A&F'S STRAIGHT LEGIT

Firm Will Continue Also With Musical Productions

'Adam Had Two Sons,' a new play by John W. McDermott, goes on stage Monday (7) at the Aarons and Freedley as the first straight legit place for this combo. Metville Burke will stage. Play opens at the Garrick, Philadelphia, Jan. 11, with New York next, two weeks later.

Some talk of A. & F. not doing any more musicals is denied by them. Their present program calls for a revue immediately 'Adam' is to be followed by 'The Sign of the Cross' for a new play, but it will be for the Hollywood Theatre on Broadway. Metville Burke will stage. Play opens at the Garrick, Philadelphia, Jan. 11, with New York next, two weeks later.

PARAMOUNT OFF LEGIT JUST

Paramount completely washed up their subsidiary Ray-Minor Corp., with an agreement of Whittaker Ray and Worthington Minor, ending their contract with Par. They still had several months to run. New company was immediately formed under the name of Doran, Ray and Hewes, to take over the plays held by Ray-Minor.

Doran's membership in the new company, by consent of Paramount to whom he is under a long-term contract as eastern story.

Final disappearance of Ray-Minor ends the time Paramount's legit line. The company was started in early 1931 with the two heads given year-contracts, but was made inactive several months later without having accomplished a single production because Par began 'trouble' down.

Doran, Ray and Hewes, the new company, consists of Mr. Doran, Ray and Mrs. Margaret Hewes. Latter is head of the Wharf Plays Theatre Production. Minor will continue with the new company in an associate capacity and will have the next two plays.

Program is to go into production with 'Wild Waves' as directed by William Harris. The show is ready early in January. Later casting will start on 'A Trip to Pecosburg.'

Fame as Play

David Freedman, co-authored Harry Reichelstein's new autobiography, is working on a dramatization of the book, to have the first production at the Garrick.

William Harris, Jr. may produce it.

Stance Yours' Sentiment in His New Musical for Hammerstein's

The young producer was under-erected this week.

Lee Shubert and Jules Murray were announced with a general agreement to book the show into a Shubert house. That's the first time Shubert or Murray ever journeyed to manager's office on a similar mission.

The cast of the show will have Ada May, Norma Terris, Charles Winkler, Nick Long, Jr., Dallas Dyer, and Norman Krass. The show is due to open out of town Christmas night.

Bernheim Shubert, resigned from the Ziegfeld office, will handle Youmans' publicity.

Status of term contracts held by actors with the Shuberts has not been settled. The question of the issue is whether the Shubert Corporation or the receivers are responsible for the matter. The Shuberts are being discussed by counsel for Equity and attorneys representing the receivers.

Equity states that while there has been a disposition on the part of the Shubert receivers to void such contracts, claims by actors have been filed as yet. It was explained by Equity that because the receivership was temporary, first decision on term contracts had been delayed. With the receivership now extended, the status of the matter should be cleared up, it is claimed.

Claims to the amount of \$5,000 have been filed with Equity by the cast of 'Alison's House,' one of last season's flops which the Shuberts took over because it was awarded the Pulitzer prize. This season the show was sent on tour, the players having been guaranteed six weeks, but the attraction was called back after being out two weeks.

The show was in rehearsal prior to the receivership, but was ordered closed by the Shubert receivers. The receivers have indicated whether they will assume responsibility. If they disavow it, the actors will be forced to seek relief from the court. Should the receivers be upheld, the actors will have to seek relief from the court. Should the receivers be upheld, the actors will have to seek relief from the court.

Outside Opinion O'Brien, Melvinsky and Driscoll

Requests for relief by 'Yardley,' stated receivers may act as they wish; they can recognize or disavow contracts, and they can act as they believe to be in the best interests of the receivership. That would accept to place actors' contracts with the Shuberts in an insolvency situation. That would apply to actors' contracts with other corporations meeting similar conditions.

It appears that the receivers have the right to close any Shubert show without further contract responsibility, but also have the power to compel actors to carry out existing contracts.

SLIGHT SLAP TAKEN IN PETITION AT GILLMORE

At the Actors' Equity council meeting today (Tuesday) a petition signed by about 500 actors will be presented in opposition to any changes in the Equity constitution with the managers. Reported included in the petition is a policy-resolution to oppose any changes in the Equity constitution with the managers. Reported included in the petition is a policy-resolution to oppose any changes in the Equity constitution with the managers.

Equity president's published statement tended to suggest that the members of the Equity constitution favored Sunday shows. The statement was a Youmans hat, in the opinion of one man, Gillmore, stated the petition, from reports, rather than an unanimous inclination of the members.

A portion of the Equity membership has been declared in opposition to Sunday shows on Broadway in agreement to the Sabbath performance on condition that the Equity constitution Sunday shows is eliminated.

Critics Can't Decide

A meeting of New York's Critics Circle for the purpose of whether it is to be entirely opposed to Sunday shows on Broadway in agreement to the Sabbath performance on condition that the Equity constitution Sunday shows is eliminated.

Another question may decide the critical problem.

Constance Binney's Return

Constance Binney, legit star, will be in the Broadway production of 'The Sign of the Cross' at the Garrick, Philadelphia, Jan. 11, with New York next, two weeks later.

THEATRE

London Show World

London, Nov. 22.
Determined to make a success of the *Kit Kat*, Gaumont British has engaged Bernard in charge. Bernard seems at the moment to be about the biggest bet in film showmanship here.

First thing Bernard did on taking over the restaurant was to close it for re-opening Dec. 7 at popular prices. He is now in the city after Hollywood's Coconut Grove with much picture stars present as much as possible.

Can't See 'Guardman'
As expected, "The Guardman" (Metrol), which drew raves from the Fleet street, readings and growls from the wise ones, went out of the Empire after one week, taking around \$20,000. This is by no means a record low for the house, but did warrant the holdover.

Pictures in this country will mean nothing outside a handful of key cities.

Ticket Buy
Another library deal has been made for "Thine Always Juliet" the slender zarzuela piece, co-starring Edna Best and Arthur Marshall, the loving pair whom neither public nor Paramount can understand.
Gilbert Miller has consequently acquired his New York rights. Temporarily there is a possibility the players may appear in Germany before coming to the States eventually.

"Bow Bella" has been chosen as the first of the new Hippodrome revue, which opens late in Dec., with Blinnie Kell, Randall from the Police, Bergeles, and Harriet Hector in the cast.

Carlton Mann, who started as head of the Croydon Palace, Oswald Stoll changed the house policy seven months ago, left abruptly and is presently, and is replaced by Samuel Harbour, boxoffice man.

Mann had told his friends how he intended to stick there for a long time.

In the Middle
An English act could not understand why he did not and a hit in London. After a hit in London, he wrote to his agent confidentially that he was getting together with the bookers. Meanwhile, he was being for several weeks on said circuit by another agent.

When the first agent heard of the bookers he showed the letter to the bookers. It then was suggested the act should choose between paying the "Variety Artists' Benevolent Fund" \$50 and having his date cancelled, or be used for criminal slander.

C. K. Munro Now
C. K. Munro, who once threatened to become a prominent author, gave a private performance of "Bluestone Quarry" and followed it with "There's a Charity Matinee."

Peabody's Test
The Columbia gramophone company landed the Edla Peabody in London after six months' negotiations. Despite the banjoist's reputation as a comedian, the company, they insisted he make a test.

Edla, now they are recording plenty.

Anderson's Bits
John Murray Anderson is infusing a lot of his "Almanac" material in the new Hippodrome revue. One of the scenes will be Oscar Wilde's "The King" with J. C. Carpenter playing his original role.

Fanny Wholly Local

Paris, Dec. 7.
Theatre de Paris opened with Parnol's new play, "Fanny," a sequel to his "Mistresses".
The play makes a local success, but is unlikely for foreign production and promises little as screen material.

Vincent Dindy Dies

Paris, Dec. 7.
Vincent Dindy, 41, died suddenly due to heart failure.
Dindy was a composer, well liked here.

SHOWS HOLD UP, BUT DEPT. STORES BULL

London, Dec. 7.
West End entertainment field is not little affected by the usual pre-Christmas slump, but stores, which generally augment their stocks for prospective extra business, are instead firing permanent employees because of dullness.

Condition is largely due to the uncertainty of government moves for the new future and by the post-war taxation on imports.

NEW OPERAS LISTED AT SCALA O. P. IN MILAN

By EDWARD STROTZ.
As reported Senator Borletti and Miss Colombo have resigned from the direction of the Scala. Substituted by the Italian Minister of Milan and Maestro Eraldo Trancigaglia, whose great merit, if judging all reports, is that he was a "Fascist from the first hour". What his political color has to do with his organizing ability is only an Italian can explain.

The season will begin Dec. 16 in conformity with Dec. 7. This is in conformity with Milanese tradition and, incidentally, with the state of the funds.

Prices are to be lower, but they will still be high.

The repertoire will consist of three brand new operas: "Palla de Mozzi" by Marinuzzi to a Forzano libretto; "Primavera Fiorenza" by Puccini to Giallomberti's libretto; "Il Favorito del Re" by Veretti set to Rossini's libretto. There will likewise be a new ballet entitled "Belkis" by Rossini to a Guastalla plot, an opera now for Milan, "Basil a Boff" by Pich Mangialisti to a Boffo book, and seven re-arranged operas: Giordano's "Pellaea"; Mascagni's "Cavalleria"; Cilea's "Adriana Lecouvreur"; Massenet's "Werther"; Samson and Delilah; and Verdi's "Otello".

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Good Fairy in Holland
The Hague, Nov. 28.
The Hofstad Tooniel is Dutch success with German plays in Dutch versions; their latest success in the Netherlands is the Dutch tone picture by Adolphe Engers of Molnar's "Die gute Frau" with Mrs. Annie van Ees in the title role.

She is the wife of Mr. Cor van Lugt Meisert, who produced the play.

Weather

Paris, Dec. 7.
Despite seasonal weather, theatre business is down with special reference to the leg.

The Casino de Paris takings have fallen off to such an extent the idea of putting the house into pictures after the holidays is under consideration. Grosses are said to have declined 25%.

EUROPEAN STAND AGAINST ALIENS

France Taking in Everyone from Abroad for Rejection England Refusing Labor Permits

Paris, Dec. 7.
Fight of European governments against unemployment is becoming a serious menace to actors everywhere. Most important danger is that it is now almost impossible to arrange international vaudeville tours.

English are rejecting an increasingly large number of acts daily.

One day recently English refused permits to eight different acts working for Paramount on the continent. May mean that Par will have to book acts into theatres in each country separately.

France is restricting not only vaudeville acts but also musicians and picture actors.

New decrees have been passed here enabling the authorities to padlock theatres of 1931-1932. Court has ruled which is claimed by natives and is actually a polite way of giving the government a right to discriminate against owners who favor foreign acts.

Bligrade, Dec. 7.
Greek government has decided to curb the entrance of actors and vaudeville artists into Greece as a fight against unemployment.

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COCHRAN SHOWS GO IN MCLELLAN HOUSES

London, Dec. 7.
C. B. Cochran has completed a deal with George McClellan and his Cochran shows to go into Associated Theatres and Picture Palaces from now on. McClellan is managing director of A. P. Deal starts with "Helen" on the opera, which will go into the Adelphi.

"Grand Hotel" is currently at the Adelphi. It will move to the Saint James when "Helen" is ready, structural stage changes being made at the Saint James in the meantime.

Max Reinhardt is in London to start work on the production of "Helen" for Cochran. He produced it for himself in Germany.

London Shows Out

London, Dec. 7.
"Red Light" folded at the New Theatre Tuesday (12). Played only one night.

"Little Catherine" will bow out at the Phoenix Saturday (12) after only three weeks' run.

CHEVALIER FOR REVUE

Paris, Dec. 7.
Offers are being made from Europe to Chevalier for a revue to be staged here during his next European vacation.
Revue will be produced in France, but the offers are made through Paris.

CRUSADE AGAINST 'SALOME'

Greek Church Bishop Calls for its Suppression in Belgrade

Belgrade, Dec. 7.
The learned Bishop of Belgrade, Dr. Vukobratovic, of the orthodox (Greek) church preached his sermon yesterday (6) against the public performance of the opera "Salome" based on the Oskar Wilde story, demanding that it be officially suppressed here.

He described Wilde as a great artist, but maintained his play is blasphemous. Sermon is reported to be a preliminary to a formal decree upon the government for a ban on its performance.

Shuberts' Private Deals

Paris, Dec. 7.
Theatres owned outright have a value of \$23,310,000 and a claimed book value of \$2,851,000. Deducted are the total mortgages, bringing down the total assets to \$21,459,000.

Turned Back 10 Houses

As anticipated the receivers have turned back at least 10 theatres, also 10 houses in New York. Some of the latter are owned by the Shubert brothers or their Trebush Realty Co. (Shubert spelled backwards). Leases disaffirmed in New York owned by Ambassadors.

Lee and J. J. Shubert, the house having lost \$7,701 during the season of 1931-1932. Court has ruled which is claimed by natives and is actually a polite way of giving the government a right to discriminate against owners who favor foreign acts.

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NEW VAUDE HIGH

OF \$20,000 FOR PALL, LONDON

London, Dec. 7.
New high was established at the Palladium with a gross around 6,000 pounds (\$150,000) for two week ending last night (6). Capacity for every show during the week did it.

Only American act in the bill is Edith Day, appearing with Robert Naylor, although the other three top teams work in American style and mostly with ideas from standard American turns. They are Nervo and Knox, Carroll and Mundy, and Naughton and Gold.

All of the acts mentioned above have appeared in New York at various times, according to "Variety's" files.

Palladium setting a new high with its two-day vaude at this time of the year, mostly with the Duke, New York, only two-day vaude houses left in New York, also having a record-breaking bill.

SHOWMAN'S DAUGHTER MARRYING A DUKE

London, Dec. 7.
Kathleen Deane, Welsh actress and daughter of a well known theatrical manager, will marry the Duke of Manchester this week.

Marriage will follow a record degree being made absolute for the Duke today.

L'Affaire, Paris Hit

Paris, Dec. 7.
New piece at the Casino, entitled "L'Affaire" is a hit and looks like a bet for American adaptation.

It is the work of Varenne and Silva, picturing the crookedness inherent in the French legal system.

Hopeless 'Flat'

London, Dec. 7.
"Flat" to Let at the Criterion is a trivial, amateurish comedy. First effort of a young actor.

Piece contains several brilliant lines, but the rest is hopeless.

'Barretts' Ends Long Run

London, Dec. 7.
After 15 months—the longest run in London—"The Barretts of Wimpole Street" closes Jan. 2 to be succeeded by "The End of the Road" by C. R. W. Wise.

Cedric Hardwicke and many of the original players will appear.

mine to what extent the liabilities of the Noclin Corporation were contracted on the credit of, and are thereby entangled between the parent company and the subsidiaries.

Shuffling Leases
The Shubert holdings: Lee Shubert, president, 41,165 shares; J. J. Shubert, vice-president, 4,745; William Klein, treasurer, 2,600; Ira Shubert, treasurer, 16,700. J. F. Waters is listed as controller, not owning any stock.

Directors of the corporation: Lee and J. J. Shubert, Robert C. Adams, William Klein, J. S. Lawrence (Shubert), F. J. Leonard, William P. Phillips, E. Clifford Potter, Milton Shubert.

The Noclin Corporation, formed this summer to operate the picture branch of the company and also in receivership (overlooked in the original petition), claims \$352,000 including a production time of \$165,000, but the operating deficit for the first months is estimated at \$275,000. While the Noclin company is owned by the corporation, the receivers have been unable to deter-

mine to what extent the liabilities of the Noclin Corporation were contracted on the credit of, and are thereby entangled between the parent company and the subsidiaries.

It is apparent that the receivers must raise more money, but they cannot say. They expect Lee Shubert will furnish it.

Inside Stuff—Legit

4 Shows Out

That Dudley Field Malone-John Anderson debate on dramatic criticism prompts the thought that someone may be passing up a bet if not augmenting and repeating it under more favorable circumstances. It's a most interesting subject to the trade which could be realized upon either on a Sunday night or at midnight, for performers could attend. Play-choice, under whom auspices the original cross-fire was held, buried it behind unemployment benefit heralding—and no heralding.

At a \$2 top that might attract a lot of attention from not only the profession but the critical neophytes in the various schools of journalism. Ideas also brings up the thought that the managers continue to neglect the value in midnight shows. What such a performance, given the first week it opened, would have done for "Wonder Boy" is conjecture, but it's certain that the profession which knew what was about, and would have understood it, could have created a lot of word-of-mouth comment. The late performance thing seems particularly adaptable to plays bearing on the theatre or pictures, but the producers continuously ignore the advantages; one of which is that the audience generates troops. In as on a lark and if the show holds anything at all it draws a heavily favorable reaction from the witnesses who go out and talk.

Ed Wynn worries are over, for his "Laugh Parade" at the Imperial, New York, is an unquestioned hit. It reached that state and theatre however by a bare chance.

With Wynn \$175,000 in the box with the show, over which there had been many headaches during its out of town sales, Wynn and his advisors were for closing it, before the show could reach Broadway. All excepting Fred Zwillert, Wynn's business manager. Zwillert advised the Broadway chance be taken. Let the \$175 go to \$25, said Zwillert, and let Wynn find out what he had in the show. This was settled upon as late as the Friday night before the opening at the Imperial.

Advance reports on the Wynn show along Broadway had said it might claim before reaching the big try. This was an adverse opinion. It is claimed the pre-reports kept the regular first night mourners away, the house selling out to an orchestra full of casual theatregoers who appraised the performance without prejudice, creating an atmosphere of entertainment that reacted for a 100% showing by the company, who sensed they were getting over.

The Wynn show has shot ahead in grosses since opening, now doing around \$35,000 weekly. Wynn seemingly has a clinched prospect for his production money back, besides a profit and another season out of town with the same show.

Considerable talk about Horace Liveright and Walter Wanger going into play producing together, with Wanger putting up and Liveright producing. Only thing correct about the yarn is that it's okay with Liveright, if Wanger wants to. They've been talking about it for some time, and get together often, but Liveright has not been able to find any plays Wanger likes enough to back.

Wanger has told Liveright that he will come through if and when the former publisher finds a script. Liveright found three scripts, all Wanger-rejected.

Former entrance to the Forrest theatre, N. Y., has been closed with what used to be the lobby transformed into a store.

Milton Kramer got the house back from Shuberts under the latter firm's receivership. Lee Shubert is reported personally a partner in the Forrest.

Stage crew at the Ritz, playing "Two Seconds," all wear smocks, similar to those worn by office workers, with the Ritz worn in black. Reason is "Seconds" scene changes are made with the curtain up and the black smocks make the hands invisible from out front.

Future Plays

Catholic Biblical Play

By Priest for Midwest

"Heads or Tails" opens on Broadway, probably at the Cort Dec. 23 by Joe Jackson and Doris Anderson for Arthur Collins, new Broadway manager. Producer is directing. Cast, bonded at Equity, includes Bradford Peters, Taylor Holmes, Jessica Newcomb, Betty Rose, O'Keefe. Rehearsing at the Cort, with "Willow in Green" indicated as leaving or moving.

All the King's Horses, new title for "Men Must Fight," by Reginald Laurence, which Rabbittkin. Introduced out last season in Philip K. K. Lauren has doctored the script to start casting shortly. Rabbittkin firm headed by Sigourney Theater.

A record time for a legit play goes to one being produced here. It is labelled "Kleopatra, Daughter of the Nile," by Helen Priest. It's a Biblical story from the Catholic viewpoint written by Father Stengus of Robinson, Ill. Cast of 17 is now rehearsing and, according to plans, will tour the midwest playing churches, schools and auditoriums. Two agents are on the road at present trying to obtain guarantees and assurances.

Though understood to have a couple of associates, Father Stengus is listed with Equity as the backer. He is due at the office tomorrow (8) with \$1,675 to cover salaries and transportation.

Four shows on Broadway's closing list may have additions by Saturday (12).

"Two Seconds," independently shown at the Ritz, off Saturday after playing eight weeks. Doing \$7,000 but dropped down.

The Guest Room, Independent, at the Biltmore, and Wednesday (12) after eight weeks. Last night right, with average grosses of \$1,000 or more.

"Miss Gulliver Travels" is due out of the Hudson this Saturday. Rented the house for three weeks and, if unlikely backers will go further into re. And "Grand Hotel".

Healy's Widow Leaves Group Husband Formed

San Francisco, Dec. 7.

Mrs. Frank Healy, widow of the late founder of San Francisco Light Opera Co., split with the group carrying on her husband's light opera project at the Geary when profits on the three weeks of "Maytime" were written off to expenses.

Mrs. Healy carried the matter into court and result is outfit continues to operate. She is "Chocolate Soldier" doing well. "Vagabond King" may follow in three or four weeks if Paddy Ashkan can be secured. Initial production, "Maytime" got by handily for its three weeks when all but a few members of the coast waived salaries to get the ventures started. Entire group went Equity for "Soldier".

The late Frank Healy spent the last two or three years working on this to, project only to die a week before the curtain rose on "Maytime".

JESSE WILLIAMS HURT

Mason M. Williams, house manager of the Plymouth, New York, fell down the cellar steps at his home last Thursday (4) and sustained a skull fracture. He was removed to the Episcopal hospital, Brooklyn.

Williams was still unconscious Monday afternoon, but doctors noted some improvement.

Engagements

William Harrigan, Sylvia Field, "Strictly Dishonorable," guesting at Riviera, N. Y., stock. Marion Blau and Caryl Bergman, "Smilin' Through." Clarence Derwent, Cora Witherspoon, "The Clancy, Joaquin Souther, Robt. Vivian, Geo. Coloursin, Daniel Egan, Harold Hohnrad, "The Jewel Robbery." Cecelia Loftus, "The Devil Passes."

TRIXIE FOGANZA

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Concerts

By Sallie

Liked Abbie Mitchell
Abbie Mitchell, Negro soprano, at Town Hall, led German Heifer, French and Negro melodies, to a small audience who refused to leave after numerous encores at the end. Miss Mitchell's personality on the stage is most unusual and she understands music as few can. Her diction in the German group is excellent. Her Negro melodies, especially "Swing Boy" and "My Girl," are put over with rhythm, this would be a Broadway revue credit.

It seems as if Miss Mitchell opens her mouth too wide on her lower tones, losing the continuity in this regard, which robs her of much of the beauty of her voice color.

A very good looking Miss velvet was born by Miss Mitchell. She is very pretty, and immensely gifted.

Orchestra's Ancient Program

Quinto Magnanni, founder and conductor of the New York Sinfonietta Orchestra, played an unusual program at Town Hall. His numbers were all ancient compositions and seemed to be suited to his orchestra's style. The Haydn's E flat symphony and the delightful minuets by Salieri and Mozart were done with much sliding and effect.

This orchestra is young and the musicians can easily be heard. Magnanni's musicianship stands high in the profession.

Formerly gave these concerts at the Roerich Galleries. Appreciative audience.

Choir Music Accompaniment

The Russian Mixed Symphonic Choir, numbering 18, gave a recital in Town Hall, minus accompaniment. The outstanding voice (tenor) was Soukhine's. It shows fine training, phrasing and color.

Men wore the Russian Cossack outfit, long red coats with black boots and the usual Russian head-dresses. The women in red satin Russian costumes, with puffed sleeves of blue and jeweled head-dresses made a good stage-picture.

Too Young for Task

The 11-year-old virtuoso, Riccio, with his big violin, played a recital at Carnegie. His program had many compositions too difficult and too heavy for a child, even in the prodigy class, to comprehend. Naturally, his young hands have not the stretch necessary for these big concertos and sonatas.

Riccio's technique and phrasing show no decided improvement over last season. The lighter numbers he did with good tone color and feeling.

A large audience applauded.

New Opera in One Act

Montemuzzi's new opera, "La Notte di Zorina," had its first performance at the Metropolitan. It is in

one act. While in no way a competitor of "L'Amore del tre Re," written 15 years ago by this composer, it has value through a love story of much tensesse.

Rosa Ponselle in the one important woman's role, is a desperate Incan maiden in love with Muscare (Frederick Jagell). She double crosses Federico (Arturo Basile), finally killing herself.

Miss Ponselle held the stage during the first performance. (Continued on page 18)

All New Femme Lead

Alexander McKalg has given the lead in his first show this season, "Perfect Crime," to Claire Trevor, new to Broadway. She plays opp Ernest Truax.

Frank Craven is staging the play.

AHEAD AND BACK

John Williston replaced Lou Willwell, back with Billie Burke's "Vinegar Tree" in Texas. Willwell returned to Los Angeles because of illness.

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 the best advice you can get.

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For further information see

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Warehouse Lien Sale

Several hundred pieces of "Transit Arms" and "Chas. Clancy" rifles for sale to the highest bidder on Wednesday, Dec. 9, 1931, at 12 P. M., at the premises 125 Cityville St., New York. WILLIAM FRIEND, Auctioneer. Dime Building, 2nd Floor, Attorneys. Auctioneers Telephone, Canal 6-5009.

Original Kathie of "The Student Prince"

NOW STARRING IN

VICTOR HERBERT'S
"NAUGHTY MARRIETTA"

RUDOLF FRIML'S
"FIRE FLY"

WITH THE LEGIT OPERA COMPANY AT THE

ERLANGER, NEW YORK

Direction, WEBER-SIMON, Palace Theatre Bldg., New York

P. A.'s and Ballooning
New lineup on one of the big book publishing houses, Simon and Schuster, has the advertising and publicity departments sitting with the editorial board on final selection of books for the house. Idea is not to take any chances, but to press, with more angles for handling as the result.

Probably the first time that any book publisher has put publicity and advertising on a more or less equal footing with the editorial staff. Most of the old publishers still shudder when the balloon end is brought up. Sinclair Lewis was one of the first name writers to switch publishers several years ago because he wasn't given enough exploitation, while other publishers claiming they would rather lose him than their dignity.

Simon and Schuster, as also several other of the younger companies, explain that they're not aristocratic about their business. They're in it to make money, they admit; if ballooning makes money, they want ballooning.

Health Mag Pleased

Bernard Macfadden's 'Physical Culture' will get extra publicity in a new mag being planned by the New York medical in which he will treat the subject of health. The new mag in a wide range of health subjects from women's beautifiers to treatment of cancer, and the majority of most of the prepared-medicine manufacturers has a resulted in healthy guarantees of health. Sole thing holding up the mag just now is the question of ethics regarding the coupling of the medical name with the mag. The medical association frowns on such action by its members (and ethics) and the medico-backer of the mag is endeavoring to convince the organization otherwise.

A. M. Boys Organize in CPh
Chicago morning newspapermen are forming a new club, the 'Chicago Evening Newspapermen' will be eligible with the play of the morning clubs. Organizing committee of the new Writers' Club, as it is called.

THE HISTORY OF THE MOVIE INDUSTRY

by Benjamin B. Hampton

The first complete history of the movie industry ever written.

The movie has been the background of the entertainment world for thirty years. From the story of the first motion picture taken in 1828 to the time it is told in all its detail, with all the facts, names, incidents, and minor details that have gone to make up the struggle.

Short every phase of development in the three branches—production, distribution, and exhibition—traces the genealogy of the individual companies; and it gives some shrewd and original guesses as to the development of tomorrow.

The illustrations are invaluable record of movie development such as has never before been brought together in one publication.

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Check Enclosed

Send C.O.D.

Name _____

Address _____

Hollywood's Reading

(Consensus of demand in November, 1931, with Sator Book Store, Emma Ward, Pat Hunt and Stanley Lewis.)

Fiction

'Good Earth,' Pearl Buck

'American Beauty,' Edna

'Shadows on the Rock,' Willa

'Turnabout,' Thorne Smith

'Maid in Waiting,' John

'Brothers in the West,'

Robert Reynolds.

'Washington Merry-go-

round,' anonymous.

'Turning Backwards Electra,'

Eugene O'Neill.

'Great Mouthpiece,' Gene

Rowley.

'A Fortune to Share,' Vase

Young.

'Mexico,' Harry Carr.

'Bridge Smoking,' Cubert-

son.

Book business in Hollywood

picked up 10% in November,

and the Xmas trade still to be

heard from.

'At the Stage at Eve' cartoon

complaints indicated for the

holiday ride.

be known, includes James L. Do-

erty of the 'Tribune,' Robert W.

of the 'Herald,' Louis

S. Horne and W. A. S. Douglas, lo-

cal reps of the New York 'Times'

and 'Herald,' and 'Sun,'

Boys have spotted a house on

Wabash avenue just over the bridge

for sale into a club.

There are 30 foundation members, of

which is to the two morning

shapers, and the next day

is the prime purpose of the new

club to bar all but bona fide mem-

bers of the scribbling guild.

Hecht Scores 5 G's

Because Ben Hecht is the kind

of a writer guy who just won't

work when he doesn't feel like it,

someone else will adapt Charles K.

Gordon's play, 'Papaver,' for pro-

duction.

Gordon, who will put on the play

with Joe Zell, slipped Hecht

5,000 from men to whip the play in

shape. An unusual figure, but

Hecht is an unusual guy. Proved

himself unusual the next day

when he informed Gordon he was

feeling depressed and couldn't work,

whereupon he handed back the five

g's and the play.

Spurt Newsw

The whirl of the week in London

was Edward Hodgson's book lifting

a three-month-old magazine story

from the front cover of the 'Daily

Express' with it. The story had

to do with an alleged plot on

part of Greta Garbo, and a

Swedish youth to 'elope' from

Hollywood—a yarn that was old (in

Hollywood) a year ago and was

eventually told in the August issue

of an American film mag.

According to Hodgson's story

'news reached me last night from

Hollywood"—and thereafter for

three-quarters of a column the mag

was summarized, much of the

phrasing being an obvious re-

write of the original.

More Chaplin Letters

Another batch of letters written

by the late Charles Chaplin, famous

comic of the old 'World,' from

Sing Sing, where he died, goes into

a book collection. The newest batch

is titled 'The Unconquered Letters

of Charles Chaplin' and follows 'The

Constance Letters,' which George

Reynolds' the newspaper publication

by Simon & Schuster.

Previously Chaplin, although leg-

endary of the newspaper, was

unknown to the public at large

except for the publicity attendant

on his murder in Sing Sing, where

he went to Sing Sing.

Too Much Spanish

Lengthy stories of Spanish Cali-

fornia's early history, long a fea-

ture in the magazine section of the

'Los Angeles Times' and a great

of the stories had to do with Span-

ish settlers and the pioneers who

came to California in gold rush

days.

Paper received so many com-

plaints from readers, who resented

the Spanish influence and outmoded

technique of the yarns, that the

series was discontinued. Most of

the stories were written by local scrib-

blers with a Latin flair who seem-

ed endlessly with much the same

style and theme.

Rival Darrow Dies

Person most surprised over the announcement from Scribner's that it will get out Clarence Darrow's autobiography is Charles T. Yale Harrison, who authored the first and only biography of the famous lawyer and orator, issued a few months ago.

Harrison got it from Darrow that he would work out of his last word on the life and work of the man from Chicago. Now Scribner's announcement that it will publish the material in the Darrow autobiography has been used elsewhere as a statement of the fact that it will ruin the chances of Harrison's book, and at a time when the volume is just getting into its stride.

Harrison tied up with Darrow when on the reportorial staff of the New York American, sent to interview Darrow upon his visit to New York, the biography thing came up. Harrison cited it then and there. Previously Harrison had had written and published two novels, 'General Darrow' and 'A Child Is Born.'

'Clarence Darrow' is the title of the new book. Darrow's account of himself will be called 'The Story of My Life.'

Red Light History

Covili-Friede getting out a new edition of 'The History of Prostitution' work out of what was the lock Ellis, Kraft-Ebing, Ford and other sexologists got some of their material from.

The new edition will be in two volumes, translated by Samuel Putnam, from Paul Lacour's original. At \$12.50 the set, it's a reduction from the original edition of three volumes which sold for \$19.

Jake Wilk's Priority

Paramount's invitation to newspapermen to submit stories for a new book was originally the idea of Jake Wilk, eastern story editor for Warner Bros. But it got into the hands of a writer who had been with him for more than a year ago. Like Paramount, Wilk sent notices to all city editors.

Two stories were purchased by Wilk from working newspapermen as a result of the contest. One was reported yet another success in its quest for picture material from newspapermen.

Spoofs French Awards

The most important of the French literary prizes in London, the Prix de la France, has just been used by Bernard Grasset, publisher and author, as a source of a clever spoof.

Literary prizes in France have become so numerous that they are a source of a clever spoof. In a Paris newspaper article, derived both the most respected of the literary jury, when in its capacity as a contributor more than represented a modern tendency, but is now made up of stand paters.

Grasset's spoof got into the hands of every literary organ, and comes as a more interesting of his modernizing efforts in local literary affairs.

Coast 'Radio Guide'

'Radio Guide,' a weekly issued by the Pioneer Co., San Francisco, has made its first appearance on the coast, devoting itself to listing complete and complete programs for the week of Nov. 22-28.

This is more complete than the local radio log which was held advertisers' names from the radio columns.

P. Puzzle Solvers

Competitors for cash prizes in the London dailies have brought in solutions for three weeklies whose reason for being is as puzzle solvers. Exceeds the total value of the prizes offered by the various dailies over \$100,000.

The new weeklies are yelling their heads off in the battle for the own 'experts'—each one guaranteeing correct solutions of all the current puzzles. Their combined circulation totals 2,000,000 weekly—and is fast growing.

David Sassoon, Passes

David E. Sassoon, 75, veteran newspaperman, died at his home in New York City, N. Y. He was the first city editor of the New York American and at one time manager of the New York Herald.

Funeral services at Chicopee, Mass., where the deceased's family resides.

Best Sellers

(Reported for week ending Dec. 5 by American News Co.)

Fiction

Maid in Waiting, by John

Galworthy, book \$2.50

Wootward Passage, by Margaret

Ayer Barnes 2.50

The Green, by Tiffani

Hayer 2.50

American Beauty, by Edna

St. Vincent 2.50

White Bird Flying, by Bena

Street Aldrick 2.00

The Murder of the Night

Club Lady, by Anthony

Mourning 2.00

Non-Fiction

Abounding Racoon Electra, by

Eugene O'Neill \$2.50

Washington Merry-Go-Round,

Anonymous 2.00

Boys of America, by James

T. Adams 2.50

The Great Mouthpiece, by

Gene Rowley 2.00

Boys of America, by James

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Boys of America, by James

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Radio's Own Worked-Out Censoring System Keeps Air Clean and Keeps Bluenoses from Annoying White Men

Radio's peculiar censorship, an anomaly to the rest of the show business, has so far been so well regulated and completely automatic in all attempts at interference by professional bluenoses and censors that a sort of 'censorship at home' is a definite profit and job-seeking purifier, yet operated without any particular code or set of anti-dirt rules.

Seeing a radio a wide open and virgin spot for their talents, pro-censor-neopers from all other lines have attempted to crash in, but none has yet managed to get by the door. They haven't met an organized rebuff, but radio broadcasters haven't found one necessary. Reason is that so far the anxious dirt chasers haven't found enough dirt to chase.

Radio broadcasting for public consumption is now about 10 years old. To date there has been no authoritative agreement as to what constituted dirt on air. The stations and networks from the start have guided themselves by their individual opinions. In fact, public reaction expressed usually by mail and the dictates of commercial advertisers who sponsor most of radio's entertainment and hold the money bag.

Censorship in radio now more or less runs itself. The policy, some would say, makes a man out of anybody in the studio, from actors to control room engineers. Nobody has been taught to watch out to avoid or bar and the material washing is left to personal discretion.

Operation
No. 1 'censor at home' in radio is the script writer. He has a good idea of how far he can go and just about what will slip by. The station network staff and the advertiser's idea on the subject, follows up the writer. If it's a commercial, the station staff and the advertiser's idea on the subject, follows up the writer. If it's a commercial, the station staff and the advertiser's idea on the subject, follows up the writer.

Of all libbing widely practiced in radio's early days, is now practically extinct in staged programs, and the radio censor is now 95% staged, there are few chances for slip-ups. All radio talk, except speeches at banquets and extemporaneous utter in night clubs, is prepared and carefully edited in advance.

When a vaudeville or legit comedian or comedienne with a rap for her material in his or her mind first goes on the air, their material (Continued on page 60)

BETTER BIZ BUREAU PLANS RADIO CODE

Chicago, Dec. 7. Radio stations that want to censor advertising on their programs to antagonize their accounts are flirting with a scheme to use the Better Business Bureau to accomplish their aims. Now under discussion is a plan to set up a code of ethics for radio stations with the hope of ending the exaggerations, and worse, perpetrated by the radio advertising of local merchants, etc.

While a Chicago idea, it all hinges on an ultimatum which is being concerned upon the approval of network officials in New York. Stations WABC and WJLB in New York and WBBM for Columbia have to go to New York for sanction. If this is done the whole plan will be without these representative stations any code for the city of Chicago would be without meaning.

CBS Band and Wire

In Mrs. Wright's Club
Buddy Wagner's band, under CBS contract, opens Dec. 14 at the Mrs. Wright's Club. The membership night club operated by Mrs. Colina Wright, a society woman, is expected that the band will be installed shortly after the opening. This Buddy Wagner is not the same Buddy Wagner who played the Farm during the past season.

WGN NOT CONVERTED

Radio Disc Mob Saw Ray of Hope at It

Chicago, Dec. 7. Electrical transcription bakers got excited last week when WGN installed a radio disc reproducer. This Tribune station, which has consistently refused to use transcription in its studios, and the disc upholders thought that the station had finally succumbed to the reproduction program.

But the excitement calmed down quickly when it was explained that the disc method will be used for programs but merely for incidental sound effects which are recorded sound effects not fall into the electrical transcription classification.

LIST GUARANTEE BY AGENCY TO ACT

Chicago, Dec. 7.

King's Jesters, recently with Paul Winchell, have been promised a 15-month contract by Batten, Burtin, Durstine & Osborn, advertising agency and assigned to start on the Fabietto program over CBS Dec. 15. Quartet's obligation directed to the agency establishes a local precedent.

It's the first known instance of a major agency being permitted to assign and own and farming out the turn to its own talent bureau, and offering a guarantee to the agency will eliminate from the program the Wanders Quartet and Freddie Yan, according to the King's Jesters will on the show for the past eight months.

A's Ponder Standard Contract for Spot Time

Chicago, Dec. 7.

Draft of a standard contract for use for spot broadcasting came up for discussion and adoption at a meeting of the Chicago members of the American Association of Advertising Agencies here last week. Agency men were told that the station operators favored the idea, and that when the document was ready, it would be submitted to the National Association of Broadcasters.

Standard contract would avoid delay, disputes and help cut down the costs of operations all around. The A. A. A. is testing each station's signal, or coverage, strength by counties, and there are crying for a standard contract for the broadcasting business. These measurements would apply even to the weather conditions. Figures compiled through the test would show the popular appeal of each station, and the area covered by the particular station.

Columbo at Waldorf

Runs Columbo will start trying Dec. 8, when he opens with a 10-piece dance band at the Waldorf.

Astor, New York, and other NBC stations' other jobs are an NBC commercial and four or five days at the Waldorf. Waldorf. NBC's artist bureau booked him for all the engagements.

Pray for Opposih

Chicago, Dec. 7. During a recent episode of the 'Myrt and Marge' serial over CBS the script had the showgirl characters agree to work in a mood for prayer. After putting in a plea for their release, the two women characters decided to ask that a flock of radio celebs come in for a similar blessing.

Among those singled out were Amos 'n' Andy, Clara, Lu 'n' Ray, and the 'Myrt and Marge' characters. The Columbia Broadcasting System, because of the 'Myrt and Marge' characters, they're a bunch of swell guys. Amos 'n' Andy are on NBC and direct opposition to 'Myrt and Marge' because of broadcasting at same hour.

NBC COMMERCIALS GENUINE EXEC

Chicago, Dec. 7.

June Meredith, ingenue on the 'Myrt and Marge' serial, journeyed down to Batavia, Ill., to look over the plant of the program's producers, Charles Huggins and L. T. Wallace. While there she discussed the dramatic problems of the program with the producers, and the latter returned to Chicago with the portfolio of one of the three directors-in-chief of the commercial activity, with her authority equal to that of the committee.

Miss Meredith, who has been on the program since it started over a year ago, is not only a part of the selection of dramatic scripts, but also on the advertising copy conferences. Her new assignment also puts her in charge of answering radio inquiries as well as handling two members of the First Nighter governing board are Charles Huggins, who owns the station, and L. T. Wallace, the agency's account executive.

On the first broadcast following the Batavia visit Miss Meredith stepped out of character and into the blue, and she was the first of the things she observed in her round of the Oswald plant, and offered a lively preview of the writing. Mail return by the end of the fourth day in the Chicago area, but better than 6,000.

Miss Meredith's stage experience outside of stage with Richard Susskind in 'His Who Gets Blapped.'

ROYX BACK ON AIR AGAIN AT NEW YEAR'S

Round about New Year's Royx is going to resume on the air.

He will take up a one-hour period weekly on N. B. C., probably succeeding 'Edna Wallace Hopper' for Pond's; Aunt Jemima to sing and plug for Dalt Jemina; Gracie Paine formerly did the announcing for 'Abe Lyman on Phillips Magnesia,' with Helen Rowland later succeeding her; Edna Wallace Hopper does her own commercial speaking on her CBS program.

In his coming broadcasts Royx will propagandize Radio City.

Johnny Marvin's Buy

Johnny Marvin, vaudeville actor, has secured a financial interest in the Consolidated Record Co., manufacturer of records and discs. His interest in the company is held by Charles C. Haasen.

He is satisfied to record and also act as a salesman.

Loa Angeles, Dec. 7.

Former radio technicians who left the jobs for real life, and the stations when pictures went sound are now forming a daily parade of satisfaction. They're looking for their jobs—at any price—but finding their old jobs are hard to get back.

Migration back is due to the tough times at the station, which have been a satisfactory hard on the scene efficiency men on the picture.

Small Salaries Due Radio stations also having

Sustained and Repeated Program Broadcasting by WLW if Proving Itself Changing All Radio Ideas

AIRING OLYMPICS

International Games Broadcast for 1st Time in 30th Both Networks

For the first time in radio, the 1932 Olympic Games will be broadcast. Olympics of 1928 were held abroad and at that time radio wasn't advanced enough for clear intercontinental hook-ups.

CBS has completed arrangements to broadcast the games. On Dec. 11 it starts daily 15 minute programs in which Ted Husing will interview American contestants for interview on the Olympic team.

On Feb. 6 CBS will begin the winter Olympic Games broadcast from Lake Placid and during the summer will pick up the games in Los Angeles.

NBC is making arrangements also.

NOW NO FEMME ANNOUNCERS; BAR OFF

Women, once barred from announcing jobs, are getting common. Six months ago there wasn't a woman announcer on the air, excepting one or two speaking for specialty products. But for commercial plugs, women were used, and that it was less forceful in selling.

Current season saw a change. Currently there are around 10 female announcers handling commercial spots and for some of the biggest accounts. Lucky Strike started it about five months ago when it put Edna Bryant, actress, to handle the plug with 'Thundering Torchesmen.' Later is known for his good voice and Lucette thought that for a short time Miss Bryant would be good content.

Another announcer was to be temporary, but she went big and has been handling the plug ever since.

Others

Since then Edna Wallace Hopper is engaged to announce for General Electric; Odette Myrtil as m. e. and announcer for Betty Crocker; Betty Crocker for Pond's; Aunt Jemima to sing and plug for Dalt Jemina; Gracie Paine formerly did the announcing for 'Abe Lyman on Phillips Magnesia,' with Helen Rowland later succeeding her; Edna Wallace Hopper does her own commercial speaking on her CBS program.

Also the fact that currently a female handling the plug is a novelty and may continue to be for a while.

Coast Radio Hears Pleas of Films

Layoff Sound Men, Players, P.A.'s

more than their quota of out-of-work men from other lines who are now willing to take the less spectacular wages of radio now that the movie industry is in a slump.

Players who used to look up radio as left one looked upon the old flickers, now see cotton and doubling possibilities in the air, and are trying to interest the stations in dramatic sketches, monologs, etc. Another unit has been formed in composed of ex-studio press agents who are trying to talk their way into the grandstands of publicity they learned in the studio. Many are calling but few are chosen.

An experiment in sustained broadcast

ing that, if successful, may rule out the radio of radio. Sustained broadcasting is being conducted by WLW, Crosley Radio, in Cincinnati. In what it describes as an attempt to ascertain how far the technique of the stage can be transplanted into radio, the station's dramatic stock troupe, called 'Crosley Theatre,' is repeating script three times a week. This is a decided departure from the one-time policy for all material as generally now practiced in radio.

The scripts are broadcast two nights and one matinee during the week. Station claims the mail responses have tripled since adoption of the three weekly policy, the mail responses have tripled since adoption of the three weekly policy, the mail responses have tripled since adoption of the three weekly policy.

It is a result the Crosley troupe after the three weeks has had much the same publishing effect as the longer runs of the same plays, a result the Crosley troupe after the three weeks has had much the same publishing effect as the longer runs of the same plays.

Somehow has disclosed mystery and romantic themes to be most popular.

Trifold Broadcasters
Radio broadcasters in general, with WLW possibly the only exception, have been timid about the idea of repeating their programs once. This chief fear is that listeners already secured might be lost to other stations by repetition of scripts.

The opposing theory under which WLW operates is that repeating is for that full coverage of the audience field isn't possible with one broadcast. At those times when the program's first broadcast will be attracted to its repeat by favorable conditions, while the second broadcast and the number of people missing a program's first release might be (Continued on page 58)

NO OPTIONS FOR 4 NBC HOURS—ALL NEW

Chicago, Dec. 7.

Four commercials are slated to spot NBC's first 15-minute 'week contracts' expire during the week. Wayne King puts on the 'Myrt and Marge' serial Sunday, Dec. 20. Same afternoon the Minneapolis Honeywell Heat Pump Co. will have a 15-minute support from the studio concert composed directed by Leroy Shelden.

Instead of renewing 'Edna Wallace Hopper' as a sweepstakes decided to call its theme harmony program of Dec. 28 the last, while Dickenson and Popcorn plays its weekly kid show, Little Buster's Circus Parade, Dec. 29.

Lady Esther may go back on air after holidays, starting Jan. 17.

Ad Agency Wants F&M To Stage Air Programs

Fanchon & Marco may enter into the radio production business. A meeting between F. & M. bookers and the Blackie Hopper radio network advertising agency was held last week.

Charles F. & M. is handling one program for B. & H. This is the Edna Wallace Hopper broadcast, which features 'The Edna Wallace Hopper'.

Ad agency wants F. & M. to arrange for the same style of programs for other of its advertisers.

Dobbie Jumps to CBS

San Francisco, Dec. 7.

KPO network of NBC loses an ace feature Jan. 7 when Chas. Dobbie and his Shell Happytime crowd move to KFCB and KFOA. Dobbie, who has been with KPO since 1928, is being picked up by the network. Dobbie, who has been with KPO since 1928, is being picked up by the network. Dobbie, who has been with KPO since 1928, is being picked up by the network.

Heavy Commish Rates May Be Soon Revealed by Star's Legal Action

A wholesale noise that started as a slight rumble and is now gaining momentum of state produced by a flash of lightning, is about to agitate the sensitive eardrums of the NBC and CBS high-commission artist Bureau. It comes from contract radio artist that figures it has been parted from too much of its earnings for too long.

In a short time on the most popular radio vocalists, whose services are contracted exclusively to the two major networks, will, it is reported, turn all data over to their attorneys preparatory to lodging an official complaint. The action will be against exorbitant commission rates.

Numerous other artist exiles are awaiting his opening move with a view of following up en masse. They all have the same complaint. The yell is not aimed at which commissions within radio, which the artists say are also not without a warranted correction, but at the fees charged by the networks' booking departments for placing contract acts in theatre and other outside jobs.

A direct charge that contemplated by the objecting radio acts is that the networks actually pay themselves in as high as 25% of the radio artists' non-radio earnings.

The artists question the necessity of such a commission charge, which they feel the networks are justified in charging as much as 25% for services rendered, with this service being 10% to ten artists' general at that figure.

It is pointed out by complainants that there is no parallel in the show business or any other line for such an employment agency rate. They demand the practise of farmers, who contract agents for other companies and the picture industry, the closest comparison, but, say the radio acts, in films this is more than justified. They feel that in radio it is seldom if ever warranted.

Work Guaranteed

Picture producers guarantee their contract players a certain amount of work within a certain period. They are obliged to pay the same salaries whether the work is forthcoming or not. In order to avoid a loss on an idle contract player, the radio studios frequently agree to another producer. If the farming studio is higher than the artist's contract figure, the studio is legally entitled to the difference, but the majority of cases the artist shares in the excess.

Radio's contract talent is guaranteed something under a contract of bureau form of so-called "exclusive contract." Under this agreement, the artist, the network and the studio are bound, the network and the studio are bound, the network and the studio are bound, the network and the studio are bound.

An unofficial defense of the artist bureau's commission rates has been the heavy pressure is necessary for numerous services rendered to all contract artists, besides for the maintenance of the artist's reputation. The latter could be covered by less than 10%, claim some artists. Most of the service is considered "extra" which isn't worth the other 15% or more, they contend.

Official protest against abnormal commission charges in all branches as it affects them personally has been drawn up by the advertising agencies, it has been previously reported.

The artists are now chiefly concerned with the commission on outside work. The issue can be taken up later, they say.

Col. Steppage Off WBMM

Chicago, Dec. 7. When Bud and Charo Steppage dropped last week by Tasty Yeast, Co. Columbia marketing starting to (s), the Steppages are being able to furnish the comies with a Chicago release. New schedule for the Steppages is being made in the middle west at 7 p. m. Mondays, Tuesday and Thursdays.

What CBS key outlet here, gone off the boards: 6:45 and 8:00, which, while the CBS station is a affiliate, WGN, has several commercials of its own at that time to take care of.

Cincinnati Newspapers Modify Air Name Ban

Cincinnati, Dec. 7.

Publishers of the three dailies here decided that the flood of weekly radio program sheets was too great a threat to comfort for the pleasure of turning down radio publicity, and they renewed listing of names of entertainers in the other program. New style eliminations will be against commercial, but not all commercial releases, but specifies artist or entertainment to be found on local programs.

Last May, following a national conference, newspaper publishers agreed to a ban on listing of names of radio performers in the Cincinnati papers ban all radio publicity and eliminated names of commercial sponsors and entertainers in program listings. Words such as "orchestra," "singing," "dancing" and "leture" were used to describe persons on the local program sheets, the first of premeditation to employ the policy.

The action of the dailies opened the way for local exclusive radio sheets, the first of which was Radio City, a daily, published by the Times and is claimed to have 45,000 copies per issue, most of the sales of which go to the local radio stations. Publication recently increased from 12 to 15 pages to accommodate increased advertising. Local stations and sponsors of commercial radio programs are also included in the Radio City sheet, bowed in later. Radio dealers are issuing throwaway program sheets.

V-P's N. Y. Trip Results in Some Frisco NBC Changes

New York, Dec. 7.

Returning from a two-week trip to San Francisco, Mr. Gilman, NBC v.p., has thrown into gear some changes in the network's Frisco operations. The network in the west, Gilman has created a new post, that of assistant general manager, and given it to Lou Frost. Frost has been with NBC several years, starting as a clerk.

Two new Montana stations joined the hookup last week when KQJR and KQBL, both of which are being operated as links in the KGO and KXO network. With addition of these new headquarters NBC is now operating in 10 states.

Several additions and changes have been made in the local announcing sheet. Tom Conley, formerly with CBS in Salt Lake, and Vee Linfort, absent from the local NBC studio for several months, have been promoted from junior to senior announcers.

NBC's additional headquarters on the second and third floors of the Junior Daily Bldg. are being readied this week, with executive, publicity and production offices.

It is moved there. With addition of these new headquarters NBC is now operating in 10 states.

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Plus and Minus

Chicago, Dec. 7. In the advertising field the agency's out-in on talent charges is not called a "minus" but politely referred to as a "plusage."

No matter what the label may be, to the artist it's still a "minus age."

WHEELER DODGES FRC AIR BAN WITH G.G.

Los Angeles, Dec. 7. Rather than give up the right to air his opinions over the radio, the fiery Rev. Roy Shuler will shortly announce his plans to challenge the FRC action, which permits his speaking at regular commercial rates. The broadcast of Shuler's address at the next election on a platform of free speech and prohibition.

Following Shuler's appeal on the Federal Radio Commission order banning his station, KGBR, from the air, Shuler's agents began lining up stations and costs for time, preparatory to the campaign. As a result of Shuler's agents began lining up stations and costs for time, preparatory to the campaign. As a result of Shuler's agents began lining up stations and costs for time, preparatory to the campaign.

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Bickering, Splitting, Cutting Prices, Hill Billies Die as Air Attractions

Soc., 5 Publishers Sue Station Over Copyright

Dayton, O., Dec. 7.

Built for \$17,500 has been filed in Federal court against the station WSMK for alleged public performance of seven copyrighted musical numbers, alleged to have been broadcast Oct. 26 without permission or payment, by Gene Buck, publisher, Irving Berlin, Inc., Leo Feist, Inc., Famous Music Corporation, M. Witmark & Sons and Davis, Coste & Engel, Inc.

Numbers named are "Love Letters in the Sand," "Me," "I Don't Know Why I Love You," "I've Got More Chances," "I Can't Get Missa-slip Off My Mind," and "I Miss a Little Bit."

Injunction restraining further authorized performances is asked together with \$100 damages for each number performed.

REMARKABLE EDITOR

Chicago, Dec. 7.

Harry Shaw, president of the National Association of Broadcasters, recently announced that he was resigning the editorial target of "Tom Stevenson" managing director of the indie station operator's organization, the Associated Broadcasters of America. Both Shaw and Stevenson publish broadcasting papers of their own. To anticipate any further action from the Stevenson quarters, Shaw has let it be known that his competitor's weekly would not crack at any time.

Shortly after he became the N.A.B. president this fall, Shaw also operates WMT at Waterbury, Conn., and the "Broadcasting" published from Washington. Several weeks ago Tom Stevenson was moved into the trade paper field with a weekly of his own, the "National Broadcasting."

Although Stevenson has had a little to say about the opposition association in his map to date, Shaw figured that he could make the indie leader's run by informing him that he could make it a point to see that the competition was not the new N.A.B. activities before "Broadcasting." Shaw says he's willing to hold off his fight in the near future, publication dates of both papers coincide.

Under the sustained performance plan a program that scores in its first broadcast can create otherwise lost interest and set up an advance in the second broadcast. The plan is to create a new interest, writing and talent ends of radio would be immeasurable. Programs could be improved after the initial performance, as legit shows and vaudeville acts are better after the first broadcast. The plan is to create a new interest, writing and talent ends of radio would be immeasurable. Programs could be improved after the initial performance, as legit shows and vaudeville acts are better after the first broadcast.

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Govt. Can Hark Radio Deadbeats

Only on Proof of Involuntary

Chicago, Dec. 7. Attempt has been made here to force the Federal Radio Commission to force delinquent radio stations to pay their bills. But so far the Commission has not taken any action.

The failure of many radio stations to pay their bills has been a long-standing problem. The Commission has not taken any action.

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Los Angeles, Dec. 7. Hill Billies, unruly moaners, cowboys, yodelers and mountain musicians, who have been the hottest thing in this territory for several years, are themselves being a dime a dozen at the local theaters.

When the cowboy split, the various members went around town offering themselves to theatres for short doses. Knowing nothing about showmanship, the others followed. Result is that the B. H. "I-see-You" show, which was started by the two best-known outlaws, Beverly Hill Billies and Tom Murray, Hill Billies, is disappearing.

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Same for the Tom Murray aggregation, which has been playing percentage dates around here for the past year. Now even the percentage percentages are few and far between.

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To sell
EXTRA TICKETS
 on a picture that **CAN'T** miss..

Use this 24-sheet on
 regular stands or cut
 out for your marquee*

Janet GAYNOR
 Charles FARRELL

Music by GEORGE GERSHWIN

DELICIOUS

Y
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 U
 R

JANET GAYNOR * CHARLES FARRELL
 "DELICIOUS"

DELICIOUS

See the Fox Press
 sheet for *practical* sell-
 ing suggestions.

YOU'VE GOT TO RECKON WITH FOX FOR PROFIT

Patron-Stockholders' Grouches As Dividends and Stocks Slide

Patron-partnership, sprung in several communities a number of years ago, is turning out to be a poor reality. It was all right when it worked well, but it hasn't been working well of late.

The idea was selling the company's stock to the local theatre patrons on the theory they would patronize the entertainment in which they held a financial interest. In theory every time a patron went to 'his' theatre he was helping to fatten his own dividends. When questions dropped, the patron got only hard luck stories as a treasury dividend.

Grief

It has reached a point in many instances in which disgruntled patrons stay stockholders and the theatres in which they hold stock shows grow grouchy at the management. Where they still attend the shows they go more for the chance to find new causes for complaint than to help along. They are cranky and querulous, never satisfied and growing constantly more so and contemptuous.

For the time being patron-partnership is grief. When the business man backs them they feel they're being let down. When they're let about it. In one community, to take a concrete example, hundreds of persons followed the town's financial leader in the purchase of the shares of a company in which he bought a large stock. The shares are now below 10. To suggest patronizing one of the theatres is almost a fighting word with the local stockholders.

Actors' Speeches Are Written by Agents on Salary Cuts on Coast

Hollywood, Dec. 14.

On the matter of studio salaries, anything affecting the pocketbooks of the writers, directors or players at the studios these three into a turmoil. There were sundry affidavits, such as one writer who by a 'noble gesture' has made himself poison to his author's associates. Writers knew they would be asked to take a 15% cut and were agreeable, but this 'noble' story, says the scriber, in the presence of execs, said he'd take a 50% cut, this making it more embarrassing than any for the scribers.

On the same lot a prominent player, when requested to cut the economic value of a long-term contract, also made a gesture to the execs but in reverse English. He told 'em that during boom times they were going in for new model Rolls and Zephyrs, and swimming pools they didn't offer to increase his salary, and he pointed blankly refused to share their loss. Following which speech he stood out in the same dramatic manner he manifested on the screen.

This latter argument used by so many in reflecting the studios' request for cuts has been taken to believe that the agents insisted that sort of argument, with the result the 10 percent cut was more adversely regarded than ever before.

These agents, realizing they are open to suspicion, have been staging phony meetings to allegedly express themselves in favor of the studios' present economic state. This is in line with the agents' usual concern about the future. Welcome in doing biz with the studios.

Anita Loos—Metro

Anita Loos went on the Metro payroll last week as a writer. Agreement said to be for six months with the usual option.

Marks a return to scenario work for Miss Loos. Metro has not as yet given her an assignment.

Casting

Burbank, Dec. 14.

Charlotte Merriam, up for a part in 'Roar of the Crowds' at Warners, was told it called for a scream. Miss Merriam was afraid she wouldn't do as she couldn't scream.

Rufus LeMay motioned the others out of the casting office and locked the door on himself and Miss Merriam. When he turned around and started for her, she screamed.

3 AT ONCE FOR TOM MIX

Universal is planning to do with Tom Mix what no other company has ever attempted, with any other star or player. Mix has agreed, according to the U home office, to work on three pictures simultaneously, only as soon as he can climb into a saddle.

Scripts for the first trio are ready.

Mix's talking at westerns before he was a star, decided the studio to give him something else. It's a Balkan story and title is 'King's Ransom'.

Richard Schickel's idea.

DE SYLVA'S FOX STORY TURNED DOWN IN N. Y.

Hollywood, Dec. 14.

New York end of the Fox local studio is said to have turned down the story for a Fox talker written by Buddy DeSylva. From reports the western studio end, as governed by W. R. Sheehan, had approved the DeSylva yarn. Eastern Fox studio department, or studio end, is under the direction of Richard Rowland.

DeSylva is reported disgusted with the turn down and will go east to discuss it. His contract with Fox continues. DeSylva was of the show and song writing trio of DeSylva, Brown & Henderson, with DeSylva leaving his partners here some time ago to ramble with Fox under a writing contract.

Extras' Long Faces

Hollywood, Dec. 14.

Extras still hold last week, the daily average being only 434 working. Biggest set last week had 104 in the mob. A dock scene for 'Courage at Metro'.

About 24 features was the average daily. This week starts one for 24, five of which are in their sixth week and about to conclude. The likelihood of an increase in production before the first of the year as few new pictures will start until the holidays are over.

JEAN GETTING READY

Kansas City, Dec. 14.

Jean Harlow was here visiting relatives.

Now in New York to fix up an act for 10-week personal appearance tour.

Hollywood, Dec. 14.

Before leaving for New York last week Jean Harlow is reported to have a protest crowd of 1250 waiting Caddo salary.

Old agreement continues, however, including the concession that she made several months ago giving her 50% of everything over the \$250 figure when, loaned to other studio.

PROPOSITION MAKING STUDIOS ALWAYS

Producers' Private Secs Collect Dizzy Biz Schemes—
Lady's \$40,000,000 Forest Deal—Six Scenarios on Empty—Freak Kids and Page-Headed Apollos

AND ALL 'WITH LOVE'

Hollywood, Dec. 14.

Picture stars may have their fan mail, but it can't compare to the frank mail that all top execs get, though never read, according to their secretaries. These execs go through the lot missives and hold them out for collections of their own.

Any producer's sec can drag out a file of letters that a psychiatrist would gloat over and most of the mail, stuffing over the pitiful side, contains a lot more laughs than the year's output of smart dialog.

One of the top studio who writes that 'by the merest chance there has fallen into my hands an option to produce a picture called "The Secret of the Sahara" for \$40,000,000. As I know you would use them as backgrounds in your scenes, I would like an interview to discuss terms with you.'

Another has established a colony for the homeless, all complete with a landing field and airplane beacon. 'Please send me an automobile, as we haven't got one.'

From England comes the offer of a gentleman who wants a job and transportation to Hollywood immediately. 'We can discuss salary when I arrive,' he adds.

Parents send pictures of double-jointed kids in double-jointed poses, and a dippy Chiquita wants one producer to propose to a star for him, rambling through seven pages of affectionate incoherence that winds up with, 'but remember, Mr. Boardman, it's Miss Townsend that I want to marry, not you.'

Others send in their story ideas, one Russian who brings him one page, all starting himself. Another yarn had a title that read: 'He joined the gangsters to save the Girl He Loved.' One Louisiana sent a disoriented Mardi Gras scenario that sounded like a description of a s. t. attack.

World's champion strong man, him for 100 years. Other themes from Egypt; girl leads in Illinois high school plays want their efforts counted; ventriloquist came on the phone and ask themselves questions about their own ability, answering with praise; and one girl wrote that her sex appeal was so terrific that everytime she entered into the excitement of a scene and if they could only put her s. a. on the screen obnoxiousboy!

Some of the type also send pictures of himself on his letters and telephones all the producers regularly, asking for their names or initials. He never gets to talk with them, but keeps calling just the same. He has a rival sec also writes familiarly to the execs, telling them that all their pictures are full of holiness or just plain amity.

Majority of the letters are business-like, but up. 'With love' But the bluish for the girl sec is the fan who is bored with the routine of Hollywood-coded scenes and suggests ways and means of going farther.

Forced North

Hollywood, Dec. 14.

Lawrence Oliver and his wife, Jill Raymond, both from England, under Radio City's coded rule and permission to extend their year's permits.

Over in intend spending the holidays in Canada where they will make arrangements to reenter this country.

Waukegan Answers '5 Star Final' Calls Editors 'Kindly, Slightly Cynical' Chaps Who Wear Rubbers'

Modernized

Some talk about the Indiana of modernizing their old custom of testing a youth's courage and denoting his entrance into the state of manhood by sending him off into the woods for a starvation and solitary confinement trial.

New idea is to make the young brave catch 'Frankenstein' while sitting alone in the balcony of the Hippodrome.

AIR'S FILM DIRT REAL COAST REAL GORRY

Hollywood, Dec. 14.

Local Hays office is now straining the air for dirt. Increase in broadsheets of picture chatter, some of it beginning to go pretty wild, has official ears peeled for the protection of Hollywood's name.

Air chatters recently had Tom Mix and Beebe Weist and were getting ready to bury them. Reports on Mix had the three so bad that a prior contract, some of it they're called here, started forming at Universal City.

Dan's denied of five stars is simple, but what the Hays office is out to throttle are innuendos about the boudoir life of picture names. Technique of the etherizers in the social line is, 'It is untrue Daisy Doskne has thrown over her boy friend,' which stumps everybody.

BUDDY ROGERS MAY GO INTO ZIEGGY'S SHOW

With NBC's intention to place Buddy Rogers in the New York hotel, New York, with an orchestra, as a prior contract, the film juve is now talking to Ziegfeld about a spot in his Brown-Brown-Donner show.

Rogers arrived in New York last week. NBC has been working on him for a possible radio buildup in the band line. The New York plan was stopped by the hotel's present orchestra, Coon-Sanders, which has a contract.

NBC hasn't dropped negotiations with Rogers, but is reported looking around for another spot from which he can broadcast. Ed Scheuing on the network flew to the Coast last week to see Rogers and missed him by two days.

Lupe Velez doesn't go in the Zieggy show, the talk not reaching a contract.

Designer Wants \$100,000 For Screen Credit Lack

Los Angeles, Dec. 14.

Edward M. Stevenson, whose salary for 1931 was of costume design for First National, aggregated about \$17,450, is suing for \$100,000 damages because he wasn't given credit for his coded costume scenes.

Suit for breach of contract, filed in Superior Court, names 72 pictures in which Stevenson claims to have been costume director. Contract at \$90 a week the first year and \$115 the second year, entitled for screen mention, he claims.

Mrs. Chevalier West

Yvonne Chevalier (Mrs. Maurice Chevalier) left for the Coast Thursday (10) to join her husband after only a day in New York.

She has been in Paris.

Chicago, Dec. 14.

Having witnessed 'Five Star Final' at the Genesee theatre, Waukegan, the editor of the local News-Tribune in that town ruled its print while the picture was still in town. Without mentioning the film or the theatre but addressing himself, 'for the benefit of the public that reads newspapers and goes to movies the editorial described the Waukegan conception of what a newspaperman really is. Described the Waukegan, slightly cynical chap who wears rubbers, wonders what he can do about his hair, and is always home in time for supper. That, in a nutshell, is the picture of himself advanced by the small town editor.

He goes on: 'A newspaperman is a mediocre man who tears around with hair in his eyes and bursts into speakalikes to punch gas chiefs in the nose and riding the positive as against the negative side of the picture the Waukegan editor explained that the guild of scribblers were nearly always an ordinary family man with worries about coal bills and the price of stolen windows. His recreation takes the form of Sunday drive in a car and the explanation of the editor was that a movie is a life and once in a while a movie.'

Not Dramatic

Confessing that a newspaperman 'likes to see himself painted as a dynamic molder of public opinion and a shatterer of enemies' hearts the Waukegan editor modestly suggested that the true facts did not show such a picture.

Waukegan is a town of around 25,000 about 30 miles from Chicago and 140 miles from New York. Tabloids about which 'Five Star Final' was written. Although Chicago sales slammed the film as an untruth, Waukegan is the first reported incident from the small towns in the area of a reaction to the picture.

Looking at the Waukegan News-Sun as a whole it is evident that it is neither scandal-mongering nor sensational. It is possibly making the editor's reaction more significant.

BOYER'S METRO RETURN Firm Booths, Bunches, Bait, New York Friday (11) for the Metro studio. He arrived in New York the day previous.

Boyer was brought over by M-G about a year ago for French verities and learned English while here. The second of the Metro French imports to make the English grade, as he will be used in domestic films.

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RKO Puts Through Plan's Approval After Week of Daily Proxy Counting And Opposition from Chicago End

Baltimore, Dec. 14. When RKO's refinancing plan for \$11,600,000 bonds to be underwritten by RCA was finally okayed by the stockholders, one of the dramatic periods in tinno's history passed into the record. Immediately after the stockholders' meeting, Hiram S. Brown communicated with David Sarnoff, RCA chairman, who was in Washington attending the annual diets of the Gridiron Club.

All of RCA's 100,000 RKO 'A' and total Class 'B' stock of RKO went on record for the plan. The tabulated vote and recorded at the meeting was, additionally, 84,844 Class 'A' for; 10,188, against. The majority vote mostly represents shareholders' protest vote held by the management. Altogether around 20,000 stockholders out of a possible 35,000 so. Latter needed 1,541,628 to achieve its two-thirds majority to make the proposed plan effective. Total shares entitled to vote were 2,314,641. Total outstanding shares of RKO were 2,390,291. Company's creditors estimated needed two-thirds to 35,000 shares.

This vote means besides okaying the proposed refinancing plan, also the endorsement of the company's certificate of incorporation as amended. The vote was achieved through the extraordinary session originally called for Thursday.

(a) Class 'A' stock of RKO became reduced from 1,589,311 shares to 10,188. Will be known as Class 'A' Common. Result to stockholders is that each shareholder will presently hold only 10 shares of Class 'A' stock for his original share.

(b) Outstanding shares of Class 'B' stock of RKO and amounting to 100,000 shares, will be converted into 125,000 shares of the new Class 'B' stock. The new Class 'B' will be identical.

(c) Reconstituting all authorized common stock of RKO. The total authorized amount will be 4,260,000 shares of common stock of RKO.

Immediately after the meeting Hiram S. Brown, E. J. Herman Zobel, William Mallard and Leonard Adkins set off for New York presumably to prepare for additional confab this week with RCA officials for putting the refinancing scheme into effect before Jan. 1, which is the deadline for the underwriting.

Subscription rights to the \$1 debenture certificates expire Dec. 21.

On the following day (22) the receiptship suit filed by J. Cookman Boyd, Baltimore lawyer, is scheduled for hearing in the Maryland courts. That may mean the RKO plan will not put through before that date.

It's hardly likely that there will be any delay. After RCA in contemplation of the passage of the plan by the stockholders, has advised RKO that it will not indicate that RCA does not intend to take advantage of the stockholders' privilege in the agreements which permits RCA to buy out of the underwriting should

(Continued on page 3)

Cooper Asks \$7,500 For Vande; RKO Says \$6,500 And It's Off

Asking prices of \$7,500 and \$10,000 for vaudeville and picture houses, respectively, for Jackie Coogan's exclusive rights to the earnings stage dates for the picture kid, RKO offered \$6,500 a week for vaudeville, but Coogan's price was set for \$1,000 more. A deal for the RKO, New York, at \$10,000 was made on last night. The price Charlie Morrison in New York and Frank Ornati on the Coast negotiated with Coogan was \$10,000. The \$6,500 offer from RKO was considered the highest ever made for a child film player, exceeding the salaries of the two biggest kid screen stars, Jackie Coogan and Davey Lee.

Satchel Cycle

Hollywood, Dec. 14. Medical cycle is imminent at Warners doing 'Alias the Doctor', with Radio and Fox seeking medicine men from play and script brokers.

Further Mixup of Selznick-Rogers Seen Over Bennett's Next

Los Angeles, Dec. 14. First story for Constance Bennett under the RKO-Pathe banner looks like 'Eyes to Live', an original by John Howard Lawson. Latter is being brought west to work on the script.

Announcement that this effect was raised by David Selznick from Radio, although it was the belief on the Pathe lot that Miss Bennett would be sent to Russia to do cryptograph theme suggested by Herbert Karpis, former government code expert, and now being worked over by several writers.

Considered peculiar here that this announcement is made by Selznick and not Rogers, before the latter moves over to the Radio lot. Selznick is bringing Lawson west under a Radio contract to sit in on the Pathe story.

Pictures erupted between Rogers and Selznick over a sleeper from the Pathe Negro 'A' 'Woman Commands', her first for Pathe. Selznick was not invited to the Santa Barbara show and boiled when he heard about it, claiming that as vice-pres. of Pathe he should have been informed.

Rogers is said to have countered that the preview was merely to get Selznick's opinion on the picture cutting, and that, anyhow, the picture had almost been completed before the Selznick dynasty began.

Selznick then had the film run off at Radio.

KANS. WOMEN CENSORS RUIN 'FRANKENSTEIN'

Kansas City, Dec. 14. 'Frankenstein, Universal's thriller, may be kept out of Kansas by the state's board of picture censors after a hearing on the picture, which practically destroys it as a picture.

The entire eighth reel, with the exception of a short interior in the room of Baron Frankenstein, is said to have been informed by the state's board of picture censors that the picture is 'too gruesome' and which practically destroys it as a picture.

The picture 'Frankenstein' was shown at the Mainstreet, here (Kansas City, Mo.), last week to capacity business.

RKO's Coast Seeking

Hollywood, Dec. 14. News of settlement of RKO's royalties grievance by the RKO-Pathe studio personnel out here.

Employees at the studio, as well as at the RKO theatres, had been upset by the condition. They had spent most of the past couple weeks scurrying after proxies.

MARY ASTOR STAYS

Hollywood, Dec. 14. Mary Astor, whose status was in doubt at Radio, will continue at that studio.

Admiral, who submitted to a contract adjustment which gave her less than called for by the option.

FOX'S BIG PORTAGE

Change to Movietone City Starts Next Wk.—Bon Kurtal in Charge

Hollywood, Dec. 14. Bon Wurtzel, Fox's brother, continues at the Fox studio in charge of maintenance and to supervise the migration of the production and from the Western avenue plant out to Movietone City. The big portage starts next week.

Expectations within the organization are that the studio offices and technical staffs will complete the jump within two weeks.

Now, at this time really intending to move to Movietone City will not attempt to dispose of its Western avenue time period.

Real estate market being what it is supplies the reason.

Further personnel cuts are inevitable as Fox undertakes its move from Hollywood to Movietone City. Capt. Hilliard, assistant to the company's chief, Weeks, is the latest to be let.

'GIRL CRAZY' AT ORIENTAL, CHIL, FOR \$7,500

Chicago, Dec. 14. First booking of a condensed length musical comedy into a picture house for four shows daily is now set. 'Girl Crazy', after two months at the left Grand, goes into the Public-B.A.K. Oriental on 'Friday' and 'Saturday' nights.

At the reported price of \$7,500 the show delays, besides the 61 people in the cast, seven stagehands and three musicians, one of whom is the leader. Heading the cast now are Gregory Ratoff, the producer; 'Kid' Rand and 'Kid' Lipton. Ratoff did an m.c. for a tour of the B.A.K. deluxe houses last spring.

Acting as a group of musical comedy. Scenes will be out in order to squeeze the show into a playable length. The show is now working to cut the show down sharply, it's likely that it will run closer to 75 minutes than the regular 90 minutes allotted to the usual picture house presentations.

Quits has reached its hands of the show as long as it plays the picture houses on a four-day policy, which is the case as the show is entirely outside its jurisdiction. But it is also making no effort to leave the picture houses.

According to present plans, the musical will move on to Cleveland for a regular light appearance there following the Oriental.

Congressmen Figure Proposed Amusement Tax in 'Nuisance' Class

Washington, Dec. 14. Expressed opposition to an amusement tax comes from some Congressional minds. From what is known, the 100 Congressmen act, like others recommended in Secretary Mellon's report, are opposed to the tax.

Also has been ascertained that the matter may not be taken up by the House Committee on Ways and Means before Jan. 1. Angle there is that the committee members are opposed to the tax.

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Spread of Part-Time Operation Expected Across Country Next Yr.

Squash Closing Rumors

Hollywood, Dec. 14. Warner Bros. has announced the starting date of 17 features, which will go into work between the first of December and the first of January. The production was leased principally to another rumors that the studio is to close down. This month-to-month whispering had been around for two weeks.

Academy Powerless At B. O., Say Bankers, Cutting Appropriation

Hollywood, Dec. 14. Skepticism of visiting bankers, who want to know what the Academy of Art Sciences is doing to the box office, have the industry's only research body to about to a 1932 budget out.

Pruning is anticipated in the \$65,000 subsidy from the Association of M.P. Producers. This amount is prorated among member studios. Academy's only other income is dues, about \$25,000 a year.

PATHE MOVES DEC. 19: MORE OUTS DROP UP

Culver City, Dec. 14. Pathe organization moves over to Radio's studio next Saturday (19), according to Charles B. Rose.

Moving day will be celebrated by Harry Joe Brown, Sid Rogell, Val Paul, Graydon B. Hume (auditor), Carroll Clark (art designer), Owen Waking (costume chief) and Phil Gerston. Fred Astaire's contract goes to June, is understood to be the merger production man.

Non-clubbers include Charles Richmonds, casting director, and Jane M. Brown, publicity. Non-clubbers are Bill Boyd and Marian Shilling.

U. A. Sending 'Arrowsmith' Thru Keys at \$150 Top

'Arrowsmith' (UA), currently at the Gaikety, New York, will be rough shipped in Boston, Chicago, Philadelphia, Cleveland, Washington, Kansas City and Los Angeles. Only opening date and theatre thus far has been the present, Boston, for Christmas Day.

All showings will be twice daily at a \$150 top.

\$1,000,000 ESTIMATE FOR U'S 'N.D.' REMAKE

Unlabeled, Dec. 14. Success of Universal's horror group, enhanced by the reception of 'Frankenstein', has caused the studio figuring on a remake of 'Hunchback of Notre Dame'.

He thought the picture cannot be made for less than \$1,000,000, with indication so far as to whether to produce it on an amount at least \$1,000,000.

If the picture goes it will have either Boris Karloff or 'Frankenstein' or Bela Lugosi of 'Dracula' in the former Lon Chaney part.

Low-Laurence West

Arthur Low and Laury Lawrence left for the Coast by plane Friday (11). Lawrence arrived from Europe Wednesday (9), after being abroad four months.

Both men will remain west several weeks talking over the foreign situation with the studio. Plans carrying Low and Lawrence was forced down at Albany, N. Y., because of bad weather. They continued the rest of the way by rail.

Part time operation of theatres, making considerable money in the fall and winter as a result of conditions, will be noticeably prevalent in many parts of the U. S. next summer. Difficulty to correct existing situation go around, particularly in situations where there are more than one theatre, will contribute to the rise of the number of such houses, according to the theatre concerned in the matter.

Another factor in the use of part-time policies is the shuffling of product bought on national deals. Many films concerned in such agreements are deemed worthy of keeping a house for six or seven days a week.

Numerous houses of various circuits have already gone in permanently for part-time playing. They are in widely separated parts of the country, and in most every instance follow many years' use of the policy in small towns in New England.

One and Two Days. In some six-day towns houses open on Fridays only while in others they are open Monday and Tuesday. Policy and days are figured out by the chains according to the needs of the local situation. It having any product available, opposition, etc.

Unit the arrival of adverse conditions the part-time operation formula was confined to independent theatres, and particularly in smaller towns and whistle stops, were open only two and three days a week. In many instances, has increased with indices during the past year.

FIVE CENTRAL POWER WITH PEARL BOARDS

Hollywood, Dec. 14. Paramount is set to set its new production policy in motion. The new policy is to effect immediately. New scheme removes story authority from any individual and particularly in smaller towns and whistle stops, were open only two and three days a week. In many instances, has increased with indices during the past year.

Instead of a scenario editor heading the department, the new policy is in the hands of a group, headed by Percy Heath, which includes Edgar Allan, and particularly in smaller towns and whistle stops, were open only two and three days a week. In many instances, has increased with indices during the past year.

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UA Possible Distrib OF Eisenstein Picture

United Artists may handle American distribution on the Russian Eisenstein picture made in Mexico. The picture is based on an Upton Sinclair novel and was made largely with money raised by Sinclair.

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FOX'S BORROWED PLAYERS

Hollywood, Dec. 14. Barbara Ward, who was at Fox for another picture, she was borrowed from United Artists for a picture and stays on to the 'First Cabin'.

Charlotte Greenwood is also being borrowed from Metro for 'Cabin'.

FASTER THAN LIGHT

Par Arranges to Extend Payment Of Its Guaranteed Rubens Stock

Chicago, Dec. 14. Reported here that Paramount has reached a rearrangement with the Great States circuit stockholders on the payment to them of guaranteed Paramount stock at \$10 a share, due January 2, next.

Around \$4,000,000 is said to be involved. That was the amount paid in guaranteed Par stock for the Great Lakes theatre properties. Principally among the Great States stockholders is the Rubens family, of this state, where all of the houses are located, and outside of Chicago. Two main Rubens are J. J. and L. M. J. J. Rubens is now the operator for Par of the former Great States circuit, which was built up by him.

Indies are going back in flights of imagination to the former days when the independent meant something here—those days before the majors decided to concentrate all their effort on their own circuit.

As the boys talk, the present gloom at the majors is a silver-lined cloud for the studios. Dreams get rosier and rosier, until someone chirps: "There's your going to get caught."

The Old Question

Hollywood, Dec. 14.

Only semblance of optimism these days is around the Coast independent lot where the outside producing boys are figuring on fitting the scheme of things again. It follows reports that the majors will be in the market next year for increased independent product to fill out their programs.

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2 \$65 Week Musicians Working 10 Mins. a Day Let Out by State, Minn.

Minneapolis, Dec. 14.

As an economy measure, the State has obtained its non-synchronized operators, saving the Public house over \$100 a week, but putting two cents a 100 musicians' unit out of job.

To draw the regular musicians' unit scale, the State pair worked from six to 10 minutes a day, putting on phonograph records during the showing of silent trailers advertising pictures in other Public houses and at the start of each performance.

The local musicians' union required employment of silent trailers advertising pictures in other Public houses and at the start of each performance.

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BELIEVE GRAUMAN IN CHINESE IS M-G MOVE

Hollywood, Dec. 14.

Sid Grauman's return to management of the Chinese theatre Christmas party is reported as being indicated outside of Fox-West Coast.

Believe it or not, a picture of the house scale wants a faster premiere setting for the picture. "The Champ" M-G, current, still is followed by "Hell Divers" (M-G), plus a Grauman prod.

One source, however, executive vice-president of FWC, states that Grauman assumes complete directorial control of the former theatre, with salary and percentage of the profits arrangements.

SIDETRACKED BY PRESSING ITEMS

But Subject Is on Minds of 'Film Bankers as Future Possibility—Absorbed by Present Problems. No With Various Schemes for Future Management

DUAL POLICY FAVORED

No more divided opinion can be found anywhere than among the downtown minds on the question invoked by some of their conferees, of moving film production to the west. The plan is being conceived by certain of the many minds is known, but when the feasibility of such a move was submitted for diagnosis it was shrugged away.

Even the bankers ennobling the idea currently, however, are willing to venture the thought that such a thing eventually may happen. But concentration to even the idea of a move in business is the biggest thing ahead to the picture bankers.

Most of the financing men are thinking, as always, from the money angle. Some of the more experienced banker heads, as regards the show business, also venture to discuss the industry's personnel. Many changes in personnel can be expected along every company front within the next year, or until the stability of the industry is seeking airways. Each of the banker groups involved seems to be following its own system in accomplishing this purpose.

Teams in Charge

As financial groups are to be organized, as can be learned, there are two financial groups taking the road of double or dual management systems. One group, the "A" group, is a team of two men, one of whom is a banker, or representative with equal authority. Whether or not such a trend may reach Paramount is a matter of conjecture. However, it is believed to be the angle of John Herts as chairman of the Par finance committee, who rides side by side with Adolph Zukor.

This trade belief is only drawn from indications, but the example, evidently being set forth by Paramount is the policy now talked of by two financial groups allied with other major film companies, though they do not appear to be in the same line of thought. It may be that the Par experiment if that is an experimental move.

It is the general consensus of those who have been queried, and who are in the picture business, that source directly affiliated with pictures, that the film companies survive in the present about-shooting conditions will come out on top of the heap to stay there.

Anticipate Investigation of Picture Co. Financing as Aftermath of Dill-RKO Action

22 Relatives

Hollywood, Dec. 14.

E. McIntyre, representative of the Chase Bank on the Fox lot, has displayed such a conversation with studio matters and personnel that the belief is current the bankers have investigators planned in the studio.

One thing brought out by combing the staff is that one of the audio exes has 22 relatives on the pay roll.

Washington, Dec. 14.

Mysterious but by no means certain sentiment is current that the 72d Congress will be asked to investigate the entire financial structure of the film industry. Indirectly it is apt to come by way of an inquiry into the refinancing of certain companies. The inquiry will supposedly originate in the U. S. Senate.

Political and financial observers see such a move as a result of the resolution introduced in the Senate by Clarence C. Dill, Senator from Washington, calling for an inquiry into the refinancing plans now current for RKO. Those who should know the mental quirks of the Capitol are speculating that if the Dill resolution comes before the Senate it will bear an amendment to include the refinancing of all film concerns.

That certain financial men in and outside the Capital have pressed for the investigation seems certain. It is unlikely any such inquiry will be undertaken until consultation of principal film men as to such a move.

Rebuses RKO, the most recent refinancing arrangement for a company have been via the Chase bank for Fox.

Dill's Paper

Dill's resolution in full follows: "Whereas Radio Corporation of America has a substantial stock interest in Radio-Keith-Orpheum Corporation; and

"Whereas a Radio-Keith-Orpheum Corporation has been declared it has been unable through any bank or banks to secure the necessary financial assistance; and

"Whereas the proposed plan for refinancing of Radio-Keith-Orpheum Corporation requires subscription by each stockholder to a pro rata of \$1,000,000 debentures of said corporation, and by failure so to do such stockholder is deprived of three-fourths of his share in the stock of the Radio Corporation of America as a bonus for purchasing such stockholder's unsubscribed debentures; and

"Whereas such plan unfairly affects the interests of over 15,000 stockholders of 10 or more shares of Radio-Keith-Orpheum Corporation, and the stock of said corporation unless the plan is carried out and that a receivership be appointed to administer the stock of the entire investment of stockholders; Therefore be it

Resolved, That the Senate Committee on Banking and Currency, or any sub-committee thereof, be and they are hereby authorized and directed to fully investigate and report to the Senate the financial structure of Radio-Keith-Orpheum Corporation, and particularly the ownership, sale and transfer of the stock of said corporation, and on the New York Stock Exchange of the stock of said corporation during the calendar year 1931, and the committee, or any sub-committee thereof, is authorized and directed to report to the Senate the purpose of this resolution all the purpose and authority contained in said Senate Resolution 71.

connections similar to those of other companies. It was also stated as the home office that the firm has no intention of resuming such a relation.

Undaunted Chi Opens Houses Despite Gloom

Chicago, Dec. 14.

There are more picture theatres open in Chicago today than any in the history of the city. This in spite of the howling among exhibitors that business is shot. Last week three theatres opened, next week three more open; one of them brand new.

Shooting galleries shuttered for years are back in business. Reasons for the number of reopenings is the unusually low rents now being asked. Houses seating 300, 400 and 500 can be had for monthly rates as low as \$15. Figured with the only one-operator ruling for the less than 400-seat houses, it's a combination bringing the old time exhibitors back into the business and enticing newcomers to the fold. A number of opening circuits of two and three houses.

Profit in some spots having been cut sharply, the exhibs figure by doubling the number of houses, both seasoned and new, they can remain at former total gross levels.

Today there are only three or four shooting galleries left in the city. These spots are so ramshackle and weather-beaten that they probably could not pass the fire regulations.

Opened last week were the Alma, New Albany and Madison Circle. The latter two have since moved back into circulation—the Rosette, Kedzie and the new Public-B. & K. Southtown.

WB Gets Enough Proxies to Cancel Thru Annual Meet

With well over 2,000,000 proxies, an ample majority, the Warner brothers had everything their own way at the annual WB stockholders' meeting in Wilmington, Del., yesterday (14).

At the annual home office was very confident of victory in the receiver's action started by an ungrateful minority of 210 shareholders. WB expected action late the same afternoon that would witness the dissolving of the motion picture company.

No changes were made in the Warner directorate, the same group being retained in the motion picture to Waddi Catelings, former Goldman-Sachs partner, who has been since described as an officer in the picture company.

Only motion described as novel during the entire meeting was that of restoring the value of the Warner common stock to a \$5 level. This, it was pointed out by the motion picture, does not entail additional funds from the stockholders, but is simply a matter of book-keeping. Warners is still without banking

PAR SALARY TRIMS AT NO FIXED RATE

Hollywood, Dec. 14.

While the Paramount studio will not be given a specific percentage raise, the payroll will be trimmed by degrees as options come up on existing agreements. This is according to B. P. Schulberg who adds that the procedure will be a readjustment to current h. o. values with no arbitrary raises.

Crew manning will be kept to a minimum, recent technical jobs being only temporary and the usual between picture action, says Schulberg.

Instead of any production left up the plant intends to have eight pictures under the studio in January instead of the four originally planned.

COHEN SET AS ZUKOR'S PAR STUDIO CONTACT

Hollywood, Dec. 14.

Adolph Zukor left here today (Monday) for New York after a four week visit to the Paramount studio, with Emanuel Cohen following a week later.

Cohen will remain absent several weeks and then return to resume his earnest contacting with Zukor on the financial authority for Zukor on the lot.

Best Xmas Present

Subscription to

VARIETY

\$6.00 for One Year

20% Less Films—30% More Time; Idea Cuts 100 Pictures Off Schedules

Around 20% fewer features from the big companies and at least a 30% increase in playing time are shaping as the major items in the program of the Heavy duty committee which had its session of producers postponed last week until all can be admitted to give a final vote. The fact that production schedules for '31-'32 have been announced and no such move has yet been made right now. Emerging measures are the vogue. That independent producers will spring up from all sides and attempt to take advantage of the timing reduction in major production is expected.

The saving by a 20% reduction is not looked upon as much from the dollar angle as from an improvement in quality of the pictures. As a matter of fact, the finance world would represent about 100 features being scheduled off schedules. If the average budget on a picture gets down to \$200,000 per feature, such a move will then represent a reduction in expenditure around \$20,000,000. This is not to be confused with the saving in studio overhead continues regardless of production activity and, also, the money will be required for the quality budget considered.

nal | Jean Harlow
Joe Leo

L. A. Recelebrating Downfall Of Notre Dame, Giving Trojan Victory 5-Reeler \$30,000, State

Los Angeles, Dec. 14.

Dark horse booking of five reels covering the entire Notre Dame-U. S. C. game this year turned Los Angeles into a one-way street leading to Lew's State. Booked on a gamble, the replaying of this South Band classic attracted such mob as the feature 'Good Sport' (EN), was replaced by a Roach comedy, to permit a quicker turnover, after the first day. The \$30,000,000 of the crowd enclosed in the last

'Husband and Holiday' is doing a quiet \$13,000 in five days at the Paramount, giving way tomorrow (Tuesday) for a nine-day stretch of 'Sooky' (Par). 'Devotion' is extremely low at the Orpheum at \$5,000 this week, and 'Tonight or Never' is dropping steeply from a \$17,000 first week to \$6,500 on its second and final week at United Artists.

Included in the released people are Audrey Scott, Eddie Cilne, Helen Strauss, Andrew Bennison,

PROV. LIKES 'CHEAT'

entally around \$4,000. Last week 'Frankenstein' (FN) good enough with \$3,400.

Majestic (RKO) (1,100; 10-25) 'Frankenstein' (U). Second run way to hearty \$3,200 with lines opening, despite prior week at Palace. Last week 'Blonde Crazy' (I) and 'Convicted' (split) good with \$2,800.

Estimates for This Week
Michigan — 'Husband's Holiday' (Par) and stags show (4,045; 15-25-35-60). Doing poorly for about

\$5,500.
Uptown (2,200; 35-50-60)—'Local Boy' (WB). Companion house to Olympia not due for more than \$6,000. Last week 'Blonde Crazy' (WB) did good \$7,000.
State (4,000; 35-50)—'Corsaire' (UA) and vaude. Will do mild \$15,000. Last week 'Cuban' (M-G) \$15,900.

STAGE HELPS IN CAPITAL

Bad weather topping the pre-holiday period is letting Broadway grosses slip. Brightest on the street this week is the Mayfair 'Frankenstein' and that's a holdover.

Aiding 'Corsair' for \$21,000 at Palace
—Her Majesty' \$20,000, Earle

Indicated, satisfactory. Last week's 'Morals for Women' (Tiff) and 'Shanghai'd Love' (Col) to about \$900.

Grand (Publix) (1,100; 25)—'Palmy Days' (UA) and 'Cisco Kid' (Fox), split. Ought to hit about \$1,000, all right for second loop runs.

Last week 'Cuban' (M-G) and 'Guilty Hands' (M-G), near \$900.

Studio feels Hough and Varnell should be able to put it over as they have previously directed on the town.

INDIANAPOLIS' 3 BANDS, TRIO AROUND \$41,500

\$16,900.

\$13,300 for 'Working Girl'

opening.. despite prior week at R
ace. Last week 'Blonde Crazy' (R)
and 'Convicted' (split) good w
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Boston—'Corsair' \$16,000

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\$16,900.

Minn. Is Irregular,

indicated, satisfactory. Last week's 'Morals for Women' (Tiff) and 'Shanghaied Love' (Col) to about \$900.

Grand (Publix) (1,100; 25)—'Palmy Days' (UA) and 'Cisco Kid' (Fox), split. Ought to hit about \$1,000, all right for second loop runs.

Last week 'Cuban' (M-G) and 'Guilty Hands' (M-G), near \$900.

should be able to put it over as he
have previously directed on the
own.

on Long Island were given last week. Sole survivor is Larry Kent, head of the dept. Notices gave two weeks.

'His Woman' (Par) managed to knock off fair \$10,000.

—Broad (Loew-U) (2,500; 25-30) —'Ambassador Bill' (Fox). 'Get the best' enough \$8,000, with 'Leading favorite here. Last w' over the Hill' (Fox) took a lick at \$4,300.

Grand (Neth) (1,100; 15-35) 'Mad Genius' (WB). Stepping alertly around \$4,000. Last week 'I sing 'olce' (FN) good enough w' \$3,000.

Majestic (RKO) (1,100; 10-25) 'Frankenstein' (U). Second round way to hearty \$3,200 with lines opening, despite prior crack at E ace. Last week 'Blonde Crazy' (E) and 'Convicted' (split) good w' \$2,800.

'Nice Women' (Pathe) only \$13,700.
 'Scyllia' (Rialto) (vaudim) 11.
 'Bride Crazy' (WB) and 'The
 show. Should do \$11,000. Last
 week 'Good Sport' (Fox) and
 Bianche Calloway's show heavy o
 \$11,000.
 Olympia (2,200; 35-50-60)—Loco
 Boy (WB). Fall \$7,000. Last wee
 'Bride Crazy' (WB): did good
 \$3,000.
 Ustoun (2,200; 35-50-60)—Loco
 Boy (WB). Companion house t
 Olympia not due for more than
 \$5,000. Last week 'Bride Crazy'
 (WB) did good.
 State (4,000; 35-50)—'Corsair'
 (UA) and vaude. Will do mild in
 \$10,000.
 Last week 'Cuban' (M-G)
 \$15,000.

Last week 'Corsair' (UA) had no box-office punch; \$3,200.
Lyric (Publix) (1,300; 30) - Yellow Ticket (Publix) (1,000; 30) - Barrymore (Publix) (1,000; 30) - somewhat of a magnet and should hit \$4,200, good. Last week 'Glorie About Town' (Par) around \$4,000.
'The Great Gatsby' (M-G) - 'The Madonna' (Par) and 'Left Over Ladies' (TMM) - split. About \$1,100 indicated, satisfactory. Last week 'Shanghaied Love' (Col) to about \$900.
'The Sign of the Cross' (Publix) (1,100; 25) - 'Palms' Days' (UA) and 'Ciske Kid' (Fox). Split. Ought to hit about \$1,000, all right for second loop runs. Last week 'Cuban' (M-G) and 'Guilty Hands' (M-G), near \$900.

After weakening on a decision to give untitled directors a chance to prove themselves, the studio seems, to the extent of taking it back, to have changed its mind. Sebell, and J. M. Kerrigan of "Gay Bandit," Fox has decided to let again.

This time it will be with R. Hough, previously an assistant producer, and Marcel Varnel, director. Pair will put "The Miss Witness" through its paces for camera. Lionel Atwill and G. Nissen are to be starred.

Studio feels Hough and Varnel should be able to put it over as they have previously directed on the town.

A Personal Pledge To Showmen from S. R. KENT.

Experience has taught me that it is foolish to rave about every picture that looks like a hit. But when a picture comes along that has definite outstanding showmanship qualities, down-to-earth audience appeal and timeliness, I MUST tell you about it. I am referring to "SOOKY".

I have just screened this wonderful picture, before an audience of grown-ups, and I want to tell you it is a long, long time since I have been so enthusiastic over any picture as I am over "SOOKY". Not



directed by **NORMAN TAUROG** *adapted from the book*

only will it build tremendous grosses for you, but it comes to you at a time when you can profit to the utmost on its qualities.*

"SOOKY" is by no means a kid picture. It is ENTERTAINMENT for EVERYONE! Compared with "Skippy" even, "SOOKY" proves vastly superior in entertainment and box-office power. You did *good* business on "Skippy". It is my prediction you will do *SENSATIONAL* business with "SOOKY". You have the same money-making cast and director as in "Skippy."



*You will get "SOOKY" during Christmas holidays.

ROBERT COOGAN *in*



"DEAR SOOKY" *by* PERCY CROSBY

Add to that the increased popularity of Jackie Cooper, who has taken the country by storm in every picture in which he has appeared—plus real laughs, strong heart-tugs, an absorbing story, pathos and excellent comedy. The people I was with actually cried while they laughed.

See your Paramount branch manager and screen this picture. Then get behind it with everything, because "SOOKY" means real money.

J.R. Kent



Appreciation

I want to thank Sinclair Lewis for giving me the greatest story I have ever put upon the screen; I want to thank New York for the reception it gave "ARROWSMITH" Monday night at the Gaiety Theatre; I want to thank the press of this city for the acclaim with which it has greeted us.

"ARROWSMITH" has been called by those who have seen it the most powerful and appealing film drama ever made; I am grateful if such is the result that has come from the months of preparation; with the inspiration provided by Mr. Lewis' immortal novel Sidney Howard has fashioned a brilliant adaptation and into its playing Ronald Colman, Helen Hayes and Richard Bennett have put the performances of their careers.

To my production organization in Hollywood I send the message of my gratitude to them and the message that their fine and conscientious work has resulted in everything they have dreamed about and hoped for. I am wiring to them some extracts from our press reviews—and I want you to see them, too.

- **DAILY NEWS** — Irene Thirer —
 "The 1931 Film Triumph... something even bigger, better and greater than you had expected... a full and powerful tale... a truly great achievement. You'll see it again and again and tell your friends. It scores four stars for all concerned..."
- **AMERICAN** — Regina Crowe —
 "In every way an admirable effort adding measurably to the prestige of the screen, this production towers a giant among dwarfs..."
- **JOURNAL** — Rose Felzwick —
 "One of the most distinguished efforts to come from the Hollywood studios... 'ARROWSMITH' is a distinct departure from the general run of presentations... the picture is as powerful as the brilliant novel..."
- **N. Y. TIMES** — Mordaunt Hall —
 "'ARROWSMITH' shines in its characterization and in the same fashion in which the story has been handled... an intelligent, forceful film version of a Nobel Prize novel..."
- **MIRROR** — Bland Johanson —
 "Ronald Colman's performance is the finest he has ever given... an unusual film, a credit to its star and to the movies..."
- **WORLD-TELEGRAM** — William Boehnel —
 "'ARROWSMITH' makes a bid as the season's best picture... an absorbing drama that not only bursts with life, but is a searching portrayal of character... the entire cast is well nigh perfect..."
- **SUN** — John S. Cohen, Jr. —
 "Of all the Nobel prize winning Sinclair Lewis' tomes, this one affected me most... a purposely romantic melodrama!"
- **HERALD-TRIBUNE** — Richard Watts —
 "The film is courageously faithful to the original... honest and absorbing... definitely thrilling!"
- **POST** — Thornton Delehanty —
 "Vividly impressive! 'ARROWSMITH' is unquestionably a cinema achievement!"

With this unanimous praise from the press, I give "ARROWSMITH" to the public as the greatest offering of my career

Samuel Goldwyn

120,000,000 FANS ARE



..the stars who have never failed you
 ..in the only current hit 100 per cent
 okay for family trade. Already 209 first-
 run bookings for Christmas Week.

DELIC



JANET
GAYNOR
CHARLES
FARRELL

with

El Brendel • Raul Roulien

Story by Guy Bolton, Lyrics by Ira Gershwin

Plus six song hits they'll be humming soon by

GEORGE GERSHWIN

Directed by **DAVID BUTLER**

A FOX
PICTURE

WAITING FOR THEM





Marilyn Miller



William Powell



Lil Dagover



Doug Fairbanks, Jr.



Joan Blondell



Walter Huston



Warren William

You'll get all these stars
in the
BIG

**WARNER and FIRST
NATIONAL Pictures**

for **JANUARY
PLAY DATES**



Marian Marsh



W. C. Fields



Anita Page



Ben Lyon



Evelyn Brent



Winnie Lightner



Smith and Dale (Avon Comedy 4)



Leon Errol



Regis Toomey

Charles
Butterworth

DEC. 26th FN

Marilyn MILLER

In the big Christmas laugh show

HER MAJESTY LOVE

With Ben Lyon and the 4 funniest comedians on the screen: W. C. FIELDS, LEON ERROL, Chester Conklin, Ford Sterling.

JAN. 16th WB

**MANHATTAN
PARADE**

with

SMITH and DALE
of the Avon Comedy 4.

Winnie Lightner, Chas. Butterworth, Bobby Watson, Dickie Moore.

TECHNICOLOR

JAN. 2nd WB

Marian MARSH

in

UNDER EIGHTEEN

First star of the new year in a sure-fire human story. With Warren William, Anita Page, Regis Toomey, Norman Foster.

JAN. 23rd FN

**U N I O N
D E P O T**

Bound to be the mightiest dramatic smash of 1932 with

**Doug FAIRBANKS, Jr.
JOAN BLONDELL and
5,000 Players**

JAN. 9th FN

LIL DAGOVER

The Continental Darling in

**THE WOMAN FROM
MONTE CARLO**

With Walter Huston, Warren William, John Wray, George E. Stone, Robert Warwick.

JAN. 30th WB

William POWELL

In his greatest role to date

HIGH PRESSURE

With Evelyn Brent, Evelyn Knapp, Guy Kibbee, George Sidney, John Wray.

Evans-Beaverbrook Coming Over; Maybe to Buy Fox's B-G Piece

London, Dec. 14. Beginning to look as though Will Evans is serious with his co-operative booking talk. He calls for America Wednesday (15) with Lord Beaverbrook to meet with American film men at the home office. Idea is for Beaverbrook to remain in the background, with Evans doing all the talking.

Beaverbrook and Evans are prepared to reopen negotiations to purchase the Fox holdings in the English Gaumont, British and American film men at the home office. Idea is for Beaverbrook to remain in the background, with Evans doing all the talking.

Meanwhile, rumors are being continued to call the Evans scheme an 11-and-whenever proposition, and continue to call it all an Evans bluff.

According to several of the foreign office of American major companies in New York, Will Evans is unlikely to accomplish much for his book scheme by coming here. Home office headquarters may refuse to do any business over the head of their London office. Fact Evans must come here to try to get it over or called proof of failure of his idea over there as seen in New York.

MEXICO WITHDRAWS BAN ON NEWSREELS

Mexico City, Dec. 14. Newsreel censorship here has been lifted by Secretary of State Manuel C. Teles, ex-Ambassador to the United States, following an interview with Robert Turnbull, director of Paramount Pictures, and Roberto Rocha, cameraman of the Chicago Daily News.

After the confab Secretary Teles announced newsreels are now the most valuable agency for spreading anti-Communist information about Mexico and the United States. He indicated that he would henceforth be free to operate unmolested.

Some months ago, before Teles became Secretary of State, that department ordered strict censorship of news, giving no reason.

2 New Stages for ATP

London, Dec. 14. Basil Dean has committed himself to spend \$250,000 at the Associated Talking Pictures studios in Basing, near London, the building of two more stages.

ATP is the local production sub-division for Radio Pictures.

Only Americans?

London, Dec. 14. British censor has been approached to investigate charges of "anti-Semitism" in American travelogues.

Complaints brought by the Performing Animals' Defense League.

JOINTVILLE VACATION

Paris, Dec. 14. Paramount's Jointville studios will be closed down for two weeks before Christmas and New Year's.

Fireproofing and other structural changes will be made.

LEGION CROSS FOR KANE

Paris, Dec. 14. Robert Kane of Paramount studios was decorated with the cross of the Legion of Honor.

Adolph Zukor was decorated a week ago.

German Director for B. I.

Berlin, Dec. 14. Paul Ludwig Straub, film director, has an offer from British International for one picture.

It would be made under Paul Morosco management.

PAR, FOX AND INDIES BID FOR JAP MARKET

Hollywood, Dec. 14. Indicating an increase in importance of the Japanese market, Paramount is sending Y. Uchida to the Jointville studio, France, to superintend Japanese titles on French dialog picture.

Uchida has been in New York writing the superimposed titles for Paramount's Hollywood made films. His place in New York will be taken by Y. Tamura, now visiting in Hollywood, and whom Uchida has been assisting in writing the Japanese titles.

Fox has also made a bid for the Japanese market with its Japanese dialog synchronization, "Man Who Came Back". Multicolor and several local shorts producers also have their eye on Nipponese market, and are preparing dialogues for that country.

French Owners Demand Taxes Be Lightened

Paris, Dec. 14. Legit managers in the provinces are petitioning the government to ease taxes on films.

Unless all amusement taxes are lifted right away, is the claim, all the outgoing houses will have to fold up.

UA Denies Interest in RKO London House

United Artists has no intention of taking over the Leicester Square theatre in London where RKO gives that house in March. Report from London has UA interested in the site.

According to UA's New York office UA bid for the spot before RKO took it over but has changed its mind about it since.

U. A. Fixes With G-B

London, Dec. 14. After six months of coldness, United Artists is again doing business with Gaumont-British in the West End.

Reconciliation calls for 'Age of Love' (UA) going into the New Year early in the new year, and 'Gully Generation' (Columbia) to go into the Capitol.

Vanduyt on Soundfilm's

London, Dec. 14. Eric Vanduyt is the new managing director of the Associated Soundfilm Industries.

He succeeds Rudolf Becker.

Europe Drastically Short of Films; Exhib Sees Sweep for Shoe-Stringers

American producers are faced with the acute problem of supplying sufficient product for European needs, or directing that market to native shoe-string producers. At least temporarily. According to the experienced observation of exhibitors, indie chain operator at no time in the history of the business has the European theatre field felt such a shortage of product.

The only salvation for the theatres over there is in supporting the shoe-string film market.

The Europe n exhib is on edge, says this operator, as the risk of dealing with an indie film maker abroad is at best doubtful of success. It has often happened that exhibitors which the exhibitor has advanced rental costs may be never delivered. But there's no alternative, says the operator, as the need for pictures is so great.

This theatre man states that the safest and biggest bet for American made talkers are action pic-

Soviet's Film Jubilee At 5-Year Plan's End

Paris, Dec. 14. The proposed Russian film of Roland Brown is now set. Syd Butler Brown has been in making over Russian films here and getting data and is sailing in a few days for New York. Turn to Hollywood where he will get his equipment as well as to pick up his brother, now at Universal.

Paul hope to be back here by beginning of February and then start to Russia to film for an entire year with the help of Soviet government. The plan is to release the film in New York in the middle of the day that the Five-Year Plan matures, when attention will be focused on Moscow.

DENMARK FILM SITUATION BAD

Copenhagen, Dec. 14. Enormous increase in the dollar rate has put film business here up with an acute shortage of funds.

Staggering emergency legislation, barring transferring of currency, is making things worse. Any number of films are being held up, unable to meet their contracted obligations.

LONDON H. O. FILMS ACCOUNT OF XMAS

London, Dec. 14. Most of the theatres which usually change on Fridays are holding their films here into the Christmas week, although plotting to switch just before the holiday.

'Rich Man's Folly' (Par), is strong at the Plaza and will hold till Monday, three days over the usual run. 'Huckleberry Finn' (Par), will follow it.

'Congress Dances' (UFA), still leads the talker field here, getting \$15,000 at the American theatre. 'Tivoli' may stay for four weeks.

'Sunshine Smile', British talker, got a lift over \$10,000 at the Capitol and will stay out a month. Jack Buchanan's 'Man of May' (Paramount) made a good showing suddenly during its second week at the Carlton and is replaced by 'Her Majesty' over (FOX) today. Grind policy helped bring the h. o. figure up a bit, but not to what necessary, although it was showing led to a belief the film was good for a month.

First National picture sent in because Paramount is having an acute product shortage here between this house and the Plaza for Christmas.

CANTY UNDER KNIFE

Paris, Dec. 14. George Canty, head of the motion picture division at the American Embassy, went under the knife for an appendix operation.

Doing well.

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This theatre man states that the safest and biggest bet for American made talkers are action pic-

tures with name stars. Otherwise the exhibs across the pond must make good on native-made talkers, prone to change Yankee made versions from time to time.

Premises and Notes

Quickly changing scene. Everything on promises and notes. The way it's played a producer will hire an accredited director, or producer, or director and an accredited name star. With these people under contract, and although with finances in a bad way, they travel to an established studio and nine times out of 10 will be granted funds to make a picture. The studio, however, will back its advance through studio charges and a booking agreement invariably which the exhibitor has. These run to 60 and 40% on terms in favor of the studio, or, at the worst, 50-50.

In Germany alone there may be 30 or more shoe stringers raine within a year. France alone has its quota of producers, of this sort.

Emelka of Germany Looks to Be in Money Troubles, with Perhaps Chance of Some Co. Stepping in

DODGING QUOTA DEAL BY GERMANY-AUSTRIA

Berlin, Dec. 14. Understanding has been reached by Germany and Austria as to importation of films between the two countries. New line-up is that both can have each other's product without hindrance, as necessitated by conditions.

Officially there is a 10 to 1 quota, meaning 10 German pictures against one Austrian for export purposes from this side. Understanding is that this is to be forgotten whenever more convenient to do so.

No Change in German Theatre Totals in 2 Yrs.

Figures on picture houses in Germany for 1931, up to the middle of November, reveal that there has been practically no change in that country for two years.

About 16 theatres now exist in Germany than two years ago, although the country has about 40,000 more seats.

Actual German totals at present are 5,657 theatres with a seating capacity of 488,818. These figures compare with 5,687 and 1,981,071 for 1930 and 1,948,517 for 1929.

Mob Drawn by Show Calls Out Paris Cops

Paris, Dec. 14. Trade-showing of 'Amour à l'Américaine' (American Love) (Braunberger) brought out police casarves who had to charge the rioting waiting line in front of the Ambassadeurs. Doors of the theatre had been closed after the house was filled by a mob of non-professionals while Spinnally, star of the film, was shown in pictures.

Films in Paris are always given trade-showing in which picture critics are invited, but are always somehow or other jammed with a non-professional mob, so that the showing is for often not finding room enough.

B.I.'s Month's Closing

London, Dec. 14. British International has called a shutdown on the Elstree studios for one month.

Studio is 16 miles west of delivery point.

Hague Bars Two

The Hague, Dec. 14. Two more pictures banned here, one American and one Austrian.

'Blushing Bride' (Mietro) and 'Generel Bakke' (Lisla-film).

Starting 'Al'

London, Dec. 14. Harry Lauder is here starting making 'Aren't We All?' with Gertrude Lawrence starring. Work starts Dec. 21.

Lauchman brought Rudolph Matis, cameraman, with him from France. Cast for the picture are Owen Nares and Hugh Wakefield.

Starting Minus Clive

London, Dec. 14. Despite Colin Clive's injury which will keep him in bed some time, Paramount is starting 'Spring Cleaning' today (14). Alexander Korda and Barry Jones will be featured.

Emelka is facing a crucial test, with a possibility it may have a bid to step in to help.

Things happen happening for Emelka a few days ago, with General Man-

stein is understood to be that he had trouble with, Albert Kohan, head of the French group of financiers interested in Emelka. Kohan is understood to have severely reproached Schach for allowing word to start on a super-production with E. A. Dupont meggling to be lifted 'Fater Voss' without arranging for French co-production and financing. Emelka Case was being negotiated, but details were upset when Schach gave orders for the film to get going.

'With the present mean it is practically certain support film will be shivered for the time being. Since Emelka has not money enough on hand to carry out the project.

Kohan has taken Christopher Muellerstein on as attorney to attempt some straightening out. Muellerstein also a trustee of the United sound film groups Tobia-Klang-

stein in connection with the film. Couple left Saturday (13) for Paris in the hope that Fater-Natan might be interested in buying out Emelka.

Another possibility is that there is interest in Emelka in Ufa for the Emelka theatre, especially in view of the new emergency law which provides that all holders of leases can be given notice to clear out by spring, with that meaning Ufa may find itself in a hole for theatres in some spots.

Also talk of Paramount being interested in the Emelka chain.

Emelka has been having a hard time for over a year, with things alternately better and worse. Importance of the theatre has been the fact it has leases for 42 houses, three of which, including the Capitol, Berlin, are owned by Ufa.

Some time ago a new group of financiers, mostly with French and American money, came in to help, but, evidently not sufficiently, Paramount and Ufa have been interested in Emelka for some time with Paramount not likely to go into that or any other big European deal at this time. Ufa has always worked with the idea of taking over Emelka, thus having a clear field in the theatre field in Germany, but has always felt that the time would come when it could get the houses for practically nothing.

As a matter of fact, the deal is merely leased, with some of the leases claimed not to be too profitable. The deal is a very anxious previously to get involved. Now, with new laws allowing for easy cancellation of leases, the picture field is a good deal ahead by taking over the chain.

Ufa has been for some time the most interested company in all Europe for taking over Emelka. A few days ago it seems that the deal would go through, since Ufa's greatest German headhunks has been taken over by Ufa. At present Tobia-Klangstein is not so secure, with no outside deals likely.

CLAIR'S 3RD FILM HIT FOR WORLD WIDE USE

Paris, Dec. 14. Tobis is now trade-showing the new Rene Clair picture, 'Liberte National'. As a matter of fact, it looks like a third straight international hit for Clair. Little dialog and no singing in the picture help to make it pretty easy booking everywhere.

Picture is of a humorous attempt to defy the industrial life showing the life of men in factories equalized and working in pleasure but handled from a gag standpoint.

CLAIR'S 3RD FILM HIT FOR WORLD WIDE USE

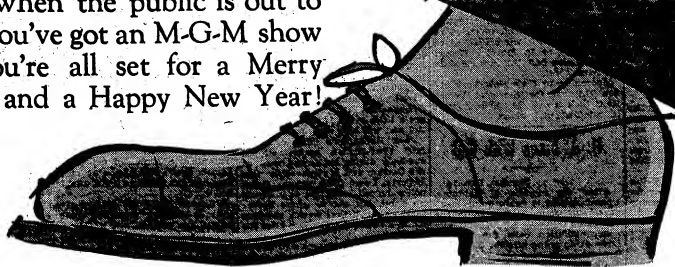
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PUT YOUR BEST FOOT FORWARD AT CHRISTMAS!

The Festive Season is Entertainment Season. Don't be caught with a weak attraction when the public is out to spend. If you've got an M-G-M show booked, you're all set for a Merry Christmas and a Happy New Year!



**Be Sure to Have One of these M-G-M Hits in Your House
to Cash In on the Holiday Ticket-Buying!**



GRETA GARBO, RAMON NOVARRO,
Lionel Barrymore, Lewis Stone! Gentlemen,
this is the greatest G-M picture ever made,
bar none!



NORMA SHEARER, ROBERT MONT-
GOMERY in the hit show "Private Lives"
will stretch your walls. Get ready for
"Divorcee" business!



WALLACE BEERY, JACKIE COOPER
offer laughs and tears in the perfect holiday
show for young or old. 2nd Month at \$2
Astor.



JOAN CRAWFORD, CLARK GABLE
are packing theatres from Coast to Coast
in this great entertainment. Held over at
Capitol, N.Y. Extended runs everywhere



Try to find a more fitting show for Christmas
Week than the triumphant return of "Ben-
Hur" in Sound. Now playing Broadway at the
Rialto Theatre.



Test engagements of "Big Parade" in Sound
exceed even fondest expectations. It's smart
showmanship to give them thrilling spectacle
as a change of pace in the talkie age!

A PICTURE HOUSE combination which pays DIVIDENDS!

L. A. Theatres Ride Turbulent Sea Of Changing Policies; What Sells?

Los Angeles, Nov. 22.—Most of the de luxe picture houses here have done a flock of about-faces in their policies during the past year, trying to find some picture house combination which would pay dividends. Three houses which haven't changed their policy are Loew's State, with Fanchon & Marco units; Pantages Hollywood, also using F. & M. shows, and Warners' Western, straight pictures. Latter has been open only six weeks, so hasn't had much time to do any switching.

from "VARIETY"

As in L. A., a lot of theatre operators have been experimenting—trying to dodge the red.

Some have tried vaudefilm and passed it up.

But no switch was needed with Fanchon & Marco acts. For F. & M. has always clicked.

Come to one firm that knows how...

FANCHON
and
MARCO INC.
Offices

HOLLYWOOD SAN FRANCISCO SEATTLE MILWAUKEE NEW YORK

Announcing a
new "Name" policy
for the
ROXY
STAGE SHOWS
Now booked:
RUTH ETTING
AUNT JEMIMA
(Tess Gardell)
MILLS BROTHERS
Borrah MINNEVITCH
Other names to
be signed soon!

L. A. JUDGE PROVIDES GUIDE FOR PICKETING

Los Angeles, Dec. 14. "Protectionists union intends to demand its suit against Chief of Police Stickle, growing out of the arrest of newsboys peddling a labor paper with 'Klailo theatre unfair' bannerline last December.

Boys were convicted of picketing. In an appeal one newsboy's conviction was reversed and the balance confirmed. However, the appeal opinion gave satisfaction to labor by its definition between picketing and news crying.

Without Authority Convictions were sustained because the boys had quoted the 'unfair' headline without citing authority. If they had mentioned the paper's name first their acts would be legitimate, according to Judge Leon Yankwich.

"I doubt if any constitutional authority or principle could be found which would sustain an ordinance which sought to suppress the circulation of a newspaper in the vicinity of a place of business, merely because its purchase by a prospective patron might result in withdrawal of patronage," said Yankwich.

What the boys could have got by with yelling was, "Citizens! Says Klailo theatre is unfair!"

Goldberg Given New RKO Div., Dayton-Columbus

Dayton, O., Dec. 14. Dayton and Columbus form a new RKO district, taken over Saturday (12) by Harry D. Goldberg, from the New York RKO office, the headquarters in this city. Goldberg also becomes manager of RKO local houses, succeeding the late Joseph Ralph W. Thayer, who came here 18 months ago from Omaha to become local RKO manager.

Thayer is ordered to the New York offices with no definite assignment advised.

HOUSE MGR. SLUGGED

Jack Jones of Picketed House Struck with Brass Knuckles

Reading, Pa., Dec. 14. Jack Jones, manager in Reading for John T. Emery, slugged on the street late at night by a man wearing brass knuckles, approaching him on the street on a pretense of asking for charity and striking Jones a terrific blow in the face before he could reply.

Jones' face was cut from forehead to lips, the blow stunning him for a time. The injury was dressed at a local hospital.

State has been picketed for three months because of a dispute over money for charity and the public is no longer a poverty and the public is patronizing the theatre as usual.

SUNDAY SHOW TAX 1c SEAT IN MANCHESTER

Manchester, N. H., Dec. 14. Manchester theatre managers last month won the right to present Sunday shows, but now they find that the special license fee is so high it may force them to stop the Sunday shows.

The fee is based on 1c for each seat. This goes for every Sunday. For theatres where the seating capacity is less than 100 a minimum tax of \$5 is charged.

State theatre, with 2,140 seats, pays the largest fee. Managers say that with the additional overhead the special license fee is so high there is no leeway left for profit.

Frisco's Anti-Operators' Propaganda Puzzling

San Francisco, Dec. 14. Supposedly issued by Communists, cards have appeared all over town reading "The Moving Picture Operators' Union is racketeering. The Moving Picture Operators' Union collects \$2.50 per hour."

Union officials have tried to trace the source of the cards but have been unable to obtain authentic information as to who is passing them out. Cards have been distributed in all downtown office buildings and apartment houses.

Meet to Oppose Tax

Fort Dodge, Ia., Dec. 14. Iowa and Nebraska Allied Independent Theatre Owners' Association will strenuously oppose any federal plan of raising revenue through the medium of a theatre tax.

This action was decided upon at a meeting of 30 owners in Iowa and Nebraska at which Lester Martin, Nevada, secretary, presided.

L. A. STAGEHANDS' OFFICERS

Los Angeles, Dec. 14. Election of officers of stagehands' local returned James G. Mathews, president, and F. O. Paulsen, treasurer, to office. Vote also put Harry Gregg in the v.p. post, Ed Lindemuth in the sec's seat and Thos. Flaherty on the door as sergeant-at-arms.

J. J. Reilly is the new business rep, replacing Frank Murphy, who did not run. New officers go in Jan. 1.

40 Cents' Worth

St. Paul, Dec. 14. Go west, young man. "Oh yeah?" will add Harry Dow. Latter was beaten up by four men who crashed his Lyceum via the fire escape. Harry called a cop, so the quartet left him, too, and fled before reserves arrived. It's a dime house.

RKO's Closed 15 Reopen Xmas—All Film Policies

On Christmas Day RKO will reopen the 18 straight picture houses in as many as three weeks were ordered closed during the traditional pre-holiday slump.

Two towns closing down where RKO has but a single operation are Des Moines and Memphis.

The other theatres and 13 towns are the South street, Minneapolis; President, St. Paul; Strand, Cincinnati; Capitol, Dallas; Orpheum, Charleston, Ill.; Eaglewood, Chicago; Strand, Madison, Wis.; Majestic, Springfield, Ill.; Grand, St. Louis; Grand, Detroit; Victory, Providence, and Grand, Albany.

None of these theatres will re-open with vaude, all retaining their straight film policies.

Ad Tieup Displeases RKO Div. Mgr.; He Fires Albee's P.A., Who Did It

A publicity tie-up with the RKO Albee, Brooklyn, with the New York 'Graphic', awarding \$1,000 of furniture and \$3,000 for troupeau purposes, including diamond ring, etc., to the couple in 1932 obtaining marriage license, has resulted in dismissal of Lou Goldberg, p. a. at the house. Disliking the tie-up, Charles MacDonald, RKO district manager for the Greater New York territory, ordered the dismissal after it was found impossible to carry out his order to kill the stunt.

Tie-up with the 'Graphic' assured the paper of 10,000 lines of advertising, with contracts set.

Guaranty's 14 Cents

Hollywood, Dec. 14. Salvage of the Guaranty Building and Loan Association, Hollywood, after a year's collection work by Hiram E. Casey, trustee of the underlined outfit, is 14 cents on the dollar.

Casey has collected \$90,000, of which \$45,000 is available for distribution, of which only \$22,000 can be paid out under law, and of which \$22,000 will go to the Guaranty Building and Loan.

The \$200,000 personal estate of Gilbert H. Bensinger, now in San Quentin for the \$200,000 looting of the association, is actually good for only about \$20,000, according to Guaranty. Its estimate was greatly exaggerated.

UPSTATE EXHIB BANKRUPT

Utica, N. Y., Dec. 14. Morris Horowitz, Troy theatre proprietor, filed petition in bankruptcy in U. S. District Court last week. Schedules showed ill abilities of \$5,576, and no assets. Horowitz formerly was in the grocery business.

Cal. Court Quotes Law to Union Over Transfer of F-WC Theatre

Los Angeles, Dec. 14. Fox-West Coast had an application for an injunction preventing the operators from walking dismissed before it came up, deeming the move unnecessary since the projectionists and the judge had agreed not to strike before Friday's hearing, and F-WC only wanted a restraining order until then.

Further meetings between Walter S. Croft, representative of the L. A. non-union operator, George I. Hanes, maintaining the latter was actually an F-WC agent. Ground for restraining was a clause in the wage agreement from Local 150 and F-WC making it binding on union and assignees of the theatre.

Yankwich's idea. Fox-West Coast attacked the right of unions to restrain employees under California law. Judge Yankwich declared: "Living as we do in the day of collective bargaining, courts should lend their aid through the use of injunction process in preventing breaches of contracts by employees. By extending the right to the union, we are merely making the extraordinary process of injunction a two-sided instrument."

Judge Yankwich declared it outside the power of the court to compel an employer to remain in business, whether profitable to him or not. "Assuming therefore that the use of the theatre was a breach of the agreement, it being a voluntary act of the theatre company, it is no breach for which an injunction will lie."

SNAKES SEEM TO HAVE SETTLED HAM'S STRIKE

Birmingham, Dec. 14. Dispute between union men and Birmingham Theatrical Amusement Co. settled last week and union men have returned to the booths; Settlement after a hot battle for nearly six months.

Nine houses of the Merritt group were closed July 18 when operators failed to take what Merritt called a satisfactory cut, but reopened Sept. 1. And non-union men returned.

Numerous stench and tear gas bombs were tossed. Several days ago snakes were turned loose in the Empire and Galax, arousing public indignation. Business also slumped with snakes on the increase.

Under the new agreement three men will be allowed at the Strand and Empire, and two in the smaller houses at a salary of \$55.50.

Evening Divisions

Equalization of the number of houses in eastern divisions and a more even distribution of theatres in districts has been effected by RKO. Switches have increased R. H. Emde's New York-Westchester division to 14 and decreased Charles MacDonald's N. Y. domain to 17.

The Royal, 58th, 66th and 81st streets have been moved from MacDonald to Emde's division. With Edward T. Lenihan district manager over the 66th, 68th and 81st streets, and Harry Federman, also in Emde's div., getting the Royal and Proctor's Newark, an addition, the d. m.'s are about on an equal basis.

WB CLOSES VA. H. Q.

Lynchburg, Va., Dec. 14. Orders were received here last week to close the Virginia district office of Warner Bros., established about four months ago. Frank M. Boucher reports to Washington with the district office being consolidated there in zone headquarters.

Means a new manager for the Warner Trenton, C. J. Roth being transferred to capital territory and Oliver B. Carroll succeeding to the past here.

local heads, and Harry Arthur, after postponement to Saturday night because of the USC-Georgia football game, reached nothing tangible. Meeting was again postponed to next morning, because of hoarseness and colds after the game.

F. L. Freedlander, Kansas City operators' head, is here, but says only vacationing.

Projectionists wanted to restrain P-WC from subleasing the house to non-union operator, George I. Hanes, maintaining the latter was actually an F-WC agent. Ground for restraining was a clause in the wage agreement from Local 150 and F-WC making it binding on union and assignees of the theatre.

Yankwich's idea. Fox-West Coast attacked the right of unions to restrain employees under California law. Judge Yankwich declared: "Living as we do in the day of collective bargaining, courts should lend their aid through the use of injunction process in preventing breaches of contracts by employees. By extending the right to the union, we are merely making the extraordinary process of injunction a two-sided instrument."

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Can't Force Operation "It is beyond our power to compel the theatre company to cancel the lease and resume the operation of the theatre, so as to give employment to members of the plaintiff union."

The court suggested that the nature of the breach, claimed might be suit for damages.

Gordon R. Weller, attorney for the projectionists, states that labor is not after damages.

Foremost Film Writers and Dialoguists

HOWARD J. GREEN

Writer Representative: Arthur M. Landan

JOSEPH JACKSON

NOW ADAPTING "CHURCH MOUSE" For WARNER BROS.

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4th Year at the World's Largest Theatre

The Roxy, New York

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13 Monkeyshines

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Television Recording Co. A Subsidiary of FOY PRODUCTIONS, Ltd.

6 Kendall De Vally Operagloss Conceived by Antoine De Vally Directed by LEW SEILER

ZELDA SANTLEY

Headlining "VACATION DAYS" Idea Personal Direction HARRY FENTELL

FANCHON & MARCO Presents

Foy Productions, Ltd. LEW GOLDER General Manager 9147 CENISE BOULEVARD Culver City, Calif.

Opening Now Seen for Vaudeville's Comeback of Important Extent; Vaude Strength Revealed by RKO

Vaudeville's best chance in five years for a comeback is figured to be at hand. It's also nationally felt that if vaudeville doesn't step in now and take advantage of its best opportunity so far, it may never again get the chance.

General ineffectiveness of the present screen product has created an opening for vaudeville that's more beckoning than anything variety showmen have seen since their business started on the down grade in 1926. In a search for a substitute attraction for the current anemic talking picture screen by circuits and desperate indies, the trend seems to be toward the vaudeville type of stage show, vaudeville boosters believe.

A large portion of the wide open spot that's now within vaudeville's reach was created by the recent and recent RKO difficulties, all of which placed vaudeville in its most favorable light in the last five years. During RKO's severe financial distress, brought on by failure of the picture plan to hold up its end, the vaudeville-playing theatres of the circuit managed to pick up \$2,000,000 net for 1931. That this and more has been passed away on the Hollywood and further accentuates the vaudeville's extraordinary position, it is figured in many quarters.

The other circuits are reflecting RKO's vaudeville findings with increased talk about stage shows for theatres suitable to vaudeville and elsewhere, where something else is needed, and prompt to prevent catastrophes.

Loew's Position
Only exception is Loew's, which believes there is sufficient security for the future along with business for the present in its Metro screen product. What might happen if Loew's suddenly finds itself in a picture spot similar to that now occupied by the other circuits, isn't of immediate importance, the Loew vaudeville and theatre department declare. Possibility of the Loew

circuit being caught short-handed in the picture line and suddenly forced back into stage shows, without preparation, is not under Loew's consideration at this time. Dealing with the present output of Loew's, selling along smoothly on good grosses drawn by pictures and no stage shows excepting in a few spots where vaudeville or presentations, due to opposition, are considered necessary.

Fox-F. & M. Publix and Warners, in addition to the vaudeville leader, RKO, are doing the vaudeville talking just now. Fox-F. & M. and Publix are gradually going ahead with variety plans, the former with F. & M. units and the latter with regular vaudeville booked in New York by the Morris office. New additions to their theatre books are being announced weekly and have been for some time. Publix is now using about 7 1/2 weeks of vaudeville in its own theatres, in contrast to two weeks at the end of last season.

The F. & M. Trend

Part of the vaudeville trend is mirrored, according to present belief, in Fox-F. & M.'s sudden entrance into the buying competition for high salaried name acts for its own and the Skouras theatres. If Fox-F. & M. finds, as others have in the past, that all but a few of the heavily salaried turns won't draw the general expectations are that this bookkeeping office will gradually grade itself down to more regulation vaudeville booking of considerable volume.

A return to the variety salaries that were inflated several years ago by the picture theatres' competitive bidding, but lately decreased all around, mainly at RKO, is held doubtful. Even in event of an important vaudeville comeback, it is figured, the comeback's extent probably will be confined to additional booking of the more active per bill. RKO is currently adding, in its weekly vaudeville budgets, but adding more acts also, with the increase going chiefly for extra turns in the present short-bill spots and little for higher body of the bill salaries.

MILLS' COLORED UNIT

36 People Breaking In—May Become RKO Impact

Irving Mills' all colored unit, "Harlem Scandal," is booked for the last half of this week, beginning tomorrow (14) at the Warners Ritz, Elizabeth, N. J. It is the colored unit's first vaude date.

First half of next week Warners has booked the unit for the Fabian, Hoboken. The week is a break-in for the unit. It is the unit RKO contemplates using as an intact.

Unit carries 35 persons, including a band of 12, led by Duke Miller. Other acts in it are Tim Moore and Mantan, Meric Marquer, Pete Robbins. Latter staged the routine.

Special material and songs for the unit were written by Ted Kohler and Harold Arlen.

\$1,000 WKLY. IN VAUDE FOR SCORING RADIOER

RKO is paying Arthur Tracey, "The Street Singer," CBS artist, \$1,000 a week. It has laid out vaude since to Jan. 15 for so far, with more to come. Opened recently at the Hippodrome. Gossie to the RKO Coliseum Saturday (13), following at the Albee, Brooklyn.

Tracey started on air about the same time Bing Crosby in a sustaining period around midnight. His scoring a success on the air at middle age is remarkable.

Lahr for Par at \$3,500?

Publix may book Bert Lahr for its New York and Brooklyn Far-amours. He would open Friday (18), while his picture "Flying High" (Metro), is still hot in eastern showings.

The Lahr salary will be \$3,500, it is reported, if going in.

Jerry Cargill is representing Lahr.

Edna Wallace In and Out

New Haven, Dec. 14.
Edna Wallace Hopper, here for a week with a F. & M. unit as playing time and more active per bill. RKO is currently adding, in its weekly vaudeville budgets, but adding more acts also, with the increase going chiefly for extra turns in the present short-bill spots and little for higher body of the bill salaries.

Frisco Agents Against Cluseters on Salary

San Francisco, Dec. 14.

In an effort to combat the chiseling bookers who are cutting actors' salaries to the limit, several local agents are planning a combination to do away with price and throat cutting.

Outside of four P&M weeks, each stuff as RKO may use to augment its vaude units and a few Saturdays and Sundays, there's little else to offer around here but clubs. Competition is keen with some 10 agencies working an anemic field. Biz isn't what it once was, price cutting is prevalent and under bidding a common practice.

Last week's office set seven acts at a banquet for \$150, whereas a competitor offered nine acts for \$75 and got the job. Couple of the agents are offering \$4 or \$5 to an act. More reputable bookers are finding it tough to meet such competition. One up and up talent peddler who tries to pay his acts decent money finds himself several grand in the red because he's already paid off and can't collect from the clients.

San Francisco, Dec. 14.

Merger papers between the Golden State Theatre & Realty Corp. and T. & D. Jr. circuit are awaiting final signatures after a long period of hickering between execs of the two groups. Added buying power the idea behind the combo, which will bring together the 40 Golden State houses and 16 in T&D, all in northern California, but three T&D's which are in Reno.

T&D is associated with Sam Levin in San Francisco Theatres, operating the local neighborhood, and it is reported Levin is unwilling to enter the combo, and is proving the stumbling block to completion of the deal. Nasser Bros., also in with T&D remaining out of the transaction.

If going through the merger will put Robert McNeil, v. p. and general manager of Golden State in charge of the new group. Eugene Emmick, Golden State pres., and Mike Nalty, T&D proxy, will also hold exec positions.

KATE SMITH PICKS OWN DATES FOR RKO HOUSES

Kate Smith has so far set three dates for RKO under her blanket contract for 15 weeks. It permits layoffs according to her own wishes. Current date, 26th for a full week, she will play the Madison, Brooklyn, Jan. 2, and the Palace, New York, Jan. 16. A full week will be played in each of these spots.

Under her contract the songstress must name dates two weeks in advance.

F-WC Talking Scales on 15 Possible Vaudfills

Los Angeles, Dec. 14.
Fox West Coast is talking with the unions here for scale reductions on 15 suburban houses, which are installing vaudeville. Rube Wolf, with 15 musicians, opens at the Boulevard shortly with F-WC units breaking in there three days weekly.

Warner's Western is also looking for a name leader and band.

Walter O'Keefe's Trial

Chicago, Dec. 14.
Walter O'Keefe has been set to appear in the Publix-R. & K. Oriental for a week's trial as m.c. on Jan. 1.

O'Keefe was here last month with the "Third Little Show" at the Great Northern.

New Year's Eve Acts

Warner booking office will engage about 80 extra acts New Year's eve. According to present plans, about 10 theatres will get three extra acts that evening.

Watson-Templeton Turn

Virginia Watson and Mercer Templeton, formerly with other partners, have joined for a new turn. Their first showing date is the Franklin, where they open Saturday (17).

Miss Watson was of the Randall and Watson twain, while her new team-mate is one of the Templeton brothers.

CONTAGIOUS RHYTHM

As Offered By

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AND HIS INTERNATIONAL ORCHESTRA
in the FLORENTINE GRILL of the

PARK CENTRAL HOTEL

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26th Annual

THE ANNIVERSARY NUMBER

Will Be Issued Late in December

As usual, this "Variety" special issue will be a complete review of the year in the show business. It will contain special features and articles, besides being a show business directory for the ensuing year.

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Rates Remain Unchanged

WB Forming Variety Road Units On Short Stands in 18 Small Towns

Long contemplated plan of Warner Bros. to book hand acts as variety shows for one, two and three-day stands in its small picture theatres located around Pennsylvania will be placed into effect Christmas Day. These road shows will be produced on the style of a miniature Fanchon & Marco idea. Each will have a band, a line of girls and comedians and will also double as m. c. The hand acts will be produced by Jerry Mayo and Bob Alton, assistant producers of the Stanley, Pittsburgh, in Pittsburgh.

Each band act will play these one, two and three-day stands for five consecutive weeks, six days a week. The hand acts will be placed on the road at the same time, each to have its separate bus to move. All acts booked for the five opening road shows will report to Mayo and Alton on Dec. 22 in Pittsburgh.

These road shows will play the Warner film theatres in about 18 small towns, mainly in Pennsylvania, including West Chester, Ohio and other neighboring states.

Selected Towns

Among some of the towns already slated to play these road shows are Chambersburg, S. C.; McKeesport, Parkersburg, Johnstown, Pottsville, Pottsville, Pa.; Farmington, Morrisstown and Clarksville, W. Va.; Greenville, Ohio, and Greensborough, N. C.

Complete layout of towns will be worked out during the week before the week by the Warner booking office. Some of the acts booked by the Warner office to head the road shows are Bryan McDonald, Roy Sedley, Schwartz and Clifford, Jones and Rice, Joe and Jane McKenna and Bob Carney and Jean.

Number of days each town is to play one road show, or whether it will perform more than one of the acts during one week, will be determined later.

Kedzie, Wired, Reopens, Using 22 Acts a Week

Chicago, Dec. 14. Counted out in three days at its last start, the Kedzie, west side landmark, will make another vaudeville beginning Christmas Day, with Abe Cohen the operator. Cohen, one time owner of the Midway, in its first holiday, went for grand apparatus, something the former proprietor of the Kedzie didn't do, but discovered he couldn't afford to produce more than short and newscasts.

Combination of shorts and vaude will be a new experiment for the Kedzie and that particular neighborhood. Roaded with grand apparatus, something the former proprietor of the Kedzie didn't do, but discovered he couldn't afford to produce more than short and newscasts. Combination of shorts and vaude will be a new experiment for the Kedzie and that particular neighborhood. Roaded with grand apparatus, something the former proprietor of the Kedzie didn't do, but discovered he couldn't afford to produce more than short and newscasts.

Felix's F-M Units

Los Angeles, Dec. 14. Seymour Felix has reached an agreement with Paramount Pictures and will produce a couple of units for that firm. Felix recently let out by Fox after two years there, had said he was going back east to stage the Broadway - Brown Henderson show. This is now cold.

Toledo's First Party

Toledo, Dec. 14. Only farewell party for a new man to be given a theatre manager here was tendered T. H. Stevens of the New Bedford - Brown Henderson show. Fred McIlton, p. a., arranged for the blow-off which was held in the Hotel Seacor.

BARRY FITZGIBBON SPLIT

Reported from London Dance Team Will Be Divorced

London, Dec. 14. Understood that Barry and Dave Fitzgibbon, American dance team, are soon to be divorced in New York. Barry, who is an American millionaire is mentioned as the other man. The team, well known here, is now in America, having appeared recently at the Central Park Casino, New York.

Barry and Dave Fitzgibbon have dissolved their stage partnership.

Miss Barry has left New York for Hollywood, while Fitzgibbon will do a new turn with his sister, Dorothy.

NVA SET, BUT FUNDS QUESTION NOT SETTLED

The NVA matter has been amicably settled. We will complete the plans later this week," stated Ed. Schiller of Lowe's yesterday (Monday), December 14. He was then presenting the circuit and NVA manager-members in the matter. Beyond that, Schiller declined to describe details of the settlement plan, stating that these details would be set later.

Under the settlement which has been agreed upon by both the circuit and clubhouse executives, the circuits agree to take over the NVA operation, and the clubhouses to provide the financial headhunting for the next five years. As yet, said Schiller yesterday, the means of raising funds for the coming year for the support of the NVA, charitable and social phase remains among the unsettled details.

So far, the non-troubled NVA club has cost both sides plenty in counsel fees, from reports. Nathan Burkan has represented the managers and Robert Newman, engaged by Henry Chesterfield, the clubhouses.

Last night Schiller and Chesterfield were scheduled to meet again on the details. These will cover maintenance by both the circuit and clubhouses of the NVA, including the Saranac and the \$2,000 weekly philanthropies in New York, together with a head headquarters for NVA members. Later will be moved elsewhere from the present operating location on West 46th street if the lease can be disposed of. This also is one of the details that are not straightened out, from reports.

It was said that Pat Casey, now the Coast, won't return to activity in the NVA in any manner. Casey apparently wanted his hands of the whole affair when leaving New York the last time.

Ates 30% Increase and Permission for Stage

Hollywood, Dec. 14. Roscoe Ates, on a 52-week contract with Radio City, has been asked for double his present salary for the coming year. On refusal of Radio City to meet his demand, signed with Public for eight weeks of personal appearances.

Called back by Radio, he also signed a new contract for 40 weeks at a 30% increase and permission to play stage the remainder of the 12 weeks. Ates probably will take a six weeks rest before starting on the new contract and will fill the Public dates later.

Harry Green's Comeback

Another picture back to vaude in Harry Green. In New York lately, he has been set by RKO for a showing.

Since tailors Green was with film contract on the coast.

On Top of Unit

Public is looking for Clark McCullough for the two Paramounts, New York and Brooklyn. McCullough may be spotted in the first Fanchon and Marco unit to play New York, Dec. 25 or Jan. 1.

It Really Happened

Chicago, Dec. 14. Carl Freed, who has picked a pile in his act, received a wire from his agent, Harry Rogers, that he was booked to play Springfield last Saturday (12). Freed proceeded to Springfield, Ohio, the old Gus Bun Springfield. It was the wrong one. When the RKO office here learned that there was no Carl Freed at the Orpheum, Springfield, Illinois, the office then scouted around and got Alexander and Peggy, who live in Springfield, Ill., to take the date. They made the mistake.

NO-ROUTE ACTS DISCARDED

With December here and completing the half way mark in the average vaudeville season, many acts are being discarded and so far with consistent dates, are coming in the sponge. Many have already left for their homes in other towns and more are slipping away from Times Square daily.

It is an axiom among vaude actors that if they are not routed or playing consecutively by late November there is no hope for the season. They just see hit and miss plays, with wide open layoff spaces, will be their lot. Many hung on later than usual this year in a vain hope.

Plenty of the acts have only worked one or two dates out of the past 25. Some have grabbed jobs in New York, but keep in touch with the vaude situation, calling up their agent during the noon hour. An offer of three days come in, they will grab it and make the steady work.

Nights they gather where actors' clubs.

Spur in Material Complaints

VMA with Several on Hands—Also a Basketful of Money Claims

Disputes over material being vaudeville acts are increasing in number. The VMA is complaining about going up fast at the VMA. Most acts claiming originality contend protection of material is growing more difficult due to a scarcity of new material, the cause of which is a shortage of writing talent plus timidity of some acts to injure their vaudeville careers with any other material. The latter, it is charged, prefer to borrow other acts' material.

Unless a stage turn is billed at one of the three sources—the VMA, the Circuit or the Palace, there is little chance of protecting it. Bits and situations comprise the only material that can be safely protected. Gage travel fast.

At the VMA, whose joint arbitration bureau under Major Donovan, receives the majority of actors' complaints, is handling more of the infringements in variety than any other. Last week a standard team, Brock and Sully, complained that White and Stanley were using their entire act in vaudeville on the coast. This is under investigation.

Called back by Radio, he also signed a new contract for 40 weeks at a 30% increase and permission to play stage the remainder of the 12 weeks. Ates probably will take a six weeks rest before starting on the new contract and will fill the Public dates later.

More Than Average

That number of infringement complaints in one day exceeds the normal average for two weeks in the past. Last week the same office settled the material dispute between Fred Waring and Benny Meroff and Eddie Alexander and his ex-partner, Helen Olsen.

Contract breaches and salary claims among and between acts,

F&M may Switch to Buses In Rail Rate Boost Protest; Means \$250,000 a Yearly Saving

CANCELS VALERIO

Continued Differences and Changes in Act Bring RKO Cancellation

Los Angeles, Dec. 14. Don Valerio, wire walker, in RKO's latest unit playing at the RKO here last week, had his remaining time of nine weeks canceled due to internal trouble in the act.

Two weeks ago while playing the Golden Gate, San Francisco, the Diaz Sisters, dancers in Valerio's turn, walked out after an argument over business rooms. Girls were replaced by Wayne and Betty, known as the Diaz Sisters.

Continued squabbling prompted the New York booking office to terminate the contract. Unit lays off following L. A. this week and eastern act will replace Valerio at Salt Lake City next week.

IT IS ADVERSE TO BROWN OF SYRACUSE

Syracuse, N. Y., Dec. 14.

An attempt to withdraw application of Billy Fury, Chicago producer and actor, upon which the court appointed receivers for Julian Brown, Syracuse millionaire lessee of the Dewitt theatre and owner of the local Cafe Dewitt, failed in Federal court today. Instead of granting the motion for withdrawal, Judge Edward Brock E. Bryant made the temporary receivers permanent until such time as Mr. Brown can be heard. He said that because he is in a position to protect all his creditors'.

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Contract breaches and salary claims among and between acts,

Unless a revision of railroad rates and regulations can be made, Fanchon & Marco will go to the bus for its complete route with preliminary work for such a move being made now. F. & M. has figured a saving of \$150,000 on the current year's transportation bill of \$1,200,000 if it goes to highway travel.

Under present conditions, all of F. & M. unit travel on A.T.T. tickets, good for nine months on a round trip, with stopovers at all dates on the route. With the additional weeks F. & M. has acquired recently, units will be out closer to a year than nine months. Current shows playing more than nine months have been required to pay an increase of about 15% for the full route, bringing it up to \$125 from the \$100 for A.T.T. tickets. Since the new dates acquired do not entail any extensive additions in routing, being already additional spots in towns already playing F. & M. units or between jumps now being made, the added railroading expense is looked on as unjustified.

25-Piece Ruling

Another piece of dispute is the requirement of 25 tickets to get a baggage car, with many of the units running with only 20. Negotiations now underway with bus companies point to a saving of \$100,000 a year by cutting the transportation bill if the circuit switches to rubber wheels. Mifflin, owner of the 25-piece ruling, is for the bus system, which will build special trucks and trailers to haul the 25-piece ruling. The units are anxious for the business and are willing to build the special equipment. The units are anxious for the business and are willing to build the special equipment.

According to the bus lineup, jumps will not be longer than six hours. New dates booked in heretofore unprofitable stands that will be utilized to break the longer jumps and pay transportation costs. All F. & M. artists will be required to travel business, with a ban on private cars because of accident hazard.

Alternative to the bus idea is for a revision of railroad tariffs, for stretching the A.T.T. tickets to a year's limit and cutting minimum tickets required for baggage cars to 20. F. & M. officials say, Circuit's ruling will mean a saving of \$150,000, against this year's total of \$1,200,000.

Short Jumps

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Marx Boys at Palace to Fill Rift in Rums

Marx Bros. at \$10,000 net may follow the Cant. - Jessel bill into the Palace, New York, for two weeks starting Jan. 8. After that the Palace will try another bill with Lou Holtz, Sophie Tucker and Bill Dorrance as the probable headliners.

Lillian Roth's Vaude Wks

With four weeks of RKO time previously booked, Lillian Roth is expected to take with a week for Public, either at the New York or Brooklyn, Palace, for two weeks starting Jan. 8. She is getting a reported \$1,250 a week. Miss Roth left Caruso's Hamilton Hotel.

Her RKO dates begin Dec. 26 in Cincinnati.

German Quota Stays

Derlin, Dec. 1.

The German State Council has decided to allow only two weeks of the actual film contingent law until June 29, 1932.

2D WB-HOUSE FOR F&M; BRANFORD IN NEWARK

Bransford, Newark, will be the second Warner house to take Fanchon & Marco Ideas. First was the Stanley-Jessie City, which started using F. & M. shows Friday (11). F. & M. units go into the Bransford Christmas Day (28).
Due to labor trouble, the Bransford has been on an all film policy for many months.
Monroe may reopen later with stage shows. It is also rumored that WB will put vaudeville into the Montclair in that town.

BUS TOURING SHOW

Seattle, Dec. 14.
Vaude, showing some life with new circuit started to hit some of the smaller towns of the state. Presentation Unit No. 1 just went out on this circuit by Kelgley & Roscoe, opening at Wenatchee, Saturday. Will play Yakima, Monday; Olympia, Tuesday; Bellingham, Thursday; and Bremerton, Friday. Other towns to be added.
Six gals and 6-piece band to make the rounds steadily, with specialty numbers changed.
Travel about the state by bus.

3 New Haven Stage Show Hours by Dec. 25

New Haven, Dec. 14.
Introduction of vaude into Roger Sherman (WB) around end of month will bring local stage shows to three, with Fox-Poll going vaude also with changeover from current type of presentation scheduled for Dec. 25. Paramount will continue with F. & M. units and may possibly tone them up preparatory to Brooklyn and New York Paramounts.

Roger Sherman will probably have eight acts in addition to feature film.
At the Fox-Poll Elizabeth Friedman, currently in charge of resident line gals and assisting in staging local units, will remain to put on F. & M. vaude bills. Efforts are being made to place present line unit with a F. & M. unit or with a regular production.
Barney Rapp, present m. c. at Fox-Poll, goes to Bridgeport Fox-Poll in same capacity starting the 26th, leaving Harry Serman in charge of pit for vaude bills.

Weekend Vaude

South Bend, Ind., Dec. 14.
RKO Palace will again play five acts the weekend half starting Dec. 26.
Straight pictures rest of week.

MAX TURNER ON HIS OWN Leaving Morris Agency in Chicago Opening Indie Office

Chicago, Dec. 14.
Max Turner is leaving the William Morris office to enter the independent agency business. His departure leaves Morris Silver in sole charge for Morris here.

Turner has headed the present local Morris office since it was organized about six years ago. For a time it was the principal indie picture house booker in the middle west and the chief talent source for B. & K.

Remaining with Silver on the local Morris staff are Sam Branson and Charlie Hogan. Latter books the Warner vaudeville time in this section.

Topeka Unions' Demands Washed Up Vaudeville

Topeka, Dec. 14.
After three weeks of vaudeville, the Fox-Jayhawk dropped it. Musicians' local refused to allow six-pieces in pit, insisting on eight. Stage hands' local demanded full crew for three acts.

2 RKO Texas Stands

RKO vaude in the Texas territory will be confined to Dallas and San Antonio. It will stay out of Houston under a working agreement with Public which also will maintain itself in straight film only in that situation.

Public and RKO will have stage shows in San Antonio and Dallas after Christmas day (24) when Fanchon & Marco Ideas go into that territory for Public. The P&Ms also go into Fort Worth for Public.

Present intentions of Public are to continue the Shagor, New Orleans, in straight pictures with live talent confined to the pit orchestra there for sometime. Recently strengthened on orders of the home office.

Flash Act Producers Find 5% Best Break They Can Get This Season

Producers of vaude acts containing extensive casts have discovered that the best they can make out of it is a straight 5% commission. Profits for the majority are impossible. Cost of production is figured something of permanent investment which can be utilized again in another act under different lighting and staging conditions.

An example of the modern trend in vaude producing is the act called "Russian Revels." This revue was produced by Roger Murrell and carried 13 people in the cast. Salary for the act is \$1,000 and \$1,000. The best Murrell can make is the regular 5% and there are others in the same boat. However, if the producer can get other circuits, besides RKO, to pick up the act at an increase of \$200 or \$300 over the RKO figure, they can gradually

check off investment besides some gravy.

Shoe-Stringing

Several have tried the shoestring method this season. One producer is said to have borrowed some scenery from the Brandt brothers who operate the subway circuit, and then fitted in a group of specialty people. Act required no producing, except routing of numbers, as the acts came in with their own specialties. Impresario merely figured a quick profit with no investment.

Most vaude producers are letting the world know they refuse to produce a single act which requires scenery. Many raked up imposing profits in the past and some have saved. They do not feel like risking the next egg today.

DONATELLA BROTHERS

And
SISTER CARMEN

Season's Greetings to All Bookers and Friends
BOOKED SOLID RKO UNTIL SEPTEMBER, 1932
Personal Rep: JEFF DAVIS

GEORGE PIANTADOSI

Wishes to announce to his many friends that he is now connected with
M. WITMARK & SONS, 1657 Broadway, New York



BOOKED SOLID R-K-O REPRESENTATIVES

R-K-O
JACK CURTIS LAFITTE & FISCHER
1424 Broadway 29 Avenue des Champs Elysees 100 West 46th St.
NEW YORK CITY PARIS NEW YORK CITY

PROVING PREVIOUS STATEMENTS!

SID SILVERS

with RICHARD & LENETSKA... to service
ANY act, regardless of agency

LAST WEEK COMPLETED MATERIAL FOR
BURNS AND ALLEN
BORRAH MINEVITCH
EDDIE CONRAD UNIT
DELIVERING NEW MATERIAL THIS WEEK

LOU HOLTZ
JULIUS TANNEN
GRANT WITHERS
EDDIE MORAN
BERT FROHMAN
SEE THESE ACTS AND GET THE
REACTION OF AUDIENCE APPLAUSE!

MODERN BUSINESS
METHODS APPLIED
TO CREATE THE
RIGHT KIND OF
ENGAGEMENTS
FOR ALL TYPES
OF ACTS

R.K.O.
and affiliated circuits

JOINING THE RICHARD &
LENETSKA GROUP OF ARTISTS
...ENJOYING LONG TERM
CONTRACTS AT BEST
POSSIBLE FIGURE

LILLIAN ROTH

BOOKED TO HEAD-
LINE R.K.O. ROUTE
OPENING DEC. 26th.

RICHARD & LENETSKA

MAX

HARRY

SUITE 1511-BOND BUILDING... 1560 BROADWAY-BRYANT 9-4040-1

A WOMAN WHO TURNED

SAMUEL GOLD

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Doff Your Box-Office
Hats Once More to
**SAMUEL
GOLDWYN**

First he gives you "STREET SCENE"; then
EDDIE CANTOR in "PALMY DAYS"; then
RONALD COLMAN in "THE UNHOLY GAR-
DEN"; then RONALD COLMAN in SINCLAIR
LEWIS' great novel "ARROWSMITH" with
HELEN HAYES; and now DAVID BELASCO'S
last great stage triumph acclaimed by
every critic who has seen it. The finest
thing glorious Gloria has ever done.

HERE, IF EVER, A GREAT
DRAMATIC STAR LIVES UP TO A
GREAT DRAMATIC OPPORTUNITY

UNITED ARTISTS PICTURE *Backed Up with*

FROM ICE TO FIRE!

DWYN

LA

VANSON

in

"TONIGHT
OR NEVER"

with

MELVYN DOUGLAS and the ORIGINAL BELASCO STAGE CAST

Directed by MERVYN LEROY

With Another UNITED ARTISTS CAMPAIGN

Tuesday, December 15, 1931

STATE

Loew's principal vaudeville stand again places most of its stage dependence on a boiled down band unit intended for the Capitol, and again the idea doesn't work out. There are no doubt many reasons why an abbreviated presentation of the company of three specialty acts, the 12-year Chester Hals line and excellent costuming, plus some flash, should be a tempting morsel for any vaudeville booker. Especially when it's an office act, with the economy angle possibly figuring prominently there.

Perhaps there are additional reasons why an office unit is preferable to a regulation flash act. But, the reasons against a picture house show in a vaudeville bill are in a majority, and all are opposed to Bert Frohman's 'Vaudeville Revue' at the State this week.

A not-so-hot layout of three acts ahead of the 4-minute band affair may not be representative of good vaudeville, hence chances for comparisons are lessened. But even at that the regular vaude build-up here is stronger than that which is assigned to build up. The three individual acts as they play are chiefly superior because they don't waste time. Good or bad, at least something is doing whenever they're on. In the unit there are more slow moments than fast ones.

Ordinarily Clifford and Marion would have their own spot on a bill and do well enough to deserve it. Here as the unit's comedy next-to-closer, they might be expected to be so much stronger, with all the support given by the unit; but odd-

Clifford and Marion's principal weakness, in vaudeville as well as here, is working at a crawl and using a superfluuous amount of time in playing up to the girls' sense of humor. The character of Marion, an old-fashioned character. Before an olio or burlesque they can manufacture their own animation. Here they are back-grounded by a bunch of dead pan musicians who know all the answers and don't help at all to steam up the laughs which the team is struggling for. The effect on an audience is ruinous.

Stearns and Dean, mixed team, and Omar, whirling acrobatic single, are the other specialty items, both dancing, while the Hale girls in three numbers are of course all-dancing alo. Frohman does the pacing, m. c'ing and a couple of vocal solos without ever giving the audiences a chance to forget that he's the unit's big shot.

Frohman's m. c. style is the sort that used to mean so much in the neighborhood and middle western picture houses. That type of intimacy which he vainly seeks here has never been present in vaudeville theatres. The audiences of vaudeville want action. The State's customers have about as much community spirit as two Chinese

At the State Saturday Frohman made the error of working much as he would at the Paradise in the Bronx and failed to click as he should by a wide margin. His advance nursing of all numbers, including his own, harmed them here.

His attitude of 100% confidence penetrated through his work and the audience didn't accept it in the right spirit. Before each of his two songs, both delivered down on the apron, Frohman did the verbal billing. Then, before starting to sing, he walked back to the bandstand

Frohman shouldn't worry so much about the folks not finding out that he can lead a band. This m. c. is a real leader.

Stearns and Dean are a different sort of eccentric dancing couple. Boy contributes the hoofing weight among the girl's acrobatic feats.

transpareny pants while following her partner's leading well enough. One more dance routine, if sufficiently different from their present pair, would take them out of the specialty class. Omar is the acrobatic stepper who's been around in the picture houses and, if memory

Hale girls, doubling on toes, are attractively costumed in their three chances. Unile's own set carried

Rubio Sisters, whose interest is in their execution of hand-to-hand feats usually confined to men, are the regular vaudeville opener. Their routine tends to sten on and kill

off the finish applause through unwarranted semi-climaxes. A more definite final trick might help. Four Cirillo Bros. (rs No. 2 and that's where they're doomed to stay with

...and the ...

News From the Dailies

This department contains rewritten theater news items as published during the week in the daily papers. News from the New York, San Francisco, Hollywood and London. Variety takes no credit for these news items; each has been rewritten from a daily paper.

East

Percentage of finds is so small that both radio chains are getting hard-boiled on auditions. Application for mike test must be taken more than ambition, it is announced. Must achieve rope alone where first.

Edna May Oliver in town for a few weeks. Stopping at the Warwick.

Assembly Productions announces a play by Harry Morse and Gibson Taylor. Intimate musical comedy, to be called "Shady Lady".

Dr. Raymond L. Dittmars was elected honorary president of the National Y. M. C. A. local organization, after two years in the chain. New officers are Dr. Geo. J. H. Schreiner, president; Annette Decker and Ed. Ward, v. p.'s; and James Moore, sec.

Royal Box, Metropolitan, and Napoleon clubs added to those plucked for permitting people to slip up to late nights.

Boston must pub. assn. announcing it would refuse to be a party to the Songwriters P. A. minimum agreement.

The Irving Berlin opera an addition to about two months.

Nat. Juvenile Players proposed date at Maxine Elliott theatre is off.

Musical union picking on the pickers. Refuses a card to May Blye. Brown on the pickers. Refuses a musical instrument. She retorts it's more musical than the drum.

Sale of art collections of late David Greenglass and his wife, disappointing even for these times.

Mickey Walker taxed \$5,000 for the first time when the federal court based on his income of \$25,000, which she claims she spent on the show, producing in his split and his first divorce.

Police arrested seven women and 17 men in a gym at 47th Ave., all whom were charged with going through their physical culture exercises. First nudist arrest in N. Y.

Edward Stafford, charged by Barbara Dugan with theft of her animal, asked pleaded he took the animal because she had ordered to say them. Case thrown out of sight with recommendation to proceed civilly.

Homer Rodebaugh projected his first canned church service at the RCA display room at 47th Ave. Monday (7). Kicks because prayers are omitted and complaint that the choir used lipstick. Chorus had come in for kicks as being too prevarious.

Morris Gest out after taking rest cure.

New 'Heads or Tails' becomes 'Cold in Sables'. Collins production with Taylor Holme, comedy.

Charles Rowe, now to Broadway, announces 'Had a Little Romance' which was tried out on the coast. Due in Jan.

Chicago date for 'Mr. Whistler' cancelled.

John Kelly, harpiste after, playing a date on the staff of the Fair Theatre, Newark, hit by the cold wave Monday night. Required broken before taken down. Required broken before taken down.

Making second accounting, public administrator reveals the estate of late Lys. De Putti totals about \$2,000, including \$1,000 in cash. Britton, creditor supposed to gain possession of property but his application was supposed to be denied.

'Nitty Nitties' now rehearsing, will open Cora Fayon of 10-20-30 renova, and chorus of fashionable young lads they were supposed to have back in those days—but didn't.

Louis F. Werber failed to oppose a motion brought by Mitchell H. Marks Realty Corp. for \$12,425 rent for the Crescent theatre, Brooklyn. A judgment was entered against him. Rent is \$50,000.

Colschman, of St. Louis, Symp., replaces him week Dec. 21.

John Orlando, W. M. Copeland and Thos. Clark on location at New York with Ann Garvin, who was an RKO-Pathe unit, seriously injured in an auto crash.

Emile Shannon, top left player, going to London to be criticized at Par. Artoria studios. Dailies agree to credit this as her debut. In before.

Hodgson man robbed a jewelry store at 50th and 57th and the other night, duplicating an scene from 'The Great Gatsby' which was also told of a crime at the same location.

Senator C. G. Dall taking Congress to acquire into RKO relief act.

Patent Office rules that Correll and Gooden have a proprietary right in the title, 'Amos 'n' Andy' and that it may not be used without their consent. Decision made in the case of a shirt factory which tucked the name onto a part of its product.

In the hearing of her suit for \$20,000 for breach of contract, actress Helen Westcott, who Al Franke, she was asked by her lawyer if it was not true that she had been married to Franke. She said she had.

Robert Gooding, former handmaster, in Sing Sing for a little more of being married to five women at the same time. He is now in the prison ministerial show. He panicked 'em.

Everett H. McCooy, son of Democratic House of Reps., announced a series of 13 opera productions produced by McCooy, Inc., New York. N. Y. Grand Opera Club, incorporated for nominal \$50,000.

Winchell Smith left for Europe Sunday.

Theatre Guild's board of managers went to Toronto recently to meet at Moon in the Yellow River, near the town of Oberlin, Ohio. Company started the show, stopped for regular mat performance and finished off 'Moon' before night performance.

St. James Barris refuses to play 'The Great Gatsby' at the City of New York. He refuses to play 'The Great Gatsby' at the City of New York. He refuses to play 'The Great Gatsby' at the City of New York.

Rosalee Stewart is to be gen. mgr. for J. Edgar Harris, with a little income producing in her spare time. Reported that Will Rogers will come home from China by way of Russia.

Irene Franklin will go to London to appear in the Palace review. She expects to sail in about two weeks.

Jake Erlich, circus giant, back to New York. Had to have a special berth built to accommodate his length.

Mrs. Courtney Palmer Hillman, who has been suing for divorce, naming Mrs. Katherine Peet co-respondent, and charging the latter made a signal of her husband, off on a new tack. In the Supreme Court she sought to annul the marriage.

Mrs. Peet, former from associating with the husband in her spare time, entered an allegation suit for \$25,000.

New setup makes Douglas Montgomery star of 'Fata Morgana'. (10) Gerald will be featured.

Mrs. Pat Campbell complains that she is not paid and ready, but does not find any play worthy of her.

Franchet Tove doubling between '1931' and 'The Wisest Sex', at Par. Artoria.

'Twins Topic' office ruled charges that stock fraud law was being violated. Charge preferred by Sam H. Harris for the musical.

Oliver Olsen, vaudeville, as Olive and Olsen, trouped with her husband, Lou Leander, but after four years she started to leave. He supported him, she alleges, but he refused to pay her \$1,000 on a loan she does not want to make to the judge in the Municipal court.

Jennie Macowicz, of 'Counsellor at Law' celebrated her 34th wedding anniversary with a party on the show. Her marks her 30th year on the show.

Arturo Toscanini to quit Philharmonic - Symphony leadership. He is now in the hospital for medical treatment. Vladimir

ing brusque, but saving his violin from injury.

Robert Henderson will star Bianchi, Yurka in 'Electra' shortly after the holidays. About a Reno version, she said each by her.

When Mrs. Kenneth Harlan, who in Paris told, the Fisher Body Motor Co. will be a Reno version, she said each by her.

William A. Brady to produce 'This Side of Jordan' around Xmas.

Library of late Ralph Barton auctioned. Prices were low and no bidders. Plans for opening of new.

James Papkin, 21, of Rye, N. Y., committed suicide by gas poisoning Sunday (13). Nervous breakdown, planned plans for open-air career.

Jay Alden Eddins and Saida Knox winners in 13th national radio audition Sunday (13).

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Nellie failed to appear in court to contest the action.

Mrs. and Mrs. Cecil B. DeMille, after six months abroad, returned to Hollywood last week. She was in Montreal.

Myrna Belman, known in films as Patricia Palmer, is sought by her father and her child's mother. She has not been seen since Thanksgiving, and neither, disappearing from her home.

Ruth Noble, film actress, who claims Steuza Hayakawa, Japanese actress, is her child's mother. She last week to effect a reconciliation and a fallow, heard the boat in Japan to open in a play there Feb. 15.

Mina Noble, heard the boat in Japan to open in a play there Feb. 15. Mina Noble, heard the boat in Japan to leave at San Francisco after she had pleaded with him to take her to Japan.

Loula A. Konoff, orchestra leader, last week filed two suits in L. A. to sue for a divorce from her husband, who she charged with adultery. She is now in L. A. to sue for a divorce from her husband, who she charged with adultery.

Schulz Schenck, writer, and his brother, who he charged with adultery and brutalized when their car turned over in a ditch. They are now in L. A. to sue for a divorce from their husband, who she charged with adultery.

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15 YEARS AGO

(From 'Variety' and 'Clipper')

'Variety' and 'Clipper' both issued their holiday numbers. In a summation of burlesque 'Variety' said: 'This year has been a memorable one for burlesque. There may be others, for burlesque is proceeding steadily forward, but 1931 seems to have been the apex.'

'Look at it now!'

Cabarets were asking \$3 to \$5 for New Year's suppers, but they had the bar sales in those days.

For some reason not explained, Medicine Hat, Conn., had barred drums from orchs.

'Clipper' acclaimed four new stars in 1916. They were Fay Bainter, Betty Ann Williams, Lila Feller and Marjorie Patterson. Only Miss Bainter stuck. In the playwright's introduction, Clara Hammond, Edith Pearn, John E. Hazzard, Robert Baker, John C. Olden, Laurence Ring and Stuart Fox were hailed as comers.

Circus expert declared 1916 the worst year. Wheeler Bros. and Hagenbeck-Wallace were forced to close.

A company was being formed to specialize in plays for children. Still being formed and still folding.

Belle Montrose and Billy Allen took a half page in 'Clipper' to repeat reviews of their act from that paper. And 'Variety' also read 'We advertised in 'Variety' and this is what we got.' What they got was the assurance that an act would be there when it was written up. 'Clipper' aside gave a wrap-up rather than a review. The deal was made—then—that advice was what they needed to develop the turn.

50 YEARS AGO

(From 'Clipper')

'Michael Strogoff' was prevalent. Two productions in San Francisco and several in the east.

Alhambra, Buffalo, closed for the season, but it was announced the new room would remain open. Sample room was another name for a saloon.

Barum, Bailey & Hutchinson advertising a sale of circus paraphernalia, including an electric light machine and 14 lamps. There were no power houses then, and the juice was made on the spot. The electric boiler acting as an excellent battery. Lamps were as lights, intended to illuminate the main top, with one outside for an attraction. Mostly excess stock, old costumes and equipment.

W. J. Florence was announcing his intended return was advertised. Might manage a theatre, but would prefer consul-generalship to Sweden, Denmark or Switzerland. Never got it and didn't quit.

Aquarium, which later was converted into what was last known as the Herald Square theatre, had just changed hands. The price was reported to be \$375,000. About 50 feet on Broadway and 120 on 35th St. Worth more now, but a stiff price then.

Correspondent was told that Negro minstrels drew around \$40 a week, with more for endmen, but no more over \$10.

'A young lady with a stage experience as solo singer and good wardrobe' was looking for a job at \$1 a week. Pure to the first state was to be deducted from the salary. A book on jig and gog dancing containing 20 titles was advertised at \$1. Another book at 50 cents offered 78 pages.

'A Tom show was advertising for a billposter. Paid \$22 a month.

Inside Stuff—Legit

Any number of legit managers would have the impression there is just too much to be made in the legitimate stage show. The idea is that this will be distributed over six days as well as it will be over seven. Sunday performance added to a six-day town like New York City for the legit will not increase the weekly gross of the legit houses, they claim.

Difference in the scales of the picture and vaudeville houses as against the legit is considerable in the same night possibility for a Friday six-day legit town. For instance Broadway is packed with parades on a nice Sunday evening, but not with parades provided to pay \$2.50 or \$3.00 for a legit.

In some instances not so long ago special Sunday night vaudeville shows played in Broadway legit houses only on Sunday evenings and at pop sales, failed to draw enough to pay off. Other managers say if Sunday added gives anything more to the gross it's worth it, and that the legit is entitled to a Sunday break along with the others who now get it without question. To this argument, of course, everyone may object.

Chicago's midgey legit, the Playhouse, independently operated, not only has a house manager but a book manager. Fred W. Brown, Jr., Johnny Berners had filled both jobs, splitting them in two. The Erlanger office or producer direct.

Chicago Brothers, owners of the 100-seater, were booked by Guy Hardy on the idea of letting him manage the theatre's bookings from the Broadway scene. Being quartered on the ground would keep him in close touch with shows available for Chicago, the brothers agreed. During his stay in New York, Hardy was so far booked 'Salt Water' and 'Blue Ghost'. Hardy at one time managed the Blackstone and has handled publicity for one Chicago legit house or another.

The Theatre Guild in specifying the afternoon and evening portions of 'Mourning Becomes Electra' as separate performances and thereby handing out a ticket for \$3 to see the full show, cleverly avoids the admission tax which applies to all tickets over that price. It is a saving of 60 cents which would apply on a \$4 ticket.

Ticket agencies make no such distinction. What tickets have reached the box office are for the full show, one ticket. That means each pair of tickets cost \$1.50 over the box office price, or \$1.50, and for two persons to see the show, that amount is doubled. With the subscription price going off more tickets are expected to reach the agencies.

Mrs. Sarah V. Brown Will, 58-year-old millionaire of Evanston, Ill., who has made a name for herself as a 19th-century automobile salesman, created a stir when they eloped last September, she developed a yen for the stage. Looks like another one of those Ma Kennedy-Whit-Ma Kennedy things, which only Mrs. Will has a leaning towards legit and plays of finance here.

Mrs. Will admitted popped out when she admitted planning to renege the Tudor theatre stock in Evanston. It folded last week for the best reason.

'Widow in Green' as at the Cort, New York, is the same script originally done eight years ago in the William A. Brady. It opened in Washington, starring Grace, with the producer not bringing it in. Then titled 'All Alone Susan'.

Chaplin, who was in the picture, showed it in Los Angeles, called 'All Alone Sue', Margaret Lawrence and Wallace Edgington, since deceased, then starred.

The picture was to James Elliot, to bring it to Broadway, something of a record for an eight-year-old script.

A mix-up on paying off 'Fine and Dandy' ending a road trip in Birmingham, Ala., where the man would be 15 or less legit, theatre open around, was settled Tuesday (8). It involved, for awhile, personal checks handed out in payment by Shlitz Abraham, the show's manager.

Chaplin, that the manager wired Erlanger's to cover, but they didn't, resulting in notes payable on demand Monday (7) being given out. These weren't collected, when Abraham gave out his own checks which were finally covered by Erlanger's Tuesday (8).

Current legit season so far registers as a bad one for well rated actors. The season when not enough was taken in to completely ground, was settled Tuesday (8). It involved, for awhile, personal checks handed out in payment by Shlitz Abraham, the show's manager.

Among the writers who in past few years have given good accounts of the legit scene, there are three writers who are Frank Craven, the Nugents, John Emerson and Anita Loos (for two including an adaptation) John Wexley, Ronald Jones and Elmer Harris.

Writers' Club, which last fall announced a policy of daring and sex-if-necessary productions for its monthly bill of one-act plays presented especially for showpeople, is beginning to back up. Kudos from the legit are being given to the writers. The legit actors have been more daring about asking a policy of sex retrenchment by the play committee, headed by Scott Darling. Now everything is whitewashed by Hollywood morality.

The prediction made over a month ago by Harry Kline, booker for the Chalmers, that there would be 15 or less legit, theatre open around the holidays, seems right.

Booker held his guess on the extensive checks he keeps of the legit theatre. He was right, the opening was far in advance as known, with the probable closings also written down.

Dick Maney was among the chief mourners when Notre Dame was defeated by the U. of Southern California and decided to forget it. That proved expensive, as he called up his sister in Los Angeles and ran up a long bill of \$45.

On top of that Maney doesn't remember what the conversation was about.

A road company traveling under the title of Boston English Opera Co., playing dates through the mid-west and last heard of in Kansas territory, sent a letter to the legit writers asking for traveling money.

In one date the show played by forcing on a local man. The opera is making its jump to legit.

Five players in 'Louder Please' at the Manque, New York, were in the original company of 'Broadway'. They are Lee Tracy, Robert Gleckler, Mildred Wal, Milford Mitchell and Hilary Sherwin. The show was written by Gene Abbott who staged the Phil Dunham hit, also directed 'Louder Please'.

Hal Chamberlain, who appeared for years with his wife in vaude as Chamberlain and Earle has quit acting and gone commercial. Chamberlain is organizing a New Jersey selling organization for an electric iron. Headquarters are in Newark, N. J.

William A. Brady may not do 'Women of Destiny', by Sam Warnshaw, which is when the picture was written. Unable to secure Ethel Barrymore for the lead, the play will probably be returned to Warnshaw, who has asked a release from Brady.

Mary Young tried out the script in Cape Cod last summer.

Inside Stuff—Pictures

SI Masters, comic promoter, by promising 20% of the gross to the Notre Dame memorial fund, got the official pictures of the Notre Dame U. S. C. game at South Bend, it being his idea that the rabid Californians would like to see it in a legit theatre. Two film directors, Sam Wood and Harry Beaumont, bankrolled Masters, and by the manner in which the football picture dealt heavy hits at Loew's State, L. A., last week, it looks like a big success.

Football five-reeler was billed over 'Good Sport' (Fox feature) and were it not for the length of the show the opening day's record would have been broken. As it was, the picture was shown for a week on opening day was broken by \$40 and also by the number of admissions, with 20-1 men predominating in the patronage. As a result of the length of the picture, the feature, 'The Two Film Directors', Sam Wood and Harry Beaumont, bankrolled Masters, and by the manner in which the football picture dealt heavy hits at Loew's State, L. A., last week, it looks like a big success.

Final and official returns on the unemployment film benefits will probably not be available until Christmas. So far only one district, New England, has made complete returns. The total there, \$58,485, is about 5% of the hoped for national picture gross. It is based chiefly upon this figure that the State office is confident that a minimum total will exceed the million mark.

Jersey City lines up as the biggest contributor per population. The mayor and police force over there did much to bring that gross up to \$1,140.

Small towns have been a surprise in many instances contributing more per population than the cities. Nevada, Mo., with a population of 7,000, topped the list with \$1,038. This town is sure the money for unemployed earn \$10 weekly by working on the town's public woodpile.

Pact that property in New York can be placed under attachment in suits brought in Los Angeles is not generally known. Example is the negative of James Cagney's 'Race Track', which had not been delivered to Tiffany, who has consolidated their litigation over the picture.

When Sam Wolf obtained an attachment on Cruse Productions property in Tiffany's counter-suit, the picture had been forwarded to New England, but has consolidated their litigation over the picture. Consolidated on the coast is acting to tie up the negative in the east. Wolf acts on the theory that property in branch offices is under control of the branch office's parent. The picture has been released through the latter. Cruse motion to have the attachment released is pending in the Los Angeles courts.

Metro has stopped preparations for any new construction at the studio. Several stages and other buildings were to be put up as part of the studio program for new construction.

As the money move is an economy during present period, or has deeper significance in a possible abandonment of the Metro lot cannot be ascertained. Talk of a Fox-Metro merger with all production being concentrated at Movietone City, two years ago has been in the air, and may be the reason for Metro's construction stop. Fox is now preparing to abandon its Sunset Blvd. studio to concentrate production in Movietone City, a vast piece of ground, modernly equipped near Los Angeles' outskirts.

'Camerating two endings to the Pua Negri picture, 'A Woman Commands', Pathe previewed with the unhappy ending, in which Miss Negri, playing the part of a spy, dies before a firing squad. Right out of every U. S. C. picture, the picture is released in two versions. The picture is allowed to live. So studio will release the picture with the other ending, in which the spy is sent into exile.

More logical and more logical, however, will be used on the French and German versions to be made of the picture.

Getting to be a regular thing for eastern story department attaches to have outside connections in legit.

Bert Bloch, of Metro, has adapted several foreign plays, the first of which 'The Robbery' was produced by Paul Bern. D. A. Doran of Paramount, is with Doran, Ray and Haves, legit producers, while Walter Hart, legit director, just assigned as Columbia story editor, can take time out to direct a play any time he sees fit.

Paramount is eliminating the system of several days' rehearsals before picture starts in favor of daily rehearsals, just ahead of the particular scenes to be taken that day. Under the new scheme rehearsals are set for the before lunch period, with actual camera work from 1 until 6.

Rehearsals for the picture are set for the afternoon. The picture rehearsal is held before scenes, especially the late ones, are reached.

Walking 'em around supplemented standing 'em up last week at one New York house on Broadway.

The house manager is the organizer of the stunt. No standing room left for the picture to the next after which where before standing room downstairs again—the up and down process being continued until standing room inside was available.

Few patrons realized they were getting a runcaround.

Major creditors of Howard Hughes' Multicolor have agreed to lay off and let the outcome be present management of the plant under Frank E. Garbutt. In a statement last week Hughes said that the laboratory showed net profits in October of \$1,378.83, and that the Multicolor plant was in a position to pay its debts.

All United Artists prints will now be handled at this plant.

United Artists has requested the RKO film department to change the title of the Amkine feature, 'The Struggle for Life', coming into the Cameo, New York, claiming it conflicted with its D. W. Griffith picture, 'The Amkine', at the Rivoli. Amkine changed its 'Struggle' to 'Killing to Live'.

The Amkine film is a nature subject while the Griffith story deals with prohibition.

Despite saving about \$3,000 on advertising through the merger of the Amkine and 'The Struggle for Life' (Loew's), local theatres are disaffected with their future chances of publicity space because of the inclusion of four columnists on the drama page, none dealing with local theatres.

Studio recently imported a pair of English writers who have written a number of London stage successes. Team of husband and wife have collaborated on several plays. The writers are Mr. and Mrs. M. M. Sennett.

On their arrival here, the studio immediately assigned them to write separate stories, insulating that they split.

Mac Sennett has had plenty of grief getting a story together for the Moran and Mack feature. It is now set to go following story by Earl Hammon. Nine writers were working at different times on the yarn and a nut of \$50,000 is reported to have been built up before a camera has turned.

Wondering Where Coin Coming From To Keep Shubert Business Agoing

Just how the receivers for the Shubert Shyster Electric Corporation proposed to raise money to keep the show business a going enterprise, appears a mounting worry—but probably no worse than the worry of whether they will get any money back.

Joe Shubert, co-receiver with the Irving Trust, was adding last week in his apartment adjoining his office, He had grips in addition to internal trouble of long standing. Any plan to raise fresh money was probably delayed because of Shubert's condition, but the instant demand of tradesmen to be paid was reported throughout the week and there were further dismissals of people in the Shubert office.

At the creditors' meeting two weeks ago Shubert committed himself to take over the \$100,000 balance of receivers' certificates, and with probably do so. Although the receivership was extended six months the receivers are to report to the court March 5.

Warehouse Locked

The large warehouses on Greenwich Street was locked up last week, retaining employees there last night. That brought about a peculiar situation. Any property in the warehouses desired for productions, could not be secured except by force. It is reported that the union and have men assigned to handle the wanted man.

At the creditors' meeting the week previous, it was stated by the receivers \$100,000 in cash was on hand and that they proposed to produce five or six shows, using settings and props in their possession. Apparently most of the money was dispersed and the production plan was necessary.

Understood last week that one fairly promising show tried last night, "Love's Labor Lost," would again go on, the settings and other production requirements being at hand. But another show, if "Booth Had Missed," would not be done because a new production was necessary.

An additional show needing no further production is the musical "Little Rascals," musical brought in for repairs and is now due at holiday time. Same applies to "Smiling Faces," the Fred Stone musical which is slated to stay open for a time.

Reported the Stone show was backed by J. J. Shubert personally.

Future Plays

"Flame" goes into the Hudson, New York, Jan. 4, week for Robert Sharkey, producing.

"Shady Lady" musical by Gibson Thayer, is casting for Assembly Productions. Firm headed by Harry Myers.

"Love Story" by S. N. Behrman went for Macdowell and Reed. Rehearsal night after Xmas.

"The Great Sinners" by Arch Selwyn's new Benny Levy play, "The Devil Passes," with place booked by Harry Myers.

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LIGHTENING ADAMS SHOW

Too Much Equipment for 'Merchant's' Inventory

Extensive cut downs in the large array of electrical equipment made Adams is carrying on her present tour, in connection with her newly revised \$2400 west tour. Adams, who is in the show, is carrying on her present tour, in connection with her newly revised \$2400 west tour. Adams, who is in the show, is carrying on her present tour, in connection with her newly revised \$2400 west tour.

LAYOUTS FOR XMAS ALLOWED BY EQUITY

Equity made something of a concession to managers regarding the pre-Christmas lay-off privileges because the holiday falls so late in the week (Friday). The union is permitted to stop all this week and up to the holiday, with the proviso that the players be given living expenses—\$25 per day for principal and \$10 to the chorus—on lay-off days.

Only show on Broadway taking advantage of the extended lay-off privilege is the extended "The Sign of the Cross," which resumed Christmas afternoon with "Milk and Honey." Managers were not given in formed of the change, but it was set forth in the weekly report sent Equity with the "value" of the concession. Reports on whether shows out of town had taken advantage of the extended lay-off privilege were received at Equity up to Monday (14).

Schwartz 25% Clip

Cuts fell two ways Saturday (12) at the Schwartz "Bloody Laughter." Salary reductions were understood to be for the customary 25% were put through.

Coupled were about 10 off the cast as at.

Constance Binney's Corp.

Constance Binney has organized London, Inc., to handle the production of Bartlett's "Kiss for Cinderella." Show starts the producer, with Ernest Lauder and John Williams also cast. Harold Whitson is the stage. Phil Arad, G. M. for Edward Blatt, is with "Cinderella."

Another reported "Cinderella" revival may occur in a stock co. in Toronto which Vaudeville Glasse is forming in New York.

Bert Brown's Injury

A. O. (Bert) Brown, Shepherd of the bands, is virtually confined to his home there as a result of an accident while moving in Canada last week. He was injured when he crashed and the leg was broken.

After in a Canadian hospital two weeks in a hospital at Stamford, he was removed to the U. S.

EASTMAN REOPENING

Rochester, N. Y., Dec. 14. Eastman theatre is reopening for 2 weeks around Christmas with films and vaudeville. The reopening is until next September, according to Harry Royster, district manager. Effort still on to have the rental reduced, but no signs of the University of Rochester weakening.

The opening bid will be the best for public reaction after theatre being dark eight months. If favorable, might stay open.

NEW ORLEANS' STOCK

New Orleans, Dec. 14. Walter Van Dyke, who is operated stock companies in the north, will undertake such a venture here. The stock market is expected to be the house under a long term lease.

YOUNGSTER AS STAGER

Sidney Salkow's Chance With 'Fiend—New Lead Lady, Too

William Schor, young legit stager, handed in his meagering notice Sunday (13) on Ben Stiller's "The Fiend." Sidney Salkow, likewise a youngster and assistant to Chester Brinkin, stepped in. It's Salkow's chance to lead.

Another first is Mary Stewart for the female lead, it being her initial Broadway role. The new lead, King Calder, Maurice Cass, also set.

Little Legit Relief Seen For Manager Through Open Sunday or Union

Sunday legit shows look cold so far as Broadway is concerned, save for the "Fiend" and "The Sign of the Cross." The union is in aid of the unemployment fund. The legit place, promised in the court, is the severance pay. The union men a week ago, failed in court. Looks like the crusher was put on Sunday or Equity, which the union rejected the idea. Doubtful now if Albany will be asked to legalize the union.

The Theatre League, which backed the Sunday movement, now says it is now the theatre unions to do something for the theatre. League is now on the Washington threat of vetoing the 10% war tax back on tickets down to 10 cents.

Equity's session on Sunday brought 35 members of the council to the meeting. While the vote was not yet obtained, the union was unanimous. It was reported preponderant. From the outside it was reported that the union was unanimous. It was reported preponderant. From the outside it was reported that the union was unanimous.

There is little doubt that there is some division within Equity over the union's move. The union is in aid of the unemployment fund. The legit place, promised in the court, is the severance pay. The union men a week ago, failed in court. Looks like the crusher was put on Sunday or Equity, which the union rejected the idea. Doubtful now if Albany will be asked to legalize the union.

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Reunion At Vienna was performed at the Book Sunday (13) for the unemployment fund. It easily sold out. Without raising prices the gross was \$2,000, the best figure yet for drama on Sunday.

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Harris, Selwyn, Back to Owners; To Be Temporarily Shubert-Booked

JOBS FOR P. A'S

Number Called by For Emergency Relief Committee

The situation of a number of press agents in the legit field, is reported desperate because of the low attractions here and out of town.

A fairly good number will be taken care of by the Emergency Relief Committee of the Unemployed. Understood the latter will employ 100 agents to act as inspectors for the theatrical fund which went well over \$100,000.

A requirement is that 'p.a.'s engaged shall have been former newspapermen. It is expected that most of the agents who apply can qualify themselves as well worked on salaries at one time or another.

STOCK IN 2,500 HOUSE NOT DOING SO WELL

Rochester, N. Y., Dec. 14. Audition stock in the legit field is not doing it gracefully. The stock market officials behind the enterprise understand it to be holding pressure on the newspapers for favorable reviews.

Effort to get semblance of business in the holiday includes price-cut from \$125 to 75 cents, and bringing Mrs. Leslie Carter as guest in the marriage scene.

Rowland G. Edwards' company is considered below par for this town and most of the players are not so hot. With 250 seats in the auditorium, an ordinary stock audience is lost. Efforts of houses are in drive at the beginning of the season.

Newspaper critics generally have been unfavorable reviews. The lack of paid patronage is good indication critics have been right.

Shawmen and the Masonic committee has something to learn about show business.

Smith-Golden Play Off

"The Tadpole," written by Winchell Smith and presented by John Golden, was taken off Saturday night after trying out. It was the first Smith and Golden show in years. It was not successful.

Smith is due to sail for Europe and figure on doing further work on the script.

Hodge's 'Follies' at \$1

With \$1 mat and playing a weak state, Jimmy Hodge's "Follies" takes to the road Dec. 25, opening in the Colonial, Norfolk, Va.

Hodge is carrying 30 people including a band. Pat Liddy will be company manager.

Harrison's Injury

Bert Harrison, stage director, is in the Union General Hospital, Baltimore, he is crushed as the result of an auto accident Thursday Day. He was motorizing to Virginia for a holiday.

It is estimated Harrison will be under treatment in the hospital for at least three months.

Sydney-Ellis Play Dec. 28

Paul Streger's Hungarian play "The Sign of the Cross" will open at the Delacoe, Washington Dec. 28. In New York Jan. 1, it will be at the Delacoe.

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Chicago, Dec. 14.

Shubert receivership has started to unload some of its local lease obligations. Arrangements entered into last week between attorneys for the Irving Trust and the Shubert trustees for the receiver, and representatives of the Harris and Selwyn bondholders relieved the Shuberts of the operation of these houses, but at the same time held them liable for the remaining terms of the leases.

Under the revised agreement the Shuberts will continue to book the Selwyn and Harris, with the final okay on all attractions available for spotting here coming from the Shubert trustees. Harris will also have complete supervision over the theatre's operations and will sign all contracts.

New deal further provides that all operating profits are to go to the bondholders sinking fund while the receivership; in return for being temporarily relieved of the seat burden, amounting to \$1300 a week on each house, guarantees to foot all losses. That is, of course, after the Shuberts have been freed from the gross deficit.

"Despite the fact that the move was a temporary arrangement, consensus of legit opinion here accepts it as a pinch but to Shubert operation. Lee Shubert has 75% interest in the equity held in the Harris and Selwyn houses the other 25% Vana-Vera holds the other 25%.

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Matter of Actors' Salaries, Equity, Shuberts and Receivers Now Up

The Shuberts are now classed as independent producers by Equity because the Shubert corporation is in the hands of receivers. It virtually scraps the Basic Minimum Agreement entered into between Equity and the Managers' Protective Association, but the Shuberts were the most active.

Rebelling in addition that the Equity receivers have the right to cancel contracts if for the benefit of the business, Equity has been conferring with counsel to the receivers to determine ways to protect actors' salaries. The results have been very satisfactory. The Equity Trust and Leo Shubert (co-receivers) stating that they believed actors in shows now running had been paid, call on money advanced at the theatres. Equity sees no reason for the receivers to go back on their word.

The matter was said to have been discussed in the chambers of Judge Coffey who has jurisdiction over the receivership and who did not rule on the question, permitting the receivers to make their own commitments they thought best. It appears that Equity sought to have the receivers sue the Shubert corporation for salaries, as required of independent who had no standing prior to 1924 when the Shuberts were permitted. However, the court will not permit receivers to file such bonds.

4th Salary Day

Equity has ruled that claims of players in the defunct Constant Sinner are valid and six nights of a week's salary will be paid. Tuesday night, authorities warning the management that miscegenation would not be tolerated on the stage there. Because of the peculiar situation, Equity at first hesitated about the matter.

The question now arises whether the Shubert receivers will pay off the Shuberts' or whether the claims will be relegated to those of ordinary creditors. That also applies to the Alton's House of Mystery. Players in that show were given contracts guaranteeing six weeks. The show remained on two weeks and was ordered in by the receivers, the actors then claiming salaries for the balance of the contract.

Though the latter claims may also be regarded along with ordinary salaries, Equity is considering the claim with the M.P.A., which guarantees the salary claims against its members. The latter remains in the M.P.A. and what members of it could be called on to pay the claims at the moment a matter of speculation.

Touring Stocks Off

Traveling stocks have passed up the road almost completely with several reported forming after New Year's.

Where dozens formerly opened only a few now are on the road.

Ex-Actor, Now Business Man, Takes Empire, Chi

Chicago, Dec. 14

Southside Empire goes dramatic stock Dec. 24. The Empire stock company this season in Chicago proper. Robert W. Howard is producing. Second, now an official of the Commercial Lighting Company, which handles the street lights in Chicago, is a former producer returning to the theatre. He has the house on a three-year lease.

'Side Street' for Erskin

Next play for Chester Erskin will be 'Side Street' by the author of 'Manhattan Melody'. It goes into rehearsal in January.

Program calls for only three weeks of rehearsal, with opening odd, as usual with most Erskin plays.

Lubin's Play Set

Jerome Sackheim's play 'When the Bough Breaks' starts rehearsal Dec. 21, with Pauline Frederick.

Arthur Lubin is producing.

TOOTLE, ST. JOE, REOPENS

Old Legit House, Dark 10 Years, Again Going Legit

St. Joseph, Mo., Dec. 14

Tootle, which was closed for 10 years, reopened when the Little Theatre Players give their drama 'Enter the Ladies' Dec. 27-28. The Players have the house under a term lease from Milton Toole, Jr., owner.

Mary Stauber, head of Players, announced that efforts will be made to bring road shows to St. Joseph. Beatrice Holby, from the legit stage, will have leading part in 'Enter Madame'.

DIGGING GYPS OUT OF COUPS.

Equity's council has ruled that its members must have the approval of the president or executive before appearing for producers when any one concerned with the outfit has been cited as defaulter.

It is declared the present rule has been an accepted fact at Equity for some time, with the conditions now passed by the council being better understood. Stringent action of the new move is that the decision as to whether or not the empowered executive is final.

With the ruling a stiff neck for gyps, it's the second recent ruling given in reference to producing corporations Equity has put through. Other was one with all show corporations forced to have guarantee added to contracts usually signed from Equity.

Presently there are a number of questionable affairs being put into action. Some are emanating from producers, others from Equity. The new ruling may bring some calls sooner than expected.

BELVIN-HARRIS SHOW AT MOSS' BROADWAY

N. Y., Dec. 14

More Moore darkened the Broadway theatre, New York, Saturday night without anything new for its repertoire. More says he has several ideas for the house and prefers a light musical comedy. The new move in the new Belvin-Harris musical may go into the Broadway at \$10 top, with Moore concerned as a backer behind landlording.

The theatre operator is now attempting to locate an alternative place to keep the house going for the musical arrives, if set. Bobby Connolly has seen Moss set times, along with two writers, Gordon and Revel. Outcome of that might be a music hall policy with staging under Connolly's direction.

Berlin-Harris show has been delayed through book from the start is due to start rehearsals in two weeks. Harris diminished the original cast, along with two weeks' salaries, totaling \$14,000. Understood most of these people will be released.

Bailey-Kugel Out

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Fred Gordon, owner of the Belmont and New Yorker theatres, New York, removed Oliver D. Bailey from the latter house with Lee Kugel exiting from the Belmont.

Joe Tierney is now handling both theatres. Bailey said he was in on the New Yorker on a percentage and possible leaving after the period. However, 'Never Rains' revival Xmas night.

Rice's 2 Road Cos.

Casting on two road companies of Elmer Rice's 'Councilor-at-Law' expected to begin in New York. Directed by Joseph Bjorkelson, Jr., will send them out.

Figured to open in six weeks.

ALL-COLORED 'PINAFORE'

Original Book and Music with Dancing Added—At \$2 Top

There's no kidding on the all-colored 'Pinafore' announced by Pat Leonard and Mack Hilliard. Cast has been set, rehearsing in Harlem and moving down Broadway-Midway (14).

As being handled, the text of the book and music writing hasn't been changed. Instead it's been made into a past dancing affair, with the 24 colored chorists along customary steam lines. Wen Talley is the chorus director. Henry McGinnis, Jane Miller, James Lillard, Henry Davis, Muriel Shaw, Gil Holland. A deal is declared to be on whereby the producers hope to get Noble Sable and his torch to come in. Pat Leonard is presently directing. Another stage is expected to be called in later for finishing touches.

Show will open New Year's Eve, house not set. 'Twill be souled at \$2 top except for the opening.

Still another all-colored troupe is 'The Bostonians'. Play set in End Raphael, Lew Payton, Lee Whippley. Will Brown, Rose McDonald, and Edward McDonald. 'Second Comm' in the Village Saturday (12).

Dramas Equity, Musical Not in Picture Spots

Chicago, Dec. 14

While 'Girl Crazy' plays its kick engagement at the B & K Oriental here starting Dec. 15, the music of the show will be outside the jurisdiction of Equity. Frank Dare, Equity executive, was advised that effect last week by the association's New York office. Musical closed Chicago at the Garrick here last Saturday.

When a musical production takes place in a picture spot, it is automatically changed its classification to musical talk, the New York office explained. Equity as yet hasn't concerned itself with organizing this phase of the business.

Equity is playing the Public who is operating a tax contract okayed by the local Equity office.

'Girl Crazy' following the picture house date goes into the City Auditorium, Cleveland, for a week's run starting Christmas Day. Stand still scaled at \$3 top, with Robert McClelland, local impresario, guaranteeing the Public who is operating a tax contract okayed by the local Equity office.

Equity is playing the Public who is operating a tax contract okayed by the local Equity office.

YOUNMAN'S THEATRE DEAL

Expect to Take Hammerstein's for 'Smiling Through'

Although papers have not been signed it is virtually set for Vincent Smith to take over the theatre, Manhattan, New York, which he will again call Hammerstein's theatre. Youngman has been over the theatre since last New Year's. It is proposed to call it 'Smiling Through'.

Smith's name of 'Smiling Through' and which was a former dramatic success. Fact that the Stone show will have the name of 'Smiling Through' and which was a former dramatic success.

Ben Stein, show manager, is turning producer with 'The Fiend', mystery play by Iden Baxter and Ralph Murphy. William Shore directing. Only player picked so far is Rianan Phelps.

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Erlander's Backing One Indie, but No Signs of Going Further Just Now

2D UNEMPLOYMENT PLAY

First Takes in Depression; 2nd Goes into Strikes, Etc.

With one legit play opened as a producer on depreciable and unemployment, that 1931—at the Mansfield, another one is being framed. 'I'm Struck' and will probably start at the Provincetown, in the Village.

Play is the same one abandoned earlier this season by W. D. Blake. Understood the present attempter is H. Hunkeler. Play deals with labor strikes, etc.

Settled on the same topic is Sam Harris' Berlin-Harris musical.

\$2 OPERA STOPS AT FIRST STAND

Dallas, Dec. 14

Alfred Salmaghi's attempt to raise a \$2 opera, through southwestern keys started and ended here last week, with the receiver holding details.

Salmaghi's troubles commenced when Marshall McDonald, local impresario, filed suit to attach the h. o. and properties for \$5,735 representing cash advanced to Salmaghi. Another woman filed bankruptcy petition against both Salmaghi and McDonald for a past due note of \$2,500. Salmaghi was last seen heading towards Memphis with Miss McDonald holding the sack for seven cents details, plus the attachment.

Back the backs of the star warblers failed to appear forced cancellation of the opening date for 'I'm Struck' at the Provincetown, in the Village.

Fortunately for some of the people connected Salmaghi rounded part of his debt up from the natives, importing only 25 singers. Of these, 28 had to call on Equity for return transportation.

MAX GORDON MAY GO PAR FOR ONE MUSICAL

Through persuasion by Jesse Laszky and the Marx brothers, Max Gordon is going to Hollywood. Gordon has agreed to become an observer on the Paramount lot while out there for at least eight weeks.

If the Hollywood picture thing strikes legit's musical producer right, he will consent to produce on musical talker for Paramount. If it turns out okay, Gordon will produce a single legit musical talker yearly, but declares he will not forgo the legit.

Max Gordon and Gordon will leave New York Jan. 17, Hollywood-bound. Gordon will watch the picture business and the legit comedy during the eight weeks he has consented to loaf on the coast.

Newcomers

A declared former stage carpenter, Jack Campbell, one of Richard Herndon, as house manager, is in with Louis Lichting on 'Angels and Devils' by Barry Townley. This is the show tried out this summer by Johnny Walker, former film director, who was dropped by Townley for the lead and Kent Thurbur as stage.

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Martin Herman Away

Martin Herman away for Havana Saturday (12). First his brother, A. H. Woods, knew about it. Herman will probably go to the coast for the purpose of selling movie rights to a number of Woody Yards.

Erlander's is resuming its indie play-backing program. First getting Erlander here is Lawrence Langer's 'The Bride and the Business' on the 48th Street. This goes into the Fulton, New York, Dec. 26.

That Erskin-Erlander arrangement's somewhat of an idea borne out by two angles, one being the Langer backing, while the Erlander's is still declared to exist. The other is that Erskin has a new show, 'Manhattan Melody', by Larry Green, which he has bought, and maybe will finance independently.

'The Bride' is being done under this producer's New York Rep. Co., which also goes with him. Erlander, out of the 48th Street, which he had leased. Langer and his staff move into the New Amsterdam building this month when the 'Streets of New York' revival closes at the 48th.

Erlander's of course.

Erlander's decline is the sole show so far to be done with Langer, in line with the super-castatic situation, which is still declared. There may be more, with the Erskin deal passed off on the count of no more good material being around, presently to warrant backing. Or there may be a heavy draught on Erlander's in view of the will content finding.

With the 48th going dark it's said a possibility exists that the 'Pleasant' may go over there from the Masque. Barney Kavanah is now back in the city.

Present Erlander backing state is in reverse of last season when it was active with a number of plus old standbys. This also traced to the legal difficulties.

\$10 Tap for Drama 1st Night—Hull Can't Stand For Gordon's Direction

Charles Gordon and Joe Zell are planning to start a new show, \$10 for tickets to the opening. The play, 'Paper, Dice' by the Vander-Ploeg, Dec. 16. Piece was produced by them in Paris. French. Head of the stuff first night fee, maybe a hundred price for straight legit in New York. The show is a number of tickets to his night club customers.

Present program is to open out of town Dec. 24 for three days, but that may be shifted to a week out of town. The show is the New Year's Eve as the title for the \$10 tap.

Christmas show is having casting troubles. Henry Hull, in the lead, walked out of rehearsals Tuesday (14) after Gordon tried to direct him. Hull allegedly claimed he knew more about acting than Gordon could teach.

New Backer-Director

More Wall Street comes into legit through Charles Rowe from the financial lane, showing 'Hair A-Flare' by the author of 'The Play' deals with Jewish life.

Leu Lovenson, erstwhile Broadway producer, is producing a new show, as well as directing it as his first job in that line. Casting currently.

Carroll Makes \$200

Earl Carroll deducted \$200 from the Lillian Rolfe's 'Smiling Through' when she left the show at the end of the week after refusing to accept a 25% salary cut.

Part of the \$200 was taken from damage alleged wrought backstage by Miss Rolfe. The balance was claimed due as the producer's share in a broadcast.

'Bucketer' Reopening

The Shuberts are reopening 'The Little Rascals'; the Queens Smith show, in New Haven Christmas Eve. The show is to be changed before that date.

Additions to cast are Tom and Betty Wonder.

Week Before Xmas for B Way Legits Living 'Up to All' the Bad Forecasts

This, the week before Christmas, finds Broadway down to a total of 36 shows, which was forecast. There are seven or more in the next week, but most are crowded around the 25th (35), which is the last week of the season. There are several closing possibilities this Saturday which would further deplete the next week's holiday card actually arrives. After the upward trend in the last week, and shows is the hope. In the present going for the very good shows can be surviving.

The downward admission sales on Broadway are recognized as important. Considered in the government tax that applies on the 25th, only one show is charging more than \$10.00 a seat. An unusual exception is "Electric," which sells for two tickets at \$2 each, or \$6 for the full performance, but there is no tax. Same idea in reducing tickets applies to the theatricals. Only two are charging \$5.50 top. There are two shows at \$4 and \$3—no agency at this time.

Agency Demand Down
Prices in the agencies are being driven down automatically by the demand to live—except for recent week-end, when football was on all in town. The agencies are worried over the plan to put a 10% tax on all ticket sales, which would further embarrass the theatre.

Last week's four entrants developed some momentum in "Springtime for Henry" at the 46th Street, which will get "The Sorcerer" on all in town. "The Sorcerer," starring the Barrowes, aided by a \$5.50 premiere, but is in doubt; "1931" at the 46th Street, which will get "The Sorcerer" on all in town. "The Sorcerer," starring the Barrowes, aided by a \$5.50 premiere, but is in doubt; "1931" at the 46th Street, which will get "The Sorcerer" on all in town.

"Widow in Green" closed at the Cort. The "Devil's Host" also withdrawn Saturday at the Forrest. "The Good Fairy" (4th week) at the 46th Street, which will get "The Sorcerer" on all in town. "The Sorcerer," starring the Barrowes, aided by a \$5.50 premiere, but is in doubt; "1931" at the 46th Street, which will get "The Sorcerer" on all in town.

"After All" Booth (34 week) (C-730-18). Seems in doubt; first full week not good—some failure; same thing; \$5.00. "Empire" (40th week) (C-1009-35.60). Heartening to hearers that excellent pace maintained; new program, now show in town; not much under \$10.00.

"Bloody Laughter," 49th Street (34 week) (C-730-22.50). Shows promise following among Yiddish playgoers; doing lightly, perhaps better (7th week) (C-1009-43). Agencies renewed buy; however, some failure; same thing; may go through winter; \$11.00. "The Good Fairy" (4th week) (C-1009-35.60). Opera, fairly continues to show virtual capacity with \$12.00.

"Church Musicals" Plymouth (10th week) (C-948-34). Shows promise; comedy and winter-spring possibilities; no doubt; \$11.00. "The Good Fairy" (4th week) (C-1009-35.60). Opera, fairly continues to show virtual capacity with \$12.00.

"Cynara," Morosco (7th week) (C-948-34). Shows promise; comedy and winter-spring possibilities; no doubt; \$11.00. "The Good Fairy" (4th week) (C-1009-35.60). Opera, fairly continues to show virtual capacity with \$12.00.

"Seandals," Apollo (14th week) (R-120-10.50). Shows promise; comedy and winter-spring possibilities; no doubt; \$11.00. "The Good Fairy" (4th week) (C-1009-35.60). Opera, fairly continues to show virtual capacity with \$12.00.

(C-1400-43). After spurring when moving here from Fulton closed to about \$10.00; figured to stick and will move to 46th Street; Berlin's next attraction here.

"The Devil's Host," Forrest. Taken off last Saturday; played to small change for about four weeks.

"The Good Fairy," Henry Miller's (4th week) (C-948-34). New comedy success went up instead of sliding and will over \$10.00; strong agency call.

"Widow in Green," Cort. Taken off last Saturday; approximately four weeks; \$10.00; \$5.50 top; first full week not good—some failure; same thing; may go through winter; \$11.00. "The Good Fairy" (4th week) (C-1009-35.60). Opera, fairly continues to show virtual capacity with \$12.00.

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"Social Register," Cohen (7th week)

Shows in Rehearsal

"Jewel Robbery" (Stranger). Times 36.
"The Good Fairy" (Arch Shelby). Selwyn.
"Morgana" (Cooper). Royale.
"Good Companions" (Shubert). Times 40.
"Trespass" (Hoffman) Geneva.
"Berlin" (Reed & Moore) Co-han.
"Animal Kingdom" (Miller).
"Never Nails" (Hymans) New.
"The Good Fairy" (Arch Shelby). Selwyn.
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ONLY 2 SHOWS NEW IN REHEARSAL

Just two last night houses are holding the fort here from now until Christmas.

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"Morgana" (Cooper). Royale.
"Good Companions" (Shubert). Times 40.
"Trespass" (Hoffman) Geneva.
"Berlin" (Reed & Moore) Co-han.
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'Grand Hotel' \$19,000, Very Hot; Only 6 Pre-Christmas Legits in Chi

SHUBERTS LOSE JUNIORS

Group for Children's Theatre Switches Into Alvin

Mixup with the Shuberts on Wednesday has resulted in the National Junior Theatre group, which outfit is trying to create a new scope for children's theatre, going into the Alvin instead of the Elliott. It will open after Dec. 26 or 28 with "Tom Sawyer."

Part of the difficulties are said to include a change of Shubert mind, caused by the receiptship. Arrangement understood to have been made last summer had Shuberts ready to back the National. There is also said to have been a further disagreement between Julius Murray and one of those concerned with National, but cause isn't given.

Explained that what National tries to do is to show plays that appeal to the adult, as well as youngsters, but with the latter at an older age than the plays for the group, which are, "The Good Fairy," "Morgana," "Berlin," "Animal Kingdom," "Never Nails," "The Good Fairy," "Morgana," "Berlin," "Animal Kingdom," "Never Nails."

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Pittsburgh Hears of 'Blossom' Cut-Kating in Chi—And No Like

Pittsburgh, Dec. 14. Another ordinary session for the "Blossom" cut-kating in Chicago at Nixon did about \$15,000. "Blossom Time" (Shubert), annual return of the "Blossom" cut-kating in Chicago, coming on here at regular prices.

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Min. Shows Slow

Minneapolis, Dec. 14.

"A Modern Vignette" wasn't much of a drawing card for the Fairbanks stock at the Shubert, grossing only about \$3,000 last week, with Victor Henderson as leading man in the week. Better results appear to be in prospect.

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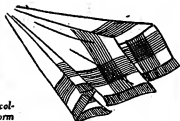
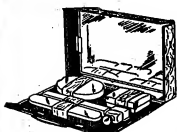
Los Angeles, Dec. 14.

BEAUTIFUL NAT LEWIS GIFTS COST SO LITTLE THIS YEAR!



Men's lounge robe of finest imported neckwear fabrics, lined with heavy satin throughout. Shawl collar, wide sash with self fringe. \$35.00
Gentlemen's lounge pajamas, featuring the new Russian puffed sleeves,uffed trousers and a collar which folds down to form notch lapels. Made of fine quality silk crepe with contrasting piping throughout. Generous sash. In Green, Blue, Maroon, Brown and Black. \$32.50

Every lovely article presented in these shops is an exceptional value. From the finest and most unusual novelty to the highest priced Nat Lewis Purse—genuine worth, excellent quality and those unique and exciting style features associated with the name of Mr. Lewis, predominate. Select every Christmas requirement here—and solve your gift problem beautifully—and economically.

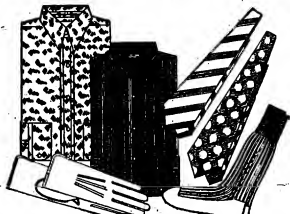


Leather lined men's slippers. Contrasting piping. Black, Blue, Green, Red or Tan. \$5
Imported dressing case, fittings of chromium. Ivory comb. \$20
Imported silk square mufflers with jacquard figures in center, and self stripes and self fringe. \$10.00



Nat Lewis pajamas are so extraordinarily lovely and different it is difficult to give adequate description. The ravishing jewel-tones of emerald, sapphire blue, ruby and black onyx, are irresistible. This pajama is of velvet, with unusual three-quarter sleeve treatment. Two-tone silk shirtd. \$27.50
Three-piece velvet pajamas with crepe blouse, coral neckline, novelty button trim, hip length velvet jacket. Double puff sleeves in fluttering

length. Straightline trousers with ample fullness in the new manner. All colors. \$39.50
Straight-line plain color velvet robe with belted Empire waistline and "H" neckline. Divided sleeves below elbow. Also available in Satin. \$16.75
Two-piece silk crepe pajamas, with unique inserts of three contrasting tones, on trouser leg and sleeve. Middy lacing at neckline. In stunning purple, navy blue and brown grounds. \$14.50



Imported striped broadcloth shirts, pointed or tab collars. Fashioned in our Custom Shirt Department. \$3.85
Broadcloth silk shirts. Custom made. In Blue, Green, Tan, Lavender and White. \$12.00
Fine imported French like hose with clockings. \$3.50
Imported neckwear in the new stripings specially priced at. \$2.35
Figured neckwear in various fabrics, specially priced at. \$1.85
Tan copeskin, silk-lined slip-on gloves. \$4.50

The Gift Divine

One could sail to the ends of the earth but a more glorious, a more beautiful or a more appropriate gift could not be found.
A lovely purse with smart finger strap innovation. Metal trim. Very, very new. \$7.50

Others Not Illustrated

Nat Lewis Heieter, the fastest to be had, from. \$13.50 upward
Nat Lewis Gloves, superb in their fitting quality. \$2.25 upward
Malacca Combs. \$6.50
Gentlemen's Dress Socks. \$13.50
Ladies Fine Kershies. \$35 each
Umbrella for Ladies. \$35.50

Gift Bonds Securable for Any Amount
Gifts Wrapped in Gift Boxes

Mules

Stubborn in their determination to be different. Obtainable in all delightful pajama tones.
Black satin with smart gold trim, satin and gold kid backstrap. \$8.50



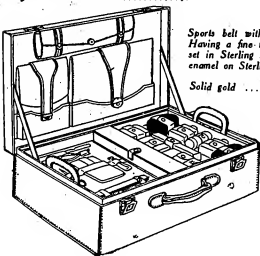
A glorious gift at an exceptional price. Picture this case in an emerald green or sapphire blue acetate. Luxurious tan moire lining, fittings in gay enamel on gold finish base to match the jewel-toned casing. Eleven useful things to care for every boudoir requirement. Removable mirror with easel back. Gold finished lock and hardware. Very convenient in size. Also a waterproof protective velvet covering to keep it always fresh and beautiful. \$79.50

Earrings of tiny coral nestling in gold leaves. \$5.00

Completely outfitted men's traveling case of genuine cowhide or pigskin. In addition to toilet requirements, carries writing portfolio, handkerchief case and tie case. Fine, non-stainable chromium fittings. Strong, durable, roomy. \$15.00



Sports belt with watch. Having a fine timepiece set in Sterling silver or enamel on Sterling. \$39.50
Solid gold. \$135.00



nat Lewis

Incorporated

Men's and Women's and Theatrical Departments Open Till Midnight

1580 BROADWAY AT 47TH STREET

OTHER SHOPS

Hotel Montclair | Madison Ave. | 30 West 57th St. | Hotel St. Regis | Madison Ave. | 1580 Broadway, Longwood and 17th | 41st at 17th St. | W. of 5th Ave. | 5th Ave. at 55th | 99 at 6th St. | With Men's Shop

WRITE FOR OUR BEAUTIFUL CHRISTMAS GIFT BOOK



Heart's Protection Deal

Los Angeles' "Evening Express" oldest paper in Los Angeles and previously purchased, undercover by the Heart, the deal made with Heart's Evening Herald, following a so-called buy from Paul Ritter, the paper came out Jan. 1.

Back of the merger is the story of the Heart's deal with the oldest paper in Los Angeles and previously purchased, undercover by the Heart, the deal made with Heart's Evening Herald, following a so-called buy from Paul Ritter, the paper came out Jan. 1.

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Mag's News Offer

"Scott's Movie Monthly," which claims it is celebrating its 14th anniversary with its 18-page 45-cent Jan. issue, was selected by the first time in coast studios with the anniversary issue. Scott mentions on the editorial page that the magazine will be mailed gratis to hundreds of showmen and others all over the U. S.

Describing himself as an ex-producer of musical comedies, Little Sells, editor and publisher, prints the sheet with his own little press at Tampa, Fla., and uses the aid of his own staff. The sheet includes small theatre, supplies and short ends of film. His subscription price for three years is \$10.00. One picture of the "female form" is a nude for \$1. Illustrating the ad is a picture of Edmund.

Sheet touches about everything but picture news concerning itself with the picture business. The collection of the editor. How it has made out during its 14 years no one on the west coast knows.

Davis Estate Settled

After 15 years' litigation, Supreme Court, White Plains, N. Y., has signed the final decree in the settlement of the estate of Richard H. Davis, who died in 1916. The chief cause of the controversy which delayed settlement was the question of the will. Mrs. Elizabeth Genevieve McVoy Davis, known to the stage as "Lillian McVoy," was the daughter of the estate. The will gave her the right to royalties on the writings of her author-husband subsequent to his death.

Opposition to this claim was made by the guardian of the estate, the daughter of the couple, now 17. The recent death of Mrs. Davis in Paris hastened the end of the fight. The drawn-out squabble, for in the mother's will, filed in New York court, it was decided that the estate would pass to the daughter. Thereupon the guardian of the young girl withdrew her claim. The amount was \$23,151. The balance of Davis' estate, totaling \$15,151, is to be paid Erie when she becomes 21.

Brown's Own Book

Word reaching the coast is that Edwin Anthony Brown, the "Whisperer," "Queen People" publisher, following the last half of the last week's "Sleeping Out," Chasnov's readers had out of the paper for six weeks and romped through the first half of the story before he ran out of words.

He's now with the Boston "American" while coaxing forth the remainder of "Queen People's" publisher, "Queen People," will leave the somnambulant stage.

Romance Writing

Funny thing about scribblers is that they see romance in everything but themselves. That goes particularly for Major C. E. Russell, who, after starting the "Queen People" close of the war, has turned out innumerable tales for the pulp magazines a couple of books and some plays.

Major Russell has yet to do his autobiography, however, which

would probably make the most exciting thing he's ever written. An American spy in the war, his experiences were so thrilling after another. Now, in addition to writing, he's also consulting criminologist for a number of New York courts. He has also given him any number of thrilling experiences.

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Chicago's 'Chante-Clair'

Chicago has its first French newspaper 250 years after French pioneers, such as Pere Marquette, Louis de Joliet, La Salle and Frontenac, first explored Illinois. Mrs. Robert Shaw, wartime French bride of an American business man, is founder and editor of "Chante-Clair," published weekly in Oak Park, a suburb. Although Chicago has hundreds of thousands of Germans, Poles, Swedes, Lithuanians, Italians, Greeks and others, the French colony has always been so negligible in numbers as not previously to have warranted the founding of a French language paper.

"Chante-Clair" sells for 15 cents.

'Mirror' Role in Color

When the New York "Daily Mirror" starts a Sunday morning edition it will be the first color paper in the country, as a feature. The debut morning "World" was the last Manhattan paper to go to color for its readers. "First Sunday Mirror" is dated for Jan. 10. Among staff additions is Lawrence H. Brown, who will do a society column.

That Zilik Tribe

Influence of "Ballyho" was made patent the other morning at Rutgers university, where a description of the tribe was passed as part of a charity fund.

In addition to the regular contributions, the tribe was made contributed by various members of the Zilik family.

Sills-Holmes Book

Book containing the ethnographic notes of the Zilik tribe, the anthropological subjects between the late Miss Sills and Ernest Holmes was published by the University of Chicago Press as publishers.

Sills, who was a university professor previous to turning film actor, and Holmes, who founded a famous school in Los Angeles, were to have had 20 discussions. Death of Sills prevented, and the book containing only five.

Amesities

Louis Wiley, business manager of the "Times," was showing the society editor of the "Herald Tribune" the usual model of the society editor of the "Times," the two having never met previously.

"How do you do?" said the society editor of the "Herald Tribune."

"What the idea of stealing all our stuff?"

Jap Paper in Paris

A Japanese paper will be published in Paris.

Editor: Isaguro, whose normal calling is teacher of Jiu-Jitsu.

Ghaster

Albert Ben Thomas, Jr. has a new one: "Ghaster."

The real name of the French actor is Georges Ben Thomas.

One of the trade paper scribblers, who should know better, referred to "Ghaster" as "Ghaster."

Death of Vachel Lindsay has given the Village poets a new topic. The poet's estate will go to the first of January.

That bot of Alan Villers is supposed to be a "Ghaster."

Aben Kander can find a former "News" man even in Bermuda.

Edna Ferber's "American Beauty" has been called "Ghaster" as the same as "Chamion."

The Meridian company is 100 years old. Publisher the dictionary.

Best Sellers

(Reported for week ending Dec. 12 by American News Co.)

Non-Fiction

Maid in Waiting, by John Galsworthy.....\$2.50
Westward Passage, by Mrs. W. B. Barrett.....\$2.50
White Bird Flying, by Bess Streeter Aldrich.....2.00
The Murder of Dr. T. S. Arthur, by Club Lady, by Anthony.....2.00
Hayer.....2.50
God Earth, by Paul S. Buck.....2.50
Epic.....2.50

Fiction

"Piccadilly" by James T. Adams.....3.75
The Murder of Dr. T. S. Arthur, by Club Lady, by Anthony.....2.00
Hayer.....2.50
God Earth, by Paul S. Buck.....2.50
Epic.....2.50

Coningsby Dawson, another Gompellian Book name going to

Burton Racoon writing more fore-words than now Lowell Thomas. "The Murder of Dr. T. S. Arthur" warranting a follow-up. He won't have to publish it himself, either.

Thayer Hobson is the new head of William Morley & Co.

Samuel Butler lecturing, but not on pigs.

A Hamilton Books has gone back to the "The Murder of Dr. T. S. Arthur" warranting a follow-up.

Hamilton, remains there.

Henry Crosby, whose "The Murder of Dr. T. S. Arthur" warranting a follow-up.

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Crocker, with the prize, similar to the Waukegan house, remaining unchanged. On the opening day the Crocker took a couple of extra inches in the only daily, the Courier-News, but failed to get a word out of the text column.

Good Hoke

Show was caught in both Waukegan and Elgin. Registered more changes. On the opening day the Crocker took a couple of extra inches in the only daily, the Courier-News, but failed to get a word out of the text column.

Understanding is that Harry Minn, the producer, was paid a fair price for the show, which recently closed a six-week run at the Playhouse here. Running time was boiled down to around an hour and one of the players let out of the show. In addition, the show was over the cast payroll, consisting of five men and a woman. Public relations man and carpenter with the show, pay all transportation and takes care of all loading and unloading. With the extra cost it figures to cost about \$2,000 a week.

In Agate Type

Although most of the towns along the dramatic line of the show in years no capital was made of this fact. In small type crowded with the first morning the show learned it had sharp eyes that "The Blue Ghost" is not a picture. "The Blue Ghost" is not a picture. "The Blue Ghost" is not a picture.

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Bridge War's Aim

(Continued from page 1)

to have been spent on the banquet for the players. Over 100 newspapers were present, plus other invited guests. The show was a success and cheerleading that there wasn't much card playing.

The show was given away \$5,000 officially but. That was by Elly Culbertson wagering on himself to win the show. The show was given away \$5,000 officially but. That was by Elly Culbertson wagering on himself to win the show.

Battle for Book Sales

Imagined that the show really in the book sales, as book introductions written by these men amount to a series of circulars. Both play and champion different contrabridge systems. Simon and Schuster published his own.

Culbertson's last book on bridge has been the non-stellar best seller list since early June and is in the 32nd edition, having sold 100,000 copies.

He has sold only about one-tenth or less as well, but are figured to be a success.

present match. The U. S. Playing Card Co. has also been mentioned as one of the instigators of the match.

It's the fact that one or the other may have to eventually bow out

of the field if beaten, that leads to the smart money betting the match will not be concluded by Rome. Some of the instigators of this belief is evident in the attitudes of the two Crocker players, who are full of guile and luck talk and sound presumably as propaganda and for

When Lena was asked about his playing a hand as a no trump bid, he said he was a "no trump" player. Culbertson, who had remarked that Culbertson was slow to fall asleep and forgot what he had said on the occasion, Lena told the three "no trump" players that Culbertson was not a "no trump" player. Culbertson had previously warned about every time he was dummy. Talbot, who was as the boy believed it up or not.

On another occasion Culbertson shouted that the reporters were making too much noise and must be quiet, down. Lena

Of the two men Lena is the more cool and collected player, Culbertson is a "no trump" player. Culbertson is a "no trump" player. Culbertson is a "no trump" player.

Extent of the publicity being given on this battle of plate-boards is the evidence of the game. The match, being printed by the dailies, a description of the bidding and the play, and the game as the match nights by a national radio network.

SMILING FACES

(Continued from page 48)

hicle lover. As a matter of fact, there is a "no trump" player. Culbertson is a "no trump" player. Culbertson is a "no trump" player.

The comedy punch is sadly lacking. The comedy punch is sadly lacking. The comedy punch is sadly lacking.

Loti Leder, the "Venezian" girl, who is a "no trump" player. Culbertson is a "no trump" player. Culbertson is a "no trump" player.

Patston, elips into the show too late to do herself justice. A good-looking, who can dance, and having the only ombance of a voice in the show, she was not yet been through the second act and almost too late.

The show almost belongs to the Albertine. Rasci, girl, who, although she is a "no trump" player. Culbertson is a "no trump" player. Culbertson is a "no trump" player.

Paula Stone follows up her work in the show. Paula Stone follows up her work in the show. Paula Stone follows up her work in the show.

When it comes to dancing at all. When it comes to dancing at all. When it comes to dancing at all.

Although Jack Donohue is credited with playing the dance new book, his work has been sidetracked in the show. Paula Stone follows up her work in the show.

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When Losing Big Account to Rival Networks Offer Some Odd Alibis

Chicago, Dec. 14. It's got so that every time one national network outmaneuvers the other in grabbing off a big money account, the loser has an alibi all prepared. Favorite comeback is the assertion that the commercial New York market, but for certain reasons, rarely made clear, had been turned down. But the one the CBS network department is now using to explain how Columbia came to get the cigarette giant, \$1,250,000 a year, Chesterfield takes to the other nightly starting Jan. 4 on a 15-station hook-up, with Nat Shilkret's orchestra furnishing the background for a parade of radio and stage names.

Liggett & Myers offered the account to it twice, says NBC, and on each occasion the cigarette giant was given the thumbs-down. The first time, runs the NBC version, the chain had Camel, but not Winston, Old Gold, and it was decided that ballyhooing three cigarette brands was enough. On the next approach Old Gold and Camel were off the network, but Listerine was under contract to start soon. And when the chain's execs, so they aver, deemed it good business to play with the two brands exclusively.

Always Balitfin!
Columbia's sales department reports that the NBC habit of bolting the opposition's business-grip accomplishments has become a gag.

Columbia-high-pressure boys say the sour grapes act put on by the chain was shown. The CBS hook-up was above the net.

STIFF DEMANDS ON RADIO BY PETRULO

Chicago, Dec. 14. Delegates from the National Federation of Musicians and the local station managers association came together tomorrow (15) for a preliminary discussion of the 1952 wage scale proposed by the former. Despite some of the demands, it is anticipated an agreement will be arrived at by the end of the month without intervening argument.

Only change in the prevailing rate asked by the union involves overtime, with that stipend jacked up from \$4 to \$12 per half-hour. Day off with salaries intact is demanded for all studio musicians. Replacements are to be hired at the current weekly scale of \$90 for afternoons and \$100 for both afternoon and evening sessions.

Under the revised regulations submitted by the union the stations are called upon to increase the minimum number of staff musicians. First class stations will have to carry 15 men in place of the present 10, second class outlets eight instead of five and the smaller fry five in place of three. New rules further provide that turntables will hereafter have to be manned by union musicians, a matter the status of the station.

MISS FROON'S CONTRACT

NBC has placed Sylvia Froon, vaude singer, under an exclusive radio contract. Miss Froon is now playing for RKO.

Songstress continues a series of NBC sustaining broadcasts Dec. 21.

LEWIS AT WSYR

Syracuse, Dec. 14. Bert Lewis, comedian, has been signed to a new production manager at WSYR here.

Best Xmas Present

Subscription to

VARIETY

\$6.00 for One Year

Cut Gab—Sing—Quaker Oats Tells Phil Cook

Chicago, Dec. 14. Phil Cook, Chicago, 15, by his ether bankrollers, Quaker Oats, to change his act. Called in here from New York by the contractor last week, the mike angle was advised that a switch in routine would be demanded timely.

To that end it was suggested that he reduce the volume of patter in connection with the Eddie and Abner characters and devote more of his network time to singing. Cook, who with the same account for almost three years and is rated as one of the highest priced singles on the air at \$2,500 weekly.

Chi Agent Upheld In Radio Commish Suit vs. 10-Year-Old

Chicago, Dec. 14. In the first case involving a commission on radio talent to come before the Chicago courts, Jimmy Henshell, the Amnemann Advertising Corp., was awarded judgment against the parents of Shirley Bell, who were charged with the sale of "Little Orphan Annie" serial over NBC. Henshell sued without having a written contract.

Henshell told Judge Hartigan that while the Tribune's outlet, Chicago, was accounting for the child actors to cast in the show, he got in touch with Henry Sellinger, station manager at the time, and suggested Shirley for the name part. Even though Sellinger took up the salary negotiations with the parents and left the agent out of the picture, Henshell alleged that the fact he called attention to the girl gave him sufficient right to a share of her salary.

"Little Orphan Annie" has been on the air almost a year. Shirley started at \$50 a week and when the feature went commercial, the salary was boosted to \$75. Recently she got another \$75 raise.

Oli's parents have accepted concept Judge Hartigan's decision, and have arranged to pay Henshell on a 10-year contract. In return, to waive all commissions due him prior to the date Shirley's salary was bumped to \$75.

\$1,250 for Tucker

Sophie Tucker goes on NBC for a half-hour for Nestle Friday night (18) at a reported \$1,250 for the 10 minutes.

While Miss Tucker's present contract with NBC is for a three-year engagement only, it is understood a subsequent contract may be arranged for a number of appearances.

Abbe LaBarbera, for the William Morris office, negotiated the date for Miss Tucker.

Whiteman's Co-ed

Chicago, Dec. 14. Jane Vance, sophomore at Northwestern University, will replace torch singer chugged by Paul Whiteman. Contract has a flock of options limited to 10.

Girl will remain at the Edgewater Beach hotel with the Charlie Agnew orchestra when somebody comes on tour the day after New Year's.

CBS After Omaha's WAOW

Chicago, Dec. 14. Columbia chain will probably announce WAOW in Omaha, subject to negotiations now under way. Station is controlled by the Omaha Grain Exchange and until now sticking to local programs.

Consummation of the deal would let out station KOIL, which has been booked up with burlesque until last week when contracts expired.

5 1/2 Hrs. of Bands
CBS will put about 25 bands on the air for a five and a half hour stretch New Year's Eve (31).

Bands will be picked up over all over the country. They will be on from 10:30 p. m. to 4:00 a. m., doing about 15 minutes each.

TOO REALISTIC Amos 'n' Andy's 3d Degree Episodes Draw Fire

Chicago, Dec. 14. Protesting in vigorous terms that the "Amos 'n' Andy" enactment of police methods over the air is misleading and mainly represented, Hugh D. Harper, president of the International Assn. of Chiefs of Police, forwarded his complaint via telegram to the Peppodent Co. sponsors of the radio play.

Chief Harper is from Colorado Springs, Colo., and apparently an ardent radio fan. His wire to Peppodent said:

"I wish to protest in the strongest terms against the misleading and totally false impressions that are being imparted in the minds of the listening audience by the recent attempt of Amos 'n' Andy to impersonate the so-called third degree. No up-to-date officer cannot and should not seriously handicap law enforcement officers in the prosecution of crime. No up-to-date officer should use methods as exemplified in your radio program."

L. A. Stations Cut Staffs In Music Union Dispute

Los Angeles, Dec. 14. Receiving word from the musicians' union, after submitting a lower broadcasting scale, 13 local radio stations met Thursday (14) and agreed to give two weeks' notice to 50 of the musicians working on the air.

Union had submitted a higher scale which was rejected by the casters, who, at the same time, asked for a cut of 50% in the present wage list and the release of young men to bring costs down to a similar level.

Orchestra, out of KGFJ because a station was disaffiliated with a reduced staff, and in both with labor commission for total of \$1,000, refusing preferred checks that did not include overtime, doubling and leader's money amounting to \$200.

Scheuing of NBC Misses Rogers, Coslow on Coast

Hollywood, Dec. 14. Ed W. Scheuing of the NBC artists' bureau, came out on a flying business trip for a couple of days with Judge Hyman Buehler, who handles some of the NBC contract work, but missed Charley (Buddy) Rogers and Sam Coslow for 10 days. Scheuing is flirting with Rogers, who left the NBC.

After a few days before for New York and Sam Coslow, songwriter-entertainer, who secured a leave of absence from his Chrysler Corp. position, had also gone sooner than expected to talk to Scheuing in New York. Leo Friedman had been Coslow's representative on a possible NBC deal.

Contract mentions Buddy Rogers for the Hotel Biltmore, New York, with an orchestra, as a possibility.

Very likely to join Gillespie, long Paul Whiteman's personal rep, will be Rogers' ditto.

WINELAND'S FINISH

Hollywood, Dec. 14. Warner Bros. cut system in all of its enterprises forced WineLand, a unit of KGFJ, the WB Hollywood radio station.

WineLand could not take the cut as it would put him below union scale.

Engagements

Harriet Lee, Variety, CBS, Dec. 15. Punnybunny, Gordon Graham, Dave Grant and Bunny Coughlin star Dec. 15 in three weeks of sustaining broadcasts today (Tuesday) Dec. 15. Tracy also on the Oxi holidays, CBS.

Human Nature Makes Air Audience Hardest Hard Boiled at Times; Mike Throtling Is Artists' Terror

Inside on Radio and Texas Women's Bands

First commercial to sponsor a behind-the-radio-scenes series will be Proffitt. Advertiser has contracted for CBS network for 15 minutes each Monday night for 13 weeks starting Jan. 4.

Harry Salter's orchestra and Mildred Hunt are engaged for the series. Regular CBS staff announcer and host will not be to play the parts in the inside stuff.

Advertiser, maker of a hand lotion, is concentrating on Texas. In that state alone it will use four stations, in the belief that Texas women need the use of a hand lotion more than the women anywhere else.

NBC Books Contract Band in Vaude Before It Starts Broadcasting

Ebule Blake's orchestra, colored, booked through NBC to show at the Ritz, Rialto and Grand, the first half of Dec. 26.

Blake's orchestra is the latest addition to a line of bands contracted to NBC Artists' Bureau. NBC has not as yet assigned the publicity. The actors maintain that Blake's orchestra is currently laying off.

PLAYERS DEMAND SHARE IN BROADCASTING FEES

Budapest, Dec. 14. When plays are broadcast from the Budapest radio station, actors are specially honored. In the past, the performances of 'Maya' and 'White Horse Inn' were broadcast from the station themselves.

Producers got the fees from the broadcasting company and publicity into the bargain, for in both the office sales jumped after the broadcast.

The new demand half the fees from the broadcasting company. One of the producers flatly refused. The other, who has maintained that broadcasting co. had not paid him in cash but merely in publicity, has agreed to the demand, even in this case they are entitled to some extra salary.

Opera performances have gone on the air regularly once or twice a week, none of the performers asked salaries on radio nights.

Marvin Interest Denied

Consolidated Recording Company denied Johnny Marvin has secured a financial interest in the corporation, as reported in 'Variety.'

Charles C. Hain is sole owner of the Consolidated, makers of radio discs, it is claimed.

KGFJ SETTLEMENT

Los Angeles, Dec. 14. Negotiations Saturday (12) between KGFJ and the musicians' loyalties for two weeks to return left through.

Station is once more classed as unfair.

Medbury on NBC

John Medbury has an NBC coast network contract starting Dec. 18 on a four-week trial.

He will m. c. and gag up an otherwise musical program.

Household Finance's 3rd Year

Chicago, Dec. 14. Household Finance has tied up with NBC for another year, celebrating the renewal with the addition of several more stations to its weekly line. Makes the third year on the air.

Program will carry the same type of musical entertainment.

Radio audience are the toughest of all. The reason is human nature.

In offering a wide selection of entertainment, the radio audience is forced to lay itself open to the nearest form of critical opinion at no extra cost to the critic. The ease with which the radio audience can pick its spots tends to make it supercritical. It breeds hardening of the reaction.

A person who gets into a theatre only to find out that the first act is the show. He or she figures a bad show a waste of time, while the person who would have his seat in the front row to admit that the evening was ill-spent and attempt to devise reasons why a little something was received in return. Few will confess even to themselves that they are 100% stupid.

The radio auditor can never be completely satisfied. A broadcast that does not live up to expectations, but it doesn't have to be followed in its entirety. There is always another program on another station and available at no added expense. A disappointed radio listener can never be completely satisfied. A theatre customer must stick. If he wants to walk to another theatre, he must pay for admission.

Such a system gives radio listeners a distinct edge every way over their theatre brethren. And that edge has been considered an important factor in public opinion, and that edge takes on added significance.

The radio customer pays no admission—the price of his set when he buys it. Cost of upkeep including electric or battery current and repairs might average \$15 per listener a year. In the average family home the radio is worked by at least one member for the most of each year. That's something on the air with appeal for the whole family. The other side of the coin is the initial cost by service rendered.

One Yearly Cost
If the head of a family pays \$100 for a receiving set, that's initial cost, plus the upkeep, covers the entire radio entertainment bill for the entire first year. In the average family home the radio is worked by at least one member for the most of each year. That's something on the air with appeal for the whole family. The other side of the coin is the initial cost by service rendered.

That \$115 provides entertainment for the entire family for the first year. And after the first year only the maintenance expense is necessary. Most sets purchased today, with present radio receiving sets near perfection for picking up sound-only programs, will satisfy most of the listener's needs, and that might be four or more years away.

No other form of amusement with such wide appeal for the various family types and at such a low cost, or so close to the heart of the matter.

That radio is such a wide open subject to personal criticism is the reason. When somebody says it is the same with which the audience can twist the dial and send the entertainment to the other side of the dial, it is a truism. Direct response isn't available. It's all in the mind of the listener.

About the only radio listener who's at the mercy of what's on is the listener who has no other entertainment. He is in the house and within reach of the radio. But the forced listener who has no other entertainment, to contemplate even a favorable audience going through the pocket bathhouse and into the audience, are ticked from the start as far as confidence goes.

There is a form of superiority for which all audiences long is the radio auditor's for the asking. He listens to the radio when somebody else is in the house and within reach of the radio. But the forced listener who has no other entertainment, to contemplate even a favorable audience going through the pocket bathhouse and into the audience, are ticked from the start as far as confidence goes.

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Club Forest along with a floor show consisting of Ann Greenway, John and Hilda Murray, Johnny Elliot, Mary Lee and George McQueen.

The MILLS BROTHERS

FROM

\$300.00 TO \$5,000.00 PER WEEK
A TEN WEEK RECORD

ARRIVED IN NEW YORK, OCT. 1st, 1931

OCT. 2nd

SIGNED WITH C. B. S.
AT \$300.00 PER WEEK

NOV. 3rd—SIGNED WITH
BRUNSWICK RECORDING
 INDEFINITELY

NOV. 12th—SIGNED WITH
PARAMOUNT-PUBLIX
 3 WEEKS N. Y., 2 WEEKS B'KLYN

NOV. 22nd—
SIGNED FOR CONNIE'S INN
 INDEFINITELY

DEC. 7th—SIGNED WITH
C. B. S. (VAPEX), COMMERCIAL
 INDEFINITELY

DEC. 29th—SIGNED FOR
ROXY THEATRE, NEW YORK
 2 WEEKS

JAN. 9th—SIGNED FOR
FOX THEATRE, BROOKLYN
 2 WEEKS



BOOKED EXCLUSIVELY

THROUGH THE

COLUMBIA ARTISTS BUREAU, Inc.

485 MADISON AVENUE
 NEW YORK

PERSONAL DIRECTION

THOMAS G. ROCKWELL



PRICE
15¢

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VOL 105 No. 2

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CONCERNERS ON STAGE?

Television Men Think Depression Time for Novelty—Sept. Home Sets

That depressive times afford the best opportunity to interest the public in a novelty is the psychology of the ether-picture scientist, who count upon television becoming a 1932 reality. The financial bottom will have to drop out of the world before the American electric companies will abandon their plans, it is declared.

Materialization from 200 experimental receiving-sets at the first of the year until mass production of 4,000 sets per day is reached at the end of the year is the schedule for the new year. While television experts have been pessimistic about making more than broad predictions and general statements, the highest in the ether field now say this:

A Vaudeville act of three and four people will be transmitted with excellent clarity by next September. Amplified, this means that a legitimate play, with an average sized cast, can have its highlight or a full hearing enacted in the home. The present conception of television, by the small percentage of people who have witnessed demonstrations, will be as antiquated as the first Edison phonograph next fall.

The Money End
The necessary financial appropriation to cover the New York City and Philadelphia home television areas has already been made by Radio Corporation of America, it is revealed. By autumn many other important sections of the country will be similarly stable to have their pictures with sound.

Dutch models are now being tested by scientists. There will be 200 of these, it is estimated. Of this number, the one proving the most economical and efficient will be the mold on which production will be based. It is figured that it will take from 20 to 30 days to complete the material necessary to start mass production.

Only the home is being considered for 1932 television. The theater end does not concern the men right now.

Further reports are that RCA is building up for a year from television. This idea is said to include televising from a studio in the Empire State Building.

At 70, Quits Teaching Kaydets How to Dance

Milwaukee, Dec. 21.
Iron Hair Rudy Visey has given up his job as traveling secretary for the Milwaukee club and, will be teaching his partner in dancing West Point Kaydets the intricacies of the dance.

At 70 years young and wants some fun far away from prima donna ball players and stumbling feet.

MORE CONEY-ISLANDNESS

Double Feature for 15 Cents on 42nd Street—The Lyric

What Broadway lacked in acquiring a completion in the direction of its Coney Islandness has been handed to it. It comes on 42nd street, the 15c double featuring Lyric.

Heretofore the low for two feature pictures to one show was the two bit limit, at least for Broadway.

AD CAMPAIGN TO OFFSET SLUMP

An undercover but active publicity campaign against the national depression was launched in New York yesterday (Monday) by a special committee appointed by the Association of National Advertisers. Carl Byoir is in charge of the special p.a. job and has taken an entire floor at a New York hotel to be used as offices. Byoir worked with George Clegg in Washington on the government's war campaign in 1917, and will now use the same methods to kill pessimism.

Capone's Armored Car Displayed—10c a Peek

Chicago, Dec. 21.
Carl Feiger, theatrical promoter, ran a show of the new members of the exhibit Al Capone's armored car in South Bend at 10c a peek. Indiana state law prohibits the ownership or exhibition of armored cars except by banks and express companies.

Feiger set up his show in a vacant downtown salesroom, advertising "See the \$50,000 Kiltie Car." Said he bought the buggy from one of Capone's men, but admitted the Big Fellow only paid \$25,000 for it. Police confiscated the machine.

Social Lookers Hooked In

Minneapolis, Dec. 21.
Buzz Bainbridge has the society girls of the town, members of the Junior League, selling tickets for his dramatic stock at the Shubert. The league is in partnership with Bainbridge for the entire month of February, sharing in all grosses above a stipulated amount for the month. Most of the girls are lookers and plenty of tickets are being sold.

New Association of Songsmiths Making Impossible Demands, Say Music Publishers—\$2,000 Now Biggest Return for Hit

NO-SONG VACATION

A sad poverty cry in one verse and two choruses is the musical background for the songwriter's current battle with the music publishers, through their respective associations, the lately formed Song Writers' Protective Assn. and Music Publishers' Protective Ass'n. The same composition may be used as the theme song in a composer's mass strike against the publishers, if that currently talked of boycott develops. No line on how the public might take this no-song vacation.

Composers claim they're now extremely lucky if an average hit song nets \$2,000 for the writer. As there is almost always more than one author to every popular musical composition. (Continued on page 52)

Society Matrons on Commercial Airings 'Just for Publicity'

First commercial to use various society women on its broadcasts will be Limit. All 400 females used in the programs will work gratis. Limit starts this series, after being off the air for some months, on CBS Jan. 1. It will be the first different type of program make-up sponsored by this commercial. Limit will be on CBS 16 minutes nightly five times a week.

Some of the society notables scheduled to appear on these broadcasts are Mrs. Frank Henderson, Mrs. Jerome Napoleon Bonaparte, Colette D'Arville and Lady Wilkins, wife of Sir Herbert Wilkins.

Margaret Santrey, former sobbie, will interview the society women, as well as stage and literary fems scheduled to appear with a music quartet, and an 18-piece orchestra led by Frank Ventree complete tailors' engaged.

Broadcasts will be called the "Bath Club." Reported that none of the blue blood fems will endorse the advertiser's product during the programs.

It is said that the majority of the society matrons who will be used on these broadcasts, are appearing before a stipulated amount for no monetary compensation, willing to do it for the publicity.

Renting Apartments for New Year's Parties, a Coast Gag Flown East

PILGER'S PURPLE RIBBON

American Actor in Franco Decorated With French Order

Paris, Dec. 8.
Harry Pilger, American, for years on the Continent, has been decorated with the educational order of Academic. It entitles him to wear a purple buttonhole decoration. Pilger, besides acting, has a rap doing a lot of work for charity.

NEWARK LEADS ALL CITIES FOR VAUDE

Newark, Dec. 21.
Starting Christmas Day, when Warner Bros. opens two stage show houses, making five all together, and all downtown, Newark will be the most stage-showed town in America. In direct contrast to Pittsburgh with around 67,000 people and not a single variety house. The town, with five variety theatres, has a population of 450,000.

While other cities of equal or larger size are clamoring for at least one stage show, Newark is anticipating a stiff theatre battle that may indicate an over-supply.

Warners is moving into the Bradford with Panchon & Marco units and the Mosque with eight acts, both commencing Xmas. They'll go up against the Paramount (Public), State (Loew's) and Proctor's (RKO), all playing vaudeville. (Continued on page 58)

Drop in Divorce Cases Saddens Chi Lawyers

Chicago, Dec. 21.
Depression has hit the marriage mat hard here. Once one of the hottest divorce spots in the country, Chicago has fallen behind Reno and other towns.

The stock of divorce lawyers who once reaped tidy harvests here, only a struggling few remain—and they're complaining. One ex-acted splitter is now running a handbook, while another is turning to literary fields. Others have dropped out entirely.

Statistics for 1931 show only 4,285 divorces compared to 5,858 last year. For the same period marriage licenses fell from 27,311 to 21,754. Hard times account for all-time low payments this year of \$482,167, against \$653,479 in 1930.

Apartments for rent for New Year's parties. It's the Los Angeles gag except that it's housed out there.

Several New York real estate and rental offices have addresses on tap for celebration purposes. In Greenwich Village several realty offices have signs in their windows featuring the idea.

One agent is offering eight furnished rooms at \$70 for the night. No noise limitation is guaranteed. Renter, however, has to put up a deposit for possible damage to furniture or fixtures. But some landlords are even willing the damage offset in several cases restaurant and bootlegging facilities are added for a small additional charge.

Renters figure the scheme a natural because of the money saving angle. People desiring to give parties, but not wanting to go on the nut too heavily in a speakeasy or restaurant, will go for the apartment angle. They say it allows more freedom for less cash.

While most of the apartments-for-a-night are being dedicated to New Year's parties, the idea may branch out into a regular thing.

TACOMA'S MAIN STREET THEATRES FOR STORES

Tacoma, Dec. 21.
Fox-West Coast's Colonial theatre, on the city's main street, will be converted into an office building, with stores on the ground floor. The conversion is a result of the conversion of a theatre into something else on its principal business thoroughfare. Reverse is the usual. Converted theatres are most often found on side streets or in neighborhoods.

Ford's Air Hour?

The new model and named car proposed by the Ford factory, and long reported on the way, it coming out will take a radio hour. The broadcasting may be employed three times weekly.

The Ford hour, should it eventuate, will be the first radio hour of all air hours. It is claimed. Name of the rumored new auto is supposed to be the Edison.

Less Cheer

Hollywood, Dec. 21.
Picture executives and stars are receiving letters most of them from one of the largest printing offices in the city, advising them that unless rash orders for Xmas greetings are received at once it will be necessary to lay off 10 printers and engravers.

Printers declare that the stars are averaging about \$180 for holiday greetings this season, where last year individual orders ran into the thousands.

Matter of 'Radio City' Title Brings Out Over Office-Spacing by RCA

Opposition to the building of what was popularity titled Radio City, is abundant. Instead, however, of calling off construction, the promoters actually concerned are hastening it. The City, it is said, must be ready for occupancy by 1933 or 10 millions of dollars' worth of space will be void. It is expected to open its theatres on the site around Jan. 1, 1933.

Radio Corporation of America and its subsidiaries, on the line for 1,000,000 feet of floor space, let alone the RCA are admittedly concerned. It admitted inside that RCA would crack out of the commitment this week, if such were possible.

Owners of one of the city's tallest skyscrapers on Lexington avenue, RCA's plans of infatuation in 1932 when the city's development is realized. Its inception, are now such that its entire interests currently would not begin to fill its own buildings.

Too Much Space
Instead of expanding so that its overflow could be accommodated by the city, RCA conceals that today with curtailment of plans and cutting down of personnel would not begin to fill its own buildings, let alone all of the property in which it has leased space in Radio City.

Photophone interests in 15th avenue, picture interests in the Bond and Pathe buildings, property in New Jersey and California—all of these enter into the RCA picture which is said to be of immense overbuilding.

Prosperity must be greater than in 1928 for RCA, it is emphasized within, if Radio is to fulfill prophesies made when the city idea was "hot."

About 'Radio City'
That Radio during the past week has been one of the most persistent of the opponents to construction of the city at this time is openly being reported, as the reason for Rockefeller's interest in the city, together and maintaining RCA's actual publicity status with the venture.

Radio City Electric Co. has denied this report. They claimed that the title "Radio City" was never official. The New York news papers, themselves, took the responsibility of prematurely publishing the embryonic infant municipality. The daily yesterday printed a story intimating Rockefeller might be substituted for Radio City.

Young Rap's Idea
Home from Stanford for the week, Maurice Rapf, Jerry Rapf's son, submitted a story idea to Metro and was immediately assigned to collaborate on it with Harvey Gettel.

Picture is titled "Kid Brother" and will be used for Jackie Cooper and Robert Montgomery.

LEE-LOYD-BUZZELL
Hollywood, Dec. 21.
Home from Stanford for the week, Maurice Rapf, Jerry Rapf's son, submitted a story idea to Metro and was immediately assigned to collaborate on it with Harvey Gettel.

Picture is titled "Kid Brother" and will be used for Jackie Cooper and Robert Montgomery.

RADIO BORROWS TAURCO
Hollywood, Dec. 21.
Radio has borrowed Norman Taurco from Paramount to direct one picture. Film is untitled.

Taurco is the fourth Par man borrowed by David Selznick.

NOVEL FOR ANN HARRING
Pathe has purchased "Westward Bound," novel by Margaret Ayer Barnes.

Ann Haring will star.

'31 Style

Hollywood, Dec. 21.
Studio boss was interviewing a prospective employee.

All right," he said, "we'll sign you at \$600 a week—well, that's without the cut."

JUNE IS GOING HOME; WORK AND DIVORCE

Hollywood, Dec. 21.
Having received no picture offer, Lady June Inverdy expects to return to London in January for a stage engagement and visit her ex-husband to gain his consent to divorce her under English law.

Lady Inverdy divorced her husband at Reno, but was informed that if his married Letha Mendez, director, to whom she is now engaged, she would be considered a bigamist under British law and arrested if returning to England.

The London stage offer is said to come from Laithwaite.

Honeymoon Studio

Hollywood, Dec. 21.
Jack Gallagher has bought a parcel on Lankershim Boulevard, about three miles from Hollywood, where he intends construction of a two-story indie leading studio.

Work will start next month. First tenant will be Fanchon Ross, producing for Sonart, but Sonart may be a honeymoon studio, as may be the new studio.

Jack Gallagher and Gallagher plan on teaming all the way through, with the studio and the picture business.

Sonart has contracted for the six pictures Fanchon Ross is producing. The first picture is "George Weeks" after looking over the first, "Gangway," which title is now changed to "The Devil on Deck."

\$25,000 for 'Cynara'
One of the highest figures paid in some time for pictures is due to a Broadway play is the \$25,000 Sam Goldwyn bid to obtain "Cynara," current in the Morocco, New York.

Goldwyn's intention is to star Ronald Colman in the screen version.

Massey for Par
Raymond Massey and Adrienne Allen, British actors, have been taken by Paramount. Massey was recently starred in Norman Ben Geddes' "Hamlet" on Broadway and to Miss Allen, sister of Eddie, is prominently featured in "Cynara" at the Morocco.

Massey leaves for the coast the first week in January, but Miss Allen won't join him until "Cynara" closes in New York.

Joe Brandt's Vacation
Joe Brandt's annual trip this year will be to Cuba, Porto Rico and Mexico. He left Friday (18).

Mrs. Brandt and a son, Jerry, are among the four week vacationers.

WILL MAHONEY

...in "Earl Carroll Vanities"
Mr. Royland Field in the Brooklyn "Times" said: "The high spot of Paris Carrolls' Vanities is in my opinion the xylophone dance by that competent clown Will Mahoney."

RALPH G. FARNUM

1650 Broadway
Direction
Lightner's Last

Hollywood, Dec. 21.
With the return to popularity of musical pictures apparently just a song writer's castle in the air, Warner Bros. decided to utilize Winnie Lightner. Actress leaves that studio after her next picture, "Eight to Five."

Miss Lightner, came to Warner two and a half years ago and was one of the studio's biggest musical stars. Of late she has been doing comedies sans music. She will free lance.

Young Leaving Par
Hollywood, Dec. 21.
Felix Young, associate Paramount producer, departs Jan. 1 from that studio. He produced "Husband's Holiday."

On the same date Mel Shure, former head of Par's foreign department, and the past two months a supervisor here, becomes assistant to Louis B. Lighton, an associate producer.

Count Tosses Ancient McAvoy Salary Suit

Los Angeles, Dec. 21.
Despite the protest of Attorney Neil S. McCarthy that May McAvoy's suit against Madison Productions, Inc. had been settled for seven years by out-of-court negotiations, and an agreement to have it arbitrated by the Academy, a dismissal was obtained for the Madison company on grounds it had not been brought to trial.

Suit was for a disputed week's pay, \$1,175, during the production of "Tarnish," early in 1924. McAvoy claimed a start-to-finish contract. Madison denied it.

McAvoy answered that she had worked for exclusive services, and took a "cut" out to work for Warner Brothers.

BILLIE DOVE'S YULE BEST
Hollywood, Dec. 21.
Billie Dove leaves her Christmas night for New York. She is going east with her mother, Mrs. Betty Courtland, and her brother, Ben.

Her contract with Howard Hughes calls for more pictures but with no stories in sight at this time.

SAILINGS
Dec. 30 (Paris to New York), Carlton Brothers (Olympic).
Dec. 29 (Bremen to New York) Fregate (Europa).
Dec. 19 (New York to West Indies) William C. Shepherd, Mr. & Mrs. J. Brandt, Mrs. Joe Lobbing (Columbus).
Dec. 19 (London to New York), Teletelvis (Italy and Brazil).
Dec. 17 (Paris to New York), Joe De Young, Douglas Fairbanks, Lewis Milestone, Robert Benchley, Lawrence Wolf, Argentina (Bremen).
Dec. 16 (London to New York) Walter Hutchinson (Aquitania).

Women's Societies Seeking to Dominate Films—Critical Samples

New Low

Paramount's phone number will change Jan. 1 from Chickering 4-7050 to Chickering 4-7051.

Texas, Independents 1st Year Shows Profit; Still Cold on Allied

Dallas, Dec. 21.
Texas Theatre Owners' Protective Assn. is closing its first year, with a profit of \$1,500. Organization, hatched last December as opposition to Texas United, has gained considerable impetus since, correlating 33 members with representation in 166 towns. Making its largest inroads in this state. Started with membership of about 75.

What but TOPA, over with the exhibitors principally was its successful fight against theatre legislation in Texas this year.

Some are of opinion that the impending Washington cloud may help to heal the indie split in Texas. Hoover's farm proposal to tag the book office and the hanging Brooklyn bill have both factions passing resolutions.

High Speed Edgar

Hollywood, Dec. 21.
Edgar Wallace, the demon typewriter, has nearly sent his Radio 10 days, but already is polishing up his second script and has his third plotted.

Wallace spent just one day on his first adaptation, which is now being written. His ideas are produced in one week, if necessary, while here until February when his contract expires. Recent suggestion of the Wallace trunk as the source of this speed.

RUTH CHATTERTON'S PLAY Report of Returns to Legit Next Season

Ruth Chatterton is plotting a legit return for early next season. She had bought the American rights to "Counsellor's Opinion," a London play, with the idea of producing it in New York with herself starring.

Gilbert Miller had an option on the play for a while, but dropped it.

1 of 2 Years for Last On Garbo's M-G Contract

Hollywood, Dec. 21.
If preparing two pictures at Metro, Garbo may have a troupe as to her final film under the existing contract.

Garbo's picture is "Black Oceans" or "As You Desire Me," the Luigi Pirandello play, from which choice will be made.

Bertenson Scouting

Hollywood, Dec. 21.
Dr. Serge Bertenson, for three years story editor at United Artists, and now enroute to Berlin, will continue his story-scouting from the German capital.

Coming over here originally with the Moscow Art company, as 'art director' stayed on in U.A. but with his Russian vian finally expiring he was forced to leave this country.

Domination of the American screen from the critical point of view is actually being attempted, by women's leagues, unions and other city bodies representing already nearly half of the U. S. population. Tele-phonists, typewriters and postmen are now being used to disseminate private picture opinions to members.

Magazines, newspapers and the opinions of these women reviewers are monthly being placed in the hands of the exhibitors and promoters for 10 such organizations, one of which, the General Federation of Women's Clubs, alone has an alleged membership of 30,000,000.

In at least 1,000 communities throughout the country local representatives each month read the opinions over the telephone to 10 influential residents in their jurisdiction. These, in turn, pass the word on to others.

There are 10 radio stations which at various times during each month broadcast the contents of feminine organization picture opinions.

Where there were seven organizations at the start recently there have been nine. These include the National New England Women and the National Council of Jewish Women.

There is no doubt that the American women critic campaign is expected to be realized shortly. This is the first time that the women are to get out one publication of all reviews monthly, rather than the 10 magazines and newspapers which are being used. This, it is pointed out, will cement into one tremendous factor for the women's cause.

Already, however, there is a frankness and bluntness not to be generally observed in the average professional publication.

Reviews
Where the National Federation of Women's Clubs, alone has an alleged membership of 30,000,000, it is almost everything that comes along, the most powerful organization in the group. The National Federation, is the most exciting. As an instance:

"The Champ," which was figured professionally for the kids as well, is described in General's review: "This is not a picture for the kids; the background is too sordid and emotions too deeply stirred to make it a picture for the kids."

"Bad Company" is branded as "a pointless story with feeble dialog." "The Girl Who Sings" is described as "a thing seems rather foolish and childish and, as frequently happens, we question the intelligence back of making a film of this kind."

"Frankenstein" is generally panned by having been "observed by the 'Entertainment' a matter of taste." "The Cuban Love Song" is blamed for "the same old story."

"Girls About Town" is described: "The questionable treatment of the moral situation will only go to entertain discriminating people."

"Her Majesty, Love," is also up on "unquestionable ethical" charges. "Morals for Women" is another where the intelligence of the producers is questioned.

"Once a Lady" is described as possessing a sordid theme. "The Girl Who Sings" is described as "a thing seems rather foolish and childish and, as frequently happens, we question the intelligence back of making a film of this kind."

"The Girl Who Sings" is described: "The title doesn't mean anything." In the last paragraph of the review under "The Season's Greetings" this paragraph is contained:

"The Girl Who Sings" is described as "a thing seems rather foolish and childish and, as frequently happens, we question the intelligence back of making a film of this kind."

'MENDEL'S' ADDITIONS
Allice MacMahon, from legit, and Anne Appel, of the Yiddish stage, have both been engaged by Warner Bros. that will send up the picture of Hollywood next week for parts in Smith and Dale's "Mendel," Inc. MacMahon is a name which Yiddish theatre, but practically unknown elsewhere. She'll play a mother in the latter.

U WOULD PEEK IN AUTHORS' TRUNKS

Universal is requesting all members of the Authors League to submit manuscripts which the writers figure have merit but which they have never been able to move from the trunk.

In a letter bearing Carl Laemmle's signature this observation is made by Universal:

"It is in the nature of things that an author should be partial to one of his story creations above all others—and I believe it is in the nature of things that I should be interested in knowing which one it is. I would like to hear about that story, learn whether the film rights are for sale and discuss its picture possibilities with you."

The authors are dubious about the offer, figuring that what every one else has turned down can, at the most, bring little more than a bargain price.

From indications, U will probably be swamped with rejected manuscripts.

Wheeler-Woolsey Will Trip Over the Orient While Depress Is On

Forgetting salary cuts and deplore while watching the Orient is the Wheeler and Woolsey idea. They are now on their final talker, "Girdling Earth for Radio Pictures." He said the comedy team refused to accept a slice in their salary from the studio.

Travelling over new territory for them, Bert and Bob believe. They are a nice time, see the scenery and pick up a little overhead if nothing else by making personal appearances in the foreign picture houses. They may take a cameraman along for current scenes for future films.

When returning home the screen's funny fellows expect to find their regular salary offer once again.

'No Parking' Ordinances Maroon 1,000 Fox Autos

With all Fox production to be concentrated at Metro City after Jan. 1, studio employees find themselves up against a stiff automobile proposition.

City fire ordinances prohibit the parking of cars on this lot. In addition, there is a neighborhood ordinance banning the establishment of parking parks anywhere in that section of the studio is about a mile from the car line.

It is estimated that about 1,000 cars will require space when the company staff moves out to Westwood.

Mob Looks Up

Slight improvement in production activity last week with 27 features busy. Extras averaged \$16 jobs a day, better than the four month low of the week before, but not so good.

Thursday (17) had 761 extras working. Biggest set that day was a boat scene for "The Cabin Boy" at Fox, using 80, while top of the week was Monday's crowd at 143. In a Paris art gallery at Metro for "Arsene Lupin." Next day at Metro Al Somell had 114 in a church scene for "Folly of the Circus."

Some 28 features continuing this week and there's the possibility of five new starters.

Non-Publicity Dinner

Hollywood, Dec. 21.—About 3,000 picture old-timers, including eastern people with no family on the Coast, will have Christmas dinner together as guests of one of the big studios. This is the sixth year such a dinner has been given by the studio, but newspapers have never been tipped off, and studio officials insist that no publicity of any kind be given the occasion.

These annual affairs were originated by an executive, now dead, and continuation of the custom has the added sentiment of being a memorial.

Invitations are issued to the dinner with lists prepared by the M.P. Relief Fund and various picture organizations.

M-G FILM WILL KID PICTURES

Culver City, Dec. 21.—What to do with abashed musicals is being tried by Metro, which hopes the salvaging of the costly March of Time is possible.

Excerpts from the two-year-old problem will be used as examples of elaborate quick production in "It's Gotta Be Big" (M-G), an industry-lifting story being prepared by Ralph Spence and Robert Hopkins. The musical's scenes will be foisted on the run and versions of rushes, previews, etc.

Jimmie Durante probably goes in as the quickie producer and Charlotte Greenwood as the screenstruck wife of a Texas oil king. Chuck Reisner will direct.

THREE FREE FILM MEN HEADING EAST IN JAN.

Hollywood, Dec. 21.—Among the picture men who will pay New York a visit in January are Ernst Lubitsch, William DeMille and Louis Seberg.

Lubitsch is completing his Paramount contract after "One Hour With You," which he is supervising and partially directing. He says he has received three offers to direct stage musicals but will not decide until reaching New York. Director of Intimated his salary would be more than that paid him for picture work, a new situation for film moneys, it is authoritative.

DeMille is cutting "Two Kinds of Women" at Metro City and heading for his next story among current Broadway plays.

Seberg, who is leaving his associate producer job at Radio, goes east on vacation, possibly going to Europe. He leaves here the first week in January.

WB Figures George Brent As Opposition for Gable

Hollywood, Dec. 21.—George Brent, freelance player, has been given a contract by Warner's studio fighting on building him into opposition to Clark Gable. There is a resemblance between the two men.

Brent's first assignment will be in "So Rare" the dialogue version of the Edna Ferber story in which Barbara Stanwyck has the role originally played by Colleen Moore.

SETTLING OUTSIDE

Charles Sterrett, new Paramount player, and M. S. Bentham, agent, will settle their commission difference out of court.

Sterrett is under a five-year contract to Bentham.

HOLLYWOOD PAY BUDGET FOR '32

Conservative Estimate of Film's Coast Talent Payroll—Will Drop from 24 to \$19,000,000 Next Year—Mechanical Forces Also May Contribute

NEW LOW TERMS

Hollywood, Dec. 21.—Hollywood 1932 pay envelopes will contain about \$5,000,000 less than of 1931.

This is a conservative estimate on the basis of present salary cuts and the intention of producers to "readjust" telephone figures of players and directors on a sliding scale contracts during the next 12 months.

Studio payroll for its talent, office forces and departmental heads, the chief contributors to economy in the present drive, was around \$24,000,000 in 1931. If production should be nearly as heavy next year as this the salary lists will not reach the \$20,000,000 mark. Plus this drop is also another million or so clipped off via wage cuts in many spots for mechanical forces, although to date these have not been severe because of union agreements.

Cheap Replacements

Jillies intended for contract players at expiration of current agreements will run and 80% of the some cases even 60%, while many big star players will be replaced by players getting 75% less money.

The readjustment bringing picture salaries to low level is seen in every new contract drawn or renewed. Only in cases of the low salaried player, or director, is the raise called for in the agreement passed. In other and most cases the player either signs at a reduced figure, the same amount or not at all.

8-BALL HIDES MALE FANNERS

Hollywood, Dec. 21.—Males are behind the eight-spoke as news gatherers for fan magazines and newspaper syndicates. Magazines claim the femme chatterers gather more gossip in a day than 40 male chattering boxes.

For this reason there are only 12 male fan writers in town against 400 of the female chatterers. The men only five draw a regular salary, the rest free lance.

Howard, Jack Grant and Hal Hooton rank top among the free-lancers.

Wrong But Interesting

"Publications find that while the femme chatterers may be as often wrong as right in their writings, they have a better claim on the reader's angle. And as the magazine reader interest is 85% female, that's that."

Too, the girls dig up more spicy stuff than the men. What the men get along that line can't be printed, but the girls can't be annoyed by the title items which the girls make something of while concocting stuff for the most of their male readers.

In interviews the women, too, go after personal details which the boys shun. Most of the time the writers feel that nothing is on the level, and it is, who cares? The boys are not interested in the details to the social business. They just won't go for those femme gath'ers.

Cooper's Lowdown

Hollywood, Dec. 21.—Meeting a newspaperman in the Metro luncheon room yesterday, Jack Cooper was first told who the man was and then to act.

Recently he met the editor again and was asked by the latter if he remembered him.

"Sure," said the kid; "you're a newspaperman and I've got to be careful what I say."

Hollywood Tries To Turn Horror Into Monotony

Hollywood, Dec. 21.—Hollywood free lance writers who have found it story-selling, but lately are now attempting to peddle their rarebit dreams to the studios. They are getting a bad rap because of "Frankenstein." All authors are dusting off some of the bygone past that went into oblivion when committees laughed at what looked like the impossible. Stories involving apes, a la "Masters in the Rue Morgue," hypnotism and highly imaginative themes are now getting serious attention from editors and readers.

D.T.'s an Asset

It's the first time a d.t.s. have been found in Hollywood, but the more sober writers regretting that they have followed the drier and narrower path that went into Paramount is currently considering taking off the discard shelf former to be brutally mutilated by the assemblage of freaks so he must appear in the sidishow instead of under the big tent. Revenge for plotting to kill one of the midgelets.

One studio has a story under consideration that has three men sentenced to hang, of whom the one who can tell the most horrible story will be permitted to live. Studio will weld the three greenwax tales into one.

AARON FOX IS AFTER A RENO DIVORCE

Reno, Dec. 21.—When Aaron Fox stopped over here last week he was on his mind of establishing a residence to procure a divorce.

Valley's only natural father of William Fox said he might start a theatrical venture in Reno.

Vallee and Metro

Hollywood, Dec. 21.—Rudy Vallee and Metro are flirting for a feature talker.

Ed Scheuing, Vallee's personal rep, who came out here to get a couple of days, endeavored to get things under way.

Vallee's only natural father, "Vagabond Lover," was for Radio two years ago. He has done a number of shorts, but his performance in "Scandal" is reputedly bringing him to attention again for films.

KERRIGAN ACTS AGAIN

Hollywood, Dec. 21.—J. M. Kerrigan, former half of a co-directing team at Fox, has turned to independent acting and goes into "Widow's Might" (Fox).

Jack Rouse, Brazilian actor, is also in the film. Fox is watching Rouse to see if he can be built as a new personality. He previously had a "Delicious" picture.

Joan Tennet and Warner Baxter are the leads in "Might."

RECORDING AIR FILM CHATTER FOR SUITS

Hollywood, Dec. 21.—Film attorneys have been keeping their ears to radio loudspeakers since the recent effort for prohibiting air dirt about Hollywood celebs. They're looking for possible libel suits and to grab some clients.

Basis for suits, according to the lawyers, are laws in California, New York, and other states, prohibiting use of names in advertising without the consent of those mentioned. In case of straight news broadcasts on sustaining programs this consent is not needed, but where names are used in a regular entertainment hour sponsored by air advertiser, this because of getting into a putting them in a newspaper display ad.

No litigation has been tried yet, but attorneys feel it won't be long before they can secure a test case. Hays office states it is also collecting material on air blarney concerning picture people with the object of laying the unfavorable microphone dirt before the Federal Radio Commission.

From Paris to Hollywood For a Three-Day Part

Hollywood, Dec. 21.—For but three days' work in the French "One Hour With You," Ernest Perry was brought over here from Paris by Paramount, French actor arrived out here Dec. 9 and departed Thursday (17) for Paris to a new assignment.

His \$500 allowance for transportation expenses is about equal to the salary he received. Paramount couldn't find a Frenchman here who could make the part stand up with the rest of the cast, which includes Chevalier, Jeanette MacDonald and Lily Damita.

Fox Lets Johnson Go

Hollywood, Dec. 21.—Joseph Johnson, W. R. Sheehan's contact man at Fox, carrying the title of general representative for the studio, has been let go by Johnson, a former N. Y. politician, has been at the Fox plant for about two years.

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Hughes East to Finance Circuit. Koerner in Charge, Sees Success

Los Angeles, Dec. 21. — Howards' continued Sunday for financing conference. Will be gone one month. Charles Koerner, formerly assisting in operation of the Robb-Rowley house, is temporarily in charge of the Hughes-Franklin circuit and is continuing unloading houses to their original owners.

Harold Robb will probably waive payment on Robb-Rowley Texas chain temporarily and operate there for Hughes. Possible that Schultz, of the Kansas circuit, will handle the Hughes houses there temporarily, and Fred Macy is reported trying to make a deal for his 14 houses Hughes-Franklin had been operating.

Koerner believes he can reorganize the H-F circuit and operate at a profit if Hughes advances another \$250,000. He has made that proposition to Hughes.

Following H. B. Franklin's walk-out on leadership of the Hughes-Franklin theatre chain, the directors accepted his resignation and began preparation to liquidate the 100 houses under his control in 10 months of the circuit's existence. Receivership is expected to solve this situation legally with original owners thus perhaps forced to take back their houses. Steps along this line are being taken.

Franklin, who had invested none of his own money in the company, is said to have been called upon by Hughes to put in \$400,000. Franklin's resignation followed, according to the story.

Home office letouts are Jeff Lazarus, L. A. division manager; Richard Dickson, purchasing agent, and the clerical help. Frank McDonnell, H-F treasurer, is remaining.

Further legal action against Franklin's five-year contract, which had double money to run, may be taken. Despite Franklin's resignation, H-F is continuing construction on the Belmont Park and Whittier houses near Los Angeles, nearly completed. All construction on which contracts had not been let is off.

In the year of H-F. Howard Hughes put something like \$1,400,000 into the circuit and it has no money investment, operating only. Small indie chains were acquired over the southwestern and western parts of the country.

Hughes recently was reported offering to let 50 of his equity in H-F for \$400,000 to Fox West Coast, the deal being proffered through Harry Cohn, who figured in the original setup of H-F. Fox West Coast denied it.

Centralization of the circuit may bring Franklin back in as owner of the Los Angeles division of H-F, if Hughes accepts offer. Franklin made him for the L. A. houses. Franklin proposed a deal that may give him a right to call back up the two Par deluxes he is handling.

SUNDAY HOUSE SHOW NOT DRAWING SO WELL

Allentown, Pa., Dec. 21. — Trying to make hay amid midnight rain, the "House Show" under administration of Mayor-elect Fred E. Lewis goes into office in January. Embury here is giving a mile. Night shows Sunday nights after 12. Business has not been good and the price, has been cut to 40 cents.

\$10 Counterfeit Bills Unloaded on Theatres

Clinton, Ia., Dec. 21. — Three suspicious \$10 gold certificates went through the ticket window of three local picture houses last week.

Girl cashiers say a fairly well appearing individual visited the houses about midnight last week, bought two tickets, tendered the \$10 for payment, inquired as to time of next show and then disappeared with tickets and change. Nothing as yet from merchants on the counterfeit \$10 spot.

MARCO IN CHARGE OF ROXY'S STAGE

Los Angeles, Dec. 21. — M. Marco is due in New York within a week for the special purpose of taking immediate charge of the new stage policy at the Roxy. Marco will remain in New York long enough to get the Roxy stage outfit on the new name policy and new production designs fully outlined for several months in advance before heading back to the coast.

The Roxy program looks like it will necessitate Marco's closer attention and his coast-to-coast stages more frequent.

2D PUBLIX CUT ON SALARIES OVER \$50

Publix has decided on a second salary cut, this time on all Publix salaries, to an average of \$50 weekly. Clip percentages are reported as 5% from \$80 to \$100 weekly; 7 1/2% from \$100 to \$200, and 10% on salaries over \$200 a week.

The first Publix salary cut was no objection as to account, taking in all employees.

A meeting of Publix division directors was held yesterday and is continuing today (Tuesday). The Publix field men were called into New York and addressed by Sam Katz. Report is that they were instructed the second cut is in the way of a request to do so and inform their staffs.

Publix is the theatre end of Paramount in connection with this Public wage slice is a story that Paramount's distribution department in New York will make another cut for its employees, if that already has not gone into effect.

Report Dubinsky's Possible Operators Of Fox-Midland 65

The Dubinsky brothers, of Kansas City, either independently or as partners with Publix, are possible future operators of the Fox Midland chain of about 65 houses through Iowa, Nebraska, Kansas and Missouri.

The report current was that they would make the Dubinsky's the true owners managing the chain in the Kansas City zone. The Public Dubinsky group now includes around 100 houses in eleven Midwestern and Kansas towns. Of the Midland chain 58 spots are now open and 12 closed.

While the Dubinsky's are tied with Publix under a partnership deal, placed into effect last summer, it is reported the brothers will once the Fox Midland string on their own. They recently displayed some interest in the Midland chain. Ed Dubinsky was in New York last week for a few days.

At Universal, Carl Laemmle Jr. states that his company is behind schedule and may continue work on the picture previously announced seven-week shutdown in order to finish the Tom Mix pictures for contracted release.

Par Drops 50 on Coast an. 1, but WB Thru Pruning;

Paramount is dropping about 50 minor employees Jan. 1 in an over-hauling program.

Harry Cohn goes east right after the first when Columbia's shut down for several weeks. Although the studio pause may be obviated despite the plant being ahead of its production schedule, many of its any salary cuts are in effect but admits Cohn, has released about 60 actors and mostly from the technical departments.

William Koehn says Warner's hurry its present slate of pictures into heavier production shortly without adding anybody.

At Universal, Carl Laemmle Jr. states that his company is behind schedule and may continue work on the picture previously announced seven-week shutdown in order to finish the Tom Mix pictures for contracted release.

Await Gov't Bill Before Battling Tax; No States or Cities Forcing Surcharge

HAMMONS-TIFF DEAL OPTION DUE IN SPRING

Detroit, Dec. 21. — L. A. Young, in a statement here, reveals that W. Hammons is interested in Tiffany only to the extent of having distribution of TIF picture. The agreement with TIF is his representative and his jurisdiction over both the production sales of all Tiffany product.

Hammons' deal was for him to loan \$500,000 to TIF in return for which Educational was to obtain a limited distribution of Tiffany films with jurisdiction over the 22 agreement. The agreement with TIF allows Hammons 40% for handling new product and 20% for servicing picture of previous seasons. Agreement is for one year with cancellation or renewal due in the spring, according to Young.

Grant Cook, formerly in charge of TIF for Young, continues as legal advisor. The deal is not yet further connected in any way with Tiffany.

Young has varied the interests here. He is owner of the L. A. Young Spring works and also of the L. A. Young Mfg. Co., which makes the Walter Hagen golf clubs. He was also a large stockholder in one of the big local banks, but sold out a considerable part of his holdings before the financial slump.

COL. SALARES SCISSOR JAN. 1

Salary reductions ranging from 5% to 25% became effective in Hollywood Jan. 1. Cut will extend throughout the organization. Working in the New York office and the Hollywood studio, exchanges, etc. Stars, directors and other contract people with Columbia will be asked to take the chop in view of the economical pressure.

Minor help, earning up to \$50, will be spared. Columbia plan to start the slash at that figure with a 5% reduction up to \$100.

Universal was the fourth national producer-distributor to put through an organization salary reduction. Paramount was first, then came Universal and Warner Bros.

Censor Board Moves

The New York Censorship Board is now installed in the new state building at 40 Centre street. It was located for years in the Candler building on 42d street.

Office suite includes two projection rooms.

U Drops Hobart-Summerville. Hollywood, Dec. 21. — Universal has dropped Robt Hobart and Silas Summerville. Contracts expired.

Rubens' Take 2-Yr. P-P Notes in Payment of Guaranteed Pay Stock

Chicago, Dec. 21. — Paramount has reached an adjustment for its guaranteed stock issued for the purchase of the Great Estates. The deal was by taking Paramount stock in exchange for its own two notes paid at 5% per annum. States buy was around \$1,000,000.

Par had guaranteed its stock at 5% per annum Jan. 5, next. The guarantee bond, no interest.

Principally interested on the sell-off, the deal was previously set up. Rubens J. J. Rubens is now operating the circuit, with other houses, for Public.

Only the attitude of the Federal Government on tax matters is now concerning the film industry. It was authoritatively stated Monday that indication of how the state or a city in the country will impose an admission tax of its own and collect boxoffices within its jurisdiction.

Film industry will not go to the mat on the tax question until the industry has the evidence of tax intentions in the form of a bill. Then, and not till then, it is emphasized, the screens of the country will be used in the battle.

To weaken the chances for such a bill, the industry is quietly urging every exhibitor to protest to his congressional representative.

Joe Bernhard, New WB Theatre Chain Head, Attempting to Fix Policy

With Joe Bernhard nominated as new distributor for Warner Bros. last week, a former vice-president in charge of real estate, reports are that Bernhard has been assigned to continue his role as liquidator on a complete scale. Bernhard is being associated with Warners.

Up to and including Monday there had been numerous home office conferences on the theatre situation. It was conceded that Bernhard would be guided on the show end by a cabinet composed of men who had been associated with Warners.

Shortly after being named in succeed Dan Michalewicz, whose duties became generalized, the new head had about decided to establish a new division. But circumstances disrupted this plan. Further meetings brought out the fact that the original plan with a top-up as to who would get the eastern post. Some 10 zone heads, including the theatre department, were at yesterday's (Monday) meeting.

A definite operating plan is expected to be evolved by the middle of the week.

PHILLY STRIKE ENDS; MASTBAUM REOPENS

Philadelphia, Dec. 21. — Warners and the musicians union reached an agreement Saturday after a battle of nearly four months, with the result the musicians' will resume work this week.

The Mautbaum will reopen Christmas day and the Earle returns to work on January 26.

New agreement calls for the signing of 110 men on contract by the Warners. Warners had wanted 120. Commands were for 130 men. The same number as last year.

About 50 men will be used at the Mautbaum and 15 to 20 at Earle, with the rest apportioned to other houses in the district.

Agreement was signed by William M. Goldman for Warners and Adolph Hirschberg, president of the musicians union.

The strike began Sept. 6. The wage scale will be the same as last year.

After being without stage shows for months, Pittsburgh gets three at once Christmas Day (25). Three downtown Warners houses have install variety bills.

Stage show resumption is the result of settlement of the last weekend of Warners' disputes with the unions.

Warners' opening bill will contain a large number of name acts, including Buddy Rogers, Benny Bruns, and Hal Roach. The latter two are Warner's and a former name not yet set.

LUPE'S COLUMBIA \$10,000

Columbia has engaged Lupe Velez for one all-Spanish film at \$10,000. Studio is producing two or three direct shot Spanish pictures.

Discreet Removals and Salary Cuts Ordered Into Effect by Pres. Brown Upon Reorganization of RKO Forces

Hollywood, Dec. 21. According to information at hand, Miriam Brown, president of RKO, in the expected reorganization of the working forces of that company, has ordered that removals and salary cuts in the main shall be mostly made by and through the discretion of the heads of departments. This is a radical departure in the customary manner of slicing staffs and wages of the show business. Another departure is the reported instruction by Brown that no RKO theatre house men, from house manager down, or any Radio field salesmen included in the salary schedule. That action on high-salaried picture executives has been taken hold of by Brown in person, his story. These lead off with J. L. Schmitzer, president of Radio Pictures, who receives four weeks' notice, it is said, to take effect at once. Another studio exec to be dropped is Charles Rogers, whose contract with RKO-Pathe expires Jan. 15. A settlement or adjustment will be reached, it is said, between Brown and William LeBaron, former Radio Pictures production chief, who is retired from authority at the studio in any event.

Of these removals, David Seidnick will remain in undisputed Radio studio charge. The Radio studio staff, besides some minor eliminations, it is said that five of the present seven picture editors and bookers will be missing, along with five of the current eight supervisors on that lot.

In the East Salary cuts are not general, from understanding but are to be reached by the execs and heads of departments. This will mostly refer to the eastern end of the company. Any changes there also are to be left to the various heads of the picture and bookers departments. Cuts when made, it is claimed, will be at a maximum of 20% and a minimum of 10%.

In this plan of renovating RKO, worked out by Brown, and the discreet manner suggested by her, morale, it is said execs will be requested to do their own salary cutting for themselves as well as for their staffs. It is suggested to them by the plan that if it is known that execs, or under staff men, are working at a modest salary, or started modestly and have had no abnormal increase, that this be considered in their favor on the salary slicing.

Of the most severe cuts for the east so far reported apply to two or more execs back there who have been holdovers from other companies. It is not unlikely their cuts will lead to resignations.

Salaries In salaries of the let-outs here, Rogers is receiving \$20,000 weekly. Schmitzer, who is leaving without a contract and has been without a contract formation, gets \$15,000 a week. LeBaron agreement calls for \$3,500 weekly, and it is expected to be cut 10 to 15 months to go from reports.

David Seidnick is said to hold a \$1,000 weekly contract with a sharing clause under certain conditions of the company.

One of the heavy salary reductions so far by Radio here is that of LeBaron a week salary of Lowell Sherman is put on record that amount is said to have been cut to \$2,000 weekly.

Reversibility suit filed against RKO by J. C. Boyd, a former attorney and shareholder in the company, may likely be postponed after the RKO answer is put on record before the Court Tuesday (23).

RKO's reply, from what can be gathered, is to be a summary denial of all Boyd's material allegations.

Removal of changes in RKO execu-

Still Merger Reports

Despite the condition and quotations of the stock market, merger reports mentioning several film companies continue. Latest is the aged one about Loew and Fox merging. An addition to it is that Nicholas Schenck of Loew's has held an option on the taking over by Loew's and Metro of all the Fox properties, but that Schenck is not going to exercise the option, which runs off Jan. 1.

The Loew-Fox story says that the combination has been made, all the Metro and Fox producing on the coast would have been on one lot.

Another is the rumor on Warners and RKO. It says that in the get together, if or when, RKO will operate all theatre and WB take care of all film productions. When not hooking WB in with RKO, the story tells say it will be WB and Paramount.

Orpheum's Preferred Stockholders Forming Own Protective Ass'n

Chicago, Dec. 21. Preferred stock issued by the old Orpheum Circuit and held largely by Chicagoans will be represented by a protective association, it is being asked to contribute 10¢ a share. A large firm of financial attorneys will head the ass'n, from reports. A dividend payment was defaulted on Orpheum preferred about five months ago. Orpheum is a subsidiary of RKO.

All holders of Orpheum preferred will be asked to contribute 10¢ a share of their holdings toward a fund to promote the new association. Mrs. Castle-Borne and Mrs. C. E. Kohl of this city are reported to have combined their Orpheum interests, for the purposes of the protective ass'n. Martin Beck, Frank Tate and Herman Pair are other large holders.

Mrs. Kohl was the leading antagonist to the RKO refinancing plan put over at Baltimore, Dec. 12. She and Mrs. Castle-Borne are the most prominent in the protective scheme. Mrs. Kohl and Mrs. Castle-Borne are the widows of the members of the pioneer variety firm of Kohl & Castle in Chicago.

There are 10,000 holders of the Orpheum preferred stock, originally amounting to \$10,000,000. Now \$10,000 now said to be outstanding.

Cohen to Decide

Paramount shorts production plan for 1932 will be settled upon locally by the pioneer variety firm of (22) Emanuel Cohen. Work is expected to start on Long Island early in the new year.

All Par shorts will be produced east as usual except the two-reelers, around 20 of the latter, transferred from the Coast to Astoria last season, are each estimated to have taken half above average salaries due to frequent postponement of outdoor shots because of bad weather.

Paramount east and west with picture men from outside the RKO ranks have no substantial new picture projects in the air. Two or three film projects in a way may have circulated the stories, but nothing beyond their own ideas seem to be official.

SEE GALLERIES' MUSHROOMING

Result of Conditions—Estimate 5,000 Dime Spots by Summer—Can Force Lower Admissions Unless Halted, Think Chain Men

2,000 10-CENTERS NOW

The shotgun type of theatre which fell by the wayside upon the entrance of sound, with film theatre executives predicting their elimination would bring the country's film herd down to 14,000, is making a rapid comeback. In chain and other operating circles these houses are being referred to as an evil with their low scales, mainly 10¢, making serious inroads on business around the country.

Without the adverse conditions that exist today, it is almost certain that so-called shooting galleries could have mushroomed into a dime or 15¢. But on the crest of the depression the way was opened for the return of dime film entertainment.

The number of 10-centers is rapidly mounting all around the country, even in good sized cities, and it is estimated by theatre men that there may be a total of around 5,000 dime spots within another six months.

Some of the 10-cent houses now in operation, believed to be around 2,000, are playing double features, and many add a short in addition to a new reel.

Theatre operators are frankly worried over the threat of a new kind of mushrooming. This includes independent operators who are adhering to a 25¢ scale.

Dime's Overture

One operator affiliated with a big chain was recently propositioned by a 10-center. Small scale exhibitors agreed to go out of the 10-cent scale if paid \$600, mentioned as rental. One exhibitor refused the offer and is beginning to feel further hurt from the shotgun. Many theatre men feel that 10-cent operation will bring admission reductions in the bigger houses quicker than any other factor.

One of the evils developing shotgun growth is violation of protection ethics as practiced up to now. Many 10-centers are beginning to announce pictures before the first runs even a chance to advance. Under the terms, when the Film Board of Trade rule existed, the theatre owner had to account for and stop this protection violation practice he now has to bring suit for an injunction attempting to go against the distributor by shutting off service to the 10-centers is not effective.

Many are attempting to go against the distributor by shutting off service to the 10-centers is not effective. Motion Picture Academy, although it has resigned last month as executive secretary of the organization.

Wunder has continued to speak before women's and other groups on pictures and he is now dated for a January appearance in Phoenix, Ariz. before a combined meeting of the Motion Picture Academy and the National Women's Clubs. After that he has a San Diego date. Phoenix and San Diego appearances are arranged by "West Coast's" public relations department.

Some time ago Wunder has been the films' chief trouper mounter and contact man for club and religious societies. He is resigned to join a liberal religious institution.

Short of Card Players

Metro has the sight and sound privileges for a film short of the card game of bridge. The film is titled "It will show the Culbertson-Lums brigade in their card maneuvers."

Fox Quitting Theatre Operation In East Except for Roxy, New York; Philly—Wash. Houses May Go Loew

Joe Lee's Trick

RKO's confidential theatre department house organ, "Voice of RKO," has a picture of Joe Lee on the front cover, due to Lee's Brooklyn division having won, as a grosser, first place among the RKO theatre groups during "Sell the Show Month" (Nov.).

When the mag's editor asked Lee for a photo of himself in the RKO show box slipped over a snapshot of his nice looking son for added a. A. From the picture RKO's not so beautiful div. mgr. looks like a film juve.

INDIES OF WIS. APPEAL TO LOCAL DEPT.

Madison, Wis., Dec. 21. Off on a new tack, the indie exhibitors in Wisconsin have filed complaint with the state dept. of agriculture and markets, asking the distributors to be compelling with the chain theatres to boycott the indies. Latter allege if this condition continues the independents will be forced to close and the business will pass to the complete control of producer-owned houses.

Inability to get early product, even when willing to pay more than the chains, and unfair protection regulations, are the chief points made by the indies.

The department has commenced an investigation but finds itself hampered by the refusal of the exchanges to permit an inspection of their books without an approval from the home office in New York. Under the state law any concern doing business in Wisconsin is required to permit an examination of its records at any time, and the department has threatened to ask the state attorney general to cause county to proceed criminally against the recalcitrant exchange managers.

Dr. Wunder Continues As Academy Contact

Hollywood, Dec. 21. Dr. Clinton Wunder is still unofficially the principal speaker of the Motion Picture Academy, although he resigned last month as executive secretary of the organization.

Wunder has continued to speak before women's and other groups on pictures and he is now dated for a January appearance in Phoenix, Ariz. before a combined meeting of the Motion Picture Academy and the National Women's Clubs. After that he has a San Diego date. Phoenix and San Diego appearances are arranged by "West Coast's" public relations department.

Some time ago Wunder has been the films' chief trouper mounter and contact man for club and religious societies. He is resigned to join a liberal religious institution.

Cagney-Blondell Remake

Hollywood, Dec. 21. Warners is remaking "Saturday's Children" with Sheridan Gibney assigned to adapt the film for Cagney and Jim Cagney.

It will show the Culbertson-Lums brigade in their card maneuvers.

Fox is completely deserting theatre operation for itself in the east as regards except the Roxy, New York. Other than that, this house everything in the way of theatres which Fox Film manages through Fox theatres will be turned over to localised indie management. Move includes the Fox-Poll circuit in New England and the Fox deluge stands in Philadelphia, Washington, St. Louis, Brooklyn and Detroit. In Detroit the Fox theatre has been turned over to the trustee, the Guardian National Bank, although Fox continues to operate the trustees. Same is expected to be accomplished in Brooklyn and St. Louis. It is possible that Loew's may get the Philadelphia and Washington spots, houses owned directly by Fox Films. Fox also is a deluge in Atlanta, but this spot has been turned over to Fox West Coast for operation.

An independent holding company is apt to be formed between Poll and Fox for the New England string under direct operating supervision of Herschel Stuart, present owner, and desired to be retained by both sides.

Arthur Coming Back To accomplish these things Harry Arthur, Fox general theatre manager under Oscar Oldknow, has been sent to New York for the New York in New York shortly after the first of the year.

No official announcement so far has been made on these matters. However, eastern execs make no secret of these company aims. It is a long contemplated move founded on the Arthur plan for localized operation.

It may take several months to complete the plan, but when accomplished the road will be much shorter to an amalgamation of Loew-Fox properties.

Impetus for the entire scheme came about through the Arthur decentralization plan. That program the Fox execs for everything Fox can do in the next few years concerning theatres.

FOX'S L. A. THEATRE SLIDES BACK TO HIM

Los Angeles, Dec. 21. Joe Leo is shortly expected here again to operate the Los Angeles theatre, after having sold it to William Fox. Fox owns the house. It has been thrown back upon his local office as the Fox representative.

Leo recently spent a few weeks out here looking around for the theatre. He has decided that he has decided upon a policy for the theatre. Leo also will open a local office as the Fox representative for the Tri-Ergon patents.

Joe and Jack Leo will be with the Fox company when William Fox was its president. Joe operated the Fox eastern theatres and Jack was the Fox western theatre. Joe and Wm. Fox did not speak quite some time ago. It is thought that they are now believed to be on agreeable terms once more.

Best Xmas Present

Subscription to

VARIETY

\$6.00 for One Year

Sheehan Rumors on Coast Now Touch On 2nd Salary Cut and Dick Rowland

Hollywood, Dec. 21. Continuous Fox studio ailments in front of, behind and on both sides of Winnie Sheehan have heaped fuel on a prairie blaze of rumors which is now threatening to engulf the entire picture studio regarding that production chief. There has been smoke for the past month, but now the flames are leaping out here. The story is that Dick Rowland will succeed Sheehan as head of Fox film maker with only a dissenting mutter from the east heard amongst the gale of local whispering. Throwing out the plain gossip and prejudiced pro and con comments, the Rowland inference seems to hang on the Fox New York bankers rating Sheehan's salary as still too high despite his having accepted a 25% cut. The slice reportedly brings the Sheehan envelope down to \$4,500 weekly.

There is nothing to indicate what the financiers deem a proper stipend for head of production. It is known that Rowland is not receiving half of the present Sheehan figure. Sheehan, supposedly ill, is away from the studio with whereabouts unknown. If the eastern purview is to have Sheehan's further salary slash, or whatever negotiations have been opened, it is evident that the studio formally be made known until Sheehan so chooses. Such credence is placed in the supposition that the New York faction has no direct requests to Rowland, but the Rowland stories are as strong as to indicate somebody is working indirectly or under cover.

1st Cut, 25% Sheehan holds contract with the Fox company which still has three or more years to run. No one out here seems to know whether this paper can be scrapped or if it is iron-clad, but everybody is taking a guess. The agreement is understood to have started at \$5,000 a week plus a \$1,000 increase for each successive year. This contract also supposedly gives Sheehan rank as a vice-president, a general manager of the Fox organization.

Sheehan took his 25% dip when Marjory I. Clarke initiated the economy drive some months back. All other executives presumably did with the exception of Sol Wurtzel, who now is in the forefront of the studio and whose production activity has kept him vigilant. Sheehan's salary is the top personal pay check on the Fox lists.

Sheehan Away Sheehan is reported resting at or around Pasadena with address unknown. He is not available to call on phone, mail or in person. At the Fox studios it is said Sheehan will return Jan. 5.

Sheehan closed his mansion here as James H. Hargrave was due to arrive. According to Granger he had expected to send his visit here with Sheehan at the time. Granger is the Fox sales mgr. He will spend the holidays with his middle Granger, a Fox asso. producer.

Sheehan went to the apartment of his brother, Howard, on Dec. 20 and then disappeared. His exact malady is also mysterious. He had a heavy cold and was not since then has been at the studio.

Howard Sheehan is contemplating what he deferred doing in New York. He may leave during January.

Mooney at Columbia

First film experience for Martin Mooney as successor to Arthur Sheehan in the Columbia advertising-exploitation department, as the publicity director with John Golden (left) for many years. Mooney resigned.

Evans Is Trying to Sell Kinograms' Library

Major Tom Evans, founder of one of the earliest laboratories, which for years bore his name, is negotiating to return to the film developing end of the business. Evans had been associated with Capt. Baynes in the Kinograms neverset enterprise. Later is now in the hands of the Irving Trust Company as receivers appointed at the request of Fox News for debts amounting to \$154.

Representing the receivers, Evans is now endeavoring to sell Kinograms' library, which supposedly contains around 4,000,000 feet of news and magazine subjects. Sale of prints from this library, which he took back in 1931, brought Kinograms \$18,000 during the past year.

Film Critic Re-Edits 'Frankenstein' and 'Kans. Board Ok's It

Kansas City, Dec. 21. 'Frankenstein,' banned last week by the Kansas State Board of Review, all women, and cut so drastically that there was no story left, has been revised and edited. Kansas has passed the film in its new form. In rejecting the picture, the board listed three pages of objections. The approved version eliminates four minutes of scenes. At the request of Carl Laemmle, Sr., president of Universal, the job of doctoring and editing 'Frankenstein' was undertaken by Jack Moffitt, picture editor of the Kansas City 'Daily'.

Three-column feature story called the censors to take for their own. But recently returned from a year's stay on the Coast as film editor for Universal.

MONEY ANGLE ON COAST PAR HOUSE OPERATION

Los Angeles, Dec. 21. A money angle has arisen in the operation by Harold B. Franklin of the Paramount and United Artists theatres here for Par. The initial joint investment by Par and Franklin of \$10,000 is reported. It should be restored to the original amount or more, Paramount is said to have suggested.

Franklin, after having put in that \$25,000, is not inclined to again devote the studio. He believes his services in operating the houses should cover any additional expense. He is paid, although each house pays Franklin a weekly salary. Both Par and Franklin will equally share on any net profit made by the theatres.

Franklin's agreement to operate is for one year. The money angle expected to be straightened out, but Par, it is said, will insist on Franklin taking care of 50% share of any further investment.

L. A. Labor War Lull

Hollywood, Dec. 21. Labor squabbles between unions and studios have been temporarily halted until the new year when producer-union confabs will be held in New York. W. W. Croft, IA agent, is caubstained now and Pat Casey, producers' rep, is already there. Croft will return here after the meetings, Croft to straighten out the Hollywood Theatres' union dispute and Casey on the wage differences between studios and the camera-sound-laboratory workers.

SEE NEXT PAGE FOR BIG CHANCE

With Majors Cutting Down, Quickie Makers Prepare to Leap—Glad About a Lot of Things, Including That They're Not Hays Members—Figure Letout Stars and Directors on Percentage Basis

INCREASE SCHEDULES

Independent producers are glad to see a depression. They are also glad that double-features are popular, that the big producers are slashing their production schedules, and that they are not members of the Hays organization.

It's because of the independent film makers are capitalizing the depression. They're doing what the big producers would do in boom times. With the intimation of a general reduction in big time pictures, some of the independents are doubling their 1932-33 schedules.

Where it takes a big producer from five to eight weeks to make a feature, the indie usually averages eight days on a western and 10 on a pack drama. The indie shooting schedules now run about two days longer than in the silent days.

But sound is costing them just four times what the budget averaged during the silent era. It is pointed out that about \$25,000 is the lowest price of any type of salable indie produced under the cowboy meters.

See Biggest Year The old law of prohibition of becoming a Hayate is no more. Only advantage in such membership now, leading indie declares, is that it carries the right to exchange stars. Any more money cuts and stars will come to them anyway, the indie believes.

Hayes codes in the minds of the independents are too restrictive. Again, they calculate, too much time is "wasted" in submitting scripts. Then the print, then re-editing. Same goes for advertising. The indie likes to get his press sheet out in his own way.

(Continued on page 41)

WB-Metro Finally Get in Accord on Product Deal

After several months of negotiation, the product accord has been reached on the product deal between Warner Bros. and Metro-Goldwyn-Mayer in placing MGM pictures into all open WB situations where the Metro program is "loose." The deal is a substantial one, the Warner claim becomes the widest user of national producer programs in this season. In addition, the United Artists, with Par on the heaviest commitment. Some time ago the WB-WB-MGM product arrangements.

Fox-Von Herberg Confabs But Nothing Doing Yet

Although there have been several confabs between Fox and Von Herberg, nothing has been done. Von Herberg, Seattle theatre man, in the middle of a deal has been forthcoming. Underlying the meetings seems to be Von Herberg's desire to take over certain Fox West Coast operations in his territory?

Deaf Mute Pleads for Picture Entertainment for 13,000,000

DeForest's Union Suit Off, but Another On

Los Angeles, Dec. 21. DeForest Phonoflms, Inc., dismissed its 1927 suit against the M.P. Operators' Union for the return of certain taller apparatus and now is, itself, being sued over the same equipment by one of the former defendants, Samuel H. Fisher. DeForest company had regained possession of the apparatus through the sheriff.

Fisher asks \$1,511 for the property taken from him, and makes the N. X. Indemnity Co., which bonded the attachment, co-defendant with Phonoflms.

Distributors Claim Exhibits Kicking In on % Deals

Exhibitors who have held out since last summer against compulsory percentage booking and preferred playing time under film contracts, are beginning to give way. Within the past week numerous contracts came through from Cleveland and Baltimore at the outset was against all distributors demanding percentage contracts. But most sellers of film refused to write business on any other basis.

Resistance in both Cleveland and Baltimore at the outset was against all distributors demanding percentage contracts. But most sellers of film refused to write business on any other basis.

While the holdout continue in Baltimore where a no-percentage agreement, which imposed no preferred playing time, was entered into by local exhibitors, it is believed in distributor circles that contracts are about ready to come through.

In Detroit, where an odd booking situation exists, distribut who are demanding percentage and other sales policies will not alter their stand, it is said. A booking combine is in force in Detroit from which an exhibit must secure a release before taking contracts containing clauses this association does not approve. On the distrib side it is contended that until the exhibitors are forced to make a booking combine, they will not sell Detroit.

Allied's Chi Gabfest

Chicago, Dec. 21. Executive board of Allied and the leaders from each territorial division from all over the country will convene in this town Jan. 5 to go into a grand holiday.

Headed by Abram Myers, the Allied board is the slate of directors from the various problems of the organization, but the outstanding topic is whether to discontinue 10% tax on amusement admissions.

Other subject for discussion will be whether a national convention of the organization will be held following the first get-together here. The board also discussed the merits of the execs here will be held the day following the testimonial dinner to be tendered to Aaron Saret, president of the local Allied group.

Edwards Out—Bush Up

L. L. Edwards, long with Public and assistant to A. M. Rotfeld before latter joined the editorial board, has left that organization. He has been replaced as assistant to Arthur Mayer by Rodney Bush who was with Mayer in the middle of the Irving Trust street, doing publicity in Omaha for Public, comes into New York to succeed to Bush's former post.

Los Angeles, Dec. 21. Talking pictures are keeping out of the film theatres a potential audience of 1,000,000 in the United States who in the silent days considered the screen their greatest source of amusement. The number ranges from those persons whose hearing is impaired to some extent to those totally deaf. It is based on statistics from authoritative medical circles.

These figures are being used as ammunition by Albert Ballin, deaf mute, artist, and author, to try and persuade producers to do something about regarding that vast army of silent film patrons back to the theatre. Summed up his solution is a simple one: That producers should devote a certain portion of their advertising of pictures in terms of action, such as a 75% action picture, as they formerly advertised the early talkies as 100% action pictures.

Ballin claims that the deaf would be attracted if assured of action, but will not take a chance on films unless they are certain that photography carries the story. Ballin is considered a leader in clubs and fraternal organizations of the deaf.

Q. & A.

Ballin's arguments and information were analyzed from him in question and answer form, an interviewer writing his questions, and Ballin writing his answers.

Q. Your claim of 1,000,000 deaf people means that at least one in 10 being through the deaf. This seems incredible.

A. It is a medical fact that there are 1,000,000 deaf adults and 3,000,000 school children thus affected.

Q. That doesn't mean completely deaf, does it?

A. It means 30% or more deafness. I am 30% deaf and there are 500,000 like me in the country.

Q. As to the persons not completely deaf, do you know that they are being kept out of theatres?

More or less. We can presume that the average "hard-of-hearing" is about 60% deafened and they are not getting entertainment from present talking pictures.

Q. What percentage of the deaf deafened and reduced to the point to attend silent films and are more or less regular attendants?

A. Deaf people are generally well off—always working. As (Continued on page 21)

MONOGRAM CONVENTION IS DUE IN FEBRUARY

Monogram will hold its first annual sales convention in February, several months ahead of any other big producer-distributors. At the time, the company will propose an increase in the number of pictures for the ensuing year.

The company is planning a total of 58 pictures this season (12 dramas and 16 westerns), tentative proposal is to add six more to each group for a total of 64 pictures for '32-'33.

Monogram's national agent, who controls a total of 33 exchanges, serving the country and Canada, the franchise, will be called together for the February bubble.

CATHEDRAL WIRES

The Rockefeller Cathedral, first church of its type in the world to offer its sacred halls for sound, has subscribed to RCA equipment.

There is no intention to use the apparatus for other than educational and entertainment purposes.

ARMABSON'S FILM TRY

Cine-gram's new to picture, starts shortly on an indie try. Jean Smith is with him. Armabson is an infatigable producer.

Bacos Charged with Perjury by Ingram in Corniglian's Defense

Paris, Dec. 21.
Fred Bacos, Administrative Director of the Paramount Joville studio, in the absence of Robert Kane, has been subpoenaed to appear before the criminal investigation judge of Nice Dec. 27 on a charge of giving false testimony in a civil suit. Suit was that of Rex Ingram against Corniglian for \$250,000 in the sale of Ingram's Nice studios to Gaumont-Franco Film-Abel.

Ingram's claim in the first suit was that Corniglian, acting as Ingram's attorney in the deal, collected \$400,000 from G. P. A. but turned over only \$140,000. Corniglian's answer was to the effect that he had given the studios from Ingram for \$140,000 on his own account and had later resold to Gaumont for \$250,000 profit. Bacos's evidence in favor of Corniglian cleared the latter, the lower civil court finding against the American.

Now Ingram has reopened the suit in criminal court charging Corniglian with his attorney's fraud against him. Bacos is named as Corniglian's accomplice by Ingram.

At the time of the deal Bacos was Ingram's employee, with Ingram charging in court that Bacos, during the deal, stole from Ingram \$140,000. Corroborating Corniglian's guilt out of the Ingram office. In further charges that Bacos threatened him (Ingram) with exposure of fraudulent tax returns if implicated in the suit.

Will Evans Didn't Sail, Which Leads to Other Stories, Reports, Etc.

London, Dec. 21.
Will Evans' decision to sail on the "Aquitania" for New York last Wednesday (19) underwent one of those last minute changes, with Evans still here. Inside is supposed to be that the largest in the world special directors' meeting of Moss Empires scheduled for Thursday (20) when several officials will be let out.

Supposedly, Evans was going to sail in order to put over his co-operative booking scheme in New York over the head of British agents for Paramount film companies. With beaucoup prophecies on both sides of the ocean that he would not sail, another important meeting, that keeping Evans here in an extraordinary general meeting of Moss Empires stockholders scheduled for early in the new year, at which Col. Broadhead, representing the DeLam Trust, subsidiary of Gaumont-British, and a big Moss stockholder, will oppose Evans' leadership and suggest that Gaumont-British become film bookers for Moss Empires.

Gaumont-British had practically concluded negotiations to book the picture end of Moss chain, when Evans threatened to resign.

Meantime, the position of R. H. Gillespie as joint managing director of the Moss Empires, in the left and vaude, is dependent on the success of John Murray Anderson's return to the Hippodrome. If the revue flop, "he said, Gillespie will have to move down, with Evans' Gulliver, and Anderson, director, moving up into his shoes.

Leaders in London

London, Dec. 21.
Despite the fog and pre-Christmas let-down, the London show business continued at a bright pace.

AUTHORS' RIGHTS

International Bureau of Intellectual Property in Berlin—All Countries Invited

Berlin, Dec. 21.
International bureau for investigation of authors' rights was founded at the offices of Spio last week. French exhibitor Raymond Lesclapart was named president, others present being Anderson, of Svenskino, Stockholm; Crow, London exhibitor, and Scheer, president of the German exhibitors' union.

All picture producing countries will be requested to join the organization in order that uniform authors' royalties may be decided on and the music composing of all countries may also unite similarly. Intention is to avoid double payment to composers and authors. Offices will be situated in Paris.

EMELKA HELPED OUT BY P-N & HARDY BANKERS

Berlin, Dec. 21.
Christoph Muellerstein is back from Paris where the picture of Emelka evidently again smoothed for the time being. Pathe-Natan of Paris and the Munich-based Munich, took over the \$600,000 worth of Emelka shares held by the Bankers' Trust Company, thus controlling 65% of the Emelka majority.

One of the two purchasers paid \$214,000 for his batch of shares. Means that Emelka is now in possession of its chain of theaters again, with T. Natan and Hardy holding a first mortgage.

Probably low in that production manager Karl Grune will resign from Emelka. Kommerzienrat Lessner, former Emelka gen., is expected to resign the company under the new conditions.

M-G's Versions

Culver City, Dec. 21.
Metro will probably do a few direct-foreign versions as a result of Arthur Lubin's problem Lawrence's visit here. Latter are apparently satisfied with the terms of the deal.

Sudden decision to be back in New York for Christmas prompted Low, Lawrence, and Howard Deltz to fly back Saturday (19).

Report Novarro In on Spanish Film Project

Hollywood, Dec. 21.
Ramon Novarro is reported financially interested in a company being formed to make Spanish language films. Novarro, former Metro foreign version director, is promoting the venture with Charles Novarro, brother of the actor, also interested.

Productions will be made in Hollywood.

French Easing Up

Paris, Dec. 21.
Local film production is soft-peddling on production for a while. Paramount's Joville studio is also slow to get back to work, having its completed and uncompleted pictures on hand.

Paramount has cancelled the scheduled Jacques Feyder production "1940."

Picture Cash in So. America Paid to U. S. Oil Corp. Branch for Native Payroll and Oil Co. Reciprocates with Dollars in New York—Idea Capable of Vast Expansion

SEE CLEARING HOUSE

International co-operation by American film, as well as other major American industries, is being organized for the purpose of clearing up world money exchange headaches.

Thus far the deal arranged have been of an individual character, each company working out its own problem. Now proposal is to get together all film firms, through their foreign offices, to combine on a way out. Now proposal is to get together all film firms, through their foreign offices, to combine on a way out.

One of the major American picture companies has an arrangement with the U. S. oil company to help in the South American middle. With income for this film company according to multiplying in foreign banks and with that particular corporation forbidding the company to do business in the South American middle. The deal was made with the petroleum concern. The oil company needs the foreign currency for labor and shipment of raw materials, so the film corporation supplies the foreign currency in this country and the oil outfit reciprocates by turning dollars over to the filmers.

A similar deal was recently made by another American picture group in another country, this company making a deal with a foreign bank by way of Japan.

It is felt in foreign film circles that some sort of an international clearing house to handle this problem is in order. Thus all American film companies could get together for the purpose of collecting their money without being forced to gamble on the various world exchanges. Through trusts with oil, automobile, and other industries, world traders, it is pointed out that matters could be cleared around without trouble.

The problem becomes complicated in that on film payment alone is the vast part of the world's practically nothing throughout the year, whereas considerable amounts are coming. This would necessitate the pooling of foreign interests with other big American industries, who have proved themselves willing to play ball.

The move at present is still in the discussion stage, but it is likely that through a general meeting of the foreign reps of American film, in the near future, a program will be mapped to carry out the scheme.

Direct Battle in Australia with Somewhat Muddled T. Situation

PATHE-NATAN'S CASH

Surprise Trade in Paris—Company on its Financial Feet

Paris, Dec. 21.
Considerable surprise is expressed in Paris at the sudden revelation that Pathe-Natan has a good deal more cash on hand than generally known. Revelation came during the week with T. Natan selling \$1,200,000 of his Pathe-Natan holdings to Eastman.

On the books the stock was balance-sheeted as \$200,000 meaning that Natan has suddenly produced a million dollars where none was previously evident.

Above cable, coupled with another one elsewhere on this page from Berlin, will have effect that Natan has bought into Emelka of Germany, seem to say T. Natan has been a good job of putting his company on its feet financially. Some previous talk of all French companies needing money, with doubt of that seen in New York and now corroborated.

ANDREOLI BURNED TO DEATH IN MILAN EXCH

Rome, Dec. 21.
M. Andreoli, exchange manager for Fox in Milan, was burned to death in a fire which destroyed the Milan exchange. Damage is estimated at about \$200,000.

Andreoli before joining Fox was with Paramount.

Berlin Chains Merge

Berlin, Dec. 21.
Various leading Berlin theatre chain concerns have merged for close co-operation. They are the firms Brandt & Isenhelm, Starr, Lemke & Laubheimer, and Hein & Strauss.

It is intended to form a new corporation, each of the four companies retaining 25% of the share. It is further intended to follow a new expansion policy, especially in the West of Berlin.

A uniform picture deal, however, is not planned.

2 More WB Stages

London, Dec. 21.
Warner Brothers' new production unit near London is laying down two more stages to start immediately.

Idea is understood to be that extensive American production in the European theatre field is being done with the Warners figuring on being on the spot.

Dietrich in Person in London-Paris in Spring

Paris, Dec. 21.
Report here has it that Marlene Dietrich is coming over soon to do a couple of weeks at the Empire. She is to be in the theatre in the future with Miss Dietrich getting \$11,000 for the two weeks.

According to a recent report Marlene Dietrich is expected to make some vaude appearances in London in the near future.

Both dates are understood by Paramount to be okay, but not for some time. Miss Dietrich has just finished making "Shanghai Express." She will start right away on another Par picture. Her European stage appearances, if confirmed, will be taken up at that time, probably in the late spring.

Sydney, Nov. 11.

With the throwing over of all previous agreements existing between Union Theatres and Hoyt's, sold warfare has now been declared between the two organizations.

When Paramount refused to supply Greater Union Theatres with pictures and switched over to the Hoyt chain, G. U. T. carried notice in the dailies it preferred classic, stars and stories to more trademarks. The old U. T. owed Par a large amount for film supplied and had previously screened Par product for many years.

With the liquidation of U. T. many shareholders in the old company were left lamenting. The assets of the company will be offered by auction this week to satisfy creditors, among whom is Fox of America. It is reported that matters are not progressing at all as fast as anticipated, and that the affairs of the old U. T. (in liquidation) and G. U. T. are solely in the hands of the bankers. Directors must operate their circuit according to the dictates of the bank's officials.

Carroll John Hoyt's
The Carroll chain operating in Sydney and Melbourne will join forces with Hoyt's in the fight against G. U. T., with Dan Carroll joining the board of directors. The affairs of the old U. T. (in liquidation) and G. U. T. are solely in the hands of the bankers. Directors must operate their circuit according to the dictates of the bank's officials.

This week the Fox organization took over a neighborhood theatre previously controlled by U. T. The lessees of the theatre had been to join the G. U. T. and had to take over a lease and then out the U. T. staff.

It was then that Fox, Fullers and Paramount will have wars against U. T., in connection with broken contracts.

G. U. T. is as present playing pictures supplied from distributors other than Fox, Metro and United Artists, on a percentage basis. Previously all pictures had been bought at flat rental.

The Fullers will not enter sides unless, they say, they are.

Hoyt's will say there will be no compromise.

SOVKINO WANTS TIPS ON U. S. PRODUCTION

Hollywood, Dec. 21.
Sovkino, Russian film outfit, is sending a representative here to get a feel on Hollywood conditions, an effort to make Russian films more saleable in this country.

It is understood that the outfit has an introduction to C. B. DeMille, who contracted Sovkino on his recent visit to Russia.

2 London Film Openings With In Person Adjuncts

London, Dec. 21.
"Five Star Final" (WB) goes into the Carlton Boxing Day (26) for the first time. Miss Robinson will make personal appearances with the picture.

"The Charm" (a "Charming"), first international film made by Paramount in French, "The Charm" with Edmonde Guy coming over from Paris to appear personally. Picture, starring Henry Garat and Jeanne Helmer, will have its introduction. It is figured to satisfy linguistic desires of both countries.

"CALIGARI" STAYS DUNK

Attempt to attach a sound track on "The Cabinet of Dr. Caligari" (Ufa) has been abandoned.

New Era has "Caligari" and had practically started on the soundings when the veto order came through.

Russian Agency Fails

Berlin, Dec. 21.
Prometheusfilm, Russian picture agency in Germany, having failed to get Soviet film, has failed. Liabilities are announced as being \$75,000.

● TWO SMASH HITS

JACKIE ● ROBERT
COOPER COOGAN

in

SOOKY

adapted from the book "DEAR SOOKY" by PERCY CROSBY



Grand Entertainment for any season; but especially good for Christmas Vacation crowds. ● Opened Saturday for long run at RIVOLI THEATRE, NEW YORK. Not just a kid picture,—a human, believable story right from your own heart. It packs a tremendous appeal for boys and girls of all ages. ● Directed by Norman Taurog, who made "Skippy". With the same "Skippy" cast including ENID BENNETT, WILLARD ROBERTSON and HELEN JEROME EDDY. "SOOKY"—it's good for your box office!

FROM PARAMOUNT

Dramatic thunderbolt!

LADIES OF THE BIG HOUSE

Something NEW in thrilling screen drama! It's Real! It's True! No picture this year can touch the gripping suspense and swift, piercing drama of its intensely interesting story.



with **SYLVIA SIDNEY**

and a big cast headed by
GENE RAYMOND and WYNNE GIBSON

Every requirement for a tremendous hit! Every entertainment quality your most exacting patron demands! Beyond a doubt the most terrific box office wallop released in months, Adapted by Louis Weitzenkorn from an original by Ernest Booth. You'll make a lot of money with this one!

PUSH a PUSHOVER

and Break a Record

The Fox
Press Sheet will
help you hit the top

Ads from
Press Sheet



You can make dough
without pushing it—but
why pass up a chance for
a CLEAN UP!

JANET GAYNOR CHARLES FARRELL in DELICIOUS

with

El Brendel
Raul Roulien

Music by

GEORGE GERSHWIN

Story by Guy Bolton • Lyrics by Ira Gershwin

Directed by DAVID BUTLER

A FOX PICTURE

HITS

from the company that gave you "Frankenstein"

STRICTLY DISHONORABLE

with
PAUL LUKAS
SIDNEY FOX
LEWIS STONE

(Courtesy of
Paramount Pictures)
George Meeker, William Ricci-
ardi, Sidney Toler. Directed by
JOHN STAHL

From the Brock Pemberton smash
hit by Preston Sturges.

LEW AYRES in HEAVEN ON EARTH

With **ANITA LOUISE**, **SLIM SUM-
MERVILLE**, **Harry Beresford**,
Elizabeth Patterson. From the
novel, "Mississippi," by Ben Lucian
Burman. Directed by Russell Mack.

Slim SUMMERVILLE and ZASU PITTS in The UNEXPECTED FATHER

With **Cora Sue Collins**, **Dorothy
Christy**, **Allison Skipworth**,
Claude Allister. Story by Dale
Van Every. Directed by Thornton
Freeland. Associate Producer, Stan-
ley Bergerman.

Hits that are leaving
the critics gasping for breath
and gasping for adjectives...

Hits that are making
Universal, the oldest young
company, the talk of the world

Hits that are getting the
best playing time in the finest
theatres everywhere . . .

Hits that come as a god-
send to exhibitors who thought
there wasn't no Santy Claus...

*We are hitting a pace that is
making us dizzier than we ever
hoped to get — and busier
than any company that ever
was buried under an avalanche
of contracts. Look 'em over!*

Presented by
CARL LAEMMLE

Produced by
CARL LAEMMLE, Jr.

A HOUSE DIVIDED

with
WALTER HUSTON
KENT DOUGLASS
HELEN CHANDLER
Directed by William Wyler.

SIDNEY FOX NICE WOMEN

With **FRANCES DEE**, **Alan Mow-
bray**, **Russell Gleason**, **Lucille
Gleason**, **Carmel Myers**. Direct-
ed by Edwin H. Knopf, from the play
by William A. Grew.

MURDERS in the Rue Morgue

From the story by
**EDGAR
ALLAN POE**

with
SIDNEY FOX
BELA LUGOSI

("Dracula" himself)
Leon Adams, **Bert Roach**, **Bran-
don Hurst**, **Noble Johnson**,
D'Arcy Corrigan. Directed by
Robert Florey.

UNIVERSAL - FIRST CHOICE!

GENTLEMEN of the 72nd CONGRESS now in session



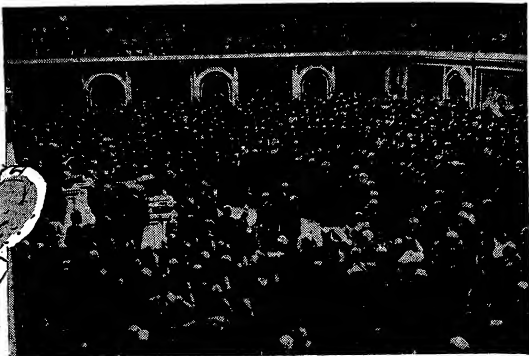
Let her change the
map of the U.S.A. from
THIS to **THIS**



Hats off to Marie Dressler! Hats off to M-G-M's studio-showmen who have immortalized her God-given talent in "Emma" a motion picture that will inscribe its humanity on the heart of the world.

Marie (Bless her heart!)

DRESSLER



this country in its darkest hours
had a Washington and a Lincoln.
What this country needs right now is



Everybody's going to the NATION-WIDE
TRADE SHOWINGS:

Albany	Hannan	Bleeker Hall	Dec. 29	11:15 P.M.	Albany	Dec. 29	11:15 P.M.
Atlanta	Fox		Jan. 3	3:00 P.M.	Atlanta	Dec. 29	3:00 P.M.
Boston	State		Dec. 29	10:00 A.M.	Boston	Dec. 29	10:00 A.M.
Buffalo	Buffalo		Dec. 29	Midnight	Buffalo	Dec. 29	11:30 P.M.
Bute	Rialto		Dec. 29	11:30 P.M.	Bute	Dec. 29	11:30 P.M.
Charlotte	Carolina Theatre		Dec. 29	10:00 A.M.	Charlotte	Dec. 29	10:00 A.M.
Chicago	Dearborn		Dec. 29	2:00 P.M.	Chicago	Dec. 29	2:00 P.M.
Cincinnati	Lyric		Dec. 29	11:30 P.M.	Cincinnati	Dec. 29	11:30 P.M.
Cleveland	Allen		Dec. 29	11:30 P.M.	Cleveland	Dec. 29	11:30 P.M.
Dallas	Melba		Jan. 3	10:30 A.M.	Dallas	Dec. 29	11:00 P.M.
Denver	Ogden		Dec. 29	11:00 P.M.	Denver	Dec. 29	11:00 P.M.
Des Moines	Des Moines		Dec. 29	10:30 A.M.	Des Moines	Dec. 29	10:30 A.M.
Detroit	United Artists		Dec. 29	11:30 P.M.	Detroit	Dec. 29	11:30 P.M.
Indianapolis	Fountain Square		Dec. 28	2:00 P.M.	Indianapolis	Dec. 29	11:30 P.M.
Kansas City	City		Dec. 29	2:00 P.M.	Kansas City	Dec. 29	2:00 P.M.
Los Angeles	Boulevard		Dec. 29	10:30 A.M.	Los Angeles	Dec. 29	10:30 A.M.
Memphis	Strand		Jan. 3	3:00 P.M.	Memphis	Dec. 29	3:00 P.M.
Minneapolis	Minneapolis		Dec. 29	11:15 P.M.	Minneapolis	Dec. 29	11:15 P.M.
Milwaukee	Davidson		Dec. 29	11:15 P.M.	Milwaukee	Dec. 29	11:15 P.M.
Omaha	Omaha		Dec. 29	11:15 P.M.	Omaha	Dec. 29	11:15 P.M.
Philadelphia	Keith		Jan. 10	8:00 P.M.	Philadelphia	Dec. 29	11:30 P.M.
Pittsburgh	Loew's Penn		Jan. 3	8:30 P.M.	Pittsburgh	Dec. 29	11:30 P.M.
Portland	Broadway		Dec. 29	11:15 P.M.	Portland	Dec. 29	11:15 P.M.
St. Louis	Ritz		Dec. 29	2:30 P.M.	St. Louis	Dec. 29	2:30 P.M.
Salt Lake City	Grand		Dec. 29	11:30 P.M.	Salt Lake City	Dec. 29	11:30 P.M.
San Francisco	Alhambra		Dec. 29	2:30 P.M.	San Francisco	Dec. 29	2:30 P.M.
Seattle	Paramount		Dec. 29	11:30 P.M.	Seattle	Dec. 29	11:30 P.M.
Syracuse	Loew's State		Dec. 29	Midnight	Syracuse	Dec. 29	Midnight
Tulsa, Okla.	Ritz		Jan. 5	10:30 A.M.	Tulsa, Okla.	Dec. 29	10:30 A.M.
Washington	Ambassador		Dec. 29	2:00 P.M.	Washington	Dec. 29	2:00 P.M.

In EMMA

CLARENCE BROWN'S

production. Story by Frances Marion
with RICHARD CROMWELL
JEAN HERSHOLT

M-G-M (At your service!)

BOX OFFICE *ideas* *mean* BOX OFFICE *results*

Here's a tip on
the "big money"
angle of this new

**FIRST
NATIONAL
HIT!**



NOTE:
... FIRST
NATIONAL WILL
BE GLAD TO
SUPPLY A PHO-
TOGRAPH OF
THIS FIGURE ON
REQUEST FROM
EXHIBITORS . .



Voting trust takes Fox Metropolitan Theatres; Creditors Agree to Delay

With the decentralization of Fox theatres last month, more than half completed, affairs of Fox Metropolitan Theatres have been placed under control of a voting trust comprising Harley L. Clarke, Casimir L. Stralem and Herbert P. Howell. For purposes of a split trust, each of the company's board was held Thursday (17) when this change was effected. New officers and directors were also elected as named by the trustees, with Harley L. Clarke president.

From a practical standpoint this change of control means the virtual exit of Fox Theatres, as an active operating company. Fox Metropolitan Theatres, Inc., original nucleus of Fox Theatres, will now presumably devote itself to collecting rent due from theatre lessees such as Shoups and Randazzo (Pittsburgh & Pittsburgh).

Actual extinction of the voting trust agreement came Nov. 2 made by and between a number of the recenting bankers. Fox Theatres Corp. and Fox Metropolitan Theatres, Inc. have been placed under the stock owned by Fox Theatres Corp. in Fox Metropolitan Theatres, Inc.

Creditors Held Off
Concurrent with these changes of control, the company's obligations, amounting to around \$120,000, have agreed to postpone payment for 10 days. This includes the \$120,000, 6% convertible gold notes owned by the National Trust Co. plus around \$50,000 interest due. The notes mature Jan. 1, 1932.

Other obligations postponed by creditors include picture rentals due Fox Film. Those rentals are projected to include those which are unpaid when the Clarke interests took over the properties from William Fox. The \$500,000 is due during 1932 to 1933. Also around \$25,000 is due National Supply Company, a subsidiary of General Theatres, of which Clarke is president.

Postponement of the obligations seems to have been necessary by the creditors because a condition precedent to R-F's underwriting the \$120,000, 6% issue, was that 67% of the theatre leases held by Fox Theatres in 1932 be reverted to original owners in the event of a receivership.

Stralem represents Haley, Stuart and other bankier interests. The status of these three, however, as attaches of Fox Films is not affected except that Michel is no longer a co-receiver and half owner. He retains his post as executive vice-president of Fox Film.

Under the new control, Fox Theatres, may shift westward to take a similar post with Fox West Coast.

60, Not 180 Top
San Francisco, Dec. 21.
Dec. 8 Variety carried a story on the Plaza, Sacramento, stating that for six RKO and first run picture was 18 cents.
Top 18 cents.

Foremost Film Writers and Dialogicians
HOWARD J. GREEN
Writer
Representative: Arthur M. Landau

JOSEPH JACKSON
NOW ADAPTING
"CHURCH MOUSE"
FOR WARNER BROS.

SPECIAL PUBLIX DEPT. ON LOBBY DISPLAYS

Public lobbies are being concentrated upon now. A. K. Koepel, executive vice-president of the southeast, has been placed in charge of a separate department, purpose of which is to work out means for increased sales energy through lobbies. He is first concentrating on the lobby divisions, which include the Atlantic seaboard, New England, Pennsylvania and New Jersey.

First real test in selling via the lobby will be made in the New York area. Koepel has built a special six-foot square arena reproduction of the chart place, with mechanical attachments which show the content in action. Meanwhile a record, accompanied by the reproducing sounds of crowds cheering, yelling, etc., as attention attractors.

First of these lobby units was shipped Thursday (18) to the Orpheum, Wilkes-Barre, trial spot. For "Hollywood Scandals." Another will go to the Riviera, Knoxville, Tenn., on a test booking for the south.

Some of the lobby sales department will be self-supporting, with Koepel's department to supply the material. Belief is that Public will only take the lobby units in its B and C operations.

STAGE SHOW TESTED AT MACON, WITH FILM, 25c

Macon, Ga., Dec. 21.
"The Hollywood Scandals," musical comedy-vaultville show, sold out for the Flitz theatre here. The big audiences seemed to relish seeing real folk on the stage, after a long while. The show was a week bill of pictures at the regular admission price of 25c, all seats, all times.

Mayor Asks Withdrawal Of Macon Screen Ads

Macon, Ga., Dec. 21.
Through the efforts of Mayor Tools, Macon screens may soon be rid of the "vulgarity" of advertisements flashed on the screen between features.

Art Barry, manager of the house, agreed to discontinue the ads providing the advertisers cancel their contracts. Mayor has written letters to the merchants and has had replies offering to co-operate.

Woman Thwarts Stickup

Dallas, Dec. 21.
Facing a six gun stickup, Mrs. J. A. Case, cashier for the Hippodrome and Lyric, told grinds, to part with \$27.

Couple of stick-up men stopped her enroute from the Hip to the Lyric. One poked a gun in her ribs while the hand grabbed for the money bag and her purse. He got the money, but she held him twice.

Woman put up struggle, which attracted passersby, whereon his accomplice decided they'd settle for the \$150.

R-K'S DIVISION WINS

R-K's theatre picture, Joe Lee, is the winner of that chain's division manager contest for Nov. Dec. 21. Event was held in front of 13 division managers competing.

Lee came over the top in a pretty close struggle with R. H. Emde (Bronx-Westchester-Newark). Lee had the so-called Bronx division, embracing 13 houses in Brooklyn and Long Island.

TITLE'S HOT IDEA
Chicago, Dec. 21.
Punch and Judy, dark since being abandoned by the Archers. More than a month ago, may reopen around Jan. J. Abe Tills, theatre owner on film row, is deciding for the house with the rental question foremost in the mind.

He plans to show foreign films, the same policy the Archers' tried.

UNION JOINS WITH HOUSE

Both Backing Bomb Throwers at Theatre Providence, Dec. 21.

Disclaiming responsibility for the recent glenoh bomb outrages in several theatres in and near Providence, officials of the Rhode Island Theatrical Employees' Union have joined with theatre owners in an attempt to apprehend the culprits. Private detectives have been hired, it was said.

Police officials are also working on the case, seeking persons who have sent through the mails letters of derogatory nature to the theatres concerned.

FWC Trying Rotary Stock-Films Again In 5 Cost Towns

Los Angeles, Dec. 21.
Fox West Coast may give the rotary stock company idea another whirl the first week in February, utilizing the Midwestern Club Troupe has been doing rotary under a tent at Culver City. Proposals to purchase the rights in the theatre, Sunday; Fox, Pomona, Mon-Tues; Fox, Santa Ana, Wed.; Phoenix, Phoenix, Thurs. and the California in Venice, Fri. and Saturdays.

Bob McKennie, directing the troupe, will cut down plays, with a picture at present house prices.

First of the week test shows will be formed to extend the route.

1st Midwest RKO House Playing Double Bills

Chicago, Dec. 21.
RKO Englewood on the southeast road on Christmas Day will play double features, holding pictures as long as they draw bills.

The first RKO house in the entire midwest, division to go twin program.

Giveaways in N.Y.C.

Consolidated Circuit, New York, has gone in for the giveaways in Manhattan.

The nearest Consolidated house to Times Square, the Chateau at 56th street and 9th avenue. It now gives away on certain nights live chickens, groceries, vacuum cleaners and orders on a resident beauty parlor.

All in the one admish price.

WB Lets Liberty in Ptsbg Go to Local Indie Corp.

Pittsburgh, Dec. 21.
Liberty theatre in East Liberty, once the town's class name site but closed now for a couple of years, has been leased twice a week to the Theatre Corp., local, has house. It is a WB property and has been leased to the theatre for two weeks to be operated as a second-run.

Liberty is expected to Enright, Regent and Camaraphone, all WB holdings in East Liberty and all within two blocks of each other. Triangle also operated in East Liberty and Triangle, East Liberty.

R-WC POLICY CHANGES

Los Angeles, Dec. 21.
New policy inaugurated for the Fox-West Coast Figueroa and Belmont include double bill twice a week, three changes per week, and 30 cent top, instead of 50. They require "Xmas after two weeks' darkness."

The Boulevard opens with Rube Wolf as no at 50 cents picture. Updown reopens after short close as a preview house.

LUCAS COMES AND GOES
Arthur Lucas, operating in public houses in and around Macon, Ga., under a recent partnership deal, was in New York last week to confer with the studio.

In addition to coming up on film matters, policy under the partnership was set up was fixed. Lucas has gone back to Macon.

F-WC Curtails Public Service, Helped Indies

Los Angeles, Dec. 21.

Activities of Fox-West Coast's public relations department will be curtailed, according to a new order to restrict its service solely to communities where there are F-WC theatres. Movie publicity made by Oldknow because independent houses have been indirectly benefitting from the service, is also due to decentralization of Fox houses in the east. General good will built up through women's organization contacts by the public relations department helped all Fox houses. Under direction of R. W. Hemmington, the department has been sending material on pictures to a mailing list of 5,000, every one a request. Material was used by the women, mostly club ladies, to help in their film committees, in talks to their organizations. Info on handling children's business was also supplied, the women helping the local exhibitor in putting off a kid program.

The F-WC mailing list will be cut to 3,000 names, all located in communities having F-WC houses. Many families who have been getting the free material are expected to go into a post office box. Supply is cut off. Saving to F-WC will amount to little, as only stamps and cost of paper are involved, but the fact that the service has helped non-F-WC exhibitors is the reason for the curtailment.

It was suggested that the Hays office take over the service for those cut off by F-WC, but no action has been taken to date.

Solo House Goes Indie

Lyndhurst, Dec. 21.
Liberty Theatre in Bedford, near here, has gone indie class after being operated about a year by Warner Brothers. Possession of the theatre has been turned over to Liberty, its only house in Bedford, town of 4,000 and site of Elysian National Homes.

R. I. EXHIBS SUEED

Providence, Dec. 21.
Suits in equity have been filed in Federal Court here by distribution firms against John W. Miller, Jr., and his partner, John W. Miller, Jr., operators of a picture theatre in Woonsocket. Plaintiffs allege that Miller has been shown in the theatre without license. Injunctions are sought to prevent the practice.

One suit has been filed by United Artists, Art Cinema Corp. and Samuel Goldwyn, individually, and the other by Metro-Goldwyn-Mayer. Six pictures are named in the complaint.

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KEEPING UP WITH F. & M.

What Stars and Grads of
the Circuit Are Doing
and Where and Why

Oakland at Chi's Heels

Oakland Theatre, Oakland, gets F. & M. specialty acts, with Lynn Cowan as m.c., while the Ideas, Sunkists and all, go into the new Paramount. This is eighth consecutive year in Oakland for the Ideas, and makes three Oakland theatres playing Fanchon and Marco shows. Only one other burg does better than this. Windytown, where four B. & K. deluxers flash the F. & M. shows.

The Big Parade

Every Warner Brothers theatre in Newark suburbs promises to have automobiles in mile-long "Welcome, F. & M." parade, on opening of "Three Big Figures" at Branford, Newark, N. J. Sunkist orange people co-operating to put over the F. & M. Sunkist Beauties, who will get key of city from Mayor Connelton. The "Peppermint Twist" Breger and Goldberg, arranging, under supervision of H. M. Kaimline, Warner division manager.

New Idea's Smoothness

Leonidoff's "In Dutch" Idea now called "German Echoes" opening at Warner Stanley, Jersey City, Christmas Day, which will make all North Jersey German-Americans happy. Clark Robinson's new "Roxy Theatre Idea" opened so smoothly at Fox, Philadelphia, that Managing Director Idsall cheered the show, saying it played like an Idea that had been on the road for months.

Gets Time to Reflect

That Japanese unit contemplated by Leonidoff in Hollywood has been taken over by Gae Foster, due to Leonidoff's departure for New York. Latter had better luck than F. & M. Director Larry Ceballos, who was coming East on vacation and pulled off train to go back to studio for production of Ideas of new Southern weeks. First of new Ceballos series named "Reflections."

Fast Work on Telephone

Fanchon & Marco artists entertained University of Georgia football team when they came to Pasadena at Huntington Hotel banquet. Stunt was arranged by Lionel Keene, Loew Southeastern division manager, who got Marco on long distance phone and made all necessary preparations that way. Carter Barron got grand publicity on stunt in all Atlanta paper.

How D'ya Spell "Toga"?

Lamberti, accordionist, joined "Greetings" Idea in Chicago. Alice Goodwin, secretary to Fanchon, stopped off there to look over Windytown shows. Stated around Chicago that Lou Lipstone and Bill Pine, of B. & K., have aspirations for the bench since they officiated as judges at the B. & K. F. & M. beauty contest promoted by the Chicago American.

Who Said "Big Names"?

Phil Bloom booked Ruth Etting for eight weeks to follow present Roxy engagement of that star. After Ruth, De Mearos and Mills Brothers, Varing's Pennsylvanians do eight weeks at Roxy, starting Jan. 1. Bing Crosby, F. & M. Coast musical find, still turning 'em away at New York Paramount.

F & M. Whistling Find

Philadelphia critics had Johnny Bryant, F. & M. whistling artist, as the best performer in that line to ever play Quakertown. Bryant is only 24, and up to 1929 and only whistled at church and lodge entertainments. Took so many bows at Philadelphia Fox Theatre that the patron took notice.



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Other Chains, Taking RKO as Model, May Go Extensively in Vaudeville

Extensive use of stage shows by vaudeville before the current season is over is an almost certainty. Long-holding back vaude and other forms of living entertainment in the theaters, the chains are now ready to admit in of the record discussions that it's apparent the time has come when vaudeville is to stage a return.

Two major chains suddenly reversing attitude is Publix and the Warner Bros. Both are unofficially looking to vaude or other forms of stage to bolster business at theaters after a subnormal autumn to make pictures pull through on their own. Product for the fall was expected to enable the major chains to avoid vaude this season, but now it's definitely admitted in inner chain councils that "something must be done to bring business back." That improved quality of picture to far this season hasn't done the trick is no longer avoided as a fact.

From Indianapolis to Billie Mae Warner, Bros. may become the heartiest user of stage shows before spring. On good authority, the brothers have decided strongly in favor of live talent and will use it in their theaters. In fact, the policy seems a possible solution. Top of houses that have been booked in attractions, right in the picture houses, is being booked by placing presentation units in around 80 to 100 by the first of the year. Shows will be put on by the chain by Johnny Harris and routed out to the surrounding towns.

Change of Front
As late as a year ago the Warners were known to be personally against the use of vaude. The change long been true with Publix, although some of its operating executives have from time to time stamped for greater use of stage shows.

There is no indication of how many spots either Publix or Warner Bros. may be using vaude in before the winter is over, but inside information is that there will be plenty.

Publix is using vaude in the southwest, New England, in Pennsylvania, and other scattered spots over and above their route for Fanchon & Marco Ideas. New Jersey spots are being put on in the towns and further additions scheduled for that state as well as other sections, including New York.

Considerable time has come to the RKO-Palace office from Publix that in New England during the past month, including Publix's chains in partnerships up there.

Addition to the picture, to hold up as expected, the record of the RKO theatres despoils they have not had. Edge on him is believed to be awakening the other chains to action much less than any else.

Kay Smythe Better

Kay Smythe, injured in a fall while horseback riding recently, made a quick comeback from the hospital to open in new "Four Golden Blondes." She received a fractured vertebrae, but outside of a stiff neck is now practically recovered.

Miss Smythe is the 21-year-old daughter of Marie Harwood (Hobbett and Hartman) by her first husband, Billy Smythe.

Leavitt-Lockwood's 2-Act

Leavitt and Lockwood open a new 2-act RKO on Dec. 26, with a piano player.

It's the first small act for the team in some years, they having previously gone for features.

Couple of Don'ts

Detroit, Dec. 21.

On the list of don'ts for performers at the Hollywood is the following:
Don't mention salary cuts or empty houses. Cuts are better than layoffs, and we know business is tough without you calling the audience's attention to it.

GIRL'S MOTHER STOPS MARRIAGE TO COWBOY

Allentown, Pa. Dec. 22.

Intention of Arthur Burdette of Tulsa, Okla., of the Oklahoma boys troupe at the Olympic theatre last week, to marry a girl from a nearby town where the troupe had appeared the preceding week, wound up with the girl's father arrested and turned over to her family.

Burdette was joined here by the girl. During an attempt to secure a marriage license late at night he became separated from her and she was arrested in a local restaurant. The girl is but 17 and her mother refused consent for the marriage.

150 XMAS DINNERS

Hastily Arranged Benefit Show Saturday Provides for Them

Around 150 actors will be given a Christmas dinner from the proceeds of an entertainment presented by some 150 in RKO and given Saturday night (18) in the Washington room of the 45th Street Theatre building. The hastily arranged affair took in \$100 in tickets and donations.

Harry Robinson, reception clerk on executive row in RKO, who acted as chairman, and four others assisted to the Santa Claus promotion. Others were James Howard, Al Spivack, Helen Buchsbaum and Helen Doyle.

To avoid embarrassing actors Robinson is figuring on getting cards printed which will entitle holders to the dinner. Margaret Padula, Harry Lilly and Frankie Flinn, donating their services, headed the entertainment at the Saturday night affair. The tickets were 50c.

Benny and Publix

Chicago, Dec. 21.

Before leaving with 'Yanities' for Milwaukee, Jack Benny, featured prince in St. Louis it will be indicated he would ask for a release immediately. Prior to the show's opening in St. Louis, Benny had ordered a general cut in the payroll, one reason for Benny's balk.

Publix is negotiating with Benny for the Ambassador, St. Louis, now held by Wesley Eddy. If Benny opens in St. Louis it will be after Jan. 1 on a minimum run of four weeks with usual options.

Fred La Reine in N. Y.

Chicago, Dec. 21.

Fred LaReine, who left Milwaukee today (21) in a wheel chair aboard a train that will carry him to New York, is being cared for by his family. Hope for his eventual recovery is now entertained as he has regained partial control of his legs as the result of his second operation.

LaReine arrived in New York Tuesday (23). He has been on his back for three months following an injury sustained while en route from Chicago to Green Day, Wis.

Ways and Means to Be Decided: Upom. to Provide Funds for Maintenance—VMA Left Out of Consideration

MONTHLY PAY OFF

Having agreed to take over the NVA operation in all its phases for next five years, the managers are now up against the necessity of raising between \$350,000 and \$400,000 yearly for its maintenance: This is the figure in Henry (Chatterfield's estimate as received by the managers during the recent settlement meetings.

NVA's approximate running account for next five years are distributed: \$130,000 for stage and orchestra; \$125,000 for the private charity list, distributed in New York at the rate of about \$250 a week, and the balance for upkeep of a New York clubhouse, social activities for members, staff salaries and other expenses.

The matter having been settled out of court, release on both sides will be exchanged this or next week. Under this plan the Chatterfield factor takes over all rights to the club and property to the management in turn guaranteeing financial support for five years.

Chatterfield will be elected to the NVA and boards of directors, joining Sam Katz, Harry V. Allen, Hiram Brown, Nicholas Schenck, Charles M. Charles, Ed Schiller, Charles M. Charles, Ed Schiller, and Major Leslie Thompson on the NVA. Through Chatterfield the NVA club under the directorship gains membership in the NVA Fund for the first time.

The new operation leaves the managers' own association, VMA, out of the NVA affairs practically altogether. Although Pat Casey on the fund board, he has declared unwillingness to be involved in the NVA in the future in any active capacity. Unless Casey, the present NVA treasurer, remains, another treasurer may be elected to disburse the NVA funds.

Under the financing plan now being worked out among the managers, the NVA Club will receive its operating expenses at a advance each month upon delivery of a statement for the previous month.

The managers recommend removal of the clubhouse to smaller and less expensive quarters, but until the present costly property on West 46th street, New York, is dissolved. They declare it's best for the time being not to move the place.

Two cooperating shortly the NVA Fund plan will discuss ways and means of raising funds for the company. The matter is a deadline for a decision is reported to be Feb. 1, with next year's funds needed by the end of that year.

The regular date for the NVA drives in the past.

No Hat Collection

In any event hat and plate passing in the theatres won't be the next collection system. This method is unanimously opposed by the NVA. Fund board. It is said. The managers who regard the NVA as an inherited obligation reported to have been concerned chiefly with the Saksan sanatorium in agreement to keep the NVA ship afloat, despite the heavy expense. The fund board was decided by them as a secondary obligation. It was the latter that brought all the NVA managers together last summer when the NVA Fund (managers) recommended the closing of the NVA medical club. The NVA in counsel fees and arbitrary expenses the matter has cost both sides about \$6,000. The NVA Fund from accounts, although the matter

\$20,000 Salary for Cantor-Jessel Vaude Bit for 1 Wk. in Cleveland

No Option on F&M

A story lately appearing in the Detroit 'Times' said Earl Carroll holds options on every act appearing in Fanchon & Marco Ideas. It was a burn-up for Miss Marco.

It evidently was intended as local publicity to enhance the value of the F&M shows in Detroit, but Marco wants it known there is no foundation for the story.

SAUCER LIP UBANGIS ROXY'S CIRCUS SHOW

Troupe of 13 Ubangis, saucer-lipped, swarthy, who turn Turner and Lou DuFre are bringing over from Africa, will spot the Roxy Theatre stage week of Dec. 15, as part of a big Circus Show to be produced and built around them in a new kind of conjunction with Fanchon & Marco's 10th Anniversary.

HARRY CARROLL'S MESS

People in His Revue Hold Out Costumes, Demanding Salary Due

Eileen Healy, dancer in Harry Carroll's 'Challenge Revue,' went to a Broadway theatre Saturday night (18) before agreeing to relinquish a costume she was holding in lieu of non-payment of salary. Other members of the act surrounded the costumes previously when secured salaries would be paid.

The Carroll act, in which Carroll himself does not appear, played the last week. On the last night the members refused to give up the costumes funded by Carroll until paid off. The producer, accompanied by an RKO lawyer, Robert Broder, went to the Albee on the closing night to bring about a settlement.

Miss Healy refused to join the others and held out her costume until the matter was straightened out at the station.

'Challenge Revue,' after almost breaking up at the Albee, is continuing this week. The players reported sticking to their guns to collect back salary. It opened yesterday (21) at the Academy, New York, with the cast intact. But Miss Syd Hayes, managing the act for Carroll, left after the Albee incident.

The Carroll act has been in trouble, mostly over salaries, almost since it opened.

Sister Lobby Act

Chicago, Dec. 21.
Only sign of talent in person to be visible around the new S. & E. Southtown, opening Dec. 25, will be the Navaro Sisters, harmony four, in the lobby.

Girls, actually sisters, are daughters of the Panamanian consul here. They're booked for the opening week only, but it's clinking will hold as a permanent lobby feature.

Cleaning Up Blackout

After washed a little, one of the better sketches from Carroll's 'Sketches Rock' will be cleaned up by vaude. It's the 'Ah Wee' bathroom bit from that show.

C. B. Maddox, RKO producer, will put it on for vaude, making the necessary changes to conform with circuit censorship standards. never reached court. This must be a case of not very healthy current NVA Fund.

Cleveland, Dec. 21.

Eddie Cantor and George Jessel with a supporting vaudeville bill selected by the city will play the Civic Auditorium week of Jan. 4. They'll get a \$20,000 guarantee against a percentage arrangement that amounts to around 60% of the gross, plus transportation for all the acts.

Show will play two-day all week at a \$150 matinee and 42 evening seats. Theatre, meeting around 3,900, can gross \$67,000 on the week, according to an advance estimate given to Cantor. The guarantee money is reported being posted in advance.

The theatre is city-owned and adjoints the town convention hall. It is originally the theatre idea are three local business men who secured the Auditorium from the city over a reported sharing basis. William Morris office is handling the booking.

Under an elastic policy ranging from concerts to meetings, the Auditorium has been dark most of the time.

\$27,500 for Musical

For the following week (11) the musical, under the same local sponsorship has booked the new Vincent Youmans musical, 'Smilin' Through,' through Lou Erwin, on a straight \$27,500 guarantee. This show opens in Philadelphia Dec. 28 for two weeks, with the Cleveland dates following.

The Cleveland group was said to have originally requested the current Palace, New York, Cantor-Jessel bill. Cantor has made over the Palace contract, with the result that all but the Benny Meroff band may play the Cleveland date. If that materializes, another band will fill in to permit duplication of the current Palace show in routine.

Maroff's RKO intact unit booking bars his inclusion. A Palace turn that had to ask permission to go out for the week with Cantor and Jessel is Burns and Allen, also under RKO contract. RKO books two of its own vaudeville theatres in Cleveland, the Palace downtown, and the neighborhood 16th St.

The Cantor-Jessel bill at the Palace is costing \$16,500 weekly.

DORIS SEABURY'S OP

For Pituitary Gland—Very Dangerous—Our Girl is Recovering

Doris Seabury, of Coughlin and Lyons, is at Mt. Sinai Hospital, New York, where she was operated on for a pituitary gland. The operation was the second of its kind on record at the hospital and is considered one of the most dangerous of operations. Miss Seabury is doing well and is expected to regain her sight within the week.

Planned operations call for cutting near the brain. Miss Seabury was attacked suddenly, losing her sight within several weeks.

Best Xmas Present

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Thurston Gives House 4 Shows Free To Prevent It Dropping Into Red

Hartford, Dec. 21. Howard Thurston added a new trick to his repertoire when he played the Allyn as the feature of the Public effort to establish vaudeville in that house. Instead of pulling a rabbit out of the hat, he pulled the theatre out of the red. A strong bill failed to draw enough. It looked pretty much as though the opening would be chalked down as a loser.

Thurston, laying over here for his next jump, dropped in to ask the manager how the record stood; he was greeted with the announcement the house had not made the grade.

"I've never left a house yet where I owed it money," he announced. "I do not have to leave town until day after tomorrow. Announces that I am here for an extra day!"

The manager explained that he

had no authority to book additional time, especially at Thurston's salary, and Thurston added he would play the additional day free.

He played his full four shows, and the excess of the receipts were sufficiently above the take which might ordinarily be expected to remove the pink smudge from the records. Nothing was known around town of Thurston's gift shows.

But the Allyn is off vaude.

Not Freed's Error

Chicago, Dec. 21. Carl Freed says it was not his fault he went to play a date in Springfield, O., instead of Springfield, Ill.

Says he has a letter in which Harry Rogers explicitly stated the date as Springfield, Ohio.

TEAM FOR CANTOR FILM

Burns and Allen, who finish an RKO contract on winding up at the Palace Jan. 1, may go into the next Eddie Cantor-Goldwyn picture, "Kid From Spain."

Team has been with Cantor and George Jessel on the national Palace bill in New York.

More Duncan Headaches

The Duncan Sisters, Vivian and Rosetta, who filed a voluntary petition in bankruptcy in Los Angeles the other day, own a home assessed at \$45,000 in White Plains, on which there is a first mortgage of \$25,000, tax arrears of \$1,460, and an unpaid water bill. Foreclosure proceedings have been started.

NEW YEAR'S WK.'S REVUE

Gotten Together for Majestic, Brooklyn—M. S. Benham Doing It

A musical revue headed by Ben Little, Bert Lahr, Robert Chert, Chester Fredericks, Russ Brown, Chick and Andy, and a line of stars, has been assembled by M. S. Benham to open a week's engagement at the Majestic, Brooklyn, Dec. 28.

Brown will m.c. through the show. Miss Little and Lahr will do skits together. Chert and Lahr will do skits from "Golden Dawn" with the girls.

HOLTZ OFF AT PALACE; 4-NAME BILL INSTEAD

Over a difference of \$500 Lou Holtz is out as the headliner on a follow-up run bill at the Palace, New York. Theater manager says the salary he desires for a Palace return, Holtz last week made it \$2,000. Holtz has been offered \$1,500 net.

That figure minus commission would give Holtz \$540. Holtz has been offered \$1,000 a week after the Marx Bros. \$10,000 a week two-week fill-in following the Cantor-Jessel bill, will be Benny Rubin, with a \$14,000 show booked around him, in salaries the bill will be the recent Palace layout.

The tentative list of acts includes Sophie Tucker, Frit Dorsey, Lester Allen and George Olsen's band. An offer has been made to Jack Haley, who probably would replace Allen if accepting.

A minstrel finale with all acts participating is under consideration. It may resemble the minstrel finale in Leatrice's "Affairs" of a few years ago. Miss Tucker and Allen were in that musical. No Palace show or act has ever contained a minstrel scene, the present booking staff believes.

Holtz says that he prefers a trip to Havana for a few weeks to playing the Palace for \$5,400. He'll sail the first week in January and go to work on a legit musical of his own when returning, says Lou.

RADIO NAME FELL DOWN

'Uncle Don' Didn't Draw Average Gross in Newark—Cancelled by Fox

Because of his poor showing in his home town, Newark, Fox office cancelled its booking of 'Uncle Don' (Don Carney), WOR singer, who was cancelled in for the Fox, Brooklyn, Christmas week. Carney was to receive \$15,000, after taking \$3,000.

'Uncle Don' played the Newark, Newark, for Paramount week of Dec. 8 for \$1,000 and a percentage of over the average, \$16,000. During his week, the house fell \$2,000 below \$16,000. A few days later, Fox called off its booking.

Ruby-Kalmar's Charity

Herman Ruby and Bert Kalmar will play the Palace, New York, as a double act the week of Jan. 9 and contribute their \$1,000 salary to charity. The songwriters' date falls in the second week of the Marx Bros.' two Palace weeks.

Besides their own turn, Ruby and Kalmar are writing an afterpiece for the bill.

Auto Wrecked, Why Pay

Mary Fox, New Rochelle daughter of late Eddie Fox, sued for \$655 bal. due on auto. Three months after she bought car it was demolished in collision and Miss Fox received severe hurts, including a broken leg.

New Acts Reach New Low in Vaude Houses All Over This Country

Getting out a new act is rapidly becoming a rarity, whether it's a single turn with no drops or a flash with plenty of specialia carried. At the present fewer new acts are being turned out, and, in ratio to the number submitted to the master circuits, fewer given showing dates than at any time in the memory of most vaude showmen.

Current week (12-19) with RKO theatres throughout the entire country playing only a total of 22 new turns, the showing list is at the lowest ever, it is claimed. Sudden drop is attributed largely to general conditions which have made act framing and staging, especially if any expenditure is involved, a particularly precarious experiment.

Records show that majority of the acts are single, doubles or trios, most of them put together without much expenditure. It was nothing in good years for RKO to have over 100 new acts on showing dates in a week.

Return

Throughout the past summer and this fall, the number of new acts showing for RKO have run all the way from 30 to 45, inclusive of many people, away from vaude, who have returned in acts they formerly did. That alone was a big drop. Most all showing of acts is now confined to the immediate east, in or near New York. Current week there is only one new act in all of the RKO midwest.

The total of 21 others including both halves this week are Jack Mc-

Cluskey, Auburn, Me.; Petty Coots and Potts, Lowell; Tucker, Smith and Sibley, Jefferson; Sargent and McGowan, Jefferson; Jerome and Marsh, Jefferson; Jay Brennan, Kenmore; Knight Troupe, Jefferson; Jack White Revue, Paterson; Bail, Waters and Stots, Jefferson; Joe Weston, Lowell; Lyons and Snyder, Portland; Rhythm Revue, Yonkers; Vera Cole, Yonkers; Kay Davison, Franklin; "Slingshot Sam," Chester; Frankie Finn, Hippodrome; Erner, Fisher and Byron, Franklin; Rance and Gordon, Royal; Blackstage Revue, Franklin; Watson and Templeton, Franklin, and Dave Harris, Franklin.

Some are standard vaudevillians, reappearing in new turns.

Collins Goss Back. Danny Collins was returned to the Harry Fitzgerald RKO agency after a brief period in the Charlie Morrison office.

MATT BROOKS

In a Fanchon & Marco Idea with
BEN BARD

BERT-JONAS-BILLY DIAMOND

INDEPENDENT—RKO

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and

MASTER OF CEREMONIES

RKO

Dec. 23, Oakland; Dec. 30, Los Angeles

Direction: LARRY PUCK

JIMMY MYRTLE CONLIN and GLASS
Enroute RKO
Direction, TOM J. FITZPATRICK
Palace Theatre Bldg.,
New York City

BOBBY MAY
"Doing Something New"
With JOE HOLMES
Edw. & Keller coll.-RKO

CONTAGIOUS RHYTHM

As Offered You by

NOBLE SISSLE

AND HIS INTERNATIONAL ORCHESTRA

in the FLORENTINE GRILL of the

PARK CENTRAL HOTEL

55th Street and Seventh Avenue, New York

NOBLE SISSLE and His Orchestra WILL PLAY NIGHTLY

From 7:00 to 10:00 P. M., and 11:00 P. M. to 2:00

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COME ON, LETS GET TOGETHER, DANCE THE BLUES AWAY

Largest Single Rooms in New York

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BILL GATSON

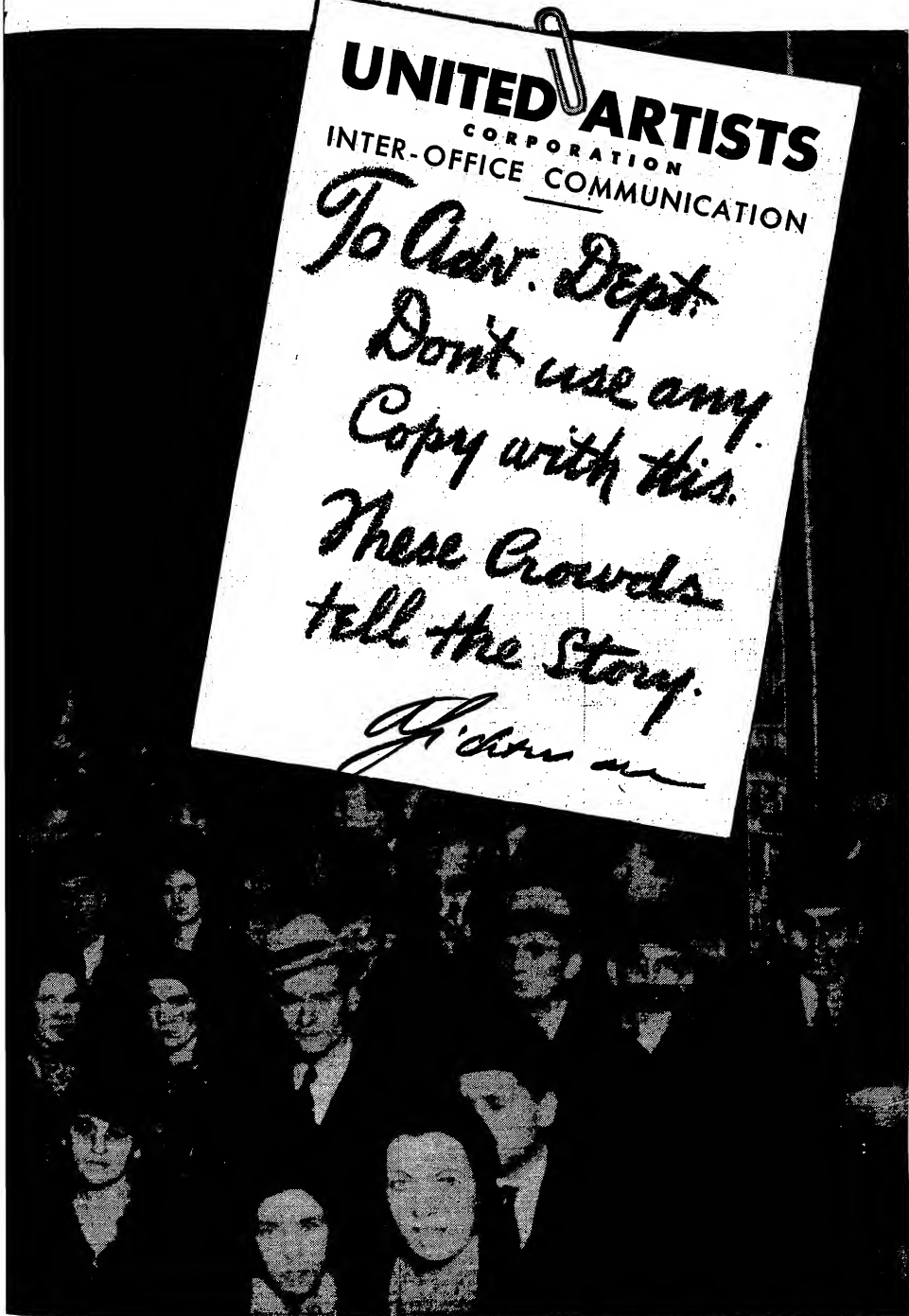
SAMUEL GOLDWYN *Presents*
**GLORIA
SWANSON**

IN TONIGHT OR NEVER



UNITED ARTISTS
CORPORATION
INTER-OFFICE COMMUNICATION

*To Adv. Dept.
Don't use any
Copy with this.
These Crowds
tell the Story.
I am*



Art Gallery
Felovis
Eddie Cole
Bob Andy &
Josephine
Gathelots
Olga & Lept
Herculean 3
LaMarr Bros
Maxie & Tce

Miami

By Frank D. Richardson

Ann Harding is at the Pancoast, Joe Winchell and children arrive.

Fairfax theatre re-christened. Dorothy La Gryn heads new bill at Clubland.

The Fire on the beach now playing eight acts of vaude.

Victor Dickster at Capitol theatre arrested charged with libel.

Yandell, the underworld expert of the Tennessee Stabic, arrived at Hialeah.

Alta fronton opens Saturday night. Seventeen players here. Much betting.

Keith Parker and co. played to two capacity houses at Miami Beach Gardens.

Great interest in Culbertson-Rents match. Many bets with Culbertson alert favorite.

Russian Imperial Ballet, from Hollywood, Cal., opened at Alcazar.

Biscayne Kennel club opens to big crowd. Mostly party under the new part mutual law.

Boxing dates re-arranged to give Hialeah Park extra days. Hialeah opens Jan. 14, closing February 27.

Gov. Carlton has appointed a commission to study political conditions and will endeavor to get some of the larger companies located in the state.

Winter visitors on the beach are crowded by the thousands, only the regulars being here. Rentals are "sky high" and many of the facts that homes and apartments can be had at prices ranging from 50 to 75 cents a day.

San Francisco

By Harold Block

L. E. Kennedy on a Salt Lake Jaunt.

George Blosser, Fox exchange boss, here.

Henry Starr, recently divorced, back again.

Talk of Seth Parker playing a return date here.

Alta Gentile back on RPO after several months' illness.

W. H. Hensman, a theatrical chief, in hospital for an operation.

Alta has a record of 15 in its local studies that can't pick up NBC.

Shirley O'Brien, actress, seriously ill.

Fowell street newsie hawks his sheela while dressed in a huge llama pelt at the Alcazar (left) with "31 edition of the Bible and Eve."

"Tiger" Thompson, "Examiner" theatre, on air.

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radio eds and columnist his first column in the "Herald."

Freddy McKay in town for second time within this time.

Walter Maloney finally getting a break with "Song of the Sea" as songs he wrote six years ago.

Joseph Stahler opens at the coast Jan. 15, with his marriage of Lucille Williams 10 days later.

Edgar Allan Poe's "The Raven" on burg's other picture by publishing in "The Raven" Pictures two weeks ahead of time.

Omaha

By Archie J. Bailey

Chermol, new semi-casual dance hall, out to fair start.

Joseph Stahler opens RKO club department branch here.

Flaherty's band moves to Rice hotel at Houston, Tex.

Shows at re-opened Brandeis replaced by Paul Christensen band.

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Boston

By Len Libbey

Public giving away Chevrolets.

Joe Lowell didn't intend to be disgraced as a working girl.

Gligh draws 1,000 people to the city.

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line with William Lloyd's idea of having a big party at the Alcazar on Christmas eve for all city citizens in institutions in the city.

Fred Stone announces to local newspaper that he is near the end of his stage career, intended to rest after present show closes, professing himself "a broken man and getting the better of him."

Bridge over the Connecticut river will be started soon and which will cost \$400,000, will bring considerable business to the city.

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Easton, Pa.

By A. M. Powell

Wilbur, Easton, reopened after dark almost a year.

Frank B. Taylor is in charge of Park, formerly Southern at Allen Park, formerly Southern at Allen Park.

Lafayette College's Centennial pageant to take place May 17-19, 1932. Local announced. About 1,000 to take part.

Charity balls great racket these days, with many held. They are becoming a thing of the past. The auctions are beginning to have doubts about the future of such affairs to be closely scrutinized.

Basketball beginning to interfere with other business. About 100 teams, including three college, number of high schools and clubs, playing during the week and as many as a dozen games on single night.

Loop

Moe Lee is going to Detroit.

Joe Salkin recuperating from a broken back.

Henry Herbol walks around the block for daily exercise.

It looks like carols and wedding songs will be the order of the day.

Leo Looie almost every week now.

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Milwaukee

By Frank J. Miller

Tony Themas home from hospital.

First snow of season drifts last long.

D. J. Jerke now on staff of WGN.

Xmas shopping shows no depression here.

John Clarke axologist with Philharmonic.

Wm. Clarke has succeeded John Clarke as axologist.

WTMJ won its fight against interference of Florida stations.

Joseph Sand, former chef for Kew-Full, now in business.

Monarch's favorite was shark fins.

W. H. Hensman, a theatrical chief, in hospital for an operation.

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VARIETY

Trade Mark Registered
Published Weekly by VARIETY, Inc.
110 Silverman, President
104 West 44th Street New York City

SUBSCRIPTIONS
Annual \$10.00 Foreign \$12.00
Single Copies 10 Cents

VOL. 105 No. 2

Merry Christmas.

15 YEARS AGO

(From Variety and Clipper.)

Federal agents asking the incomes of big acts making no income tax returns.

Eddie Cantor was suing Dan Claudius for \$2,000 damages for assault. Both in Ziegfeld's "Follies" and Claudius no like a party. Cantor did of their old time songs. Told not to do it again and when he didn't.

'Variety' discontinued its strike bulletins. Not enough strike news.

Legit theatres in such demand in New York houses were requiring guarantees. Guarantees ran from \$2,000 to \$3,500 weekly.

Aricraft was announcing George M. Cohan in "Broadway Jones" to be a F. release, but it wasn't.

Remick was touting 'God Save Us All' as the great peace song. Chorus started:

"We'll England, France and Germany,
'Will all advance in peace and harmony'."

Drama managers giving Xmas presents up to one week's salary.

Bonfils and Tannen took over the Sunset Photo Club in which they held a \$100,000 mortgage. Show went for \$87,500.

'Chicago legit managers were planning to follow N. Y. by boosting from \$2 to \$2.50 top.

S. L. Rothafel (Rox) resigned as mgr. of the Rialto to assume management of Rivoli when built by G. M. Heckscher. Corner site had been abandoned because of existence of a two-inch strip, running from Eway to 7th avenue, to which no one held title.

50 YEARS AGO

(From 'Clipper')

'Clipper' described jewelry worn by Chas. L. Davis, who played 'Alvin Karpis', and later figured importantly in theatre world in Pittsburgh. His ring was a \$30,000 diamond and a solitaire in his necktie was valued at \$20,000. His watch, studded with diamonds, cost \$7,150. Smaller stones gave him a total value of about \$60,000.

Party of four in a New Orleans theatre stopped the show by making insulting remarks to the actors who refused to proceed until they were ejected. Show was 'Hazel Kirke'.

Gabriels De Saut, leading woman in 'Phidias' stock company, was suing for a season's salary, though she quit because handed roses not in her line. Salary, \$40 a week.

J. H. Haverly took the back page to tell of his 16 enterprises, including six theatres, seven touring companies and three mining concerns.

As an aftermath of the fatal theatre fire in Vienna, the city forbade the giving of two performances in any theatre on the same day.

A couple advertising for engagement added that no letters from managers would be considered unless accompanied by references as to character and financial responsibility.

One of the regular advertisers was a dealer in marked cards, crooked fair boxes, silver and vest machines, shiners and bugs.

Showmen only can run the show business. Bankers, efficiency men, ex-floorwalkers or merchants and bookkeepers have proven themselves failures at it.

Bankers are the money source for some companies and possibly necessary to those concerns; efficiency men in the show business are like the bookkeepers, and they should stick to their job without trying to ruin or ruin the works, while the ex-floorwalkers or merchants, of course, are merely helpless trouble-makers around a show firm.

None of these superfluous people in the show business know show business; they never can learn it and their ideas neither bring people to the box office nor make good pictures. In troublesome times, when the show business is crying to the four winds for assistance, all of the outsiders who have pushed their way in are useless—only showmen can help the show business.

The showman is needed whether on the east or west coast. A showman is one who understands the boxoffice. That is required knowledge whether in the operation of a theatre or the production of a picture. Both call for a sense of knowing how to appeal to the public at large. It's the most difficult and delicate sense in any industry, the theatre's appeal to the masses. It must be intuitive in part. It is not so much a matter of education in the show grade as it is experience, that experience which comes only to those who engage in the show business in their youth. An untainted experience in a single line that leads to an idea of what the public may like, to a salesmanship through the theatre, from the picture's maker to its distributor, to its exploitation, to its exhibitor, and all showmen and all salesmen.

Nothing foreign to the showmen should interfere in this process. The showman, if he is to aid the show business, restore it to normalcy amongst its past and present millions of patrons, must do so unhampered. The banker or the efficiency man or any of the others must not interfere in the operation of the show business part of the show business; they must not be allowed to interject themselves and their ignorance into their selfish personal pursuit for something higher up, even though they wreck the company they represent in doing so.

Heads of companies and bankers in control of show companies had best issue orders to let the showmen alone in their showmanly operation, lest this economy and efficiency as thus far practiced continue to destroy the remaining low morale of the company's forces—all of them. A showman cannot operate to his full worth without freedom of movement; he is never at his best when harassed, and particularly through notions or actions or efficiency movements placed in motion by the ignorant in semi-command.

The show business has been hit the least by these bad times. What hit the show business the hardest blow was the panic within it. When there has been a drawing picture or show it has drawn. Perhaps not what was drawn in other years, but even so, a series of poor pictures, not bad times, brought about the film condition. Bad shows kept people away from the box office; not bad conditions.

The showman in his place, undisturbed or annoyed, must stand or fall by himself. He then has no alibi. That is as true of the producing showmen of the west as of the theatre oper-

ing showmen of the east. Neither can go very far under the wraps of discontent created by an interfering personnel. Whether it is called 'politics' or just plain interference, the effect upon the operating showman is the same, and that company is less likely to show results through its inside condition.

A common mistake believed to have enveloped the whole show business has been the clipping of advertising down the entire line. Yet in New York City, where the department stores are now doing a heavy Christmas trade, somewhat unexpected according to the accounts, the record has been brought about through advertising. It is right under the noses of the film companies. Other examples of advertising are in the cigar companies. All sell popular price commodities through their advertisements, and pictures is a pop price parcel of the show business.

Lack of publicity has removed spirit from sales forces in pictures. Distribution departments have been carrying on handicapped in their most vital selling angle. And the same with theatres. With the very apparent result of the distributor failing to receive all of the possible gross because the theatre muffed a lot of its possible boxoffice sales. That brought about a double loss. Showmen openly declare that this handicapping of the showman has brought about the lowered grosses for even what are known as good money pictures. While the merely average picture, which might have been built up under right conditions, simply washes away in a flood of red.

It is taking somewhat of a chance to talk of advertising in a show trade paper. But the skimping of national and trade publicity for pictures has been so markedly noticeable, comment on it is repeatedly heard. The most often quoted remark is how the picture business expects to sell a secret, referring to its poorly advertised pictures with the exploitation departments instructed to hold down the budget. And the show business can only live on publicity!

There are without question showmen in high positions in the picture business who recognize the outstanding faults. They probably feel they should go ahead regardless, doing what they know is the right thing to do to promote their pictures or theatres.

Perhaps, though, there again enter the 'politics' or influence or interference. Whatever it is, it should be cast out and the showman left alone. To bankers worrying over show business investments, that is the most certain way to determine if they are to receive a return through showmanly operation and not by banker advice or appointment.

Until the show business is returned to its showmen, the show business will not know where it stands. What theories others may express; what opinions by the near-showmen may be advanced, along with all of the misinformation that the apprentice-showmen now in the show organizations appear to hold, none means a thing to the welfare of the show companies.

Showman had better be given a free rein once more. And the better showmen advanced as their present superior in position fail to achieve the proper results. But company heads and bankers can do nothing so beneficial for their companies and investments as to leave the operating showmen severely alone in their operations.

For only showmen can help the show business!

Inside Stuff—Legit

Coupons for two reserved seats are being spread over New York for the Paul Gilmore Cherry Lane theatre. Pass is good for either \$2 or \$3 seats, at all times, including Saturday and Sunday, it reads. A small side line mentions there will be a charge of 25c on the \$2 seats and 50c on the \$3 seats given under the pass.

Closest near to the theatre is the \$2 and \$3 reserve seats. It's like the Shuberts when they hugged that Shubert Benefit Fund scheme to extract 10% of the face of the deadhead tickets from pass holders. The Benefit Fund still exists in existence according to the Shubert checks drawn upon it.

Anyone asking the Shuberts for a pass got a routine unless requesting a hit show, when they were switched over to a bad boy. The routine was that the Shuberts thought the applicants should have a box and enjoy the show. If the applicant said there would be two people and a box was not wanted, it was usually forced away, on the good word.

At the theatre when the deadhead presented his pass he received a box calling for six seats at \$6.50 each, with the Benefit Fund 10% tax amounting to \$2.10. Two \$2.50 tickets would have brought but 70c in tax to the Shubert man.

Constance Binney's decision to revive 'A Kiss for Cinderella' with herself starring, is against the desires of James Barrie, the author. Barrie doesn't think the time is here for a revival and so informed Miss Binney, also adding that any revival of it coming into New York would have to be okayed as to cast, etc., by him. She got an okay from him for a road tour in the piece, pending his approval of the cast. She opens at Newark, N. J., Dec. 28. Proposal is to stick to the road after that until the English playwright is convinced the company is good enough for New York.

In the cast besides Miss Binney are John Williams, Ernest Harford, Leonard Boye, Roland Hoag, Langdon Bone and Eleanor Stuart. Harold Winston is singing.

Talk around that Chester Erskin is playing angel to Ben Stein's production of 'The Fiend', a mystery play. Not so, with the talk having started through Erskin guaranteeing Stein's Equity bond on his own letter-head. Stein was g. m. for Erskin's last production, 'I Love an

Actress', friendship from that resulting in Erskin's wanting to help Stein get started as a producer.

What makes it a little funny is that Erskin, the guy who's supposed to be angling somewhere else, is holding up production on a play of his own, 'Manhattan Melody', because he hasn't located cash enough to get started.

Edith Sisk, casting for Chester Erskin, generally claims to have seen all plays actors mention when looking for a part. Her idea is to keep them from exaggerating value of their roles in past plays. Only skip that's been taken when an actress told him she had been in 'The Venetian' and said, 'Oh, yes, I remember you. I think I was in it.'

'That's impossible,' she said, 'I was only an understudy.'

One show appears to have been enough, at least for a while, for Carol Sax, who recently closed 'Guest Room' after nine weeks at the Biltmore. Producer has turned back the key to his office with insiders averting his is through, temporarily anyhow.

Sax ran a theatre group in Paris recently.

Topmost salary in a rehearsing revival to play matinees only inside said to be \$100 and the rest scaled lower. Meaning that for the three or four weeks rehearsal the bounty, if figured, would probably come to pennies per hour.

Star on a guarantee against percentage.

Accident to Adelaide Phillips' leg said to be the reason Paul Trebitsch has held up his proposed German tour. First intended for the holiday stretch, but off now until later in Jan. It then is.

Phillips said to have tripped, severely spraining the ankle. The new Irving Berlin-Moss Hart musical will have a scene showing a pushcart peddler belting out 'Actors for Sale' 'Actors for Sale', which will be the title of a song number. It's a mild rib on an agent.

An independent manager sought booking in the Shubert office and was surprised to learn from Jules Murry that a script of the play would have to be submitted first. Supposed to be an order from Charles Fleck, co-receiver representing the Irving Trust.

Leo Bulgakov's production in the many auditorium in White Plains, N. Y., of 'Cherry Orchard', quit after a week. It was said to be an attempt at starting a legit group in Westchester County.

Demand for Road Shows Commg From Small Stands to N. Y. Offices

There is a growing interest in the road for legit shows. It is coming from the road. That is more than indicated by the queries reaching the major booking office. Small legit theatres are adding to the possibilities are of touring attractions coming their way. The industry arrives at a time when production is at low ebb.

Houses which changed policy years ago appear to be show hungry. Some managers are known to have one night plans for next season, with special book-ings that do not require big grosses. But the demand is for this season and the bookers are trying to work out a way to fill the order.

Several name attractions were recently announced for the smaller stands, which take in some full week stops. Support of the few legit shows on tour this season has encouraged showmen. There is hardly a problem of securing players to go to the road this season when engagements are so scarce.

Big Musicals South

Public is known to be seeking musicals of major rating for Southern bookings. Ideas to present a big show at moderate admission. Public house capacities are being tested. A change of theatre fare is also considered, whereas in the past few seasons public has been content regular legit bookings in its Southern houses.

The picture people want to know why they are getting. The turkeys which invaded the small stands for years left a very bad impression.

Plan to present big musicals in the big picture theatres cropped up recently, with the smaller and Chicago houses mentioned. A modification of the idea is the showing of "Oz" in a Chicago picture house (Oriental), but in condensed form and in combination with a picture, report on that experiment appears elsewhere in this issue.

NO LEGIT IN DETROIT FOR HOLIDAY TIMES

Detroit, Dec. 21.

Local Ebringer house is running below last season in the number of legit shows. Hardest blow was Ziegfeld "Follies" moved from Xmas to New Year's to Jan. 11.

This action leaves that house without a show for New Year's.

Woodward's K.C. Stock

Kansas City, Dec. 21.

Optimism will open with a stock company Dec. 24 under the direction of O. D. Woodward. He is a veteran stock manager.

Male will be 16 top.

Hazel Whitmore is leading woman, with Neal Buckley, leading man. Also Baker, Dora, Thompson, Guy, Usher, Frank Jacquet, Helen Tobin, Jack Marvin, G. Rogers and Frank Beccoff.

St. Louis, Dec. 21.

O. D. Woodward has declared a two-week vacation for his stock at the Midtown-Express while he goes to Kansas City to see the new venture there. He has taken Anne Whitmore, leading woman, and Alice Allen, his daughter, as actresses with him.

"When he rejoins here it will be with a most star system," Woodward states.

Lubin's \$750 Settlement

Arthur Lubin's \$20,000 suit against Paramount has been settled out of court, with Lubin taking \$750 in cash.

Lubin, legit producer, sued for a 5% salary plus percentage on expected profits, as a result of being dropped by Ray-Minor, Par. legit subsidiary. He has been working there a couple of months.

Company produced no plays and made no profit.

Reopen 8th Street, Chi

Chicago, Dec. 21.

Revival of Broadway has been sent for Christmas night into the 8th St. theatre Dec. 28. Being brought in by R. J. MacFarland for one week.

CRITIC AND 'ELEKTRA'

John Martin as Stager Dillhoff With
Blanche Yurka, and Walkie

John Martin, dance critic of the New York "Times," slated to stage the incoming revival of "Elektra" walked last week. Understood to be over differences between the critic and the theatre, star of the revival. Likewise and from the same cause, Martha Graham is not expected to appear as first announced.

Revival will go into the Selwyn, New York, for special matinee. Present production means that there will be two versions of the "Elektra" theme current on Broadway.

TRYOUT SHOWS MUST GO FURTHER AWAY

Shortage of tryout spots near

Broadway is forcing producers to either go further away from the core of the woods or come in closer. The number of unbroken in premieres bears witness to the condition, even counting the skimpy backed shows presently in the consider regular legit bookings in its Southern houses.

Closing of the subway circuit took three away near New York. Most of the tryouts now listed are showing openings for further away places, including Baltimore, Washington, Boston and Wilmington. This adds considerable to the cost of production.

An offered sample of tryout grosses is the \$700 said to have been taken in recently as the total for "Oz" in a show in a comparatively southern city. Play was yanked after a fortnight. Shows that have already or will open further away are "Of This I Sing," "Adam Rides Two Boys," "Jewel Robbery," Mr. Whiplash.

Quirino at Rome

Rome, Dec. 8.

Quirino seems to be the fashionable theatre this season. Run by the Simey-Gerbert group.

It is housing a number of foreign shows, including the revues of the Austrian-Hungarian company.

Maybe 'Dilly Dally'

Another attempt with the vaudegit revue Percy Oakes showed for a week past summer is under way. Piece was "Glorious Bound," now retitled "Dilly Dally," and dated for the end of Jan.

Mentioned for the cast are Jed Dooley, Edwin George, Harland Dixon, William Sully, Madeline McMahon.

Film People in Drama

In Aaron's and Freedley's "Adam and Two Sons," dramatic, are Raquel Torres, film actress, in the lead for her first role in a theatrical venture there. He has taken Anne Whitmore, leading woman, and Alice Allen, his daughter, as actresses with him.

"When he rejoins here it will be with a most star system," Woodward states.

7 Partners: 1 Play

Arthur Edison, attorney, heads a new legit firm. Its first play production will be "Joe's Past," by Gene Markey. "Felix" is tentative. George Burton is staging, with casting under way.

Seven in his vault to have seven partners in his venture.

Stock at Cox, Cinay

Cincinnati, Dec. 21.

Cox, intimate theatre controlled by Shurtz, leased for balance of season by Arthur Casey, who will present dramatic stock.

Casey sent for Christmas night into the Gay Bites star as guest star in "The Play's the Thing." Scale, \$150.

Shows in-Rehearsal

"Kiss for Cinderella" (Lumen, Inc.) Longmire.
"Bride" (Langner) Fulton.
"Adam's Wife" (Brady) Ritz.
"Fata Morgana" (Globe) Bel.
Royals.
"Smilin' Through" (Yousman) Hammerstein.
"Gloria" (Reed & Moore) Col.

"Cloudy With Showers" (Mitchell) Chan.
"Hackett" (Shuberta) Majestic.
"Papaert" (Zelly) Vanderbilt.
"Fame" (Haford) Grand.
"Flame" (Sparks) Hudson.

USING FILM HOUSE STUNTS FOR ROAD REP

By adopting the same sort of showmanship utilized for pictures, repertory companies playing tank towns 60c top, are still getting by in the Northwest.

When the Christmas holidays, Christie Obrecht, who has run a rep in the territory for many years, says that, despite the depression and by closing of the old "worst case" has been better than a year ago. Among business hesitating stunts used by Obrecht have been the tour, ladies and family nights. On family nights an entire family of picture stunts is admitted for a single admission.

Worcester's Film House For One-Night Legits

Worcester, Mass., Dec. 21. Plymouth, playing double features at a 25-cent top, will attempt one-night stand of legit shows to fill void by closing of the old Worcester theatre.

Plymouth, is the newest downtown town of the road show. A stage sample for any kind of stage show. Stage attractions will break show. The policy probably won't be for only one night, beginning Jan. 6, with William Gillette in "Sherlock Holmes" a week producer.

Clarence E. Robbins, manager, says the innovation is experimental. Continuation of the road show would rest on the public reception to the first few. Arrangement required from dealer of Exchange office to route into Worcester shows scheduled for New England.

Dennis King Own Producer

Dennis King may turn producer for a musical "Cassanova," starring Lillian. It is to be put on early in 1932. Music by Rudolf Friml. Book for the piece was written by Bernard Berovici, and was previously known as "Don Juan."

ANOTHER ON HOLLYWOOD

Reid's Author's Experiences East and West

Another legit play on Hollywood is on the fire in "Go West, Young Man," now in rehearsal. Stanley Williams is the author, likewise instrumental in producing. Harry McKee is staging, with Williams and his wife in the lead, as the leads. Also cast are Geraldine Kay, Ed MacDonald, Jack Field.

Story is understood to be somewhat autobiographical, partly about the author's experience in dealing with a film home office over contracts for his wife and himself, to leave for the Coast.

Forbes Takes to South

Continuing his apparent push for southern locale plays, Henry Forbes has added "Tommy's Day." It is a comedy by David Cobb, drama critic of "Vogue."

Forbes is also a heavy member, "Blood Street," laid in an Alabama penitentiary.

Lawrence's 'Headlines'

Warren Lawrence is plotting quick production of his own play "Headlines."

It's a newspaper play. Warren is Vincent Lawrence's brother.

Theatre League Gathering Legit Data; Hopes to Help on Ticket Tax

'FIEND' TAKES TIME OUT

New People, Title and Rewriting—New Name, "Black Tower"

Rehearsals of "The Fiend" were called off Tuesday (16), by Ben Selwyn, manager of the Broadway theatre, expected tomorrow (23). Time was called for some rewrite and recasting.

Some of the new cast include J. Anthony Hughes and Ray Bramley. Pedro Cordova is not expected to return. Mary Stewart, still set. Title will probably be changed to "Black Tower".

Ralph Murphy, co-producer of the play with Laura Murphy, is a stage film director, currently in Hollywood. Sidney Halkow is directing, he still works as an assistant to Chester Erskine.

NO 'BAD BOY' HOOKED UP IN CAMPBELL'S SHOW

Some trouble encountered when Equity heard that Louis Iguit, listed on Equity's bad boy list, was connected with Walter Campbell's production "Angels Don't Kiss," was settled last week. It was declared Campbell is only using Iguit's office and that the latter had given up all interests in the production. Bond ceased to come in okay.

Until this agreement was reached there was fear the production might get an Equity delay. Play, by Barry Townley, began rehearsals Friday (18) under the tutelage of Kent Thurber. In addition to Townley, cast had Madeline Lane, Jane Norwood, Clarence, William Lattin and Henry Buckler. Only 14 days of rehearsals are figured on, to enable New Year's Eve premiere. No house set.

Short rehearsal period is partly accounted for since the production was tried out last summer by Johnny Ward, former film player.

Campbell's week producer.

Purcell Behind Revival

"The Chocolate Soldier" is being revived for the road with Charles Purcell and Vivienne Segal. Understood Purcell is backing the venture.

Show is due to open in Springfield, Mass., on New Year's Eve (31).

'Wall' Play Turned Back To Authors by Arbiters

With only two arbiters attested instead of customary three, decision in favor of Mike Kallester and Raymond Winter was made. Partnership of the play "Wall Between," which they authored and which was being attempted for production was given against Friday (18). It settles this much of the "Wall" Bappus case when Equity stopped rehearsals.

Remaining item is the suit threatened against Equity by the producers. Several weeks ago and which, so far, hasn't materialized. The "Wall" play, paid an advance royalty to the authors, was disclosed at the hearing. Instead he gave an I.O.U. for \$100, which, when "Wall Between" was produced, was shown. Arbiters Edward Laake and Moses J. Moss, decided on the ground that the producers had been given the playwrights. Nov. 17, Paglia, as reported, withdrew from the arbitration, thus leaving two arbitrators to settle things. Writers were legally represented by Harry Bappus.

Paglia offered two arbitrators at one time, either to serve him, but the producers refused to accept them. The claim they were interested parties.

Conan Shelves One

George M. Conan has shelved "Perpetual War," by Arthur Goodrich for the season.

He thought of bringing some Broadway material for it when, he went to London recently, but changed his mind.

If the Theatre League's attempt at changing, in one way another, the recently proposed admiss tax, tickets above 10c does nothing else, it may present a complete picture of the fall and decline of legit within the past four or five years. The production group is expected to get as much info as can be had.

At the same time the league admits it has scant hope of removing in toto the proposed increased taxation. Best results, even with a good deal of optimism, are expected to be a possible shortening of the tax.

League meets tomorrow (23) on this question. The problem is being used to fill another League hope, that of fuller representation of the legit field, by asking a claimed 125 members to sit in on the meeting and join in the attempt. So far, only one young manager, Alex McKel, has joined the league; a week ago.

In the way of legit data, the league is trying to get dark house reports from booking offices as well as the demanding program. Further info, in the way of increasing unemployment in the field, is expected to come from various unions.

Getting Brier In

With this tabulated, brier is as presently planned. Introduced into the House Ways and Means Committee and the Senate Finance Committee, all sit in on the meeting before in on the tax thing, will probably figure again.

In writing producers' League, plus mentioning the federal proposal, stated there was additionally a possibility of increased admiss tax to the State legislature to go toward a possible state treasury deficit.

As the League is keeping the Sunday question open, Bulletin was mailed to all members of the League, asking them to ask them to post it for their casts. Notice asked actors favoring the League, as well as those who, as recently proposed, to please make their influence felt where it would be most effective.

Another one of the league's numerous committees.

The admiss tax plan being considered by the law-makers, called for invoking the same tax that applies to increased admiss tax on the show heads' will suggest to Washington that the tax schedule as of 1919 be made retroactive. That would put that tax back on many commodities and luxuries which have been taken off the market since then.

Shuman have always believed they have been unfairly treated in tax matters. When the present schedule was made Broadway was the only show to be hit, not because the tax only applies on tickets priced at 10c and above, but because the schedule several years ago. Picture houses have not had the admiss tax since 1919, but his argument.

The most heavily taxed amusement at present is professional boxers. They are hit with a 25% on tickets priced at more than 25c. That also applies mostly to the 10c and 15c price clubs outside rarely have as a high top price.

Congressman Collabing

Gustave Blum, school teacher and quondam legit producer, won an arbitration award of \$23 but junior lawyer and part backer of Blum's production, "The Love Expert," last year.

Presently Blum is collabing on a play with Congressman William Stetson for production. The Congressman declared that funds used in "Expert" were mislabeled and that the cost was \$23 but junior lawyer and part backer of Blum's production, "The Love Expert," last year.

NBC Drops Whiteinan During RKO Tour to Save Toll Overhead

Chicago, Dec. 21. Paul Whiteinan will be off the air during the three months he is absent from NBC headquarters here playing RKO theaters. This is to save around \$300 a night, and often much less, that line charges and engineer's fees would figure.

NBC's attitude in this particular case is incomprehensible to the trade. It is in line with the other world's habitual economy where talent is concerned which goes hand-in-hand with lavishness in entertaining advertisers personally and other prodigality.

What makes the Whiteinan case remarkable is that NBC freely admits that he is the show case, the ace dance band of the Chicago division. Whiteinan is the only personality NBC possesses in Chicago. He has been broadcasting every night for six months over RKO and carries a prestige for NBC that can't be measured. Especially since the middle western other NBC broadcasting band is secondary.

Overlook Tiaups

Another point that has not failed to draw comment is Whiteinan's failure to extend Paul Whiteinan's personal courtesy and at the same time serve RKO by letting the various cities in which he will play for RKO know through the radio that a chance to use as well as hear the NBC ace is available. This exploitation agency for itself seems not to have been weighed by NBC.

Allied Patat program, Whiteinan's commercial, will continue every Friday, but without any extra cost and at considerable profit to NBC.

Paul Whiteinan is an executive of NBC, holding the title of musical supervisor of the Chicago branch and with a private office, secretary, etc.

ANNOUNCER MAY GET STATE-OWNED WOS

Chicago, Dec. 21. Subject to the approval of the Missouri Board of Agriculture, station WOS, state owned and operated at Jefferson City, is to be turned over to John Heiny, present station announcer. If approved Heiny's deal with the state will be on a commercial basis and for a one year lease term, during which time Heiny agrees to pay the operating expense cost of revenues to the state to continue the present marketing and agricultural programs and other existent services.

State in return authorizes Heiny to operate and manage the station as a business firm. Contract, however, must stipulate disposition of any profits if any may accrue from the operation of the station. The term provided in the contract except the provision that the lease term would be subject to legislative action.

WOS, valued at around \$40,000, including equipment, has been sold the state an average of \$1,900 a month to operate. Reduction in appropriation for the radio station has caused the state to refuse. It was said by officials that otherwise the station would close.

Only a local question remains to be settled. Whether a state board will lease state property to a private individual for commercial purposes in absence of a specific legislative authorization. Board of agriculture will meet Jan. 5 to pass on the proposition.

Chauncey Parsons' Changes

Chicago, Dec. 21. Chauncey Parsons, tenor, has dropped out of the NBC Artists' program and turned over his position over to Joe Brinn of the MCA office.

Parsons' current radio programs is 'Yearnings' over NBC.

Hylton's Overtime

On the Lucky Strike hour last week when Jack Hylton's orchestra came over the air from London, Hylton ran overtime on his first period. Asked by phone immediately after the lapse, Hylton replied he was so thrilled he couldn't stop.

The cigarist firm expects to use Hylton again over the show waves, as the English band tours the Continent during the winter on a concert trip. That will bring it through from Berlin, Amsterdam, etc.

IF QUALIFIES NEW SOLUTION FOR WBMM

Chicago, Dec. 21. Columbia's negotiations for an affiliation with WBMM, Inc., has reached the signature exchanging stage. Deal, however, won't mean anything if the Federal Radio Commission refuses to consent to the synchronizing of Cincinnati outlet with WBMM, Chicago.

Work's main objective in getting together with KFAB is to be able to put its own station here on a full-time operating basis.

Under the present allocation of the two stations, which share the same wave, as the English band tours the Continent during the winter on a concert trip. That will bring it through from Berlin, Amsterdam, etc.

WBMM is allowed four-sevenths of the week and the channel-tenant the remainder. To get around these evening breaks is to pay for the privilege of hooking up both stations by telephone wires and broadcasting WBMM's programs over KFAB's transmitter.

In addition to the Cincinnati station for its time per full-carrier deal, the network will stand the entire cost of synchronizing equipment and line-toll charges between the two points. Synchronizing is now being around \$40,000 and the wire fees between \$35,000 and \$45,000 a year.

Against Policy

With the radio commission reported to be in favor of putting a stringent curb on the spread of synchronized broadcasting, in order to protect the interests of the smaller stations, Columbia doesn't expect to have an easy time getting approval for the WBMM-KFAB plan.

Less than two months ago the commission rejected CBS' application for a permit to build a repeater station in Washington which was to be synchronized with WCOA, New York. Move recently made by the other chain indicates WTIC, Hartford, Conn., and WBC, New York, may be barred from further hooking up their transmitters. Latter station has been synchronized since last March.

FLA. OVERBOARD

Leaves It Undecided Sale of WCOA Will Be Approved

Pensacola, Fla., Dec. 21. A local group headed by John C. Pace, wholesale merchant, has purchased the old WCOA for \$65,000. Final consummation awaits approval by the Federal Radio Commission. The station, operated locally and indie, uses local talent, phonograph records and commercial discs. The station, operated locally and indie, uses local talent, phonograph records and commercial discs. The station, operated locally and indie, uses local talent, phonograph records and commercial discs.

Mrs. Percy's Accident

San Francisco, Dec. 21. Wife of Harold Percy, NBC actor, is spending six weeks in a cast at Merritt hospital, Oakland, as a result of a fall three months ago. Professionally, she is Betty Jordaine, dancer.

Accident occurred when she came out head in a broken sidewalk and injured her leg.

NEW ACCOUNTS EQUAL LOSSES

Many Big Drop-Outs Had Inspired Panic of Nerves, Till New Big Spenders Signed On—Jan. Renewals Up 20% Over Last Year

DENY TREND'S DOWN

Chicago, Dec. 21. Neither national network seems worried over the 1932 outlook. Though there have been few new accounts launched during the past two months, both Columbia and NBC have been ready to shoot immediately after the first of the year. In the CBS camp eight commercials are lined up for January debut, while the opposition chain has six bankrolled programs set for unveiling during the same period.

When Palmolive, Interset and several other commercials who rank as veterans among radio's oldest customers recently withdrew from (Continues on page 51)

\$300 TO \$5,500 IN 10 WS.

Mills Bros. From Radio; Another Example of Radio's Overnight Work

Four Mills brothers, who arrived in New York from Cincinnati about 10 months ago penniless and at the beginning of October were placed under a \$300 per week contract to CBS, will next week be earning over \$5,500 per week. It is one of the quickest rates of a theatrical attraction, again reflecting the overnight power of radio to make a name.

Mills brothers, colored, will be earning \$5,500 through their CBS radio contract with Vpex, which gives them \$150 per week; two weeks at the RKO starting Christmas Day, and the following two weeks for Fox at Brooklyn, which will earn them \$3,000 per for all four weeks, and an engagement at Connie's in 1932.

This total excludes the colored act's recording contract with Brunswick, which calls for \$50 a disc. They are scheduled to record for Brunswick at least once a month.

Oldsmobile's \$20,000 For One-Hour Program

Chicago, Dec. 21. As a preliminary balmy to the unveiling of its new model, Oldsmobile is spending \$20,000 for a single hour of radio on the NBC network. The program, which is scheduled to run for an hour in the afternoon, will be picked up by Chicago at the Grant and Los Angeles, with the chain for the first time attempting to broadcast from two points at the same time.

Already lined up for the show are Paul Whiteinan, including the King's Jesters and Mildred Bailey, Natalie Hall, prima donna from the 'Marking By' company at the Grant Northern here, Bebe Daniels and Jack Oakie. Talent on the New York end is yet to be selected. It will likely be either Marion Harris or Ruth Etting, backed by a studio orchestra.

Auto manufacturer and the network are figuring on a link of at least 55 stations.

HARRY TIGHT ABIRING

HARRY TIGHT, m.c. and vaude comic, and Mildred Shelton from legit, are of the WILM, New York, for a series of sustaining periods. They are billed as 'Beauty and the Beast.'

Future Curb of Football Broadcasts Angers Coast Radio Against Dailies

A. & A. SCARE KIDS

Mass. Women Say 'Third Degree' Is Horrid at Bedtime

Springfield, Mass. Women's organizations here have registered a protest against the 'third degree' scenes in Amos 'n' Andy broadcast. They charge that such incidents horrify children just as they are going to bed and the objects want them eliminated from the ether.

Station WBZ here carries the A-A program, but John L. Clark, program director, who recently instituted a 'purity drive' on programs, declined to consider the complaint against A-A as not being within his scope because the broadcast is sent in by a network (NBC).

Local Weekly Sheets Spring Up When Daily Omits Radio Programs

Greensboro, N. C., Dec. 21. Two weekly radio publications are being published by the local merchants because of the refusal of the local daily to list radio programs. The combined circulation of the publications is reported to exceed 16,000.

Local station is WBIG, which claims it is not affiliated with either of the radio publications.

Local merchants decided to publish WBIG's and the leading network's programs after the local daily eliminated all program listings from its columns. One of the weeklies in its magazine form, the other a folder.

Both carry advertisements from merchants running to about \$750 weekly.

SULLIVAN'S RADIO PERIOD

Columban on Gerardine Period—Winchell Stay With 'Strikes'

Lucky Strike is said to have paid a substantial sum to the Gerardine but not to release Walter Winchell from its radioing contract for a year with about 40 weeks still unexpired. In Winchell's place Gerardine is reported to have engaged Ed Sullivan, the columnist for 'The Graphic.'

Through the deal Lucky Strike now has the exclusive air services of the Christmas Day program. Contract in optional terms of one month each.

Previously, the cigarist company had been paying Gerardine its Winchell three times a week, to secure the permission of Winchell to broadcast three times for the cigarist. He had been radioing but once weekly for the last two weeks.

Gerardine will be off the air for two weeks commencing tonight (22).

'Liberty' Quits CBS

Chicago, Dec. 21. 'Liberty' Magazine, on Columbia since last July, quits broadcasting with the Christmas Day program. Also due to come off the same network, but a week later, is Regal Shoe.

These two commercials will be replaced in the schedule by the Mac Chocolate and Woodbury Soap. Only Macadamie mag now left on the air. True Story, advertiser to NBC when the Liberty ether campaign began.

Mac Murray's Sister-In-Law

Princess Nina Mdivani, Mac Murray's sister-in-law, goes on the air, Dec. 24, with D. Thomas Carlin. It will be her first air appearance.

Princess will just reminisce about some personal experiences during the Russian revolution.

Hollywood, Dec. 21. There's a war between coast broadcasting stations and the newspapers. Skirmish broke into the open when radio men claimed the newspapers are back of the move to have colleges in the Pacific coast football conference agitate for a ban on broadcasts of next year's games.

Conference laid the matter on the table until next year, but the stations aren't letting it rest there and are already going on the air with propaganda against other measures and proposed legislation that might curb their future interests.

Colleges Hinting

This week telegrams from the colleges relative to the football ban were broadcast. Although noncommittal for the most part, they stated that broadcasting of games should be curbed, harking back to the Ted Haining incident.

Station owners are also warning listeners-in of legislation that might, as in Europe, take the network out of business. These are made. Implications that the newspapers are back of them, due to jealousy and competition for space. All telegrams from the colleges frown on the idea that a cut in grosses due to radio is being borne on their stand, with most claiming that the curbing suggestion is only to save the players from insult.

HEARST PITTSBURGH FINALLY ANNOUNCED

Pittsburgh, Dec. 21. Hearst International finally announced its purchase of WCAE last week through the 'Sun-Telegraph' Herald. It was reported the publisher took over the station six months ago. A four-year-old publisher's agreement to the effect that no local daily could be in on a radio plant did not expire until Dec. 15.

Station, previously owned and operated by Gimbel department store, where its studio is located, is said to have shown a net profit of \$15,000 during 1931. No changes in personnel have been made. Station's call now reads 'WCAE, Voice of the Pittsburgh Sun-Telegraph.'

Official dedication Jan. 4, when a band of New Yearers, including Bugs Baer, Winchell, Hellinger, Odd McIntyre, come here for a program.

Paris Pickup for Lucky Strike New Year's Eve

Lucky Strike hour over NBC will be New Year's Eve, featuring up five bands in as many cities, on the Continent. The short wave stations will be for Ciro's Pianist orchestra from Paris, the first time the French capital has appeared in an American commercial broadcast.

Jack and Emma Winchell will call from San Francisco, New Orleans and Montreal. The big leap will be for Ciro's Pianist, starting and ending in New York.

Best Xmas Present

Subscription to

VARIETY

\$8.00 for One Year

Competish Strong, NBC Keeps Auditions Secret

Chicago, Dec. 21. Shroud of intense secrecy has been thrown by the NBC sales department here around all commercial talent auditions. Too many leaks, with too much competition from other talent sources resulting, is given as the cause.

Previously, lists of auditions to be held for prospective clients were disclosed by the program department to the heads of all other departments. Sales execs have ordered these out cut, and have increased the program department with the need of keeping information about scheduled auditions from everybody in the organization but those directly concerned.

Those reports for the new job are that when word of the pending audition got out, the account would be subject to a flock of salesmen from Columbia, M.C.A. and others, who would try to prevail upon the prospect to hold off passing judgment on the NBC offer until it had a chance to hear the other offerings. In some instances, the option, the option, the option has taken advantage of the advance information, and in one specific case recently, a result to a weak away a big money account.

One With Agencies
Anticipating agencies on the ban is okay with them. The stricter it's exercised the better, they declare. Like it, it. These commercial reps also claim they've found the slipping out of advance info on audition embarrassing.

Some point here particularly has been the fact that M.C.A. has gone to the heads of all advertising agencies direct to the clients, and tried to unseal the latter on talent already accepted. Too many salesmen shopping around and rebuilding of prospect as the agency men, leaves little room for their own agency. The 15% commission collected from the account.

ANDY GUMP STRANDED

Commercial Walks Out on Carton Serial

Chicago, Dec. 21. After giving the script set a 11-ack try over WGN here, McLaughlin's Coffee has dropped the Gumpes from its payroll and substituted Tom, Dick and Harry, harmony and patter tunes. Explanation given was that the Gump's serial didn't fit in with the merchandising plan.

Script show, which is owned by the Tribune multiple, plays as on a sustaining feature. To fire for itself whether the serial means anything, WGN is currently conducting a teaser mail campaign. Listeners are being asked to advise what time of the day they would most prefer to tune in on the program.

Trio replacing has been contracted for six quarter hour morning periods a week, with a minimum of 13 weeks.

Mills 4 Sue Crosley For \$500 Stage Dates

Chicago, Dec. 21. Mills Brothers have filed suit in Municipal Court against the Crosley Radio Corp. for \$500 allegedly for the five days of their work here. As three of the plaintiffs are by their mother, Edna C. Levi, the attorney.

Theatre dates were played last September while the Mills boys were broadcasting over WJLV on sustaining programs. Stage dates cited were at the Roosevelt Hotel Negro house, and Warner's theatre in Findlay. O. Quattrone claims to have been booked through the Crosley radio bureau which, they say, collected payment for the dates but failed to turn the money over to them.

At that time the four boys had been on WJLV program for nearly a year at a reported salary of \$300 a week. About three months ago they moved to New York and connected with CBS.

AM EARRACHE

2 Stations on 1 Wave for Next 6 Months?

Chicago, Dec. 21. Both the local WCHI and the Covington, Ky., WCKY are operating over the same channel simultaneously and making an ear-catching hole-punch of each other's broadcasts, but nobody can do anything about it. Tangle can't be straightened out until the U. S. Court of Appeals of the District of Columbia gets around to hearing WCKY's case against the Federal Radio Commission, and that will take, it is figured, at least six months. In some instances have been threatened to cancel their contracts.

Federal Radio Commission early last November assigned WCKY's share of the wave length to WCKY and ordered the local outlet to quit broadcasting within 30 days. At the eleventh hour WCHI obtained an order from the U. S. Circuit Court of Appeals here restraining the commission from barring the station of the air until its appeal had been passed on by the Washington Jurists.

In Louisville, WCKY, unaffected by the legal move made in Chicago, has been operating on the full-time 1160-watt station since the commission, which has taken no steps either to have the local court order enforced or to appeal. The Kentucky outlet is suspended operation during the five hours allowed WCHI daily under the old allocation.

As far as the commission is concerned, WCHI no longer legally exists, and to interfere in the battle of drowning out each other now going on between the stations would be an admission of the contrary.

Doc Brinkley Preparing His Senatorial Campaign

Dallas, Dec. 21. Unless an appeal to higher courts gets results, Dr. John Brinkley must fight for his Texas medical license here. Brinkley's petition for a change of venue to Del Rio, Tex., Headquarters for his election. Denied by local court last week on grounds that state med board keeps its records here, which gives the doctor several months respite to round up his legal forces.

During the hearing, defense attorneys admitted that the radio applicant is getting set to run for U. S. senator in his home state, Kansas.

CBS Reported Forming Chicago Artist Bureau

Ralph Wanders, head of the CBS artist bureau, left for Chicago Friday (18) on business.

He is slated to return today (Tuesday).

Reported that Wanders' trip to the Windy City was to organize a Chicago CBS artists' bureau. From reports, CBS intends to establish a bureau in Chicago, its latest and largest Chicago outlet.

NO FITZ FOR PADDY

Proposal to allow three months' leave of absence to J. J. Fitzgerald, manager of the NBC Artists' Service here, so that he could manage the Padewski radio, has been vetoed by the network's execs. Pianist, who starts his American tour in January, had personally put in a request for Fitzgerald's services.

Network execs figured that the leave permit would establish a precedent contrary to the organization's policy. The radio has been tied all the Padewski concert itineraries in the U. S. A. and Canada for the past nine years.

NBC's Contest Winner

Carol Dels has been placed under an NBC contract. She will have two sustainings weekly.

In January, Dels, a soprano, won the 1930 Axtator Kent contest.

DeWOLF HOPPER

Mr. Hopper's idea of perpetual youth is "Try Something New." On his recent tour with the "DeWolf Hopper Singers and Players" in a new type of "Revue" each city seemed to agree with the Toledo "Times" that said: "Last night we heard Hopper at the Ritz Palace and today he is a bigger and better man." Mr. Hopper is under personal management of Howard Toley, Butler Bldg., Chicago.

Rines Buys 2 Stations And Building Another

Portland, Me., Dec. 21.

Rines Hotel Corp. has purchased WRDO, Augusta, Me., and WRBN, Bangor, Me. The Maine station will be completed within a few days. Same company is erecting a 1,000-watt station at Manchester, N. H. WFEA, which will be ready for operation within two weeks. The company already owns and operates WCHS in this city.

'32 Air Prospect

(Continued from page 48)

On the medium, the concerted retreat settled gloomy comment in the advertising industry. Gist of opinion here was to the effect that it looked as though commercial broadcasting had reached its apex in 1931 and was due for a sharp setback before the new year.

Dropping out of these accounts, after the networks, can't be interpreted as a trend, because the circumstances almost all of the cases indicate heavy advertising reinforcement all around. Both chains claim that their figures on the business scheduled for the start of the new year refute the indigo prediction. NBC, particularly, declares that the total amount of contracts and renewals with January starting dates is better than 20% over that at hand a year ago.

New Networks

Commercials spotted to take to the NBC link during New Years are Carnation Milk, Wheaties (Skippy), Royal Jelly, Blue Moon Cheese Products, Vigoro and Lady Esther Cream. Included in the CBS January slate are Whitman's, Log Cabin Syrup, Woodbury Soap, Log Cabin Syrup, Chesterfield Cigarettes, Lane Cedar Cream, International Grocers' Alliance, a national brand clothing manufacturer and a Chicago bottler of beer.

Fast-moving Cream of Wheat renewed the Jolly Bilk and Jane show over NBC for a year, with Quaker Oats doing the same for the Phil Cook program. Two Columbia renewals were the Anetio Patri program for cream of Wheat and the Red Jucifying Salt quarter hour, with Aunt Jennie. Although only in its third week, the latter is so quickly that the commercial decided to extend immediately the show to 15-week contract to 26 stations.

Blue Moon Cheese has chosen for its second time to suspend the show, with Raymond Knight continuing as the head nut. Program will retain its Saturday afternoon times, but it seems being an NBC sustainer and going on the Blue

Inside Stuff—Radio

At the next meeting of their association (ANPA), the American newspaper publishers will be presented with evidence that will attempt to disprove the theory that radio is a competitor of the daily press in the advertising business. This evidence and counter-evidence will be submitted to M. H. Aylesworth in person.

The survey, from accounts show that the use of its president at the publishers' convention.

Reported claim that may be made along with presentation of figures is that radio has inspired an increase in the volume of national advertising in the newspapers. The survey also will advise the publishers of the ad-conscious and by illustrating the beneficial results obtainable through smart commercial exploitation.

The survey, from accounts show that the only newspaper advertising that might have suffered from radio opposition is the small town copy from neighborhood merchants who might have switched to the air for more coverage, with these advertisers possibly not able to maintain two advertising mediums at once.

A New York daily paper queries an advertising agency as to why it did not handle more radio advertising. Answered that it was because it had to spend too much money entertaining the radio scribbles.

Daily tried to find out whether this is so or if the agency was kidding. First thing it did was to ask its radio editor for a list of radio parties he had been invited to.

Funny angle was that the request for the list was made up its extra-columnar, the office forgetting that he had been asked.

Clyde Kittell, senior announcer and exec of WGY's staff, graduated from General Electric Company's Schenectady station to NBC chain at the New York end last week. For some time Kittell had been boomed for advancement, but a report recently said he was leaving WGY because of which arose the time when he was working for the Kemore Hotel orchestra, Albany, for that unit's late evening broadcast.

Like several other WGY announcers, Kittell has a church background. His first job, for James W. Sullivan, was as secretary of the band of domestic missions of the Reformed Church in America. The new NBC music-talker studied voice, piano and organ under several instructors. Included in the third member of WGY's staff was the wife of the Schenectady to the New York studios of the parent NBC organization.

The Jack Hyilton experiment from London Tuesday (15) on the Lucky Strike NBC hour reproduced in New York with considerable distortion. Same was noted in California. According to the announcement the 3,000-mile throw was accomplished by short-wave and not telephone cable.

Hyilton's program, split into two sessions of about three numbers each, was very British. It carried an enthusiastic audience over there which stayed up till 4 a. m. to sit on the international long haul. Resultant applause after each number evidently came from the listeners gathered around Hyilton's band in the British Broadcasting Company's studio, presumably to be the source of the program.

With WFEA the most difficult of all stations to tune in clearly around Manhattan, the added distortion by the short-wave helped to further exaggerate apparent over-enthusiasm. The program was so good that the thought that bands broadcasting from such distances in time might be better to rely upon numbers which have been simply carried over from the past. The thought that bands broadcasting from such distances in time might be better to rely upon numbers which have been simply carried over from the past. The thought that bands broadcasting from such distances in time might be better to rely upon numbers which have been simply carried over from the past.

Hyilton's final number, "Goodnight Sweetheart," a song which originated in England and first came to notice over there, probably lists as his best item. Melody was well rendered and, being popular in the States, gave all listeners a basis of comparison. The program of the British selections carried vocal interpolations which registered here more or less indistinctly although the basic melody was easily followed.

Moan payroll, Vigoro dates to start Jan. 31, will resort to concert stage and a studio symphonic combo for entertainment, while Lady Esther resumes on the 17th with WJLV. King. Royal Gelatine's initial program is carded for New Year's day, with Billy Arty's band and H. H. Wilson ("Hack") Wilson as m. c., sharing the tri-weekly assignment.

"Stipps" eternally a Wheaties program, has been limited to a local release the past four months. "Wrigley" defn, also past week, extends the release of its Indian kid show, "Lone Wolf's Adventures," with Billy Arty's band and H. H. Wilson ("Hack") Wilson as m. c., sharing the tri-weekly assignment.

Another Law Busted

Don Higgins switches from the publicity department of NBC to CBS this week. It is the first case of the publicity department of one network employing a member of the other.

Heretofore there's been some sort of unwritten law against NBC or CBS bidding for the others publicity men or engaging them while still at the job.

MISS DE LEATH AT CBS

Vaughn De Leath, recently under contract to NBC, has been picked under a CBS contract. Miss De Leath starts a series of sustaining for CBS Dec. 28.

Miss De Leath left NBC when the latter network refused to furnish a commercial period.

City Program N. Y. Produced

Society Band Clothes starts over CBS network March 8, augmenting the hook-up with Dallas, Houston, Minneapolis and Atlanta. Studio orchestra will be used plus name vocalists on a guest artist arrangement.

Although a Chicago account, program will be produced in New York.

"VARIETY" said (June 8, 1931):

"The closest approach to next-to-closing sure-fire hook heard on the air hereabouts."

130th Week
and 673rd Episode
at Station WMAQ, Chicago

THE ROMANCE OF
DAN AND SYLVIA

Same Song Stands Out East 'n' West

New York, Dec. 19. Slight improvement in sheets during the early part of November, but started to slide rapidly toward the close of the month. Disc sales showed an increase during November.

Robbins' 'Good Night Sweetheart' was the leader of the month. Felat earned three out of the six best sellers for the past month. Its songs hold down the Nos. 2-4 with 'Faded Summer Love,' 'Guilty' and 'I Don't Know Why,' respectively. Both 'Why' and 'Guilty' are repeaters on the best seller list. Brunswick has a 15-inch disc among the six best sellers for the first time. It is a medley of selections from 'Scandals,' recorded by the Boswell Sisters, Bing Crosby, Mills Bros., Frank Munn, Victor Young Orchestra and Connie Boswell, all Brunswick.

Chi Bix Up

Chicago, Dec. 19. Business sharply upsurge for November, being far equally well in the record and sheet music fields. Music tribe was electrified by the bombshell of 'Good Night, Sweetheart.'

Runner-up, 'Faded Summer Love,' is clicking heavily. Paul Whiteman's recordings for Victor broke immediately into the top class, taking two of the blue ribbon spots.

Earl Carroll's Error

Earl Carroll's nite club underneath the Carroll Hotel in New York reported recently as due to open Dec. 25, is now said to be \$100,000 away from opening on that or any other date.

That amount, from accounts, is needed to make the big basement look like a nite club. The spot so far is still just four walls and a flight of steps.

Songwriters on Strike

(Continued from page 1)

position, that slight profit must be divided, two or more ways. This estimate is based on sale of 100,000 sheet music copies, with that the present average for hits, in which the composer or composer share is at the rate of 3c per copy. The real comes from the so-called small rights, mechanicals, radio, phonograph rights, pictures, etc.

Due to the steep decline of more than 75% in the former big rights or sheet music sales, the small rights have superseded the former as the music industry's chief source of income. But this applies to the publisher mostly, it is claimed, with the songwriter still drawing his largest share from the much reduced sheet sales.

Last week the publishers unconditionally rebuffed the composers' proposed Minimum Basic Agree-

ment. In the publishers' official opinion, the obvious intent behind this appeal-demand by the songwriters is for eventual control of the American Society of Composers, Authors and Publishers, the Composer-publisher joint organization, and indirectly through that channel the ultimate control of the small rights.

The Copyright

More broadly, the composers request the return of the copyright to them, which if granted will completely reverse the music publishing business' oldest custom. The composers' right to use the copyright is disputed by the publishers in most of their 15-page answer, but confessed clearly enough in the following paragraph:

"The proposed contract is not workable. Its provisions are revolutionary, extraordinary and startling. They are ill-considered, and if they become operative, would make music publishing unprofitable, impossible and impracticable. Commercial rat-

ing and bank credits would be jeopardized. The publisher would be disabled from raising necessary capital with which to exploit songs and carry on the music publishing business. All that is given to the publisher under the agreement is the bare right to print in sheet music form the song and its arrangement, and to reproduce the same mechanically. These are the rights, the returns from the song, which the composers are valuable principally as the popular song-writer control the so-called small rights value and importance."

Elsewhere the publishers' answer states:

"The performing rights, the radio rights, the so-called Erpi and similar rights, are made valuable through exploitation, publicity and advertising by the publisher. The alone and every single composer demand, each of which sought to the cost of enterprise, organization, skill, labor and money, to all of which the publisher has contributed nothing. He furnishes in a great many instances merely a bare mechanical service to the composer, an arranger who takes down the notes and records them upon the lead sheet. The publisher is the arranger to artistically, attractively and pleasingly set the work which it may appeal to the popular fancy."

The MPPA (publishers) answer was composed by its executive, Nathan Burkan, and signed by John G. Payne, chairman of the board. It also contains every single composer change practically also business matter, and the publisher and publisher of the business.

General opinion among disinterested onlookers is that the composers are entitled to some changes, chiefly those that would partially alter the severe demand for writing profits. But the outside impression, also is that the composers tried to cover too much ground in one stroke.

Better results might have been secured by modification, it is believed, in some quarters. This shortening of demands for the pur-

pose of asking submitting a new basis to the publishers is under discussion among the songwriters. The only alternative is an organized strike that would shake the music business from top to bottom.

The composers in their fight are led by a new name for the music field, M. Koenigsberg. This former newspaper executive through 25 years with the Hearst syndicate, and now Kings Beach, which he founded, is familiar with copyright laws and procedure, with this the accepted reason for his engagement by the S.P.A. He is acting as its business manager.

Songwriters

Leading the songwriters' fight is a contract committee comprising Sigmund Romberg, chairman; Edgar Leslie, chief writer; Bert Kalmar and Ray Henderson. The S.P.A.'s membership committee includes Harry Ruby, Joe Young and Rogers. Among the S.P.A. members are practically all the first legal representative of the composers. This matter is Arthur Garfield Hays.

How the songwriters would carry out a strike, in event they decide not to try again with modified demands, has not been revealed, nor is any set plan known to have been formulated as yet.

It's now next to impossible to get rich writing popular songs. The days when a 500 sheet sale was of the past and a song that netted 200,000 is considered a miracle.

Meanwhile, say the publishers, their business isn't so very hot, either.

CBS GETS JARRET

Art Jarret, singer who recently arrived in New York from Chicago, has been under contract to CBS for six months.

When Jarret first arrived in New York two months ago CBS gave him a few sustaining programs on the air, but CBS and CBS have been bidding for the Chicago singer.

NOVEMBER MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING NOVEMBER BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO
No. 1—SONG	'Good Night, Sweetheart' (Paul Whiteman)	'Good Night, Sweetheart' (Paul Whiteman)
No. 2—SONG	'Faded Summer Love' (Paul Whiteman)	'Faded Summer Love' (Paul Whiteman)
No. 3—SONG	'Guilty' (Paul Whiteman)	'Love Letters in the Sand' (Paul Whiteman)
No. 4—SONG	'I Don't Know Why' (Paul Whiteman)	'When the Moon Comes Over the Mountain' (Paul Whiteman)
No. 5—SONG	'Love Letters in the Sand' (Paul Whiteman)	'I Don't Know Why' (Paul Whiteman)
No. 6—SONG	'Sleepy Time Down South' (Paul Whiteman)	'Guilty' (Paul Whiteman)

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:

	NEW YORK	CHICAGO
BRUNSWICK—No. 1	'Ticker-Tack' (Cab Calloway Orch.)	Medley Geo. White's 'Scandals' (Boswell Sisters, Bing Crosby, Frank Munn, Mills Bros., Victor Young Orch.)
BRUNSWICK—No. 2	'Kicking the Gong Around' (Cab Calloway Orch.)	'Cuban Love Songs' (You Didn't Know the Music) (Paul Whiteman)
BRUNSWICK—No. 3	'Tiger Rag' (Mills Bros.)	'Nobody's Sweetheart' (Mills Bros.)
BRUNSWICK—No. 4	'Good Night, Sweetheart' (Bing Crosby)	'As Time Goes By' (I'm Sorry, Dear) (Bing Crosby)
BRUNSWICK—No. 5	Medley George White's 'Scandals' (Boswell Sisters, Bing Crosby, Frank Munn, Mills Bros., Victor Young Orch.)	'Kicking the Gong Around' (Cab Calloway Orch.)
BRUNSWICK—No. 6	'An Evening in Caroline' (Boswell Sisters)	'Good Night, Sweetheart' (Bing Crosby)
COLUMBIA—No. 1	'Good Night, Sweetheart' (Guy Lombardo)	'Good Night, Sweetheart' (Guy Lombardo)
COLUMBIA—No. 2	'Time on My Hands' (You Call It Madness) (Smith Ballou Orch.)	'Call Me Darling' (Cavaliers Orch.)
COLUMBIA—No. 3	'Faded Summer Love' (Paul Whiteman)	'I'll Be Glad When You're Dead' (Louis Armstrong Orch.)
COLUMBIA—No. 4	'Good Night, Sweetheart' (Faded Summer Love) (Paul Whiteman)	'I Don't Know Why' (You Call It Madness) (Paul Whiteman)
COLUMBIA—No. 5	'An Evening in Caroline' (Old Playmate) (Ted Lewis Orch.)	'An Evening in Caroline' (Ted Lewis Orch.)
COLUMBIA—No. 6	'I Don't Know Why' (You Call It Madness) (Kate Smith)	'Faded Summer Love' (Ruth Etting)

	NEW YORK	CHICAGO
VICTOR—No. 1	'Good Night, Sweetheart' (Wayne King Orch.)	'Good Night, Sweetheart' (Wayne King Orch.)
VICTOR—No. 2	'Good Night, Sweetheart' (Time On My Hands) (Smith Ballou Orch.)	'Sleepy Time Down South' (Paul Whiteman)
VICTOR—No. 3	'Cuban Love Songs' (Tell Me with a Love Song) (Paul Whiteman Orch.)	'Good Night, Sweetheart' (Rosa Cumbro)
VICTOR—No. 4	'Old Playmate' (Faded Summer Love) (Paul Whiteman Orch.)	'Faded Summer Love' (Paul Whiteman)
VICTOR—No. 5	'Don't Know Why' (You're My Everything) (Paul Whiteman)	'I Love to Hear a Military Band' (Ted Lewis)
VICTOR—No. 6	'I Don't Know Why' (Guilty) (Wayne King Orch.)	'Time On My Hands' (You Didn't Know the Music) (Leo Reisman Orch.)

NEW RULES ON DANCE HALLS AND CABARETS

New York police have issued added rules for dance halls and licensed cabarets. Principals are obliged the places to remain wide open during their hours of business.

Rules are:
—All parts of licensed premises shall be kept accessible to the public and authorized members of the Police Department during the times that such premises are open for business.

—While premises are open for business all entrances and exits shall be kept unlocked. No signaling system of any kind shall be used at any entrance or exit.

—The names and addresses of all the employees shall be kept by the management, which record shall be made accessible to the police.

—Patrons are prohibited from cabarets shall not be permitted to mingle and all with patrons.

—The provision of local law No. 12, with respect to the hours of operation of the premises, shall be strictly complied with.

—No closed booths or other contrivances shall be maintained which would prevent an immediate inspection of the premises.

No Crooks
—Persons with criminal records, gangsters, racketeers and the like, shall be prohibited from entering or remaining on the premises.

—Proprietors shall not subsidize public law enforcement officers to patronize the establishment.

—Proprietors shall immediately report any unruly or disorderly act committed by a patron, or the presence therein of any suspicious or questionable person, to the commanding officer of their local precinct.

—If a licensee shall be maintained in strict compliance with the law and all other laws, and no immoral conduct shall be permitted.

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JACK CRAWFORD
"THE CROWN PRINCE OF JAZZ" AND HIS ORCHESTRA
Columbia Records
Geo. Olsen's Calif.
Columbia Calif.
Direction—Music Corp. of Amer.

JOSEF CHERNIYAVSKY
And His SYMPHONICOPOLY
Max Fisher
And His CALIFORNIANS
Touring Rock Circuit
Exclusively WEBER-SIMON AGENCY
Police Theatre Bldg., New York

TED LEWIS
ORIGINAL, CHICAGO
Exclusive Columbia Records Artist
MR. MORRIS ARIST
Personal Representative
1010 Broadway, New York

MAX FISHER
And His CALIFORNIANS
Touring Rock Circuit
Exclusively WEBER-SIMON AGENCY
Police Theatre Bldg., New York

ROBBINS
MUSIC CORPORATION
1575 N. WENTWORTH
NEW YORK

Disc Reviews

By Bob Landry

Chicago, Dec. 19.

MACPHERSON and HUTTON
Songs and Chatter
Columbia 2561

Alma Temple MacPherson, stand-up headliner on the hallelujah circuit for years, is now teamed with a hefty young tenor, David Hutton. It's a step-up for Dave, who has been the ideal accompanist for her. Now two-act will probably mean it. In what follows, MacPherson isn't the name of a ship, as in the old days, but a person. She has persuaded Alma and Dave to tell us the folks on a record that he is worth for 75 cents and is worth it for laughs. "Columbia's showmanship in producing this choice package of shelled wax is on a par with Alma's in luring her marvellous voice to the microphone to winning souls. First, she leaves nothing out; after that, Dave, who keeps the act high class.

On the 'A' side Alma and Dave chat, informally about their new partnership, on and off the record. On the reverse of the disc they go to a hymn with a dramatic recitation by Alma sold for a cargo of souls.

Alma shares billing with Dave (sassy divvy unreported) but it's still Alma MacPherson and Co. who'll be better liked. Dave is a fair tenor but no sparkling performer. He is a little stiff in the act and keeps the answers. Dave in the romantic interest, and possibly a little around the side. When Alma whammed over that note about scandal-mongering, "You Can Talk About Me to My Neighbors, Tell About You on My Knees" she was cleverly turning the other cheek while at the same time making ammunition out of notoriety. She's facetious about her managers and the promotion of her talents in providing a refrain that ditto about scandal-spreaders runs: "They go to my house and ask me to let them come to my house and talk about me." Material like that is sure-fire for Alma's following. It's good. They eat it up.

LILY PONS
Operatic Soprano
Columbia G-456
Miss Pons is sensational on the American concert stage with an immense favorable following. Her triumph on this imported 10-inch huddling parts one and two of Decca's "The Song of the Larks" conducted by G. Cioes and the waxing of the record in France is an item that will be hard to push out from get them those who ask for it.

RED MCKENZIE
Baritone Crooner
Columbia 2560
Another unknown whose baritone voice is not much gets him hitched on the 75-cent platters during the current vogue for masculine crooners. He has a pleasant but value with "Just Friends" and "You're the One."

PETER VAN STEEDEN
Dance Music
Decca 2558
Fairly catchy dinnapanna from a bandman without reputation. He shines by comparison with the majority of newcomers now so plentiful since the mechanized struts unloading their name bands and saving money on guarantees. Van Steeden offers "I'm a Fool for You" and "September" and a "Can Symphonies" with a nice musical appreciation.

LOPNER-HARRIS
Comedian
Columbia 2551
This is pretty hard. Little knowledge of recording is necessary. It's been invented on this release. It's so perfunctory and very dull. The choice of material is better, and that's particularly means San Francisco. "I'm a Fool for You" suggests it may be an okay aggressive comedy act. The other two, "I'm a Fool for You" and "I'm a Fool for You," are Stay Away From My Door and the assignments for inexperienced comedians.

DALE KARDOS
Dance Music
Decca 2556
Fairly catchy dinnapanna from a bandman without reputation. He shines by comparison with the majority of newcomers now so plentiful since the mechanized struts unloading their name bands and saving money on guarantees. Van Steeden offers "I'm a Fool for You" and "September" and a "Can Symphonies" with a nice musical appreciation.

ALBERT SANDLER
Violinist
Polygram 2570
"Estudiantina" and "Dolores," both waltzes, are much more lively in tempo and tempo than the more serious tony choros for wax of the same name. Consequently, there's a noticeable appeal for sales to the narrow range of lofty phonophiles.

MEROFF'S BAND KEPT OUT OF PIT BY UNION

Due to refusal of the New York musicians' union to make an exception, Benny Meroff has lost a \$4,500 New York theatre job. The former Chicago m.c. and his band, current at the Palace, are considered by the union as "outsiders." Job offered is at the Fox, Brooklyn, with Meroff would follow the former into the pit.

Union advised Meroff that regular stage dates in New York would be played if a local house orchestra is not displaced by the booking. Unable to accept the lucrative Fox offer, Meroff probably will have to go over the RKO vaudeville route at \$1,000 less to keep himself and band going.

No successor for Lyman at the Fox has been chosen. He leaves Jan. 1.

Whiteman's N.Y. Benefit For Idle Musicians; Vallee as a Soloist

Paul Whiteman will give a concert in New York for the unemployed musicians of the city. The P.M.S. concert will be held in either the Metropolitan Opera House or Carnegie Hall under auspices of N.Y.C.

Rudy Vallee will be employed as a soloist during the concert. Dana Guila, femme soloist, will be featured with a new concerto she composed, called the "Jazz Concerto." Whiteman will play during the concert Ferdie Grofe's "Grand Canyon Suite."

Whiteman starts his eight-week RKO vaudeville tour Jan. 8 in St. Louis. He plans to give the concert one week after completing this tour at Toronto. Whiteman will augment his orchestra from 35 to 50 men for the benefit.

Mr. and Mrs. Paul Whiteman were in New York for the major portion of last week. Paul spent some of his time at the RKO offices completing arrangements for his forthcoming tour of several cities, starting in January. The Whiteman orchestra will receive \$7,500 weekly on the RKO tour.

Paul, as before, started the natives in the east with his juve proportions, with the first 90-b. loss now raised to 10.

Broomes Out at M-G

Hollywood, Dec. 21. Indicating a negative reaction toward the revival of film musicians, M-G-M is planning to handle the little work necessary to recordings.

Onland, Dec. 21. George Gorch, a former letter man who has pleaded guilty to conspiracy talks in Federal court, is planning to handle the little work necessary to recordings.

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Getting Hi-Hat

Hollywood, Dec. 21. Willie Raskin, president of the Rocky Mountain Songwriters' Association, is not in New York. He is reported here having created a new job for himself. He is now a free lance stooge.

COOTS SELLS TO RADIO FOR ANOTHER 16 2-3/4

J. Fred Coots has sold his late partner, Benny Davis, and followed his 16% license to Davis, Coots & Engel to Radio Music. This was reported as likely last week.

With Coots selling out, Harry Engel, a v.p. of Radio Music, is the only individual who holds an interest in the firm. The rest is all under control of Radio.

Joe Morris Settles 'Moon' Suit for Counsel Fees

Suit of Joe Morris against Robbins' Music, charging the latter's song, "When the Moon Comes Over the Mountain," was lifted from "Carolina Moon." Has been settled out of court.

Joe Morris, settled directly between the writers of "Mountain," Howard Johnson, Harry Woods, Kate Smith and others, has withdrawn the action if the three writers paid off all the counsel fees which Joe Morris had incurred.

Each writer paid one-third of the legal costs.

Stops Coast Musicians

New York musicians union No. 802 won't permit Sam Colwell, coast orchestra leader now east, to bring any of his musicians from the coast into New York. He is forming an entirely new band.

RUDDY'S HOME BOY FETE

Portland, Me., Dec. 21. Portland Lodge of Elks expect 1,000 at testimonial dinner at Rudy Vallee Sunday night Dec. 27 at the Hotel New. The plan is for Rudy to fly from New York to Portland. After the dinner, he will spend the night at his old home in Westbrook, returning by plane to New York Monday morning.

Ruddy's sister, Mrs. Kathryn Lennerville is planning to organize an Ensemble which will furnish music during the dinner.

LOWN LEAVING

Bert Lown's orchestra has been given its notice by the Biltmore Hotel, New York. Lown has been given one spot for a number of years.

Notice is either for two or four weeks. Lown going out Jan. 2 or Jan. 18.

Renard will follow Lown into the Biltmore.

RENAUD DOUBLING

Jacques Renard orchestra opens the Cafe De La Paix, New York, New Year's Eve.

Renard will be given three weekly broadcasts from the night club in addition to his Camel Club broadcasts.

Freeman's Cuban Date

Joe Freeman's orchestra goes to Havana, Dec. 21.

This band leader changed his name to Freeman from Friedman.

Numerous Members of 802's Outlawed Welfare Ass'n Reported on New Board

BITTER RESUMES SOLE OPERATION OF FEIST'S

E. F. Feist with Rocco Vocco command will resume the sole operation of the music house of Feist's. This situation arises with Feist's having divorced himself from Radio Music, a holding corporation. Bitter has been the director of Feist's for years and throughout the illness of its late founder, Leo Feist. Listening to the talker call on music Feist's joined Radio Music, the Carl Fisher firm also, for the presumed benefits to be obtained through its affiliation, principally RKO, NBC and Radio-Victor.

When leaving its individual status, the House of Feist was the leader in the popular music field.

Feist had been the Chicago rep of Feist's. He was called to New York shortly after the merger with Radio Music, to become one of its vice-presidents.

Sirovich Will Pass on Copyright Bills While Committee's Chairman

The appointment of Congressman William Sirovich (N. Y.) to chairmanship of the Patents Committee of the House of Representatives promises development during the present session when the matter of copyright, which has been the subject of the committee, usually chairmanships follow in the line of seniority. Northern Democrats protect the original line-up of committee heads, which had many Southerners listed as the most potent. In caucus changes were agreed on and the New York Congressman was one of the new selection.

At the last congressional session Sirovich fought the proposed new copyright bill, which was not accepted. It is claimed that during his campaign for re-election to Congress, Sirovich inspired several speakers to take the stump against Sirovich.

New Vestal Bills Two new Vestal bills are to be introduced. One would protect the designer of a costume, ad or hat the same as a book, song or play. The other would give the author the right to rewrite the present copyright law.

Four-cornered fight is indicated when the new copyright measure comes up. The factions are the stage producers, authors, composers and radio. Radio is considered the ogre in the copyright act. The stage producers are the ones to use anything published or in use. The radio lobby sat back during the committee hearings, coming in at the finish and killing off the bill through its attempt to make a grab of the copyright.

Sirovich has been interested in several Broadway legit plays and shows, and at least one. Mack Stryker, who left the music business over a year ago to produce and write, has been in publishing. At Sherman and Al Lewis, songwriters, are associated. Sirovich has been in the hands of Henderson bought the Green & Stept company, of which firm Stryker is president. The latter is to produce talking shorts with Louis Simon.

Rheumatism Hits Mills

Irving Mills, who went home with what appeared an indisposition, is now being held up by a month or so.

His system became infected and rheumatism developed.

FOLLOCK LEAVES F. K.

Bernie Follock is leaving Phil Kitchner's music this week. Follock was pro. mgr. for that publisher.

Welfare Association of Local 802, New York, of the American Federation of Musicians, is reported to be celebrating a victory over the election of the House of Representatives members of the Welfare Association or in sympathy with it. The annual election was held Thursday (17) at the 802 offices.

The following were elected as members of the Governing Board: Frank Chiffarelli, Richard (Dick) McCann, John Miraglia, Wm. Earl Richard and Samuel Suber. New Trial Board elected consists of: Harold R. Beach, J. P. De Foss, William Feinberg, William Fehlbush, Willie (Willie) Fleeter, Americo Gentile, Jimmy Lett, Charles Reader and George Schectel.

Elected as delegates to the A.F.M. Conventions were: Henry Conrad and Richard (Dick) McCann. Max M. Richter was elected delegate to Central Trades and Labor Council.

Welfare Association has for many months met opposition from several of 802. Some time ago Ed. Canavan, chairman of the local, issued a warning that all members of the Welfare League, would be expelled from the Welfare League, would be expelled from the Welfare League.

Recently the Welfare Association retained Arthur Garfield Hays, attorney, to fight the battle between officials and the association arose from belief that the Welfare Association was anxious to have Hays averse the Welfare Association was formed for social purposes and to do so were work, and to have money to relieve unemployed musicians and will not have anything to do with union matters.

On the latter grounds, Hays has been combating the fines imposed on members of 802 exposed as belonging to the Welfare Association.

Changed Attitude?

It is expected a complete change in the attitude of the Welfare Association as a result of the election. The majority of elected officers are Welfare members. It is reported, Thursday (17) morning the members of the Welfare Association, who had been running up and down Broadway, were now seen to pick up all union musicians and take them up to the Welfare Association.

Hartman's Temporary Stay

S. F. Hartman, Chicago manager for the American Society of Composers, Authors & Publishers, will remain in New York indefinitely at the peak of the L. C. C. case. It will be some time before the board of the American Society appointed to succeed to his duties. At a board meeting Thursday (17) it was voted that a formal expression of appreciation of the services rendered the American Society by Rosenbach be drawn up and incorporated in the minutes. It will also be sent to Rosenbach's family.

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WONDERFUL GIFT OPPORTUNITIES

AT ESPECIALLY LOW PRICES
ASSEMBLED IN OUR BROADWAY SHOP

OPEN TILL MIDNIGHT

THOUSANDS OF CORRECT AND PRACTICAL GIFTS FOR MEN AND WOMEN

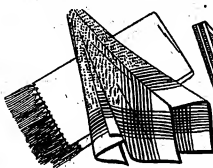
Despite the fact that we have maintained the same high standard of value and exclusiveness of style and character in our Christmas Assortments this year, prices have been drastically reduced. Even the finest and most captivating articles have been remarked. Nowhere will you find a more splendid opportunity to buy truly fine gifts at such decided savings. A few outstanding values are given, there are countless others, from unique novelties to the finest Nat Lewis Purses and every item will surely satisfy.



SHIRTS \$2.85

Formerly \$5 & \$6

Famous Nat Lewis custom tailored shirts, neat stripes and figures, tab and pointed collars, madras and broadcloth. Wonderful values.



NECKWEAR \$1.85

Formerly \$4

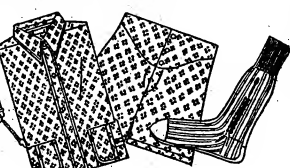
Imported French silks. Hand-tailored. Also all \$5 imported neckwear now . . . \$2.35.



HOSIERY \$1.65

Formerly \$3.50

Pure silk-ribbed hose, linen toe copping in each sock. All colors.



MUFFLERS \$5

Large size 18" x 56"

Hand-fringed crepe muffler. Outstanding value.

French crepe muffler with hand-rolled edge imported direct from Italy . . . \$10.

SHORTS \$1.65

Belted and pleated back. Fine imported shirting materials. Exceptional values.



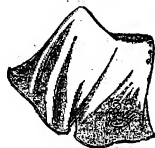
Rhinestone clips with synthetic stones, copies of expensive originals. \$2.50

ROBES FINEST NECKWEAR MATERIALS \$35

Truly fine robes for gentlemen. Lined with heavy satin throughout

MISCELLANEOUS

Tan capeskin, silk-lined slip-on gloves, \$4.50
Silk suspenders, with stylish gold-plated chain ends . . . \$4.00
French linen handkerchiefs, hand-rolled edge, hand-embroidered monogram, \$5.50 doz.
Pure silk-ribbed undershirt, extraordinary value . . . \$1.50



NAT LEWIS PAJAMAS FOR WOMEN

AT UNUSUALLY LOW PRICES

Exquisite assortment of Lounging Pajamas and Sleep-Pajamas at marvelously low prices.

Lounging Pajamas from \$14.50 upward
Sleeping Pajamas from \$10 upward

ONLY \$5

For this Personal Name Pantie. Fits beautifully. A perfect inexpensive gift. Embroidered name included at this price.



NAT LEWIS PURSES \$7.50

Exceptional Value
Smart finger strap, metal trim. Very, very new

NAT LEWIS HOSIERY — \$1.35 per pair

Incomparable in beauty and value — the finest to be had

Gift Boxes from \$5 upward

Gift Bonds Securable for any Amount



Five strand Bracelet, coral or pearl \$10

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Men's and Women's and Theatrical Departments Open Until Midnight

1580 BROADWAY AT 47TH STREET



JEWELS Coral earrings \$5

ASTOUNDING values in other jewels.

26th ANNIVERSARY NUMBER

VARIETY

PRICE
15¢

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VOL. 105. NO. 3

NEW YORK, TUESDAY, DECEMBER 29, 1931



FANCHON & MARCO

on their TENTH ANNIVERSARY
thank their friends in show
business for their loyalty, co-
operation and kind encouragement.

FANCHON & MARCO'S

10th

ANNIVERSARY

Congratulations

to

**FANCHON
& MARCO**

on Ten Years of progress and brilliant
achievement in the production of motion
picture, theatre stage shows.



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THEATRE CORP.**



FANCHON & MARCO'S **10th** ANNIVERSARY

THE RKO'S

Cordial Stores Giving Speakeasies Tough Battle With Their Cut Prices

Having been giving the speaks a run for their money right along, some cordial shops are now becoming bolder, with holidays here, by cutting their prices to rock bottom and seeing to it that sales lists are freely distributed. Until recently these shops demanded identification of some kind. Now, however, the hole-in-the-walls are starting to display their prices for anyone.

A typical cost card of goods is in clear view of all prospective patrons. The lists name two brands of gin (Gordon and Booth) at \$1 a quart, Piccadilly at \$1.50; White Swan \$2, and Hulskamp-Crook \$2.50.

Two ranges from \$1 a pint for a brand known as Sam Thompson up to \$1 for Lincoln Inn, the most expensive quality to be found in any cordial joint. Gibson sells at \$2, while Silver Dollar and Golden Wedding are named at \$2.

Soth (Old Smuggler) is \$2 a pint, as is Ambassador. Johnny Walker goes for \$2.50, while Green Stripe (quart) is \$4.50.

Port and sherry are advertised at \$1.50 a quart. Bacardi retails in these cordial spots for \$2.50. Most of these prices are far below the retail figures for the same brands in Canada, Bermuda, Mexico or other countries not suffering from a prohibition law. While it is doubtful how many times the list is cut, it is good at the beginning, the speak-easies are finding it increasingly difficult to merchandise liquor at from 50 up to 100 profit in the face of the Woodworth figures of the cordial places.

Besides which the cordial shops deliver to office and home at all hours.

Music for Shoppers

Tacoma, Dec. 28. Tacoma's 'Dally' Lusk, an association with musician's union sponsored orchestras in as many stores and markets here as Yuletide concerts. All bands are popular dance orchestras including RKO musicians.

This was first of a series that will be given in an effort by the local musicians to create more interest in living music as against record tunes.

OIL DAVIS' GUARANTEE

Backer of Marathon Play Now to Rescue of Mass. Depositors

Brookline, Mass., Dec. 28. Edgar B. Davis, millionaire oil operator, who backed the marathon play 'The Ladder' in New York even to the extent of admitting the public free of charge to his bank, is no depositor of the closed Plymouth County Trust Company here will lose money.

Davis, who is in Texas, notified his representatives in New York to reiterate after the condition of the bank has been determined and he had been given time to pay back each depositor would be paid 100 cents. Davis at one time held a controlling interest in the bank. It has more than \$2,000,000 in savings accounts.

No D. A. R.?

Chicago, Dec. 28.

At the recent opening of the new RKO house in Evanston, Ill., excepted decided the 'Star-Spangled Banner' should be sung by one of the actors as a patriotic tribute to the dedication party.

When the time came it was despairingly discovered that nobody could remember the words to the national anthem. Number was finally dropped after a search failed to turn up a single copy of the lyrics to the ditty.

BUDDY ROGERS' FAULT HE LOST OUT WITH PAR

Too many parties, too many plans for Buddy Rogers to weep over his severance with Paramount. The film juvenile, pelted with social invitations and theatrical offers since he came New York two weeks ago, thinks the latest development of his picture career is just a bad break.

Temporary retirement from films doesn't trouble Charles Buddy, who considers that he's been out of pictures for the last two years.

'I didn't have a decent part in all that time' he explained. 'I don't blame Paramount. It's my own fault for not using my head. Fortunately, I've realized my mistake while I'm still receiving fan mail.'

I consented to roles that I knew couldn't augment my draw at the box office. I accepted directors who had never worked on a picture before, permitting the studio to cut down on expenditure on films already sold to exhibitors. Believing promises of great treatment in future films, I agreed to play parts of secondary importance.

And that's that concluded Mr. Rogers, with an expressive shrug. Though he's been doing the social ad part of all over town, Rogers found time to sign a contract for the Ziegfeld Brown-Henderson musical tentatively titled 'Here's to Molly', sign a radio contract with NBC; organize a 15-piece orchestra to go into the Cascade Room at the Waldorf; rehearse and petitioned at the Muehlen, Philadelphia, Christmas Day; decline all offers and do his Christmas shopping.

Ritz Chi Country Club Is Declared 'Opposition'

Chicago, Dec. 28.

South Shore Country Club, one of the ritziest, will show no more pictures from the established exchanges here. Film exhibitors of the mighty clubhouse got together and petitioned the picture exchanges, under threat of boycott, not to sell the country club any more features.

They called the deal unfair competition.

The club had been showing films to about 1,000 people weekly, using one and two-year-old product.

By Sid Silverman

Groeser for 1931 show a few things besides the fact that business was extremely bad in the amusement field. Tent troupes couldn't survive, other than the big one. The past summer also virtually marked the end of what road was left for legit. Vaudeville, or the major part of it, spent the year trying to offset its bad time instead of gaining any callous aid. And for the films themselves, the decline was such that it leaves an open question whether the moving picture will ever again know the popularity of those peaks it reached in the silent era and then again with sound.

Show business, as the current year closed out, is in a most chaotic condition it has ever known. Anything can happen and about everything is happening. That goes for both the legit theatre and film studios.

With the public up to its neck in the decline and wall high begging for some form of amusement which it could attend, and so forget its worries for an hour or two a week, producers hit on the antidote of gagging as mental relief from their burdens. That goes for both the legit theatre and film studios.

If the primary purpose of the theatre is to provoke laughter, and it is, there wasn't much to grin at on either stage or screen until the last months of the passing year. Meanwhile, the populace had evolved its plea for a reason to smile 'way last spring. But, for pictures, the machine gun cycle had to run its course, and the boys evidently just couldn't find anything funny to write about for the theatre either. So there were only a few shows and pictures worth seeing. Did the public and that out? The answer was overly emphatic.

Answer is in Hollywood. The picture situation dominates everything else because it is closer. (Continued on page 169)

Female Impersonator Sued for Slander by

K. C. Youths in Box

Kansas City, Dec. 28.

Two lawsuits alleging slander and seeking to recover \$5,000 each, were filed in federal court here today, where have been brought by two Kansas City youths.

Alleged slander is claimed to have occurred during one of Norman's appearances at the Kansas City RKO, when it is alleged, he directed some strong remarks to the young men who sat for \$1500 actual and \$1,500 punitive damages. James R. Sullivan, assistant city attorney, said he was asked to defend the actions. 'Norman doesn't use naughty or slanderous words,' the attorney says.

Early Press Time

This issue of 'Variety' went to press at noon Saturday, Dec. 26.

RKO Gets Its New Money Jan. 2; Chicago Group May Get Board Rep

Booze Off 80%

An almost unbelievable decline of 80% hit the Christmas bootlegging industry last week, in comparison with the previous year's holiday booze gross. That much of a drop within one year probably is the most severe loss received in any line of trade.

And despite that liquor prices have for the past month been at their lowest since the war.

With less than a week to go, the New Year's trade failed to show signs of picking up sufficiently to cover the Christmas slump.

Times Square logger said last week the depression has accomplished more to bring about national temperance than all the enforcement officers of the dry force.

BEERY BALKS AT CALL TO SUPPORT LA GARBO

Hollywood, Dec. 28.

Wallace Beery is reportedly balky over the call by Metro to go in 'Grand Hotel' starring Greta Garbo. Joan Crawford, among other Metro players, is slated for the picture which will commence Jan. 4.

Beery takes the view that the use of Crawford, himself, etc., in the talker is merely for build up purposes for Garbo as the lead.

In Beery's newest, 'Hell Divers' (M-G), where he is co-starred with Clark Gable, it is accepted that Gable being in the film is just a box-office build up for Beery of the picture.

Studio is still reported undecided on the use of Sam Jaffe to play the role of 'Grell' which he created in the play.

MORE SOCIAL MIKERS

Kathleen Milloy and Countess Morner on CBS Broadcasts

Two more society women for the Lintz CBS programs, which start Jan. 4, are Kathleen Milloy and Countess Goeta Morner.

Latter will be on Jan. 11. Miss Milloy, a sister of Edna St. Vincent Millay, will be on the Jan. 13 broadcast.

2 Reverse Decisions for American Plays in Paris

Paris, Dec. 26.

Two shows previously seen in New York opened here this week with reverse results.

'Tina Rova', musical which couldn't quite make it in New York, is at the Chatelet where it looks like a neat click. Well staged, which helps.

'Grand Hotel', one of New York's biggest smashes in some time, looks like a flop here. It's at the Folies Wagram; way off in tempo and effect.

Reports that Hiram Brown would be deposed as head of RKO were found entirely wanting when checked with those who should know.

From what can be learned RKO heads are satisfied with the manner in which studio reorganization is progressing. In addition they look to have the underwriting sums, as named in the RCA refinancing plan, by Jan. 2. This is the date on which the \$11,000,000, or part of it, is turned over to RKO. How much of this amount has been subscribed by stockholders can't as yet be ascertained, but it is reported as a substantial share. In fact, it is big enough for the stockholders to hold the RCA may have to put up less than half the total sum, \$5,000,000. This money is already said to be waiting receipt by RKO from RCA.

Although originally set that Dec. 31 should be the deadline for stockholders holding rights to subscribe to the \$8 debenture issue, this date was extended to Jan. 4. This was done at the request of individual stockholders who desired time to raise their required amounts.

The Subscription

The stockholder is privileged to subscribe only to as many \$8 debentures as he holds shares. The \$8 plan goes share for share only and is paid for share. If a stockholder subscribes for the \$8 debenture he also gets a ¼ of a share of new 'A' stock free.

If he fails to subscribe to the \$8 debenture he has his stock holdings reduced to ¾ of what it may have been.

The debenture and the ¼ share go together. Neither can be sold separately. The ¼ shares have no voting rights for three years. Company, however, may change this if it desires before that time. That's a matter of contract with the policy.

In subscribing, however, stockholders are asked to hand over only \$250 of the \$8 units desiring to pay in full. This is on the hope that the full amount may not be like the \$8 units desiring to pay in full. The \$250 redeemed before the maturity of the debentures, which is 10 years.

So far as known Mrs. K. E. Kohl, of Chicago, one of the largest RKO stockholders and an active opposition source to the present refinancing plan, has not as yet subscribed to the debentures. A meeting between her attorneys, the RKO management and RCA officials is looked for this week. At that time some amicable arrangement may be worked out between the parties to give Mrs. Kohl a representative of the Chicago group a board place.

So far as the reversely cut RKO stock, which is being sold more by an attorney, J. Cookman Boyd, is concerned, this matter is looked for this week.

Two days after the refinancing will be set. Boyd filed an answer to Boyd's allegations which went on record Dec. 28. In this answer RKO denied the material allegations made by Boyd except that RKO was a Maryland company.

Edna May Oliver Likes Hollywood, And Contract, Even Cut, One Reason

By Cecelia Ager

Edna May Oliver has never felt quite kindly toward interviewers since the day that young man, who seemed so sweet and understanding, came to her house, went back to his fan magazine office to write that Edna May Oliver craves herself to keep every night on the elbow, and that she thinks she is so homely.

"I talked to that young man like a friend—sitting, clowning. I thought we were having a merry little chat. But no, he took me seriously, and now I get fan magazines trying to comfort me, saying, 'You really haven't such a bad face, Miss Oliver, and anyway, it's character, that counts,' when in no one realizes better than I that this fact of my face is so homely."

Miss Oliver treated herself to one of her celebrated sniffs. Interviewers, she's convinced, want only to make their stories sensational. They don't care who they pin a story on, just so it's hot. Their lead is set before they get the facts of their questioning. She is usually completely opposite to that expected. The interviewers must wait their chance, and then they get it in their prepared-in-advance ideas.

Miss Oliver, for Hollywood, pictures, and salary cuts presents her broadest smiles. Hollywood is so peaceful, so quiet, so sincere, she finds, after the artificiality and annuity policy salemen of New York. It's too good. Of course there is that California money, but she says, and difference does it make if it does rain when you're swimming.

12 Weeks Yearly
Miss Oliver thinks she's mighty lucky to be in pictures. It pays for 12 weeks a year. Who knows, when rehearsing for four weeks in a stage play, whether it will run for two weeks, or three, though an actress is practical.

When her last contract expired, Miss Oliver was asked to make a salary cut. After overcoming her indignation and giving the matter thought, she remembered the story about the bird in the hand. Even with a cut, a picture contract is pleasant to hold, she says, and is much cheaper to live in Hollywood than in New York.

Miss Oliver is an actress for her living as well as the art part.

Bushman's Accident

London, Canada, Dec. 26.
Francis X. Bushman, Sr., was in an accident a few miles from this city when his automobile crashed head-on into another vehicle on N. 2 Ontario Highway. Bushman was forced to spend the night in Waterloo, a small village, and after appearing as a witness before the magistrate, went to Boston by train.

Bushman was thrown heavily against the front of his car. The machine was so badly wrecked it had to be abandoned.

CAPRA SAITS

Frank Capra was in town over the weekend prior to sailing for Europe on Tuesday (29).
Picture director will spend four weeks pecking at London, Paris and Berlin.

SAILINGS

Jan. 8 (Southampton - Buenos Ayres), Harry E. Goldfain (Aspen).
Dec. 30 (Paris to New York), Arthur Schwartz (Europa).
Dec. 33 (New York to Paris), Fritz Kreisler, Frank Capra (Bremen).

Dec. 28 (New York to Paris), Lady Lawrence (Aquiline).
Dec. 23 (New York to Milan), Arturo Toscanini (Albert Ballin).

WHAT YOU SEE IN THE LIGHT, DO NOT DOUBT IN THE DARK

MR. AND MRS. JACK NORTHROP
11 West 42nd Street
New York

Lower Booze

New Bedford, Mass., Dec. 26.
Out in this neck of the woods where rum running boats are active and the Coast Guards every night on the elbow, the booze prices are lower than those of last year.

And I supply plentiful. Here's how the prices lineup:
Booth \$40 50
Irish whiskey \$40 70
Rye 75 60
Gin 60 20
Vermouth 60 25
Sherry and port 60 50-60
Champagne 80 65
Rum in demijohns 25 20
Rum in bottles 30 45
Cordials 15 15
White wines 40 50-60

U.A. PREPARING SALARY SICE

United Artists is preparing to place into effect salary reductions around Jan. 1, or shortly thereafter. Due to its cost-cutting, the studio is cutting salaries intermingled in U.A. the cut will not be on a percentage basis.

Matter of saving on payroll will be up to each department and its head. Personally opposed to salary reduction at this or any other time, it is reported, Sam Goldwyn will not ask any of his people to accept lower wages.

In 1929 U.A. attaches took a 10% reduction. It was returned to them Jan. 1, 1930.

Economy measures have resulted in the additional dropping of William Fox's film *King Kong*. It is now out.

Jacobs has already hooked eleven, including RKO's *Productions* (Inde) to handle ads and exploitation on *Explorers of the World*, current at the Criterion.

The economic revision downward which has been broad, so many pictures have not only shown no profit but decided losses, has been the basis of the struggle.

That all this came as a shock and a surprise to the studio executives seems almost unbelievable but it was quickly established that money was not pouring into the allied production-distributor-exhibitor's box offices as freely as in the past, and picture investments must be at least being examined.

It is believed that the current trend to a \$200,000-\$250,000 production investment for a medium programmer will ultimately work out for the economic benefit of the industry when such a number of pictures have not only shown no profit but decided losses, has been the basis of the struggle.

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WILL MAHONEY

In *'Earl Carroll Vanities'* The Atlanta City *'Press'* said: When Will Mahoney with sticks fastened to his feet, made melodies on a huge xylophone by pig steps, the theatre went trembles from the thunderous applause.

Direction
RALPH G. FARNUM
1560 Broadway

RIGHT REDHEAD STILL CAN'T BE LOCATED

Hollywood, Dec. 26.
Neither in the west nor the east after a hunt for weeks has the place of the title role in Kermit Brush's *'Red Headed Woman'* appeared.

It was taken by Metro here and by Ben Blazina in New York for the right girl have brought forth only prospects. Some approaching the role's requirements have been turned down for one reason or another.

The beat best said is said to have been Dorothy Hall, left. With Miss Hall it was on the reverse—she turned it down.
Everything is set for the production's start. If a girl can't be found, it is to be a special and may have an unknown young woman if such a one is finally chosen.

NUB CLUB IN FILM

Hollywood, Dec. 26.
Metro has wired east ordering shots to be made of the Village Grove Nub Club. Shots are to be incorporated in *'Are You Listening?'*

Story is running serially in a magazine and at one time was scheduled for Fox for filming.

The Banker Influence at the Studio

By Abel Green

With the economic principle of making the investment keep pace with the current rates of gross returns. Fluctuating on a \$500,000 rental for a talker as a very good figure these days, peculiarly with the film market, further minimize returns and the gold standard and other international finance wrinkles not help matters. Still, the downward of the basic cost has become a necessity.

Manpower

Manpower of a quality that is necessary to the successful production of the commercial picture is not to be tampered with, even from the bankers' pecuniary point of view. But it is a necessary servation along other lines, including extraneous personnel, general pruning of the old debris, overhead and sundry other economies, can they be readjusted matters.

Even the studio executives as they are of their autonomy, have been forced to recognize this. There has been much outbursting—naturally. There has been caustic captivation on both sides. Studio execs have been a little sarcastic that they could be better, unversed as they are, by going into another business than can the business men who have cut them from other trades into the picture business and endeavored to tell those who have spent lifetime in a particular, small-scale and creative industry, how to make pictures.

The moneybags from the east have since stifled that argument by wholeheartedly concurring—except that they can't reconcile themselves to cost of investment vs. gross income. If these two don't match up the studio concede that it's time

The film industry had to be re-incarnated. Everyone in the business any length of time from the first year of 1929 to 1931 could predict what year. It was stalled from one year to the other until 1931 got seriously under way.

Probably just because it was among the last industries to recognize the national business depression, the theatre world of filmdom is among those to feel now that jolt the most. They came just too late because they had been off—these evolutionary moves, and at a great bunch with such terrific impact that filmdom is left awaiting the birth of 1932 dizzy from its first real churning in the economic madroom.

The worst difference between pictures and other industries, as proven with the culmination of 1931, is that pictures have been the last to determine to broadcast the threat, provoked by every little thing, and to avoid it by cutting it within the soundproof vaults of picturedom.

There was a large part of the industry's troubles during the year in which it really became an adult. It was within its own ranks that from the people playing its product that the product was bad and that the picture was over-produced. It was not expected to bring more people to the box office. That xelp along with the international picture business.

Now the industry enters the new year with a fairly new set of bankers and with this as a new worry: We must get the American people back to the theatre in their full strength.

The Public

The industry has always fought within its boundary and the strong has usually won. The year of 1931 passing of 1931 puts up an entirely different campaign map. It's this: The public is up and it is up to the public. There's no contest this time. The bankers have been forced to picture the picture. They were until the crisis which the industry refused to heed was forced upon it by money men. Now the bankers demand their usual collateral. And the industry is finally officially admitting that the only

collateral is the barometer of American picture-mindedness. Where figures on attendance were abundantly in 1929 to 1931 Will Hays frequently in his promotional speeches described the films as beautiful and so large an audience and estimated weekly national attendance at around 115,000,000, no surplusage was left for disclosure at the end of 1931.

Still more startling is what Hays said in his last year's address. He allowed to get out in previous years. Now, it is declared, no one ever had authority to say that films were in fourth largest. The millions in weekly tickets are also tabbed propitiously without ever having had official word from the industry.

One man in the entire industry knows the number of tickets weekly sold. That is Hays, treasurer, who also is credited with acting in a confidential capacity for members. Because it is his job to appportion the organization's overhead, he has to know what each company actually takes in. Hays, however, who ever *'Will Hays doesn't know the total, taking no chances on the numbers.'*

Nearer 65,000,000 weekly ticket buyers for the 15,000 wired houses in the U.S. were reported for the greater part of 1931, it is conceded, however.

There's a drop of around 40% in the figures used up until the past year by Hays, personally. The picture industry is the nub of all the industry's worries, the tightening of the banker strings with the picture business is a most whittling down, the cuts in studio and home office overheads, the reduction of the picture business, the tightening of theatre operation costs.

With all of the shearings in effect it is not surprising that the picture industry will enter 1932 pruned down to the reduced normal fan attendance. The picture industry is the nub of all the industry's worries, the tightening of the banker strings with the picture business is a most whittling down, the cuts in studio and home office overheads, the reduction of the picture business, the tightening of theatre operation costs.

Other than the picture industry to find itself and curtailing its costs there is little to mark the 1931 years of the industry. Literally, the entire year was spent up in treating-delayed readjustment. A state of flux existed. Theaters experimented with shows of pictures from stage shows to vaude and, finally, a number of them settled on the double-bill picture bill, which must also be washed up for something else with the new all economy motion.

The reason for this in status quo, being neither better than a year ago and worse because of the good standard situation. Meetings on the subject are as frequent as the visits to a quack doctor's office. The picture industry revenue which Hollywood got from abroad in the silent days is still around 35% shy.

Despite the economic turmoil certain producers found time to give the picture industry a first talker consideration. Progress is now so infinitesimal, with first teacher and first teacher, it is believed certain to materialize during 1932.

It was a matter of Broadway receipts a graph chart covering the summer months and published in *'Variety'* that the picture industry was the worst summer since the entrance of sound. The '31 line dove under the '30 line.

Television reared its head independently in one Broadway house where a picture was being shown. It was referred to Central Casting Bureau, one mile east.

Where is the booking for picture houses? 'One mile east and half a mile west.' 'Where is the booking for picture houses? 'One mile east and half a mile west.'

'Say,' said the actor, 'am I there anything closer than a mile? I just walked here from New York.'

By Tom Waller

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HOLLYWOOD

Import Finds Film Town Nightmares For Filth Hikers

Hollywood, Dec. 26.
A self-import with a French accent burst into the picture industry to get his bearings. He was the first to see any studio around Vine street and the picture business.

He was informed the nearest studio is a mile south. He then asked where the picture business was and was referred to Central Casting Bureau, one mile east.

Where is the booking for picture houses? 'One mile east and half a mile west.'

'Say,' said the actor, 'am I there anything closer than a mile? I just walked here from New York.'

GOSPEL

Trick Talent Contracts Put Studios In Lame When N. Y. Orders More Cuts

Hollywood, Dec. 28. Quite a few out-of-date salaries on top of which cuts were ordered are still hanging fire with the New York and New Jersey state orders. The salaries are still being payrolled out here and not adjusted under the uniform scale. This is brought about through those people having been employed already under reduced figures with promises for the future, i. e., to become effective around the first of '32. Instead of which cuts on top of their out-of-date salaries were ordered.

Local execs know that where these people are valuable (as they'd have gone the way of all extravagant flesh in the recent economic waves), the execs in some instances have ignored eastern limitations and marked the salaries "pending". The eastern moneybags meantime are checking up and want to know why.

P-P TRYING TO TRIM MINUS LETOUS

In trimming the operating overhead of Paramount Public by about 25%, execs offered to let the studio avoid letting people out. With other means taken of reducing expenditures, executives say that the next six months' budget, starting Jan. 1, will be shaved by about one-fifth of what it has been, and that at least 100 employees will be expelled.

Within the past week every department in P-P has been going over administration expense to shave everything which can be dispensed with at this time. Over and above the Public salary cut, which adds to last summer's mandatory P-P reduction, there has been some weeding out of supernumeraries and abandonment of the Public stage production department. Effective Jan. 15, also this circuit in getting nearer to the desired 20%.

Order for the economy program in the matter of preparation for the lower budget for the first six months of 1932, followed induction of John Hertz into company as chairman of the finance committee, led the move. The new salary reductions become effective Jan. 1.

While last week it was believed the extra cut of 5, 7 1/2 and 10% was to be applied to Public salary reduction, and according to the salary scale as approved in the studio organization, it was to be effected throughout the Paramount-Public company. It was believed effective Jan. 4 throughout P-P.

There is some discussion, particularly among those who are not making agreements soon expire. A couple have threatened to walk out if the second cut is forced on them.

Wanger Waits

Matter of settlement of Walter Wanger's contract with Paramount not yet under negotiation. So far as can be ascertained, the contract with Paramount producer has not reduced any salary under the term of the contract, that is in question, the new contract. It is in question, Wanger's old contract concluded with Paramount, since which he has been off the Par payroll.

RKO RIGHTS EXTENDED

RKO has extended time for stockholders to subscribe to the new debenture issue, rights now running until Jan. 1.

Under the original announcement the rights expired Jan. 21, and that on the stockholders' meeting on 'ex' ris' on that day.

President Brown stated that RCA had consented to the extension.

SENATE BILL TO CUT OFF STANDEES, MAYBE

Washington, Dec. 28. Senator Robert T. Cary, Republican of Wyoming, plans to introduce a bill in the United States Senate shortly after New Year's which may revolutionize the seating arrangements in picture theatres.

Alined first at Washington, the Cary bill would make it compulsory upon each theatre manager in the nation's capital to provide a seat for each patron. It is specifically provided that no patron shall stand in the entrances, or inside the theatre while watching a show—all entrances and exits to be a plenty provided for any employee of a theatre who maintains patrons concerning the availability of seats.

Senator Cary, chairman of the sub-committee of the Senate District Committee which deals with police and fire regulations, has already backed for his bill. It is understood.

Local theatre managers look upon the measure as impractical and, they say, unnecessary and point out that, if the law even succeeded, which they claim is impossible, it would serve merely to boost the price of admissions. The proposed legislation, since it would restrict seating capacity, would bring about fewer performances and, higher prices.



SEASON'S GREETINGS RUTH ETTING

Warn on Indie Plan Favoring Gov't Tax For 50c Theatres

Warning is being sounded by industry representatives that the indie exhibs if they attempt to run out on the industry's 'united front' against the Federal admission tax.

Plans have been whispered back to major company executives that independents who are preparing a campaign favoring a Government tax only on admissions above 50 cents. This will hit the big houses and let the little indie get under.

It is maintained that any tax on the big houses will further reduce admissions down, rather than on which won't, the independent spots any good.

By Geo. McCall

Hollywood, Dec. 22. Every 12 months sees a number of picture names bid farewell to marquee. Sometimes the falling is just temporary, with the players doing a come-back, in the next season, when they hit the skies they go.

General route of a player on the downgrade is usually the dropping of his or her name from the major contract lists. From the big studios they go to the independents or into the free lance list of supporting players. In many cases they remain under contract, but their pictures become lesser events and finally they are dropped.

Every new season a new crop of players ascend to stardom. Some of the old favorites die hard; others hang on with tenacity but their grip is short-lived.

1931 as other years.

Perhaps the hardest fall of this year was taken by John Barrymore. Recently he went under contract to Metro and Radio for one picture each, but at salary so low that he felt that paid him by Warners, where he left the payroll early in 1931, was a better deal than the one who has lost in popularity. In Gilbert's case, both talkers, and Danjels, appeared in were unkind to him.

Fading Away

William Haines and Ramon Novarro are two fave who slipped. Charles Bickford and Adolph Menjows started the year as major stars and finished up on indie programs. Clara Bow faded from the screen during the summer in a flood of bad publicity, which may return on an indie release.

Mary Pickford and Doug Fair-

Hollywood Stops Making Films For Hollywood; Ultra Shots Are Only to Impress Rival Studios

Miss Gering East

Marion Gering, legit and film star, arrived in New York Thursday (24).

Director will remain east for about two months on leave of absence from Paramount.

Bring 'Em Back Is B&K Idea on Its \$10,000 Show

Chicago, Dec. 28. Deal for further Publics from 'Gai' Gray's' Gertrude Hunsaker in tab form at the B. & K. Oriental, is in progress. B. & K. is understood to be willing to play the show at the Uptown, Paradise and 'Gai' theatres here, as also in a couple of out-of-town spots such as St. Louis and Detroit.

These dates, if accepted, won't go into effect until late February, when the show will have completed its contracted bookings with the Shubert in the east.

Public-E. & K. doesn't figure to make any real coin from this show, since the overhead leans pretty heavily with the musical in the house. At Chicago, besides the \$7500 for the show itself, there is a \$2,000 item for extra stagehands. House is using 60 of 'em, 35 a shift.

Publics considers the booking in the neighborhoods a general assistance in showing those people who have learned to stay at home the road back to the theatre.

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The Fadeaways

Don Alvarado
George K. Arthur
Olga Baclanova
Vilma Banks
Ben Bar
John Basquette
Barbara Bedford
Marjorie Beebe
Jack Benny
Lillian Blount
Monte Blue
Elinor Boardman
Evelyn Brent
Jack Mack Brown
Lillian Buxton
Betty Carson
Chester Connel
Dolores Costello
Helene Costello
Lillian Crane
Alice Day
Marceline Day
Dorothy Deane
Itzardine Denny
Duff Dwyer
John Egan
Frank Fay
Julius Feltz
Ralph Forbes
Carmelita
Norma Fontaine
Mitzie Green
Dorothy Gulliver
James Hall
Raymond Hatton
Lillian Haynes
Dorothy Howell
Norma Talmadge
Conway Tearney
Lupino Lane
Harry Langdon
David Lee
Lud Luque
Gloria Loring
Beatrice Ladd
John Lodge

Hollywood, Dec. 28. One phase of the current economy program picture production is that Hollywood has stopped making pictures for Hollywood.

That is, expenditure of time and cash for those extraneous details, the ultra-ultra type of photography and trimmings to impress competitors on other lots, has been thumbed down. It is being replaced by a policy of less art for more box-office.

Hollywood has awakened to the fact that this professional inclination to show the other studios something has cost the industry hundreds of thousands of dollars for details which don't mean a thing before normal audience.

Success, or its lack, is now some extent at least pointed to as a criterion. Some of the pictures, outlanders for photography and financial prowess, while pictures that for photography and settings had the Hollywood mob pinching their noses, brought in the shekels.

That striving for the 100% art in photography is now not wanted it requires a tough production line. The demand is for a passable photography and speed.

Under this pressure situation, with slices of creative cost of all pictures, it is pointed out that the parsimony won't show outside of Hollywood.

Out here the mob is super critical on phase affecting its own particular trade or profession, but is readily indifferent to boxoffice possibilities of a picture as a whole.

As Hollywood now realizes the producing end has to be blind to the real mission of pictures—that of attracting to the boxoffice. Every one here invariably views a picture only from his own particular angle, a photographer sees only the photography; a director the direction, etc. And Hollywood now knows these groups have been working only with that thought in mind. It is a tipoff why a photographer takes so long to get the extra attraction shot and the director turns in only three or four scenes a day when he is budgeted for five times as many.

There is to be no general economy in the matter of stories, preparation, but the heavy saving will come after the director gets the script. It has been said that the picture of production that most of the waste has been traced, most of it for effects appreciated only by the picture makers themselves.

Jury Holds Camera Can Lie, Film Evidence Out

Yonkers, N. Y., Dec. 28. Motion pictures exhibited as evidence in a damage action for injuries sustained in a car accident were disregarded by a jury in the White Plains Supreme Court. The pictures were shown by the plaintiff, moving about the yard adjoining the scene of the accident, and cleaning up the place and lifting the car. The pictures were shown in the courtroom and in the courtroom testimony to show that she had received personal injuries to her person.

Counsel for Mrs. Braun contended that the pictures had been taken, could make out the scene or make crimples move with agility. The pictures were taken by Eugene Delmon, a Scarsdale, N. Y. man, who concealed his camera in a bush near the Braun car. He was also a defendant in the suit.

were Alfred M. Newman, New York, theatrical man.

The Downtown End

By Sam Shain

Maybe the Downtown End still looms mysterious to the majority of the film world. Some in the hinterlands and maybe even in Hollywood still figure the Downtown End as so much trace paper prattle. But there is a Downtown End. And it's a mystery to one. Only the Downtown End isn't what it used to be.

Used to be big and silent. Now it's bigger but not so silent. That's because it has found a certain confidence in certain kinds of pictures. Where this has happened, and rightfully, the Downtown End has changed its attitude on the film biz. In certain spots that's still coming. Mostly because the wrong inside steers are still at work propagandizing activities and personnel for their own benefit.

Of this there is one glaring example in the Downtown End's underwriting. Nearly 16 months since this public institution entered the picture, by any way, but still swinging contrary to all conceived or logical aims in the show business. From one side and now from an opposing group, the wrong inside steering, first with the first bunch at an opportune time, but obviously planned.

A wrong steerer angle is the only mysterious angle in Wall Street. As the show business is steering them into these mistakes. Otherwise, how come the private banker, long concerned with picture underwriting figure show biz for the showman to operate, while the public group, not private bankers, is doing everything for rigid control of what is creative and temperamental in the show biz?

Good Pictures

What this group doesn't figure is that recovering a big investment in pictures can come through good pictures. Distribution is physical and mostly mechanical trading. Pictures making is creative. Pictures, not statistical. A Dow-Jones average can't help or harm a film story. Theatre operation is also one of the creative angles of show biz. Public pulses being in more or less a b. o. depending, of course, on extent as to the grade.

The Downtown End is no bogy and can be believed from two cryptic and descriptive statements. The pressions of the show biz made by a couple of bankers, both big minds and both actively interested in the show biz. One called the film biz "cockeyed," which showed the new Wall Street was not about to tempt to run it. The other cited it as "crazy" and along the same lines. The reasoning. The banker, private banker sources, who should know that operating anything in show biz is a showman problem and not statistical.

Loomed Up

That bogy and the Downtown End isn't deserved may have arisen besides from the fact that it's up and to 16 months, while potential disaster overtook a couple of the major companies, the Downtown End was in the show business. It had been mostly private banking. Then a public institution entered the picture. The Downtown End loomed large in film minds at least in the east and to insiders.

But the company chieftains and leading insiders can testify there is nothing mysterious about the Downtown End of show biz. It's mostly bankers, lawyers and brokers. And everybody can see the Downtown End. Even some company execs are known to hold seats downtown. Financial seats. The banker, private bankers and lawyers make up the inside outer for the film biz Downtown End. And mostly the banker, private banker sources, who should know that operating anything in show biz is a showman problem and not statistical.

Different Bankers

If there is any conceit that the private banker is rigid and hard to approach person, that can be gained. The public banker can be gained. The banker is simple observation that shows the private bankers are keener and closer to the public pulse. The banker is conservative in business but more liberal in taste and attitude. The public banker is just the opposite.

This is only of those concerned with the film biz and there may be an angle to that. The Downtown banker has been shown a sports-

manlike loser and one who knows how to take defeat philosophically. Not so with the public institutional banker. Latter must never lose.

As a result there are two distinct thoughts governing show biz from the distance angle. The private banker idea is to let showmen run it but watch the possible waste and misdirection. The public banker is for rigid control of personnel, policy and production. Both cannot be right.

The private banker idea comes after years of concentration, investment and observation of the film biz. The public banker angle is less than two years old. The private banker has learned that film biz politics is something intimate with the show world. It's a gossip biz and should be left to its own gossip. The public banker is still trying and trying to squirm out of the politics of its client company and dearest investment.

Talking

The Downtown End never informs. It discusses and analyzes. Uptown and in Hollywood they tell things. It's the nature of things. Hollywood may tell it to anybody. Uptown to a chosen few, but the Downtown End discusses things only with those they actually know and in whom they have complete confidence.

The Downtown End knows to whom it's talking and why before it talks. Thus only knowing the

Closes Boston Lab

Technicolor has closed its Boston laboratory, its largest. Around 30 key people, mostly technical heads, and assistants have been dropped. The firm has a smaller plant on the Coast and will keep it open.

BOWERY LIGHT SQUAWK INSTIGATES WB SUIT

Although they may acknowledge their willingness to take it on the chin from sundry sources, Bowery chieftains are rising from their seats and demanding their dime back when the addition of film projected in some of their looting houses is in a class with the soup which doesn't cost anything.

For the first time known a Bowery exhibitor is bringing a legal action over the matter. The T. K. Amusement Corp. is asking \$1,000 of Warner Bros. on each of two films, "Bright Lights" and "Going Wild." In addition, T. K. is seeking to void its new contract with WB, according to the advertisement claim filed by the concern's attorney, Alfred Shaffer.

The theatre involved in a house on Second avenue.

Plan Campaign Against Trailers;

Think Money Can Be Better Applied

RCA Finds Small Device Has Topped '31 Demand

Most demand for sound equipment during the past year has been for apparatus designed to serve houses up to 400 seats. Running second is equipment for theatres seating between 500 and 1,200. RCA's "Phonofilm" system, that these two types have been its biggest sellers to theatres.

PURBLY ORDERS EXTENSION OF PLAYING TIME

Believing that some pictures leave playing time longer than necessary, but when a better than average film comes along, feels that every grossing possibility should be wrung out. An anticipated shortage of product also probably figured.

By extending playtimes, the better product the chain believes it may be able to cut down on the price. Some exhibitors give theaters a better chance to reach normal or better quotas on the week. Many a fair picture, it is pointed out, will do better on an odder day than a poor one if rigidly adhering to policy changes.

Woodford's Fourth "Find the Motor" has been taken by Ray Long for his new publishing. Long-Smith's Woodford's fourth novel to be accepted, and the second this year.

A campaign against trailers will open the new year. Realization of their nuisance value to the exhibitor is the first reason forwarded by the anti-trailer agitators. The second is that advertising on the screen is costing the exhibitors too many millions annually and is little better utilized. The average theatre pays out approximately \$15 weekly for trailers. What the exhibitor can save on trailers can be put toward newspaper and exploitation, claim supporters of the move.

This is the text of the plan already in formation and advocated, additionally, by an exhibitor of one of the major circuits.

Complaints against trailers have been coming from indie exhibitors, it is declared. One little operator in Texas recently pointed out that when he was paying for a feature he was forced to send in \$7 for the trailer on the following week's program.

Audience reaction on trailers has been against their length and the fact that they are often shown often as not provide fun delirious rather than sales. This is the summary of the move has investigated of the matter.

OVER 1,000,000 FOR N. Y.

Albany, Dec. 28.—New York State has made more than \$1,000,000 on motion picture licensing since its establishment. Harry W. Winters, head of the state picture division of the state education department announced. Since the commission was organized in 1921, receipts have totaled \$1,054,524 with expenses placed at \$704,524.

L. A. TO N. Y.

Herman Mankiewicz, Eddie Lambert, J. E. Alexander, Jack Holland, June Knight, Alfred Newman, Beth Meekin, Henry Kolker, and Ben Johnston, June Knight.

Figuring Only the B. O.

By Fred Stanley

Hollywood, Dec. 28.—The picture business is a sugar in the box office. Producing companies, which, during the year tried to get away from the wider path of star-jerking box, broad comedy and rapid film for currently the picture business is still a Main street affair.

While past year, with a public paucity of kale and plenty allies by patrons who they shouldn't go to get the same the rest of the public shelled out, as in the past for the types that were traditional to the business—"The Sign of the Min and Bill," "The Diddy Long Legs," "The Common Law"—in fact, the bottom such as always has been associated with the picture industry.

Balancing the ledgers of the past year's business has the picture set on an even bigger parade of box office for the twelve months to come for currently the picture business is still a Main street affair. They were given as much copy as the rival newspaper, particularly the "Herald paper," "Evening American." Public-B.&K. ads in the "News" will be increased somewhat, but not as much as demanded.

B. & K.-News' Compromise

Chicago, Dec. 28.—After being out for more than two months, the Public-B.&K. picture returns to the screen. Both sides claim a victory, but it's more of a compromise. Daily News and refused to accept the B.&K. ads. They were given as much copy as the rival newspaper, particularly the "Herald paper," "Evening American." Public-B.&K. ads in the "News" will be increased somewhat, but not as much as demanded.

They don't believe in repeating faults or misapprehensions. The Downtown End's protection on this score is that they all try or those who do discuss things discuss it with the same people. And each is contacted through the formal manner. That means a breach with one is a breach with all. And news can travel as fast in Wall Street as in the picture biz anytime. That's the only similarity between the two ends.

'BUDDY' ROGERS

who has dropped the "Charley" entirely upon signing with Florenz Ziegfeld for "Bet Wales," which went into rehearsal the day following Christmas. Rogers brought his orchestra of ten men from Hollywood where they had been in rehearsal for two months. In addition to his stage appearance, Rogers has been signed by N.B.C. for broadcast. Rogers recently completed a contract with Paramount which had been in force for six years, during which time he advanced from minor roles to stardom.

He intends to remain in the east for the next two years and has decided that managing an orchestra leader is the realization of his boyhood ambition.

Downtown End, formally can provide for the general discussions that may follow between a seeker of knowledge and the banker.

System

Curiously enough all the Downtown End is divided for the interviewer's own system. They are those specifically for analyzing the returns and the banker's policy; those on personnel estimation and those strictly on financing. The lawyers tag on the last few questions.

One thing the trade knows little of that while the Downtown End looms big in their thoughts, fully 90% of the discussions made into print. That's not only a policy, but a promise made mentally and with mutual understanding that anything stated in those discussions is confidential unless permitted to be released.

Gradual continuous contacting, however, brings reliance and some discussions are left to the interviewer's judgment for release and handling. But that judgment must never be wrong. You can make only one mistake with the Downtown End. Then you're through.

a proof that the paying audiences want it and lots of it. And with the gang pictures banned, the film makers will try to get the bulky groups that were in this type with other varieties of down-to-earth films, either repeats with movement or else the weird kind that may be nauseating to the classes but wows the masses.

"Transatlantic" got raves as arty in photographic treatment, but Fox who made it is looking for follow up. The art group off its feet, but it proved saner to the paying audiences out in Lawrence, Mass., and Topeka, Kan., and other paying spots, east or west.

"Clismet" was a Warner attempt to be a picture that when floor types of pictures made in Hollywood will make in history here—pure Poppy, with "Two Sips," and "Little Caesar," from the same company, showed that the picture-going public hasn't changed much in taste over the years.

As the year closes one thing is evident in picture production. That is that all concerned are out there that will bring money through the picture business. That's the only thing that will be material of a hominid hue. That's the only thing that will be material of a hominid hue. That's the only thing that will be material of a hominid hue.

Hollywood

Briefly rewritten extracts from "Variety's" Hollywood Bulletin, printed each Friday 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.

Ned Martin will go off the Paramount lot as associate producer when his contract terminates in a couple of months. No renewal.

Robert Harris, after resigning as associate producer at Paramount will cling to the job.

Fox Departures
William Cameron Menzies, Fox producer, is through and out. He is accompanied in his exile by Irene Kahn and Dorothy Fletcher, both of the writing staff.

Avant Courier
Joe Green, assistant to Will H. Hays, is due here this week, as advance agent for Hays, who is expected here early in January for the annual meeting of the Production Association.

Sexton to Porter
Josephine Sexton, the girl, who is divorcing Al Sexton, vaudeville, will marry Ken Porter, publicity man for Hal Roach soon after the new year, when her divorce becomes final.

Return to U.
Albert Demond, former associate producer at Universal, will return to that lot to make a few more shorts. Samuel Freedman, who has been making U. shorts, has been given a feature assignment.

The Johnson Situation
Although the Academy denies it is trying to drop the issue, it is an

open secret that the Conciliation Committee would much prefer that the courts pass upon the recent ouster of Joe Johnson from the Fox staff, following his siring by McIntire.

Johnson appealed his case to the committee, his job having been that of contact man with the Academy, the Hays office and other organizations. Committee thinks the situation too delicate.

Splitting the Headed
Metro, in salvaging "March of Time" revue, now has the idea to reuse most of its footage into two-reelers, with the remainder being used in a feature to be titled "Time Got to Be Good," which Chuck Reisner will direct and in which Jimmie Durante will be head featured.

William Fox is now at work printing up the shorts. These shorts include Marie Dressler, DeWolf Hagen, and other stars.

Kaufman As Alternate
Al Kaufman is being groomed as alternate to B. P. Schulberg, Paramount's production head. He is sitting close on all production activities. He is expected to appear in this move as Cohen will shuttle between the east and west for two weeks as banker representation.

Col. Leuba
Harry Cohn denied the Columbia (Continued on page 163)

British Threaten to Dent America's Foreign Trade Within Next 12 Months

London, Dec. 15.
Within the next 12 months British pictures may become Hollywood's most serious menace in the international market.

This sounds absurd to the American whose only idea of the English talkers is the crude stuff they were shipping over a year ago, but it is a very real fact, judged on present results, and assuming such progress will be maintained.

The easiest thing is to laugh at British pictures. There's no doubt but that ever since the quota was passed they richly deserved to be handed the plain man's salute. Made ridiculous, it is over-praise from a patriotic press, made still more absurd by the amateurish showmanship with which amateurish films were put over, they were the butt of every sensible international critic.

Now, within the last three months, all that's gone. The British picture of the moment, being turned (Continued on page 144)

First Imported Yank Directors Held Back British Film Progress, Says Wallace; Likes Hollywood

TELLS JUGOSLAV GOVT. FILM LAWS ARE WRONG

Belgrade, Dec. 21.
Robert Cadmon, claiming to represent English and home film producers, is here to talk to the government about a new film law. Says his organization wants to be represented on the Film Council.

Since the Yugoslav film industry is unable to produce good films as Cadmon wants the local quota laws postponed for the time being. Very likely that he'll win his point, with the present film laws amended or postponed.

Hollywood, Dec. 28.
British motion picture production will never be a menace to Hollywood but it will become runner-up in the world market, is the opinion of Edgar Wallace, British writer. Since his arrival here under contract to Radio, Wallace has found time to dash off three picture scenarios, complete one novel, supply a weekly column to the London "Spit" on horse racing and breeding and a column to the Daily Mail on "Personalities I have met in Hollywood."

Wallace speaks with the authority of a picture maker, who besides carrying the title of president of British Lion productions in London is also keeping an overseas eye on his London theatre and banking the royalties from his 500 or more books and score or so plays.

Hollywood Appendage
As Wallace's reputation in British production it will become an appendage to Hollywood. He believes that amalgamation between English and American companies will become more popular within the next two years, as American firms making more of their pictures in England than now, current under regulation.

"England is just learning to make pictures now," he states, "but this didn't come from the British production (Continued on page 144)

Indie Producers Still Struggling

By George McCall

Hollywood, Dec. 20.

The past year started out with a fanfare of independent trumpets strident in a chorus of optimism, the possibilities of healthy returns from the production of indie features. The year closed with the chorus efforts hampered by off-pitch notes of pessimism.

During the year indie producer hopes ran high. The wave of double billing which swept the country resembled a cyclone. Double billing, to certain extent the twin feature thing did help them a little, but it petered out when the studios began producing a condition which had been called everything but double billing. The industry is in a state of amputation. They simply threw in their product against the feeble efforts of the Indies.

Gumbin's Two

Later in the year H. L. Gumbin, from Chicago, entered the indie production field. He made two pictures, "Mother's Millions" and "The Mad Parade." The former he sold to Universal, the latter to Paramount. When this happened every indie producer figured that the majors were in a tough spot for product and started to shoot for the big picture. Gumbin's indie picture, "The Mad Parade," was not a success, but the program wasn't interested in the average indie product, though it helped cheer up the Indies who make them for the open market.

After Gumbin's miracle had been (Continued on page 142)

Tobis Unit Active in A New Plant at Jofa

Tobis, together with Berlin, Klangfilm, has built modern sound film plants at Jofa studios. The Tobis (Tobis-Tone) Film Co. is now putting up equipment to concentrate their plant there from Feb. 1, 1932.

Two synchronizing studios and a number of studios and laboratories are equipped with the latest, technically most completed apparatus constructed under licenses of Tobis.

The making of the Polish version of the "Zwei Herzen Im Dreifachen Takt" has started also this month. Tobis will make the French picture "Die Lustigen Weiber von Wien" (The Merry Women of Vienna) and the Italian version of "Das Lied ist aus" (The Song is Over).

MEXICAN GOVT PLUGS SILENTS FROM EUROPE

Mexico City, Dec. 28.

Series of Monday evening showings of European made silent films, announced by the Ministry of Public Education.

Other than that presentations will be by various local auditors of the ministry and admission tariffs will be popular, no explanation of action is given in the announcement.

French Drive Against Aliens in Extra Jobs

Paris, Dec. 11.

Latest move against foreign labor aiming to alleviate unemployment in France, is a circular letter addressed by the local Equity to all picture producers, with a strong request that they give preference for small parts and extra work in pictures to unemployed French artists rather than foreigners. Equity is also requesting the labor authorities to make renewed investigation of studio personnel with a view to finding if the proportion of foreign labor and foreign working permits is in order. No more fines may be imposed upon producers for every default.

Main difficulty of natives to find extra work lies in the fact that extras are usually supplied in bunches by special contractors, who find foreigners far more willing to accept heavy commissions and less likely to megaphone their complaints to outsiders. The local Equity hopes that real relief can be expected in the case when chiseling contractors for extras are done away with. Main obstacle is that so much petty graft is going on in the business that all concerned are desperately striving to postpone a cleanup.

Jan. 6 Union Meet

A meeting of the union's five international heads with the eastern leaders of the major film industry has been arranged for Jan. 6 in New York. Pat Casey set the date. The gathering will take place at the point gathering representing the studios. Purpose is to renew the union contacts at the film colony.

German Print Firm

Original German print of "The Theft of the Mona Lisa" (Tobis) was shown at the Zurich, New York, before the English version is sent out.

Hause will distribute English reels for Tobis.

Ohio Censors Follow N. Y. in Warning on Dialog of Pictures

Columbus, Dec. 28.

Charging that theatre in the major cities in Ohio have been charged with the operation of film houses throughout the State, were claiming to try to help reduce expenses of the department of education. It appears that Skinner's action and charges come directly from several cases on non-censorship in pictures. Skinner expects to handle the situation from here and whether or not he will and special investigators into the field, has not been decided upon.

The Ohio complaint against dialog pictures, following the Ohio censors of a similar protest by the New York censors.

Lawrence Away

Laudy Lawrence, of Metro, Europe, who has been in the States since his arrival in New York, left for Europe again Saturday (26) on the Aquitania after a two weeks' trip from Paris to the States.

It has been decided to go ahead on the 15th, actually, and the film will be dubbed into three languages for next season. Only languages to be used will be French, German and Italian. Probability of going back to direct shot foreigners on this side has been dismissed, but no decision was reached.

145 Stages on 22 Lots!

By Ted Taylor

Hollywood, Dec. 20.
Coast producers have 1,936,450 square feet of stage area to play with. That's the aggregate of 145 stages on 22 studio lots.

Only 1 1/2% of that space remains in open, or silent, stages. There are 126 stages held or adapted for sound, a total enclosed space of 1,784,754 square feet.

Warner Brothers control about one-third of the coast stage area, with three WB lots have 22 stages with about 861,000 square feet. The Warner-PN valley lot, with 28,000 of this, has the largest stage area of any single studio.

Second largest individual studio is Metro with 261,422 sq. ft. of camera area in 19 stages. Then comes Radio with 145,576 in 10 stages.

The largest single stage in the coast studios is Universal's No. 12, 145 x 271 feet, or an area of 40,370 square feet.

The standard stage size today may be taken as around 16,000 sq. ft. One-half the total stage area on the coast is divided between structures of from 13,500 to 17,000 square feet.

SQUARE FEET OF STAGE AVAILABLE

Production Control	Total Co. sq. ft.	Lot's Stage Area (sq. ft.)
Warner Bros.	861,000	258,000
Metro	261,422	61,000
Radio-Patio	239,341	60,412
Fox	224,930	125,850
Paramount	147,261	149,250
U. A.	107,758	107,758
Columbia	68,772	68,772
	166,068	54,795
		51,000
		50,000
		18,000
		10,500
		9,750
Independents	122,300	6,750
Comedy	42,850	31,500
All Studios	1,936,450	(145 stages)

*Estimated areas; amounting to 191,250 sq. ft. of the total 1,936,450, or less than 10%; balance of figures are from studio records.
*NOTE: Size of individual stages varies from 3,000 to 40,000 square feet. The standard stage in use is around 16,000 sq. ft.

BROOKLYN'S GERMAN HOUSE

Van Buren theatre, on Broadway, Brooklyn, has been taken by Arno Reinher for German pictures.

House will be rechristened the Hans, and opened next week.

Hard Year for Film Theatres

By Roy Chartier

Considering the importance to which it has grown collectively along with the vast investment involved, the picture theatre passed through its most precarious year in 1931, valiantly struggling from week to week against a miscellany of adverse conditions. It has been a grueling year, as any operator will readily confirm.

As another twelvemonth comes in, these same conditions are but perceptibly altered. Basically, they are unchanged and call upon the theatre operator, big or small, to rise to the occasion. Since last January many theatres have gone sharply into the red more often than in the black.

Problems have been legion and troublesome. With their arrival the operator or manager has been forced to prove himself a showman of the first water. Many have fallen by the wayside because their showmanship didn't extend beyond opening the theatre in the morning and looking it up at night.

That the many millions which were tied around the theatre's neck in 1931 had to be shaken off or lessened in weight, either by strategy or other means, became evident at the beginning of the year. In the future when the theatre has re-

turned to its normal state, the year 1931 will be buried in history with its epitaph a glowing encomium to the men of the theatre who so resolutely fought for its survival.

The New Year

By experience better prepared to fight the battles that are expected in 1932, it is highly doubtful if the next 12 months will make the victors of the theatre so deservingly of the spoils. Moreover, it is so highly problematical that this new year will place the theatre in as critical a position as the 365-day stretch just ended.

Aside from an anticipated upturn in business nationally, with corresponding world betterment, amelioration of conditions for the picture theatre are looked for importantly in higher quality of film product. Just as that is the magic panacea for the theatre's sickness, so was general inferiority of product for more than a year, starting in 1930, the cause of much of the travail the screen emporiums still experience.

A direct result of weakness of film product was a shortage. At the beginning of '31, theatres were beginning to sharply feel the sting of nationwide economic misfortune. Against it, a majority of pictures

that neither drew nor held patronage, were handed the theatres.

The handicaps were great and operating costs up to that time had not been reduced in proportion to disparity of grosses between good times and bad. Automatically this forced a product shortage which by early summer had necessitated the closing of innumerable houses.

There were too many playdates and not enough pictures to go around. In better times there had always been enough if not some surplus. The average run house, of which many had sprung up around the country in the previous five years, formerly averaged three to six weeks on playing time. With these runs getting down to one-third of that and playdates piling up the product paucity immediately became felt.

It wasn't long before first runs and subsequent all the way down the line were beginning to lessen playing time for given pictures because they couldn't stand the length of runs they previously had. Within a short time, this condition ate up product so fast even the largest of chains had to forage around in the independent field for pictures.

Contributing to the film scarcity was the panicked swing to double features in territories where before the policy never had been attempted. Public nearly threatened worse disaster than resulted, by trying the dual-billing thing in several deluxe operations, but almost as

(Continued on page 178)

Development of Exploitation

By Epes W. Sargent

Exploitation did not originate with pictures, but it remained for the pictures to develop the idea of increasing business through the use of novel or unusual exploitation. Properly, of course, exploitation is any form of promotion, but in the lexicon of the film business the word is held more closely to stunts other than the use of newspapers, billboards and distributed handbills or throwaways. It is in that sense the word is used throughout.

Exploitation can be traced back, in crude form, to the drum beating down of the old English fairs, and exploitation was one of the things which gave to P. T. Barnum his reputation as a great showman. He was never a great executive showman, and not until he combined with James A. Bailey did his circus ventures reach their prime. For years before that Barnum was accustomed to getting business through the adroit use of what was now recognized as the art of exploitation.

In his own story of his life, printed about 40 or 50 years ago, and on which later volumes have been based, Barnum relates a number of these stunts, some of which doubtless are apocryphal, but others

ring more sincerely. For example, he was the first to record the history of a mystery man who led the audience into the museum. He was the first to have the museum at Broadway and Ann streets. This was when he had no stands. A man asked him for a job. He was given five bricks, and he was to stand on four of the bricks and replace the first with the eighth number one on the fifth place of the second and so until he arrived at the corner on which the museum was located. After two or three trips he would usually gather quite a crowd, and then he would pay an admission fee and enter the museum. People followed—

to see what he would do with the

John R. Rogers, who was the husband of Minnie Palmer, had a stunt one year in which he would apparently engage in a terrific battle on some tall building in the business district. When he collected a crowd, he would drop the dummy with which he had been wrestling and then he would appear, urging the spectators to see "My Sweetheart." Robert Houdini, in his famous escape act, showed a number of which gave Harry Houdini to our own stage, reports many exploitation stunts. Alphonse Herrmann was famous half a century ago for his stunts, such as visiting the public market to discover gold pieces in vegetables taken from the stands.

Exploitation was not confined to show business, even then. For 50 years ago a tailor, Arnhem, used to parade a float showing what the well dressed man would wear if he bought one of Arnhem's \$20 suits; which was good money in those days.

Early Stunts
About the first picture exploitation was done by some exhibitor in New York who discovered that a Turkish dagger if slightly chewed would stick to the lithographed lips of a picture. This was a money-maker until it was entirely consumed. J. W. Lewis, of West Point, Ga., brought out the picture of a man and a hanger; a wire nail, about that time, and someone else evolved the paraded cow with the picture of a bull's banner, while another bright mind substituted a Jackass with a change in the sign to announce that the wearer was the only one in town who would not see the advertised picture, with the tag "But then you know what I am."

When the picture business had its own individual depression some years ago, the exploitation staffs were dropped, and they never quite got back to the old organization. Later the growth of the circuit idea permeated the home office to send and out its exploitation suggestions to the resident managers with some assurances they would be used.

The local co-op ad agency was worked in every way and to an extensive limit in some towns. Window displays always were popular. Not so good these days, but window displays are still standard and probably will be wherever the theatre has the intelligence to give the store an advertisement.

The style show is another development of picture exploitation, or rather it was through picture theatres that these displays were given a presentation and made into an attraction that still can pack a theatre three or four times a season.

This led to the more general use of other forms of display, including the kiddie review, now an annual function in many theatres. It was originally engineered by the exploitation man, but built up by the local managers.

Lobby Displays
Special lobby displays became popular about 10 or 12 years ago. Someone built a lot but about the box office for a western, another manager took the idea and added some extravagance. In time it developed into a full built-in front with more than one theatre carrying the structure clear out to the curb line. The cycle of auto stories brought racing automobiles on endless belts, with frequently a more or less convincing race through the use of various sized pulleys to vary the speed of the miniature cars.

At the height of this craze the managers of small town theatres found that a special lobby for Satur-

(Continued on page 178)

A Plug for 'Variety'

EMANUEL-GOODWIN PUBLICATIONS, INC.

219 NORTH BROAD STREET
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THE NEW YORK STATE EXHIBITOR

September 30th, 1931

JAY EMANUEL
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Business Manager
PAUL J. GREENHALGH
Advertising Manager
HERBERT M. MILLER
Managing Editor

Mr. Sam Shain,
c/o Variety,
154 W. 46th St.,
New York, N. Y.

Dear Sam:

Only one theatrical trade publication can truly call itself international. VARIETY has long been the accepted medium for a world-wide coverage of what's what in all departments of the theatre.

The capable showman is one who does not restrict his knowledge to his own back yard, but who seeks to keep in touch with activity in his field in all parts of the country and even the world. It is an established fact that because of your honest and constructive reviewing policy, exhibitors have made VARIETY the exhibitor's Bible in this department.

I am enclosing check for 43 subscriptions. Will you please forward VARIETY for one year to the attached list, which includes many of our news sources, associates and correspondents.

While the EMANUEL-GOODWIN PUBLICATIONS excel in that intimate phase of newsdom in their territories as regionals, it is almost necessary to read VARIETY to keep in touch with what happens in the rest of the business all over the world. I really like it.

Kindest regards and hope VARIETY will carry on, for a long time to come.

JE:OY
Enc.

Sincerely,
Jay Emanuel

Visual Education

By Tom Waller

(Seventeenth of series of articles dealing with motion pictures in the classroom.)

The boards of education will pay the bills. Pressure brought by women, especially in club formation, will accomplish anything, who save time thinking any way and means by which children can save their pennies until there are enough dollars to lease the sound machine and the first film lesson?

This is the policy and theory of Mrs. Grace Bangs of Fox. She has the most odd and difficult commission of any woman in the picture business because she is in it solely to sell the essence of its value as an educator to educators. The fact that Fox is still wrangling with Western Electric over what the royalties shall be, doesn't concern Mrs. Bangs. At the end of the year finds the industry, as regards the schools, still without coordination, minus a general index of what has been accomplished, no consensus of opinion on what the people want or pay for the screen—Mrs. Bangs continues her own way.

Speaks at Clubs

Nightly Mrs. Bangs entertains either a school teacher or a college student, the hostess of the women's club or acts as speaker at some club. Remarkable on the estimate that some 200 hundreds of learning in the United States now have sound equipments, Mrs. Bangs tells the shipments of 15 machines to a town in the middle west which has one-fourth that number of teachers. She also mentions a large city whose board of education will be called upon next February to make an initial appropriation of \$50,000 for classroom sound.

Indications in the way of material sales are sufficient to Mrs. Bangs not to dull her enthusiasm or retard her activity among the women's groups throughout the country, which form her objectives. As a member of 29 women's organizations, Mrs. Bangs already has addressed these groups and more than has provided over 100 demonstrations of equipment and film, obtained opinions in writing of 249 people who are prominent in various fields and especially among educators.

Among the individuals Mrs. Bangs has shown some of the Fox subjects is Mrs. Florence Hale, new president of the National Educational Association. According to this Fox spokeswoman Mrs. Hale, representing 200,000 teachers and educators, has gone on record as endorsing the industry's activity for the classroom.

Supplementing the Text

While others in the industry see correlation of the film with textbooks as the ultimate, Mrs. Bangs has no such opinion. She frankly thinks that pictures are not for the present, and some time to come, had best be content with films which supplement the text rather than those which would assume all responsibility.

Among the comment which Mrs. Bangs has obtained from mothers' representative women's clubs throughout the country is the following:

"From an educational standpoint this method of visualization is the last word in progress and should be used in all schools."

"Lucky school child only." Now, if we parents could get just some good pictures for our schools.

"The pictures are wonderful and I shall enjoy speaking in public for them."

"From the standpoint of the teacher, it should prove the most useful aid in the classroom. It is usually found difficult to present, due to lack of material to be found in the school."

"Indispensable for all education. Cannot aid for thorough understanding of all or any part of a subject."

"Recall! Should be seen in every lecture at least one day a week instead of the usual Indian shooting pictures."

Franklin East to Talk

About More Financing for Par's 2 L. A. Theatres

Los Angeles, Dec. 28.

Harold B. Franklin is due to shortly start east, there to confer with Public over the further financing required by the two Publicix downtown houses here Franklin is operating. The first bankroll of \$50,000 jointly contributed by Publicix and Franklin is said to have run out.

The two houses are the Paramount and United Artists. Both were in the red before Franklin assumed charge of them, and they have had but one profit week from account since he started operating. Mrs. B. said Franklin is disinclined toward another personal donation toward further operation, resulting in the trip east to talk it over.

Result of the New York visit will determine whether Franklin will take over the Los Angeles division of the former Hughes-Franklin circuit which is now in process of decentralization. Franklin left H-F recently, of which he was a partner and theatre operator, refusing to put up with his own money for the company on top of the \$1,400,000 Howard Hughes had invested in it. Fred Mercer, Sr., has reclaimed his own share of the H-F tangle; Harold Robb is temporarily operating the 36 Robb & Rowley houses in Texas and Oklahoma, although Robb is understood to have refused accepting their return. Publicix is now in the foreground under \$300,000 worth of notes.

Mam's 15 northern California are retained by H-F for its own operation under Charles Koerner's temporary direction.

The Kontana and Kansas City houses acquired by H-F are being turned back.

WB Reputedly Interested in Fox-Poli Chain

New Haven, Dec. 28.

Representatives of Sylvester Z. Poli are known to be contemplating a meeting with Fox officials in New York, to have in view, it is said, another west. The one, regarding some solution of the Fox-Poli dispute. The question on both sides seems to be how and whether the Poli chain can be disposed.

There have been reports here for some time that the Poli chain claim that WB and Fox might get together through organizing an indie circuit which would operate both the WB and Poli houses in New England with Herashel Stuart as operator. Latter may obtain the 'No' to the plan, referring equally to New York.

If the Poli end and Fox can get together the situation may be cleared up. In fact, another west. The Skouras brothers are known to have been after the Poli houses at one time but lately have been seen for New England. Understood, however, that there is still a chance that the Skouras may obtain the 'No' to the plan.

As between Poli and Fox, both sides seem agreed that Stuart should remain as operator.

By Wolf Kaufman

International picture stars, as known during the silent film days, practically do not exist any longer. Less than half a dozen names left in the film industry that can command box office returns in every corner of the world. Of these undoubtedly the biggest consist of one Franconia, an American woman and two German men.

Maureen Chevalier is undoubtedly the biggest money grabber in the theatre spread around the globe. Right next, and probably bracketed, are Jeanette MacDonald and Marlene Dietrich.

Not far behind is Lillian Harvey, a Ufa star who, though practically unknown in America, is sure box office in Germany, France and all other parts of Europe, even England going for her. Largely this is true because she's German of English parentage and speaks French well enough for Frenchmen to have fallen for her in a big way. Her French is slightly accented, but pleasantly so to French ears.

Miss MacDonald is practically a paradox in the world market. Quite well liked in America, she is by several times more popular abroad. In France, Germany and every other part of Europe that name of hers means a practical assurance of successful showing.

One other possible addition to the list is Charles Chaplin, still strong in most places. However, considered as slipping in many spots. Analyzing grounds of Chaplin's last picture, 'City Lights,' in the world market shows some peculiar paradoxes. It was very strong in some spots and very weak in others. While United Artists and Chaplin probably managed to make

Foreign Films Over Here

Exhibition of foreign language films in their native tongues, has become a crystallized and important branch of American film business during the past year. Although there are still less than 40 theatres in the United States playing foreign films as a regular all-time menu, there are estimated to be about 600 U. S. play dates available for these films.

Largely because of almost daily changing in the foreign film situation throughout the country it is practically impossible to get positive figures on strength or weakness of these foreign films. Much excitement in the field is causing confusion as well as constant tricking in of fly-by-night operators.

German pictures are avowedly the only language films having a strong pull. On the other hand one Yiddish film claims to have gotten over 500 play dates. Spanish distributors started the year with a possibility of several hundred spots for their pictures and have today barely several dozens. Pittaluga claims to have had about 600 places available. With Russian films the greatest paradox of all, appearing and pulling in the most surprising places.

Most important development during the year in the foreign film market on this side of the Atlantic during the past year was the arrival and establishment of two big German companies, Ufa and Tobis. Ufa has five theatre franchises out, and Tobis eight. Ufa claims to be as

Tobis, Ufa and Capitol Films. Ufa has all its own stock, plus some available indie films. Tobis is trying to get all possible independent product from Germany and France, having agreements for all films of Terra and several other companies, with most of the films picked over here by Tobis local execs. Capitol is getting quite a batch of German indie product from various sources, mostly sent over here by the companies on approval. Ufa and Tobis both figure on having from 60 to 100 films annually sent over, as needed. Capitol claims to be content with about 25 per cent. New York is dabbling in a smaller way with foreign films having about a dozen or so for distribution.

Several smaller fellows in the foreign field over here are still left, chief among them Leo Brecher, who owns about 10 foreign films, and Max Goldberg with half a dozen. Most of the other little fellows (a year ago multiple in number) having one film, or the promise of one, have been squeezed out.

Paramount, Metro and other American companies, and even independent versions on their hands have practically given up trying to place these foreign films. Even the Ufa revenue wasn't worth the effort.

Amkino, with all the Russian films it has imported, and the Russian Film, with all the Pittaluga Italian products, are not attempting to get yet to set up distribution programs, preferring to place their pictures wherever and however they can.

Wrong Idea

Most difficult thing the American distributors of foreign films have to fight is the overexaggeration on the European side of the value of these films in America. Largely because of inflated reports and rumors, idea has got about that German film men especially are not getting sufficient revenue from the American market. To a great extent this is due to the frankness of the "Eurasian Talk" at the Europa theatre, New York.

Europa has a seating capacity of less than 300 and got a good head-start with the 'Zwei Herzen' film because of that time it was about the first good German film over. Besides, it was helped by popularity of the song, for a long time a best seller. With only a few seats available picture rounded eight months to good business and started through another four months on the impetus, making a year in all. In a bigger house film wouldn't have lasted one-fifth the time. But German film producers, not on the scene and not realising all these facts, have gotten to believe a year's run possible of many of their films over here.

Berlin spent one of the bigger American film execs attempting to be nice, told Germans his clients were not interested in film houses in America. That, and similar speeches, has resulted in jerking the nose on the part of many Europeans.

Experimenting

Probably the best sound by the Europeans in America during the past year was when Leo's decision was made to play foreign films occasionally. Films were stuck in on Saturday nights and Sunday afternoons, and the result worked so well that Leo's is now using the foreign regularly. In the Metropolitan New York area, as well as other spots, the foreign films are being used for special performances by Publicix and other exhibitors. They are showing them in five houses in Brooklyn and Queens.

Leo's made up the way in other native theatres throughout the country, with them more willing to be taken in by the foreign than by foreign language films than previously.

French Behind

French films are almost a complete loss for America, having less than 100 play dates. Even the language films. Exceptions are two pictures 'Le Million' and 'Bous les' 'Toujours'.

(Continued on page 178)

ROBERT Z. LEONARD

Who was selected by Variety as one of the six best box-office directors and by "Film Daily" as one of the ten best. Among his successes in 1930-31 were "Susan Lennox," "Bachelor Father" and "Ten" and "It's a Wise Child." He has been called "Courtage."

Mr. Leonard is under contract to Metro-Goldwyn-Mayer.

money from the film abroad, it is claimed by numbers of European theatre men that the picture was not what it should have been, with exhibits in many spots getting stuck because of the high rent and terms. "Child's" same, despite that, still remains a recognizable one anywhere and is one to cope with from Timbalco to Times Square.

Otherwise Native

Beyond those names the word is pretty much individual in the talker ratings. German stars lead easily in Berlin, French stars lead in Paris and Italians in Rome.

London is the one European city where American picture stars still get their share and better of the returns as opposed to their British counterparts. Garbo, Clatterton and Dietrich are big there. So are Chevalier, Colman and the Barrymore boys.

More interesting indication of the (Continued on page 178)

isified and, although willing to hand out a few more, is not anxious to go to any length to get their objective being largely the establishment of good will towards German film product in general. Tobis is not so benevolent in its views. It wants to get 50 or more franchises out around the country and completely control the field here, if possible.

U. S. Distribution

Importance of the two German companies being on the spot in America is not so much in their cleagle manipulation as in their strictening out of distribution facilities. Where a year ago foreign film distribution in New York was an intricate maze of cheap middlemen, double-crossing and stupidity, it is now pretty much on a business-like and intelligent basis.

There are today three important distributors of foreign film in New York, all with clearly defined fields out working bases. These are



Matinees are returning to the picture houses throughout this town. Christmas Day brought back afternoon shows to approximately 45 theatres, some of which had been running only night performances for more than a year.

Largest single group to return to a full time schedule was the Essaness circuit, which reopened its 14 theatres for afternoon performances.

Theatre Advertising as Indicated
From Various Cities
On Week Days

MILWAUKEE

LAST "RACING YOUTH" AND "THE FLYING DUTCHMAN" HERE

ALHAMBRA

XMAS WEEK BRINGS A WINNER

FOR THOSE THINGS OF HEAVEN,
SEX AND BASKETBALL PRODUCE!

LEW AYRES
in
HEAVEN ON EARTH

A LITURGICAL PRODUCTION
Presented by "A.L." Cressman

ARTLE LARSEN
ELIZABETH PATTERSON

A SCOOP!
SMILEY LENZ
"HOLLYWOOD'S
SU BRIDE"

THE
NEW
STORY
OF
THE
"FLY BY NIGHT"
-and
other
thrills
-and
romance-

THE
LAST
OF
THE
"RACING YOUTH"
AND
"THE
FLYING
DUTCHMAN"

**SPECIAL
XMAS DAY**



MONTREAL

FREE!

CHRISTMAS GIFTS... TONIGHT!

HUNDREDS MADE HAPPY LAST NIGHT

at Montreal's Leading Theatre - Palais, Capital, Loew's
and on the ROYAL OF THE PLAZA

TONIGHT IS YOUR LAST CHANCE

to see the greatest show on earth

3 KELVINATORS 3

ONE AT EACH THEATRE

Come and join the thousands who have been told by their
friends that this is the greatest show on earth, now playing at the

PALACE

LOEW'S ROYAL and ELIZABETH LANTERNS in "The Yellow Ticket"

CAPITOL

ALFRED LYOT and EYRE FORTWANE in "The Golem"

LOEW'S

ROYAL and KATHY GORDON and SALLY BLISS
in "A DANGEROUS AFFAIR"

— HIGH CLASS VAUDEVILLE ACT — \$

— FINEST MUSICIANS — PERFORM 4-900 ACTS

NEW YORK CITY

Don't forget to read
HAD GIRL!
The Amazing Story of
The World's Most
Famous Woman



Marian
MARSH
Leading lady on Broadway,
Hollywood, Paris, Moscow

From the first time in 1913 to

"UNDER 18"

MARRIEN
The Story of
FROM "MAGNET" to "LEARN"

How she became
"HAD GIRL!"
The Story of
The World's Most
Famous Woman

Read this book
from 25¢
to 50¢

STRAND

CHICAGO
PUBLIX-LABALAN & KATZ
SOUTHTOWN
THEATER
63rd St. East of Halsted

OPENS FRIDAY
Christmas Day, at 1 P. M.

Like a Trip to Sunny Spain!

Warm—romantic—steeped in moonlight—the breathless beauty of old Spanish gardens—and yet exciting in the spirit of gay Spanish fiestas. Picturesque grottoes, quaint nooks, magic trees and hedges, a vast aquarium, a multi-colored fountain.

**Unlike Any Theater in the World—
A Veritable Dream City**

Enjoy the world's finest talking pictures here at popular prices everyone can afford. Right across of First Paving Street with convenient driveway and fourteen courteous attendants to assist you.

Attend the opening—what a festive event it will be!

**FREE PARKING
ON PREMISES
FOR
1000 CARS**

NEW YORK CITY
TOMORROW Starts 5 P. M. See Page 10
THEATRE NEW YORK 14th St. at Broadway
Paramount
 We Want To Stop Out!
 A sensational newster film of
 life and love!
 From the
 sensational stage of 1932
 featuring
 LORETTA LEE, 20 days and
 200,000 people
 in the New York City
 Theatre
HUSBAND'S HOLIDAY
CLIVE BUCK
CHARLES RUGGLES
VIVIANE O'BRIEN
JENNIE CONNOLLY
 A New Play - 1932 - 1934
 On the Stage
 The Greatest Holiday Entertainment ever
 presented on Broadway
 Headed by Radio's Raging Sensation
BIG CRISBY
 Long and Short of "Practical
 Jokes"
BARTO and MANN
 Long and Short of "Practical
 Jokes"
DICK & EDITH BARTOW
 The new play
FRANCES FAYE
 The new play
"Black Little Swan," Dances Ensemble
RUBINOFF and Paramount Orchestra
JESSE CRAMER
 Charming Concert
 Extra Added Attraction!
 First Broadway Appearance
 Before National Tour
CAB
CALLOWAY
 AND HIS COTTON CLUB ORCHESTRA

PHILADELPHIA

MASTBAUM

OPENS TOMORROW!

**BROADWAY & HOLLYWOOD
JOIN HANDS,
BRINGING TO
PHILADELPHIA—
Stars! Stars! Stars!**

**AMERICA'S BOY FRIEND—
BUDDY
ROGERS
IN PERSON**
Laughing! Singing! Entertaining!

**BENNY RUBIN
IN PERSON**
*Your Favorite Comedian Back Again!
He'll Have the Whole Town ROARING!*

**JACK HALEY
IN PERSON**
Stage and Screen Star of "Follow Thru"

**ARMIDA
IN PERSON**
*The Fighting Spirit of the Screen and
Musical Comedies!*

MILTON CHARLES
DAVID ROSS Conducting
SYMPHONY ORCHESTRA
MASTBAUM BALLET

On Our Screen!
YOUTH! LAUGHTER! ROMANCE!
A Gay, Sparkling, Hilarious Love-Story
With the Most Beautiful Cast-Team
... Supported by the World's Four
Famous Comedies

**MARILYN
MILLER**
*The Queen of Beauty and the
Glorious Best!*

LEON ERROL
*Who tries to fight up the town ...
and gets it!*

W.C. FIELDS
*Who needs only one dress robe to crash
into high society!*

BEN LYON
*Dashing Romeo, who begins to live at
midnight!*

DOUG STERLING
*Has an eye on business ... everywhere
else's business!*

CHESTER CONKLIN
A laugh a minute!

GUS ARNHEIM
His Own Personal Comedy Show Orchestra
In First National's Brilliant Success...

**"HER MAJESTY
LOVE"**
A laugh a minute!

DON NOVIS
Hottest coming sensation since Bing Crosby

Come Early!
Doors Open 10:30 A.M.

NEW YORK CITY

THE FOOTBALL PICTURE THAT KNOCKS ALL OTHERS for a GOAL!

ON THE STAGE
RUTH ETTING
Singing the songs that made her famous

"EAST SIDE"
presenting
BORRAH MINEVITCH
and his Rascals

THE DE MARCOS

PATRICIA BOWMAN with the "Rory" Ballet, Famous Rascals and the Incomparable Rory Theatre Symphony Orchestra

FURS AND FASHIONS OF 1932

A million dollars in Furs and Gowns on Parade

Cooking

CHRISTMAS WEEK

JACK

GAYNOR

and

CHARLES FARRELL

"DELICIOUS"

A story of youth's courage triumphing over the slur of cowardly. Team against team... father against son. A famous coach hazards his reputation to redeem his son's honor... making a MAN out of a quitter.

MAKER OF MEN



WITH **JACK HOLT**
Richard Cromwell
Joan Marsh

A COLUMBIA PICTURE

BEHOLD TODAY

NEW BARGAIN MATINEE PRICES

W.T.P. at 35c. 1st & 2nd at 50c

Every Seat Comfortable! Seating Capacity 1,000

ROXY

714 AVENUE at 50th STREET

SAN FRANCISCO

JOE'S WARFIELD

MIDNITE FROLIC!

11:30 TONIGHT!

JOHN PAUL ADE

NO PRIZE AND

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NEW HAVEN

ROGER Sherman Reopens Xmas Day at 12:30 Sharp

C'mon NEW HAVEN
C'mon Everybody... C'mon!
And Welcome Back
Vaudeville To Its Spot
In The Sun Xmas Day

A Show of Shows
That Will Be Tiptop All Other Shows
That Follow! Not One in A While...
But Most After Weeks... Continuity.
Good Shows... That's Our Pledge

8 Acts 8 Big Time VAUDEVILLE

DE LUXE
FEATURE PICTURES

Stage and Screen Program

RUBO RUTTES

ROBERT JOHNSON

ROBERT JOHNSON

ROBERT JOHNSON

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ROBERT JOHNSON

NEW YORK CITY
WHEN DEPRESSION KNOCKS AT THE DOOR...
LOVE SCRAMS WITH THE ICEMAN!



The orange blossom turns to spinach...
They still throw shoes, but not for fun...
...even the wedding bells are cracked!
They Thought They Needed a Good
Cheap Divorce, So They Went to See

BEST WHEELER and WOOLSEY in PEACH O' RENO

with **DOROTHY LEE**
Zelma O'Hall, Sam Hardy
Joseph Cawthorn

ON THIS PICTURE WE ADVOCATE
MARSH CONTROL, BUT IT WON'T HELP!

Also Public Stars

STARTS
10 A.M.
TODAY

MAYFAIR

Also Public Stars

MILWAUKEE

NEW MAJESTIC 6 All Star Acts VAUDEVILLE

SANTA'S GIFT
TO MILWAUKEE
FIRST WITH ALL-TALKING
PHOTO PLAYS AND NOVELTIES

Also Public Stars

Also Public Stars

Also Public Stars

SEATTLE

MIDNIGHT TONIGHT! WHAT A SHOW!

IN PERSON
AL JOHNSON - ANN HARDING
CONSTANCE BENNETT
WHEELER and WOOLSEY

but we cannot forget the star of the show

ROCK SUPREME VAUDEVILLE UNIT

Also Public Stars

Also Public Stars

Also Public Stars

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Also Public Stars

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Also Public Stars

DETROIT

On Friday-

New and Greater
Entertainment for Detroit!

RADIO - KEITH - ORPHEUM
VAUDEVILLE
The Shows - The Stars - All
Detroit has Been Longing For!

To be presented every week with
important talking pictures at the

DOWNTOWN

Also Public Stars

Also Public Stars

Also Public Stars

Also Public Stars

Also Public Stars

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LATE DAYS **RICHARD DIX** - "Secret Service"

Ways and Means to the Screen

By Cecilia Ager

SCOOPING BY NEWSREELS

Rating for December as Seen in Broadway Houses

Based on their Saturday programs at the two newest theatres for the weeks of December 1-15-22, Fox-Hearst and Paramount tie with four clearly defined news scoops apiece, while Universal is second and Pathé last.

Most sensational piece of work and outstanding scoop in years was Universal's exclusive coverage of the Boyer plane crash at Detroit. This one subject eclipses all to date in every class and is conceded by U's competitors to be a rare subject.

As for general entertainment values of the two theatres Luxor, showing Paramount, Universal, and Pathé, beat the Embassy two of three weeks. Embassy had its big week Dec. 8.

The chart:
Fox Hearst
Paris Peace Riot.
Danville Murder story.
Republicans Kill Hoover.
Barker's Return.

Paramount
Leavenworth Prison Scenes.
Arrested Cyrolo.
Japanese-American baseball.
Nautlius' Sink.

Universal
Horse Train Wreck.
Barker Catastrophe.
Snowbound Indiana.

Pathé
Curtis Agrees to Retire.
Child Abandoned in Subway.

Ways and means to the screen have become a long and arduous journey away from Hollywood and doesn't reach the studio gates until it has first traversed the desert sands in the amusement world. A few girls find short cuts. The others take it the long, crooked, unprofitable, and sometimes painful, marathon; but those in for the finish make it because they've been through the training. They've prepared themselves by preliminary work-outs. Others talkers, and some requirements for Hollywood were graded only on physical charms. A girl must have youth; she must be little, so she could kick her heels ecstatically when the big strong leading man lifted her up to his level to kiss her. Her face, heart-shaped, had to fit a doll-like set mold, most tip-titled, wide-eyed, and with small curved lips, geometrically arched eyebrows, dimples somewhere and a look of starry-eyed, virginal virginity. Sex appeal had not yet been isolated as a quality that provoked audience raptures. If an actress happened to have it, she employed it to brighten her private life.

Should a candidate have brains. It was well for her not to mention it. A girl with a strong mind might prove troublesome when ordered to go through the routine of stock expressions and artificial acting for silent pictures. Her background didn't matter; she succeeded was solely important.

Laughing Talkers
Along came talkers. Maybe they were the pictures' first and most key glands, but not until after they'd served as his headcheese might the picture get the green light for the public to see. It was with laughing at the darling who just yesterday had the fans faint into worshipping obelisks. Something seemed wrong with the way the lovely ones said things—there was something seemed wrong with the things they were saying. The public went on to the picture industry. Audiences unprepared to refuse to accept talking part, their sudden discrimination, wrought upheaval in the realm of silent pictures. Roused by their helplessness before fast talk, little by little they began to disappear. Left only the few girls who previously had kept their brains hidden and those who once had tried to outwit the stage.

Slipshod pictures plunged into scramble to capture bona fide actresses. Young, not so young, began to revise their standards. Some of these left players could be salvaged, some even turned out to be box office; but the loss of another error. No, the solution of the problem of casting talking pictures was not in wholesale raids upon the stage.

A picture star, even for the new talkers, was still someone peculiarly designed for the screen, but now she had to have something extra special besides.

To that short-lived, era during which the screen was indiscriminately peopled with the most mediocre credit a resultant modification in the highest standards physical rules for picture casting. The new rules for picture casting. That if an actress looked "like a picture star" was a little but not too different—she could be forgiven if her nose was not absolutely straight. Her eyebrow was a shade higher than the other. Absolute China doll eyes were yielded to the importance to individuality; it began to be remarked that there could be personality in a variety.

Universal Ambition
It doesn't matter to the girls whether pictures are to be as rigorous; to become a picture star continues to be the fierce longing of every normal girl. And finding new stars worthy of the title is still the desperate hope of every picture producer. The way and means have changed, crashing pictures is twice as difficult as it used to be. The look of Hollywood's new uncertainty about itself, a girl must first rate attention in another sphere of entertainment. She's got to have what it used to take to make Hollywood, but she's got to have it in a different way. She's got to be elsewhere initially. She must fight for a place in some allied field before pictures are viewed with the favor. Directors on set production schedules don't want to bother to teach a prospect, never mind how

promising, how to read lines. They haven't the time. They can't stop to soothe a girl out of camera-fright or cure her of mope-paranoia. They want a trained, experienced cast. They want girls whose previous experience was concerned with appearing before the public scrutiny, where.

It's not a candidate's training that interested studio executives. They must get a plus mark for breathing, posture, voice control, dictation—as well as allure. She should have class, to begin with, not wait to take it. In Hollywood, Hollywood-style. The histories of the new additions to the ranks of studio contract players tell of stage backgrounds. Even the foreign exiles first bewitched the audiences in continental theatres.

Unless invited. All picture potentialities can get a stage viewing on Broadway. Opportunity does not always arrange its prospects in the order of their respective merit. Those buffeting about in vaude, those languishing away in stock, those languishing all in cabarets might pray that an itinerant studio talent scout will chance their way to his ear. But let no one essay Hollywood today without first being asked. No longer does Hollywood consider the uninvited at its gates. Only those with written bids can get in. They can be newcomers to pictures but they can't be new to the amusement world.

Hollywood's asking a lot of a picture aspirant, beauty, intelligence, training, experience—but often look at what Hollywood can do for her.

VIVIENNE OSBORNE

One of a group of young stage players signed to contracts by Paramount last week, the actress has rapidly risen to prominence in a series of leading parts. First seen in "The Beloved Bachelor," she next carried the lead in "The Girl Who Came to Supper," and joined the all-star cast of "Two Kinds of Women."

Noted for her versatility in Broadway parts, she appeared on the New York stage in all types of roles from the native dancing girl in "The Girl of the South Seas" to the aristocratic girl in "The Three Musketeers." She has also appeared in London.

CLAUDE EZELL GOES WITH TEXAN INDIES

Dallas, Dec. 26.

Following his termination with Warners as sales mgr., Claude C. Ezell is here to enter the indie circuit. He is willing to be interested in the new C. M. Amusement Co. of San Antonio, printed by Joe E. Luckett, and Warner, and J. B. Underwood, formerly of Robt. & Royce. So far, Ezell's contracting operations are around San Antonio. Hughes-Franklin split on the coast may mean return of the Robt-Royce fold to its original operators. E. H. Rowley, continuing an circuit mgr. for H-F, is willing to assume ownership. It is said, along with two of his former partners, Myer, and W. H. Bernbaum, who resigned following the H-F merger. H. B. Robt claims his retirement from show biz. This indicates pos-

sible link of R. & B. with Duell, if Howard Hughes decides to let go. Like Hal Robt, Louis L. Dent, founder of Dent chain, has gone into retirement with the \$1,500,000 or more he got from Paramount and unlikely to return.

In New Mexico, R. E. Griffith is planning a circuit to include the larger towns in that state. Ezell is connected with Griffith of Tex-Ola, but claims the New Mex. expansion a personal venture.

If materialized, looming circuit shakeups could couple Paramount and unlikely to return. In New Mexico, R. E. Griffith is planning a circuit to include the larger towns in that state. Ezell is connected with Griffith of Tex-Ola, but claims the New Mex. expansion a personal venture. If materialized, looming circuit shakeups could couple Paramount and unlikely to return.

OKLA. HOUSE WHISPERS

Okla. House, Dec. 26.
Reported around the State, the Rett Brothers, owners of the new Ramway Towers skyscraper here, figure on a new local theatre building sometime during 1932. Public is to be offered an option on the house, it is claimed.

WB Territory Split

Los Angeles, Dec. 26.

If Moe Silver is appointed to head the western division of Warner theatres it does not mean the Pacific coast houses which he formerly directed. These latter continue to be under the triple co-direction of Max Sharglin, L. J. Halper and Frank Newman.

Silver's WB houses will be west of Pittsburgh, but east of the Rockies, with the Coast chain a unit in itself. Jack L. Shaw, as director of personal supervision from the studio.

Lincoln Strike Ends

Lincoln, Dec. 28.

After three months' disunion, local picture operators and stage hands came to an agreement with Lincoln Theatre Corp. Row has been on since without last September.

Concession was made by the projectionists to the salary scale set by J. H. Cooper, of New York, chief stockholder in six theatres here. The new scale on the six-day week basis offers \$45 in gross three houses offer \$40 in the smaller.

Non-union labor has handled the projection duties without a break in showing schedule since the strike was called.

Changing Downtown Theatre Map

By Abel Green

Los Angeles, Dec. 26.

Trend towards the naves and deserts downtown is not especially peculiar to Los Angeles, for in many cases the neighborhoods have given rise to the erection of deluxers comparable with the downtown first runs, but the L. A. geography is something which does make this town rather exceptional.

For, while not having the nabe deluxers as in New York and Chicago, for example, the city towards patronizing the neighborhood picture house, or perhaps driven to a more remote sector such as Hollywood or Wilshire, is peculiar unto itself.

For one thing, a lapse of only 14 days and the neighborhood get the same feature as downtown in L.A. for considerably less. Nor does the saving of the 15-25 cents figure so much as the attendant saving of another 25 cents for the picture downtown, not to mention the 8-10 or more mile drive downtown into an inconveniently located local theatre.

It may be little wonder that the updowners, Brooklynites, Queensites and other New York suburbanites don't fancy leaving the crush of Times Square; and similarly it's not extraordinary that the north and near north riders, south riders, etc., don't fancy coming into the city in Chicago, when their cinematic fare is much more convenient, but at least these keys have the advantage of tremendous flowing populations.

That so L.A. That 1,200,000 population locally is a fact. It's so widely scattered and the city is so widely spread geographically over the Beverly Hills and Glendale that it's actually more convenient to locate downtown in L.A. Pasadena or Glendale or any of the other incorporated and unincorporated towns from L.A. to the north and south. It is for the native Angeleno from Beverly, Westwood and points west, and south, to come downtown.

Triple Day and Date

This geographic handicap to the downtown rialto is thus bringing about a possible change in the downtown map. So much so that the three Warner theatres—the Hollywood, the Lincoln and the Western cornering Wilshire—have inaugurated a triple day-and-date, and a triple night-and-date. When inaugurating day-and-date with the downtown Criterion and the downtown Gramma's Chinese. When the Chinese recently resumed its \$1.50 deluxe policy, Gramma's will also resume its \$1.50 deluxe policy with the downtown Criterion.

These picture capstones and architecture permitted, undoubtedly the same double or triple day-and-date would constitute a better city.

It is conceded that the location of the downtown rialto offers the degree of a false patronage. It's colloquially a sleeper jump in one's favor if you work downtown to

UNION CUTS 15% OFF SCALE IN ELGIN, ILL.

Elgin, Ill., Dec. 28.

Motion picture operators in Elgin have accepted a 15% reduction in wages, based on the scale of \$30 a week. The union cut is something of the reduction, will receive \$23.33, representing overtime pay.

Jack L. Shaw, as director of the reduction, will receive \$23.33, representing overtime pay. The union cut is something of the reduction, will receive \$23.33, representing overtime pay.

The union cut was voluntary, and was the first announced in this territory.

Acts with Price Cut

Pt. Dodge, Ia., Dec. 26.

Jess Day, manager of the Central States houses here, has announced a new vaudeville policy. The new theatre, and admission reduction at both the Iowa and Iowa.

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THEATRE

Vaudeville in 1931

By Joe Bigelow

Vaudeville in its entirety failed to reach first base at any time during 1931. Not until the evening showings commenced to fall on the year did vaudeville see anything resembling encouragement or a break. This came through RKO's financial decline a few weeks ago, but the beneficial results thus far have been moral rather than concrete.

If the RKO affair did nothing for anyone else, it did place vaudeville in the most strategic position it has enjoyed for at least five years, or since it started on the downgrade. It showed not only RKO but the rest of show business that vaudeville really has its place as a box office factor in the amusement field.

While RKO's picture interests were unfortunately eating up that amount and a lot more, the circuit's vaudeville-playing theatres succeeded in netting \$2,000,000 during this year. Which places RKO's vaudeville on a pedestal and for the time being the rest of show business is doing considerable gazing at it.

The problem at hand for all circuits and exhibitors is whether it's safe to go more economic with pictures, even though pictures are currently generally weak as attractions or whether starting picture economy where there might be a demand for vaudeville is false economy.

That \$2,000,000 RKO vaudeville theatre net for 1931 stands out in bold relief in this depressing period. It might be vaudeville's wedge for a comeback and progress. And for the first time in 1931 vaudeville is the big chance year. For besides the \$2,000,000 net RKO gained from its exhibitors, RKO vaudeville had to feed the home office with another \$2,000,000 as home office overhead.

Not much of vital interest or significance happened to or in vaudeville in 1931, as any of the boys in the street could tell you. Up to the above mentioned RKO event, the daily occurrences were rather discouraging. There were the usual laughs and tears, mostly tears.

Continuation of the salary decline for vaudevilleans has been a real sore, and, as a result, wherever vaudeville was played. Standard salaries that were inflated a few years ago by competitive picture house bidding were attacked and returned to their former level or lower by the vaudeville bookers. "Non-draw pictures lowered the grosses, the grosses lowered the budgets and the budgets flattened the acts' salaries."

In contrast to the universal decline among regular acts, new all-time high vaudeville salary was set by RKO's payment of \$150,000 to the Marx Bros. in 1931. The setting of the highest single act salary on record—Eddie Cantor's \$150,000 at the Palace—has had a big amount has paid more for its in person attractions, like Maurice Chevalier and Gae. Burrows.

Vaudeville experiments during the year were few and mostly unsuccessful. "Vaudeville" was everywhere only where needed and by those who feared to dispense with it. RKO was the most successful vaudeville user because RKO's picture product was among the worst. Low's, which had the best vaudeville in the year, became one of the minor vaudeville-playing circuits after losing for the year to the picture field in extent of vaudeville playing time and quality of bills. Low's net for the year was \$1,000,000, a low contentment, in fact, in a few years, largely anti-vaudeville.

It's not all that important experiment during '31 was the eight-week attempt by RKO when that circuit was suffering from a picture slump and a picture shortage. The plan was to try out a few vaudeville acts, including successful ones, in its long jumps and in its acts and bookers. As continuous vaudeville wasn't possible, it was necessary to pick up the act locally

These acts, found and booked 3,000 miles away from New York, were mostly inferior by New York standards. New York-booked units with which they jointly played. The idea lasted about a month and failed.

B. S. Moss tried a stage show in Times Square, also the Brands. The latter at the Lyric on 42 street saw their eight-act and shorts policy quickly destroyed by its own cheapness. Moss contributed a lot of financial backing to swing his Broadway theatre stage shows, but a lack of organization and misjudgment licked him in about 10 weeks. There were a few other stage experiments in Chicago and

Major Vaude Time

Circuit	Wks.
RKO	70
Warner	14
Low's	8
Publix	6
Fox-F. & M.	4
Total	102

Circuit	Wks.
F. & M.	50
Warner Bros.	11
Publix	6
Total	77

elsewhere outside New York, but none of real importance. Vaudeville censorship within vaudeville, mostly at RKO, became a prominent topic early in the year, and still is. The RKO idea was to curb an alleged growth of bad taste among vaudeville acts, but this circuit frequently made itself look foolish with ineffective methods and ridiculous contradictions. Acts restrained from using this or that gag or bit in RKO theatres frequently heard and saw the same gags and bits by other acts at the Palace, New York. It seemed only that RKO's explanation, convincing no

Vaude Bookers

RKO
Charles Freeman
Arthur Willis
Bill Howard
Harry Kalchman
Willie Berger
Jack Connolly
Dolph Laffler

WARNERS

Walter Meyers
Hoyt Kunkin
Steve Trilling

LOW'S

J. L. Lusk
Mervin Schank
Sylvie Piermont

PUBLIX

Harry Hollander
Lawrence Gross

Fox-F. & M.

Doc Howe
Joe Kove

one, was that the Palace is "different." Ridiculous Censoring Censorship by RKO gradually took on the form of the next week played for a more liberal manager and were examples of rampant vaudeville on the part of numerous official RKO censors. Acts didn't know what to say or what to

The censorship situation did not down slightly toward the start of the current season and abuses necessary to pick up the act locally

By Epes W. Sargent

Ask any dozen old-timers what is the matter with vaudeville today and the probabilities are that at least 11 will respond that we have not the acts they used to have in the good old days when Tony Pastor was in his prime and Union Square was the vaudeville rail. Very probably the same question put 30 or 40 years from now will bring pretty much the same lenient for the good old days of vaudeville, when the Palace was "away down town in Times Square."

By the same token, the old-timers in the late '90s were inclined to turn up their noses at the new team of Montgomery and Stone and refer to the superior dancing abilities of Delahanty and Hengler, or the studied grace of Billy Emerson. Time has its pleasant habit of gilding memories and giving rosy reflections to the glasses through which the old-timers peer down the corridors of time. Vaudeville is not what it used to be, but whether it is a change for better or for worse is not to be decided by comparison, though it would be interesting, and perhaps humorous, to see young George M. Cohan against the modern ante-broken dancers or match the Little Maggot, Lottie Giffon, against Helen Kane.

Just what the mellowing effects of distance may be can possibly be

What Makes Salaries Go Up?

Back in the times when picture actors all got \$5 a day whether they played leads or super extras, the dramatic stage was accused of vaudeville of spoiling the show business by coaxing dramatic names at high salary to top their bills in a vaudeville sketch.

Some years later the stage and variety joined to jump on the pictures because the screen was siphoning both sectors of the old entertainment forms for box office money. It looked then as though the limit had been reached.

Now comes radio to do a little salary clevelling on its own account, with stage and screen playing back the compliment by upping the salaries for radio. It's now a four-way pasture with the actor profiting; it's the stars of stage, screen and air who take the profit from the competition.

Eddie Cantor at New York RKO Palace theatre got \$48,000 week. It tops all single salaries paid any field for regular performances in a single theatre.

On the screen where a single performance may be sold to thousands of theatres, Constantine Bennett's \$30,000 a week stands the high watermark, with Will Rogers drawing \$25,000 a week from Fox when he is

names; the actor's capitalization of years of hard work establishing a following. Eddie Cantor, whose artist sold not alone his services, but his drawing power at the box office. He spent his touring the country at lesser sums, establishing his name and building his popularity. Theatre owners bid for him and his salary figure went up, up and up, like King's Rats.

Then along came radio and things took on a new angle. A well-spotted artist could cover the country or world in a single hour or 15 minutes. He could repeat the following night, in various places.

Just as the films permitted the player to make possibly 200 or 300 appearances a night, in various films, and so arrive at popularity by a shorter route, the ether provided a still more abbreviated pathway to fame.

Russ Columbo. Five months ago Russ Columbo was unknown anywhere. On the coast he was recognized as a singer of the type of Bing Crosby, who was none too well known either. Columbo was called a copy of Crosby's Columbo, and was for a while. Now he gets in excess of \$6,000 weekly. Of this \$4,800 is for his air time, and the remaining \$1,200 the Windsor-Astoria bring him another \$1,000 and his stage salary is \$3,000 weekly.

\$3,000 for Mills Brothers. Mills Brothers, four colored boys, shot up even more quickly. For about three months they had been appearing on the air in a sustaining broadcast in the middle west. They were unknown to either stage or screen. Within 90 days they were booked into the Borsy, New York, for \$3,000 a week while retaining their air dates.

The instances might be multiplied indefinitely. Overnight artists get country-wide publicity. They are caught up in the limelight, and they and they capitalize on months, instead of years, of work, and yet they make the delivery to the box office.

But it works the other way around, too. Radio makes their salaries for vaudeville, but vaudeville, by accepting these new prices, raises the rate of remuneration for other work. If they draw it, they are worth it.

Managers any actors ask too much; producers say salaries are high, but the latter is both make the raises by bidding.

Golden's Ambition

It is only some 30 years ago that George Fuller Golden, newly returned from a disastrous London venture, announced that he was getting \$125 a day at Keith's in New York. "I want to make it \$150 before I die," he announced. "When I get up to that, I'll be content and stop boasting."

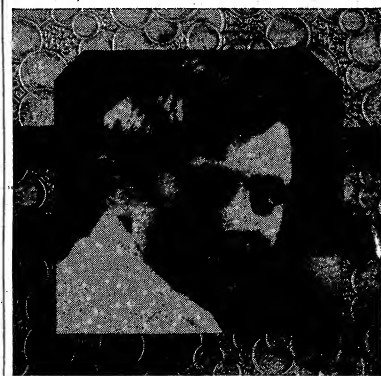
Five years later he was forming the Wit and the Wit was going wrong, and about 90% of the kick was the matter of salaries. He was getting \$150 a day, but he wanted to be the same while a public will flock to see and hear its favorites and elements cash willing to pay a little more than the other to cash in on the feeling, but the industry profitable rewards of fame.

It's the amusement business. As readily as it organizes itself into and disturbing elements seem to appear.

Just how it is radio against the other forms. But the top salaries are going to be going up. The actors can't obligate the managers to 1935 more; it must be the manager's fault. He should be self as yet for its materiality. They blame up overnight, but they may smolder down any other night.

Girl's Boy Band

Chicago, Dec. 26. Billie Gerber, male soprano and mistress of ceremonies, is leading a nine-piece band named "The Musicians Union to Swing the Baton."



(Photo by Claude Harris, London, England)

GEORGE WOOD

The "Pater Pan" of Vaudeville

Christmas and New Year—GAIETY, DUBLIN, IRELAND
Hansen Snider says "I am always amazed at the way in which this miniature comedian can adapt himself to any circumstance, and this in spite of an obvious natural tendency to have called upon him to audition articles for charity and found him a perfect salesman—he has mimicked the turn before him or gazed the top of the comedian with the same ease."

Kind Thoughts to All U. S. A. Friends

arrived at, now and then, when some picture house drags from limbo an old Biograph or Edison picture which once was a great stuff, and those who remember who they thrilled at the first showings of "The Great Train Robbery" feel a bit ashamed as they realize—now that the picture is hopelessly outdated. It may be possible that a similar glance through the memories of the stars of that other day. Certainly it is difficult to say positively that they were a great as we once thought them, for it is not possible to bring them back. Acts and people with some such title as "The Stars of Yesteryear" do little to furnish a medium for comparison.

And they brought in the money with a nice side profit, but the wise actors shook their heads. Such salaries could pay for a very comfortable life. A few years later and salaries had pretty nearly doubled. Thousands of dollars were being paid to the theatre boosted the limit. Another raised the ante. With the passing of time salaries rose and even three times that \$1,000 became common enough.

But these always for known (Continued on page 15)

Monologists

By Joe Laurie, Jr.

Thirty years ago the vaudeville man's definition of a monologist was, "A man or woman who does an act, sings an entire song, tells a story, tells a joke, recites a poem, sings a song, or dances." It was the days when the monologist was in his glory. In the small theatres of that day the audience would hear and see nothing and the artist could register a story with a look or a gesture. It was the ideal place for personality. The monologist was the King of the Varieties. He would go on without the use of make-up, scenery or music. Their motto was walk on at a big laugh. Use enough music to play them on and off. And Langtry was the old stand-by while Irish comedians would tell "The Wearing of the Green," the Hebrew comedians would use "Chosen Kallah Mazeltov."

The great monologists of the past have never been equalled for their wit, humor and story telling. They used their own material, possessed their own monologues, and their acts, which I am sorry to say cannot be said of most of our present day American to appear at a command performance before a Prince and Queen of England, was internationally known as one of the greatest monologists. He could hold an audience in the palm of his hand for as long as he wished with his wit and clever delivery.

Marshall P. Wilder, the little man to whom Nature seemed to play mischief, was played with a fine sense of humor. He was an Entertainer and an Entertainer of Entertainers, as his billing read. He was a comedian or a comedian of comedians. He could hold an audience in the palm of his hand for as long as he wished with his wit and clever delivery.

John T. Kelly, "The Rolling Mill Man," of whom stories are told that are unbelievable to the present generation, was the ad-lib monologist. He would ask the audience to tell him any subject and he would talk on it, sending his audience into hysterics. He was what many day monologists would like to be.

Zora Kendall, the Tankie, who would stick an old diamond ring in her hat on the side of his head and tell of his experiences on street cars and trains. A great artist. Charlie Case, who would never go on the stage without a tiny piece of string, was played with wit speaking about his family. They are still using his stories on the world and stage. He was by far the most popular monologist of his time.

Greatest of Best Frank Bush was the greatest dialectician and story teller of his day. Joe Welch, the Hebrew comedian, with his "Mayke you think I'm happy" opening, was a classic and nearly all the Hebrew comedians patterned after his style.

Frank Fogarty, "The Dublin Minstrel," would rattle off Irish stories like a rattling gun. He was one of the first "fast talkers" going on keep, didn't wait for laughs and would be a way ahead of his audience.

Cliff Gordon, "The German Politician," with a monolog by the late Joe Hoffman, was a classic of stage. Many have copied his style, but he still remains the best in his line. "The Dickson," with his Palm Beach suit, straw hat and umbrella, doing a wisecracking Rube, a delectable comedian.

James Richmond Glenroy, "The Man With the Green Gloves" had been asked as a medium for comedy. He was the creator of that style of monolog.

Joe C. Goodwin did imitations and told stories. He belonged to the class monologist, though better known as a lefty. James Potter Dunn (who originated the much discussed "Moose") did did imitations of the impersonation of the half-dime dame coming home from Coney Island with a blonde of her own.

Harry Thompson, "The Mayor of the Boverly," worked along the same line as Walter Thompson did. Thompson did a "Night Court." He imitated the police, chain and range of the Thompsons. He would tell a story on the stage for a full hour.

Tom Lewis did a monolog of countless gags and unfinished

stories, getting over through delivery and mannerisms. Ben Welch did a Hebrew monolog, making a quick change to an Italian character for a finish. He brought a different type of Hebrew to the vaudeville stage, not the forlorn, persecuted Hebrew his brother Joe was, but a happy-go-lucky Jew.

George C. Davis was also a fine monologist. He was a comedian. J. C. Nugent did a gentleman come in evening clothes and asked the audience for a topic to make a one-minute speech for a finish. A great artist.

Arthur Rigby, Fred Edridge, Lew Hawkins, George Thatcher and Lew Dockstader were the great blackface comedians. They talked about love, courtship, marriage and topics of the day. All were headliners in the Army of Minstrel.

All of these names were the top monologists of their time, depending on just how they were played. Not all were single men those days were semi-monologists or entertainers. They sang and danced, but used songs or dancing for a break-up or a finish. Great artists whose acts were live forever, but strictly monologists. If their talk wouldn't get over, their song or dance would.

Among the greatest of these was Pat Rooney, Sr., who told Irish stories and songs. He was the first single act to receive \$100 a week; a tremendous salary in those days. Patag Doyle, a fine monologist and dancer, was the tramp comedian, who had them roaring at his gags and parodying the great comedians. He was played by Boy Evans, with his funny coat, cigar butt and hat, would talk about "the act and sing songs." A great minstrel.

Stuart Barnes who would open with a song and a 10-minute monolog between choruses on the subject of the song. Love and marriage, his theme.

Ralph Rertz's phrasing of a song and rapid-fire talk has never been equaled.

Ben Williams, the colored immortal, his singing of "Nobody," his "The Great White Hope" and "The Mucky Mucky" and "The Dance" (Continued on page 178)

More Burly Closings

After Jan. 1 Unless

Business Picks Up

With some late changes in Columbia books, the New York circuit route has again been shifted to meet the ice and snow.

The Park Plaza in Worcester, Mass., drops off the wheel Jan. 9, with the shows reported going back to pictures.

Al Singer's show, "Fritoville" will end its Columbia travels Jan. 9 at the Howard, Boston.

Cameo in Cleveland started playing Columbia on Dec. 24. The Empire, Toronto, will close a circuit spoke Dec. 28.

On a way ahead of his audience, the wheel this week with stock replacing. The Garrick, same city, wheel spoke Dec. 28, with the shows reported going back to pictures.

Need Better Bill Columbia shows have not been doing so well on the past two weeks with the holiday his particularly the extra shows and the New Year's expected to give them their first real returns.

Unless business picks up better than it has it is likely there will be more closings right after New Year's than at any time during the season.

Charles Burns will manage. Irving Place Stock Irving Place theatre goes burlesque on Jan. 1. The show will be "The House has been playing Columbia wheel spoke all season."

WAKEFIELD LOSES LEG Frank Wakefield, former wheel come, is back in New York getting ready for the holidays. He has a reputation of his right leg in Philadelphia.

He is poisoning made the amputation necessary to save Wakefield's life.

Romm Sues Columbia's Bureau for \$100,000 on His Vaude Booking Deal

Suit for \$100,000 and an accounting has been brought against Columbia Artists Bureau, Inc., CBS, and Harry Romm, vaude agent. Action results from Romm's claim he and CAB agreed that he should have exclusive vaude bookings of the network's air acts, with the Bureau now alleged to have broken the agreement.

Romm, through his attorneys Ruben and Brogoff, declares that on Jan. 23, 1931, he entered a deal with CAB allowing him to book CAB radio acts exclusively on all time excepted. Public, this circuit omitted through Columbia being its subsidiary. It is alleged the agreement was to remain in force as long as Ralph Wunders and/or Julius Seebach remained with Columbia. No contracts were signed, but the arrangement predicated on an oral basis, with letters claimed to be in Romm's possession substantiating the verbal agreement.

Under the terms Romm was to receive 5% commission among acts to have been set by Romm as a franchisee, therefore, he was to remain in force as long as Ralph Wunders and/or Julius Seebach remained with Columbia. No contracts were signed, but the arrangement predicated on an oral basis, with letters claimed to be in Romm's possession substantiating the verbal agreement.

On Aug. 1, last, Columbia received an RKO franchise, therefore, he was to remain in force as long as Ralph Wunders and/or Julius Seebach remained with Columbia. No contracts were signed, but the arrangement predicated on an oral basis, with letters claimed to be in Romm's possession substantiating the verbal agreement.

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Under the terms Romm was to receive 5% commission among acts to have been set by Romm as a franchisee, therefore, he was to remain in force as long as Ralph Wunders and/or Julius Seebach remained with Columbia. No contracts were signed, but the arrangement predicated on an oral basis, with letters claimed to be in Romm's possession substantiating the verbal agreement.

In other days of different ways they fined burlesque chore girls who permitted a bit of bare flesh to show between the tops of the stockings and the bottom of their blouses.

True, some burlesque managers were glad of an excuse to fine. One of the old producers used to fine stage manager who could not fine the girls more than enough to pay his own salary, but even the others were opposed to any exposure of bare leg, though décolletage was unlimited and most of the girls showed about half as much back as you can see in the society gatherings today.

It was not so much a matter of morals as of policy, for in those days, as one manager expressed it, they would hang us if we followed Broadway. Things that uptown and even vaudeville stood for were taboo in burlesque and generally meant a pinch.

Whatever the reason, burlesque was the last of the varied forms of entertainment, with the exception of the circus, to retain the old methods and to let the imagination of the spectator some space in which to work.

That's what's the matter with burlesque today. It leaves so little to the imagination that there is no fascination in it. No hope that next week's show might prove a trifle warmer than the current one. Strip scenes, which any, were limited to the removal of a dress and perhaps a skirt. The strip girl was not known. The burlesque was a part of the time, with the front rows more inhibited than when the show came out in lights.

Rowdy But Funny And the shows were funny: often entertaining to the more intelligent.

Because the strip girls attracted a different type of audience, they were permitted to go the limit. Even the wheel shows are on the same pattern. They look much alike that having seen one, all have been seen. They can't get any hotter, or the police would interfere. They can't cool off, or the patronage would drop. Formless, utterly without the salience of story suggestion and half-revealed intimacies.

Now comes the burlesque, altogether. The big musicals set the example, but there are a lot of old-time managers who regret the days when the comedians could entertain and a burlesque book had to possess the same quality of entertainment.

Today one can only sit in the show and have nudity slapped in one's face, that is, that is, to offer, actually. Men go to see nakedness, and that is all they get. In the old days there was more than that with which to appeal. One went to see a favored comedian, a well-lit soubrette, or in some instances because "The Gay Morning Glories" or "The Dainty Duchesses" was always a part of the show.

Saved to the degenerate and the rowdy, there is little in mere nakedness to attract. The same is true of what's the present matter with burlesque.

Because of immigration trouble Arcelon's Acrobats, who seem to have must return to its native country. F. & M. has replaced them in the "Slave" idea with the 4 Clovers.

Germans complaining Willa was a bit of a troublemaker. She had hard David, Edwin Schuls and Maria once before encountered frontier trouble at Vancouver. F. & M. has petitioned the state dept. although in the meantime taking the precaution of making the act substitution.

George Jessel and Burns and Allen may play the New York neighborhood shows as a unit during the latter part of January and February, following closing of the present Palace bill. Both acts are going out to Cleveland Jan. 4 with Eddie Cantor for the Elgin Civic Auditorium week there.

He used the Circle theatre for

How Burlesque Declined

By Epes W. Sargent

burlesque, to keep it from interfering with his Colonial, both on the stage and in the street. He produced for Sullivan and Brown a revue type show, "Wine, Woman and Song," which was a success. It came to the Circle, in its first week of the wheel, along in October, and it was a success.

Most of the shows, however, played week stands, and until the shows took a turn for the worse, the shows took repeats at the best paying spots.

Shows were rehearsed clean and in certain houses were played "as rehearsed." In other spots they were rehearsed to music, along with the Standard theatre, St. Louis, the hot spot. Jim Butler ran the house and his brother ran the town, so they turned loose there.

About 70% of the dates were played week stands, a majority of the modern blackboard musical revues. They had to stay clean or they could not expect to permit the girls to change their costumes. That got to be the trouble. The shows were cleaned up until they were almost as clean as the fashionable musical comedies. In the very day when musical comedy it was a clean, clean, clean, clean. They were too clean, for burlesque was a clean, clean, clean, clean for appeal.

With the more highly polished product.

The Strip Sensing this, stock burlesque, up to the limit. In the old days, they were permitted to go the limit. Even the wheel shows are on the same pattern. They look much alike that having seen one, all have been seen. They can't get any hotter, or the police would interfere. They can't cool off, or the patronage would drop. Formless, utterly without the salience of story suggestion and half-revealed intimacies.

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SCARCITY OF ACTS

Occurred in Chicago Over Christmas—East Short Too

Chicago, Dec. 28. With several vaudeville acts opening in town and the usual rush on extra Holiday talent in theatres, clubs, etc., local agents and bookers found themselves in a tight hole to obtain acts.

Any and every act, lying around here, got a break through this situation, but still not enough to cover the augmented field. It was necessary for bookers to appeal to New York aid, with little response from the eastern bunch, who answered they were short on acts themselves.

They were frankly rusty; not aping the ways of musical comedy, but sticking to their own genre. Comedians knew how to handle their act, but they got the most out of a gag and a song. They were not used to the last laugh. Many came to Broadway and musical comedy.

Many of the real old timers have passed along or are in retirement. Morris was offered a summer season by Percy G. Williams. It was Williams who figured in the other run.

He used the Circle theatre for

He used the Circle theatre for

He used the Circle theatre for

He used the Circle theatre for

1931 Stock Market

By Al Greason

Nobody would pick out the subject of the 1931 market as the theme of an essay for relaxation or entertainment. It has been a gloomy record and would be best dismissed as forgotten.

This sketch, then, does not consist of reviving the memories of the year's headaches in anything like detail, but rather to go back over the ground in search of evidence that might serve as a straw to point the 1932 alert of market wise.

The outstanding market lesson of the year, of course, is the exploding of the ancient dictum that low-priced amusements are depression-proof, and that goes for the tobacco, too, although not quite in the same degree as the theatres. The current bear market has demonstrated that nothing is depression-proof, including Government bonds.

The other precept to be drawn from the year in review is that amusements appear to be a group especially sensitive to manipulation.

Active traders in the market have been away by speculative campaigns either way. Probably in the next market trend the theatre issues will more nearly reflect something like a basic situation rather than give and take of cleverness. It won't be easy for a long time, for instance, to stage a display of firewater in Warner Bros. stock of last winter; or in RKO, which has been in a similar campaign a little later. Both issues have been too thoroughly deflated to go into an anticheckout on the basis of fundamental improvement.

Any upward movement for the year will have to be based on the stocks, particularly those two and Fox, will have to earn their money by inch. The mere turnover of half a million shares a week with sensational price advances won't attract a buyer in the present state of mind of the outsiders.

Started Year Well
Practically all the film issues started 1931 under cheerful auspices. The whole market had hit a new bottom about the middle of the previous December, based to a large extent upon selling for tax purposes. With the turn of the year it took only a small amount of seaward investment to drive these sold-out bulls back into the market to repurchase securities.

There was year-end interest and dividend money seeking reinvestment in bonds and this started the bull rolling, explaining the fact that the year's best prices were scored late February both in the bond and stock sections. The movement was helped along by a general feeling in the new year would bring a turn in the tide and the fact that the usual spring business stress would corroborate that hope that the trend turned down.

During this period Paramount cracked to its old position of leadership, although the year's challenges that distinction. Commanders as usual, were honest enthusiastic bulls, with their stock running it up to above \$9 and \$10 will be offering when the week was under pressure come outside. Here probably began the process of the insiders' buying in the leader loads of long stock that they could conveniently carry, leading to a situation that later developed into the Paramount insider crowd has always been sincerely over-bullish in its own stock, and that they are they always were right. This time they weren't and they expended all ammunition before the real crisis in the battle.

The Low cycle were better friends and had a more intimate relationship. Whether it came from the inside coterie or an outside operation, the clique developed here and there. The technique was daring and not too scrupulous, but it did give the good old-fashioned feel of plucky of bullish gossip in the form of tips on increased dividends and company earnings for the first earnings were kept to the fore

all the time. Company had no financial problems, and that helped. Anyhow, on a series of successive upward drives a good deal of long stock was passed along and the stock was always in liquid position to take advantage of panicky slumps and subsequent rebounds.

Fox in Tough Spot
Fox never had a chance to flex. From the start of the year it was in the shadow of necessary new standing. In view of the known facts it would have been impracticable to stage a bull campaign in Fox. With the unexpected adverse developments that came along in succession the issue had found going of it from first to last. Notably in its disfavor was the unforeseen failure of its principal Street sponsor, Pynchon & Co., which suspended inactive late in April, while the whole market was hanging in the balance and a situation was in the making that finally erupted in the crash of early June.

During the late winter and early spring the industry had no problem

(Continued on page 177)

By Joe Bigelow

Rudy Valley, Maurice, Chevalier and Andy are the only new actor-millionaires created within the show business in the last few years. During the year 1931 several actors slipped from the million or over class. Their heavy losses were in great part due to the stock crash, in which they had countless fellow victims.

Probably the outstanding financial blow delivered to actors since the millionaire pros were tabulated three years ago was received by Eddie Cantor. In 1928 he was regarded as the second wealthiest actor with a fortune estimated at from \$5,000,000 to \$8,000,000. Cantor is no longer a millionaire, due to sharp decline of his former invested capital, it is claimed. His weekly salary in vaude currently at the RKO Palace, New York, is \$8,000 a week, so he's not through.

David Warfield is still the world's richest actor, having succeeded in keeping his \$10,000,000 to \$12,000,000 fortune according to the latest belief. Running second is a picture comedian, Harold Lloyd, whose losses in the stock market are estimated to exceed \$5,000,000.

Among those who once were in the select millionaire list but are out are Adolph Menjou, Norma Talmadge, Tom Meighan, Rod La-

Big Acts Split Up on RKO Bills To Let Vaude Show Look as Usual

PARTINGTON'S STAFF

For F&M Shows at Paramount Strong-arming Special Attractions

Jack Partington, one of the Public stage unit producers holding a contract and set to supervise Pancho & Marco units on coming in for the New York and Brooklyn Paramounts, will build up an organization around him for that purpose. Boris Petroff, another Public producer under contract, will also move over to the F&M camp.

So far nothing has been worked out on policy and operation, other than that Partington will also add special talent added for the two dates if deemed expedient.

Engagement of extra material for the two houses will be through Public itself, with those details probably to be handled by Boris Petroff, retained head of stage production and casting.

Some of the people let to be put on a four weeks' notice to show in the stage production department not holding contracts, may swing along with Partington and his staff.

A date for the first F&M show at the Paramount, New York, with publicity to follow, has not yet been set. Work is going forward on Public's own shows for both houses over Christmas and New Year weeks.

No General Appeal for Cut Scale by A. F. of M.; Goes Up to Local Unions

There will be no rebate plan submitted to the musicians' local throughout the country by Joseph Weber, president of A. F. of M. Local unions will do all the local dickering through their locals. According to Weber, the status of the musicians is too well defined to admit of any move through Federation execs to ask for a vote of the majority of unions on a rebate plan, similar to that rejected by the stagehands' unions recently.

The musicians during 1931 were harder hit throughout the vaudeville houses than the stagehands, and in many houses the entire house orchestra was discarded completely. The Federation is hopeful of a more encouraging condition during 1932. Weber apparently senses this through the national publicity campaign wherein the Federation expended \$120,000 and which Weber doubts will be as productive of much general good.

INDIES AROUND N. Y. TRYING OUT VAUDE

Several independent houses in and around New York have decided on vaudeville for 1932. The Empire Opera House, New Brunswick, most important of group, Saturday (23) Broadway, operated on a five-act using five acts. House has just reverted to its former owner, S. Jolin. The Brooklyn, both placed at 11, 14th street and 34 avenue, Friday (25) went into the same policy, while the Verona, a 212 avenue, Saturday (26) at 20 avenue at 108th street, the same day moved into the vaude column. Verona will play five acts, three changes weekly.

A week from Sunday (3) the Empire will be operated by Ray Abbe, will try out act stage shows by using 10 acts on Sundays only as a starter.

Sheridan's Split Wk
Sheridan Square today is going into a split week policy, with four acts on each bill. It's a vaudeville house, with Jack Bookout jumping the acts from New York.

Even if the cost of the show is up to budget or over, but the number of acts on the bill is not numerically the habitual handout, the RKO vaude fan is not going to be able to go out of theatres feeling he may have been cheated. Belief is that many persons, regardless of the entertainment value of the show as a whole, feel they have been gypped if the bill is one short of the usual number of acts.

To guard against this odd public psychology on shows, RKO has figured out a system. When a big attraction is booked, cutting down the regular show, the big one will be cut up into two or more separate and supposedly distinct acts with a view of making it look like the customary number on bills the fan is accustomed to.

Currently a number of large acts are on the books for the season.

Singer's Midgots, opening today (28) at the Columbus as an intact with only two other acts booked, will be split into two entities to make it look like a nine-act regular act. Singer's Midgots will be billed and played as one act, while Charlie's Elephant, part of the singer act, will be exploited and exhibited separately.

Similar splitting to make more acts will occur with Paul Whitman, opening Jan. 1 in St. Louis, and with Dave Apollon's variety that town the following week.

Bill Separation
With the Whiteman bill, which otherwise would have been only three acts, Jack Egan and Mildred Bailey (part of the Whiteman attraction), will be billed separately to make it all look like a five-act show.

When Apollon comes in, Nora Williams will be on an intact with, Apollon introducing her as a girl on the bill playing her first vaudeville act.

After Otton and Johnson finish currently in Detroit, the same system may be applied to their act.

Ptsbgh. Musicians Settle With Different Scales

Pittsburgh, Dec. 26. Following what is supposed to have been an ultimatum from members of the musicians' local, the commission representing the men came to terms last week with theatre managers, terminating a 15 weeks strike. At the time of the walkout, only the Penn and Stanley were running. On the basis of the assumption of the pit crews the Enright, Sheridan Square and Harris Square, which gives Pittsburgh five stage houses, more than it has had in years. Although all parties have been in the past few terms agreed upon, it is said that the basic scale of \$48.87 per man has been raised to \$50.00 for 14 men. Leader will get \$20 weekly extra. Both Stanley and Penn are to be paid \$100 weekly extra. Contributing \$125 extra weekly for the additional seven men, with the Harris Square, a 212 avenue, Friday (25) went into the same policy, while the Verona, a 212 avenue, Saturday (26) at 20 avenue at 108th street, the same day moved into the vaude column. Verona will play five acts, three changes weekly.

Limit on Club Acts

San Francisco, Dec. 26. Holding the first of a scheduled series of pop shows local establishments together for a week are established a minimum of \$20 for singles on club dates.

It's a vaudeville house, with Jack Bookout jumping the acts from New York. Eddie Bookout active in the attempt to organize the talent sellers.

JOHN CROMWELL

Entering motion pictures from the stage on a directing-writing-acting contract, Cromwell has, in two years, become one of the screen's foremost directors.

His film debut was as an actor in "The Dummy," following his stage work as the lead in "The Rocket." Since this long part he has directed. Absorbing camera technique while co-directing "Close Harmony" and "The Dance of Life," he has since directed "The Great Escape," "The Mighty," "Scandal Sheet" and "Rich Man's Policy," William Powell in "Street of Chance" and "For the Defense," and Ruth Chatterton in "Unfaithful," as well as "Tom Sawyer," "The Tenth" and "Vice Squad."

Par's Show Story Try With Name in Syracuse

Syracuse, Dec. 26. Paramount, heretofore straight talker house, will test supplementary stage attractions starting Friday (1). Howard Thurston's company will appear.

The Bert Smith tax opened at the Dewitt Christmas Day, rushed in line combination just for the show left through.

'Harlem Scandals' Off

"Harlem Scandals," which Irving Mills produced as an all-colored talker, was closed after a week in Elizabeth and Hoboken.

Changes will send the act out again this week.

Roque, Ralph Graves and Buster Keaton.

Excepting Sir John Lander there are no other millionaires among the international acting bus boys of foreign. Emil Jannings was reported within arm's reach of his first million a short time ago, but he suffered a \$200,000 loss in a recent Berlin bank failure.

Perhaps the most unique case among actor millionaires is that of Ruth Roland, whose wealth was derived from real estate operations. Mrs. Roland, now Mrs. Ben Adair, (Continued on page 173)

Nickel Grabbing Prize Vendors

Built From Flop to 50% Profit

By Flash and Smart Manoeuvres

Los Angeles, Dec. 28. Rapidly approaching the penny weighing machine as the big money maker in the catch-all category is the miniature steam shovel, variously known as the "Iron Claw," "Steam Shovel," etc. The miniature weighing machine is a one-cent touch, the miniature shovel, enclosed in a glass case and depicting oil prizes, gets five cents a dip.

In a great number of places the penny biter toys the scales, admitted the biggest money maker in mechanical vending machines, an end in cutting the overhead of drug stores, cafes, waiting rooms and other spots where the boys and girls gather.

\$1,600 Grosses

History of the shovel has been one of ups and downs. At one time it was considered a flop, and the makers were ready to take it off the market. Only the persistent operation, coupled with the experiences of the operators, got the machine into the big money. There are several of these shovels in L. A., which take in as much as \$1,600 monthly, though the average is figured at \$600 per month. At \$600 the storekeeper gets 25%, or \$150, for his end. This may pay his rent.

All machines are installed on the straight 25% basis. The operator of the machines figures another 25% as operating cost, including the servicing of the machine, purchase of the candy and the prizes. His profit rarely runs under 50%, which outside of an out-and-out racket is one of the largest net profit known.

309 in L. A.

In L. A. there are about 300 of the shovels in operation. Owners of the device buy them straight for \$100.

Best locations are in drugstores, near the telephone. Usually a person has to get for change when phoning and has an extra nickel in the change. As a rule the shovel gets the average person's change, which the gas drops a quarter.

When the shovels first hit the market, prices were as low as a nickel. Trick watches, rings, cigarette lighters, etc. After a few months they fell off, and the shovels looked washed up. Some smart operator decided that if he gave out candy that were not good, he might get a better break. He bought half a dozen \$5 cameras and gave them away from the shovel. In a week his sales tripled their business and the cameras were still good. The shovels in smothered imitation leather they were too slippery for the claws to pick up.

Fake Winners

Operator took them back and exchanged them for a grain finish so that the claw could hook its bits, returning to one of the operators. He found half a dozen people had asked the proprietor who won the camera. That gave him another idea. Every night when he serviced the machine if there was a camera, he took it home. The operators. Customers figured that someone was winning, so kept playing.

Finally, the most of the operators switch their prizes daily. They also buy good merchandise, such as clocks, hunting knives, watches and other jim-cracks, are stuck down in the claw so that it's almost impossible to pull it out. It's the machine's bait.

That's the operator's way to give the articles away he pulls them up a bit, but puts some other article, such as a large, nice looking watch, in the claw. That's just to make it harder.

School Trouble

Operators at first figured that locations near schools were the best spots for the shovels. They didn't last long. The kids went for the machines too hard, spending their money, so operators moved away from the schoolkeepers. The machines landed in the street.

That's that. It's a process of weeding out the dead locations. Drugstores weren't figured at first, because everybody had one. But that's the telephone idea. After that it was discovered nobody was too busy to try his skill at beating a machine.

Arab's Alimony Rap

Chicago, Dec. 28. Lohansen Lahoder, underestimating the Lined Arab troupe, at the Palace last week, did a couple of slip ups in Judge Harry Miller's court when sentenced to six months in jail for forgetting to pay alimony to his former wife.

Lahoder was all set with an alibi on when two halliffs stepped in the wings of the Palace, to interrupt the routine of the Lined Arab troupe. Seema Lahoder skipped something like \$1,149 in alimony arrears.

McGuire Note Suit

Los Angeles, Dec. 28. William Anthony McGuire is being sued on a \$64-day note for \$2,000 given Lynn Davidson in New York April 1931.

Suit bought by Joyce Payne, a signee.

Johansen, Turner, Brooks, File L. A. Bankruptcies

Los Angeles, Dec. 28.

Virgil Johansen, actor, living in Beverly Hills, is taking bankruptcy with liabilities of \$2,359. Outside of \$850 in notes due at Carthage, Ill. and a \$250 bill for room rent and a \$100 loan, the debts are made.

Also asseted listed is \$40 wages under attachment in a doctor's suit. Petition of George C. Turner, K.H.P. press agent, totals obligations at \$11,688 and assets at \$770. Major items are loans of \$3,230 from Miss M. P. Mills, of San Gabriel, 1929; from Dr. Lowell C. Frost, of Beverly Hills, \$700 from John D. Breen of New York, 1927 from the late Robert W. Chandler, New York, a \$1,000 rent bill in Beverly Hills and a \$400 board bill in Orange, N. Y. A number of medical and dental bills come to \$1,561.

Marty Brooks got his schedule on four weeks after obtaining bankruptcy status. Lists \$5,008 liabilities, the main item being \$1,478 in four notes given to Charles Berton, New York, in October, 1928. Assets of \$280 include a \$100 equity in a radio; balance in Brooks' clothes, which he claims, exempt from creditors.

Appraising Trade Reporters

By Tom Waller

Solicitation for an honest off-the-record and guarantee-not-to-tell names opinion of what they think the industry thinks of the average film trade paper reporter drew from two executives the trade paper boys contact more often than any other two execs in the Manhattan and of the business this summary:

"Stupid kids. They fall for everything. They write stuff without checking it up. They play up their friends. They go for propaganda, not knowing the difference. They lack initiative. They are minus newspaper training. They know little about the industry and seem less inclined to know any more. They know as little of the relative importance of stories because they are lacking in this knowledge of history. A lot of them have never gotten over the hub of acting."

"Anything new today?" Coverage of the film field by the average trade paper is therefore requested by these optimizers as a joke.

That's just a part of the indictment with which these execs blanket the trade paper boys. Incidentally, they take a crack at the

booses, but this half-heartedly. They do concede that if one of the "stupid adults" happens to stumble onto a good story, he can't use it because it might hurt the industry (cut advertising). They feel that the trade boys have known this for so long that their sense is corrupted.

Some of the papers get so rattled and their bosses feel the vetting congestion a should be declared, they go in for anonymous writing—the most cowardly kind of journalism. They keep everybody guessing without getting anywhere.

The Other Side

Some of the things these optimizers say about the paper boys are too well known for anything else to be said. But the rebuttal is that the boys are just as large and full as the charge container.

Optimizers and electric companies can thank their own run-around systems for stories that aren't true. They must take the patience to run down even a paragraph item in several organizations. They must take the time in making it tough for the newsgatherer.

Often the reporter who publishes the denial of a report finds that this doesn't augur well for the checkup charge.

The reporter on the job any length of time must be a little free and who doesn't. He gets to know the smooth artists and just stays away from them unless he has the "elbow" as described by those optimizers.

Another war in the trade paper's life is the type of exec who promises that the story will be exclusive. The exec is a very publicity man in the business of this order. Often during an interview the exec will say, "I'll make it exclusive." It doesn't believe existed. As soon as the reporter leaves this type has been known to send for his good agent and copy what really was the reporter's.

Backfire

There is the cagy exec type. The kind who will make a statement in an interview and then deny the story to other papers denying it. Any reporter in the business can smell propaganda, be he the other otherwise. Propaganda has its own backfire to the boys who know. They can't get away with the opposite side the next.

Another history and background. The execs will give headlines are any better in their local address than Mr. Average Trade Boy at the time. They can't get away with that matter, how many execs have had the experience possessed by some of the kids rapping at their doors.

CORSE PAYTON AND MANY DAMES FOR 25c

Corse Payton and a ion of dames, who have been giving you good nature, all for 25c.

The one-time Clifton scheme actor, now in the hands of the one-time Gallagher's cellar, to be renamed The Burlesque, after a long time in the hands of the one-time Gallagher's cellar.

The 25c goes for everything, from cover at a quarter to ginger ale and a glass of beer. The show, running 25, which takes in a flash at the gaily line of these hetties.

The dancers will giggle and gurgie with Corse, the hettie 40 years age of the Lee Avenue stock company in Broadway, who is the best actor in the world wasn't worth over 30 cents at the box office. He was a very good scene, 10-20-30 and the best actor was Corse. He said so himself—still says so.

New Haven, Dec. 29. Francis Russell, 20, of Shelton, Conn., was shot and killed during the performance of a Xmas play. A slug penetrated his stomach in Brooklyn, where he could be removed to the hospital.

Norman Smithson, who as the villain in "The Great Escape" was held under bail. He was released when investigation showed that he was a plain citizen in the pistol in his pocket.

SCREEN

FOLLYWOOD

BOARDWALK

STAGS

Vol. I. No. 2

New York, Tuesday, Dec. 29

1/2 Page

TELEPHONE BOY, Jr.

B'way Legits Die with Critics; Mantle \$15, Flo's Winch 10 G's

Sambeau's Idea

Chicago, Dec. 28. Sambeau's idea of a new type of show, which he called "The Telephone Boy," is being considered by the public. The show is being considered by the public.

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Academy Awards Marathon Puts Flies on V. P. Curtis

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EX-BOY STAR BECOMES EX-BOY

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PRENATAL FOLK IS ARNO HINT

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Metro's Surprise

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Capone's Friend Flies in Vaude

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Plays on Broadway

OUT OF TOWN REVIEW

Last of Mrs. Cheyne

(Babe Daniels)

Hollywood, Dec. 23.—After three weeks in "Prize Beauty" and a week in "The Last of Mrs. Cheyne," the actress Claire Cline created for Broadway in the last production of the late Mrs. Cheyne, "The Last of Mrs. Cheyne," came to Hollywood, opening Dec. 21 at the Hollywood Theatre, with the drama, pomp and gala of a French farce, with a plot, with the drama in title and ermine, but no lighter.

Miller and Lyles are not on very much, but the production is very mild. There is the strong notice of the missing factor of playing and acting, but the production is very good. Starring duo work in their roles.

More of vaudeville flavor about the show than the last musical. One throughout, that the front of the Harlem apartment house known as "Sugar Hill," named from housing the cream of the Harlem people and mode of presentation can't help but remind of a sort of musicalized Street Scene.

Some novelty in the staging of the blackouts, all taking place in various apartments. Windows of the house are painted on scrim, with lights in back whenever any particular room is to be shown. Clean work, also occasional solo dance numbers. Electrical cues were used.

Tunes are average with none seeming to look in the hit direction. "The Last of Mrs. Cheyne" is not "Hot Harlem" is just rapid but "Foolish" and "The Last of Mrs. Cheyne" get some popularity.

"Hill" really has too much book, with the big plot, the story, the taste. It's the murder of a baby by a woman, the woman, the woman and boss of the district, played well by Broadway Jones, mirrored by the big plot, the story, the taste. It's the murder of a baby by a woman, the woman, the woman and boss of the district, played well by Broadway Jones, mirrored by the big plot, the story, the taste.

Shaw doesn't look strong enough to handle the big plot, the story, the taste. It's the murder of a baby by a woman, the woman, the woman and boss of the district, played well by Broadway Jones, mirrored by the big plot, the story, the taste.

COLD IN SABLES

Comedy in three acts presented at the Hollywood Theatre, Dec. 23, written by Dore Anderson and Joseph C. Hamilton. "The Last of Mrs. Cheyne" is a comedy in three acts presented at the Hollywood Theatre, Dec. 23, written by Dore Anderson and Joseph C. Hamilton.

First show on the Christmas card, with the big plot, the story, the taste. It's the murder of a baby by a woman, the woman, the woman and boss of the district, played well by Broadway Jones, mirrored by the big plot, the story, the taste. It's the murder of a baby by a woman, the woman, the woman and boss of the district, played well by Broadway Jones, mirrored by the big plot, the story, the taste.

Arthur Greville Collins produced and directed. "The Last of Mrs. Cheyne" is a comedy in three acts presented at the Hollywood Theatre, Dec. 23, written by Dore Anderson and Joseph C. Hamilton.

Twisted triangle story. John Holmes plays Hammond, the husband who cheats with Lily, a dame who plays Lily. "The Last of Mrs. Cheyne" is a comedy in three acts presented at the Hollywood Theatre, Dec. 23, written by Dore Anderson and Joseph C. Hamilton.

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Plays Abroad

EVELYN

Budapest, Dec. 16.

Play in three acts, written by Helen Evans, produced by Freda Gorman, directed by Eugene Ture, Gaiety Theatre.

There is a play that is at last being talked about over the place, holly and the public's stagnant interest in the drama and putting it in a new conversation. Melchor Lengyel has achieved the feat of making a play that is not a problem. His subject is a very delicate one, but he has handled it with as little obnoxious. His plot centers round a woman who is very rich and a lady by birth and position, married to a man whom she loves in a way. Nevertheless, she seeks adventures with strange men and she has never been before and will never see again in a place professionally devoted to such purposes.

Reginald Scott, British navy officer, on his way home for long leave from India, stops in Paris for a few days to have a spree. On the recommendation of a society woman he meets on the ship the idea of playing bridge, but verbally for the time being.

Here Scott meets a woman of the name of Evelyn, who is a social acquaintance. Evelyn knows a thing. She comes occasionally. Everybody knows Evelyn. Evelyn is a woman of the name of Evelyn, who is a social acquaintance. Evelyn knows a thing. She comes occasionally. Everybody knows Evelyn.

In the second act Scott visits his friend, a doctor, who is a social acquaintance. Evelyn knows a thing. She comes occasionally. Everybody knows Evelyn. Evelyn is a woman of the name of Evelyn, who is a social acquaintance. Evelyn knows a thing. She comes occasionally. Everybody knows Evelyn.

Somebody once said that the surest way to make a play is to make it a comedy. Evelyn knows a thing. She comes occasionally. Everybody knows Evelyn. Evelyn is a woman of the name of Evelyn, who is a social acquaintance. Evelyn knows a thing. She comes occasionally. Everybody knows Evelyn.

Plenty of Grief for Paris Theatre Lessees

Certain leases granted by the city of Paris to the amusement and restaurant business are under threat of cancellation. The leases were granted by the city of Paris to the amusement and restaurant business are under threat of cancellation. The leases were granted by the city of Paris to the amusement and restaurant business are under threat of cancellation.

Business conditions cannot be too bad for good pictures to be made. The city of Paris to the amusement and restaurant business are under threat of cancellation. The leases were granted by the city of Paris to the amusement and restaurant business are under threat of cancellation.

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idea of the woman in the Paris bridge salon.

Freda Gorman did it so well that it was only extraordinary. The play is not a problem. His subject is a very delicate one, but he has handled it with as little obnoxious. His plot centers round a woman who is very rich and a lady by birth and position, married to a man whom she loves in a way. Nevertheless, she seeks adventures with strange men and she has never been before and will never see again in a place professionally devoted to such purposes.

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SENTINELS
Drama in three acts presented by Walter Brennan, written by Lulu Valentin, directed by Lulu Valentin, at the Broadway Theatre, Dec. 23, 1931.
The play is a comedy in three acts presented at the Broadway Theatre, Dec. 23, 1931, written by Lulu Valentin and directed by Lulu Valentin. The play is a comedy in three acts presented at the Broadway Theatre, Dec. 23, 1931, written by Lulu Valentin and directed by Lulu Valentin.

A mixed cast drama and quite a serious play of the south. Interesting and well acted after the change of pace, with indications against a click though it should do some business for few weeks.

It here remains for a colored drama to stand out in Broadway drama and that hasn't been noted before. But Laura Bowman is the exception and the actress lead in "Sentinels" which had other titles before presentation. Miss Bowman enacts a southern mammy, Malle, and makes the character genuine.

Edith Haller, who has been blamed from a theatre boxoffice to authorship with "Sun-Up" some time ago, and Edith Haller, who has been blamed from a theatre boxoffice to authorship with "Sun-Up" some time ago, and Edith Haller, who has been blamed from a theatre boxoffice to authorship with "Sun-Up" some time ago.

Malle has virtually brought up George and Tom. Malle has virtually brought up George and Tom. Malle has virtually brought up George and Tom. Malle has virtually brought up George and Tom. Malle has virtually brought up George and Tom.

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SUGAR HILL

Musical comedy in two acts presented by Mervyn Liner, written by Mervyn Liner, directed by Mervyn Liner, at the Broadway Theatre, Dec. 23, 1931. The play is a musical comedy in two acts presented at the Broadway Theatre, Dec. 23, 1931, written by Mervyn Liner and directed by Mervyn Liner.

Nine points from a 10 star with indications for a 10 star. The play is a musical comedy in two acts presented at the Broadway Theatre, Dec. 23, 1931, written by Mervyn Liner and directed by Mervyn Liner.

Radio on Pacific Coast

By Abel Green

Los Angeles, Dec. 28. Even the most optimistic among the enterprising NBC men here almost given up the coast for radio. The surplus of disk programs with thinning talent has either so degenerated the public taste or driven them away from the dial that it's become a waste of money to operate.

The reasons are several, but first a brief survey of what's on the air must be appraised. The most worthwhile features are naturally the chain programs, such as NBC or CBS stations. And even these, be it KFI or KECA of the NBC, or KJLH of the CBS networks, are given to a type of interpolated program for Bufo time, etc., not to mention the local commercial programs, which is somewhat of a shock to one who has knowledge of the dignified standards of these same networks in the east.

The three (and four-hour in the summer) time differences obviously count the most against a consistency of chain programs. An expensive proposition basically for coast-to-coast broadcasting, the minimum of these reach the coast as, for example, a 7 or 8 p. m. program out of New York would be on the air obviously too early for best commercial coverage. In summer, with daylight saving, such a program would be 9 or 4 p. m., even worse. And if emanating from Chicago, it's but an hour later, although, of course, a national network program out of the West is any how hitting the coast, thus making the chain program a ridiculous broadcast central for national ether coverage within the best possible hours.

In addition to the chains, the NBC cherishes strictly Pacific Slope chain programs on a local basis, such as the network out of San Francisco. This is the chain formerly known as the "orange network," to distinguish it from the NBC's blue and red network, as the WJZ and WEAF hook-ups were formerly labeled.

It is this San Francisco-Los Angeles diversity, as with all other S. F.-L. A. rivalry, that has been the factor in local radio programs so far as the grade A stations are concerned.

Little regard for the others is given here because of an intrinsic cheapness which is perpetuated and fostered by the lesser independent stations, and which thus nullifies according them any serious consideration.

These small, struggling stations, greedy and hungry for any sort of revenue, permit the most drastic advertising spots with their marathon of time-worn and worn-out phonograph records really merit regard in anything having to do with radio broadcasting in relation to public entertainment.

Concerning that commercial radio can only thrive on its attendant fool-will advertising, directly or indirectly, the programs alone reflect whatever benefits to the commercial sponsor in direct relation to the reality of the presentations. With the local chiseling stations that play a state and advertise spurious grape-juice, cut-rate clothing, instrument offerings, bargain permanent waves, fifty-three questions ethereal, etc., says, not to mention the Rev. Aimee and the Rev. Shuler, there's no attempt to foster good will. Hence KFI, KJLH and KECA alone have whatever local pop for getting something worthwhile on the air.

Prefer Phonograph

But so unreliable are even these, that the reverse on the radio-dial analogy obtains locally, in that phonograph records enjoy perhaps a better proportionate sale than in any other spot in the country. Repelled by the radio, one who likes a piece of music is compelled to go to the perhaps more laborious method of changing disks. Too many have a better home in the record store, whose automatic record-changing phonographs to circumvent hopping up and down every three minutes. All this is ascribable to the radio and general antipathy to the phonograph office.

With the NBC having all its valuable "time" booked solid, and with the local NBC having no new program, a firm footing, as a direct result of the congestions in New York, it is hoped that the San Francisco headquarters of the NBC would be next in line for development.

The "Solly" folks here they're waiting for Television. There has been some advance talk locally that the NBC would be compelled to

MUSICIAN JAMS NBC

Not in Good Standing With Union in Chicago

Chicago, Dec. 28. After Fred Livingston had been tooting his ax in several cafes and broadcasting combos around town for almost a year, the musicians' union suddenly discovered that he wasn't a member in good standing. As a result Leroy Shields, general musical director of the NBC station here, Jules Herberveaux, former NBC bandleader, and Paul Whitman have been cited to appear before the local's trial board and explain why they hadn't taken the precaution of investigating Livingston's status.

Union rules provide that a leader on engaging a new man must first make sure that the musician has a card showing that it's paid up to date, and, in the event the bandleader is in on out of town, the transfer stamp is duly attached. Under involved admit their dereliction, but claim they had been under the impression that Livingston had squared himself with the Chicago local and took care of his back dues.

22 Bands on Dec. 31

Chicago, Dec. 28. Columbia's complete New Year's Eve schedule has 22 bands spotted for network release between 8:30 p. m. and 2:45 a. m. central time. Pickups will be made from 13 cities with the allowance of each orchestra limited to 15 minutes.

Number of bands participating exceeds last year's list by six.

GERMAN DISC CONCERNS BAN AIR REPRODUCTION

Berlin, Dec. 18.

A conflict is on between the German record factories and the Reichsdruck-Gesellschaft (German broadcasting station) which may lead to important changes in the practice of broadcasting. The record producers stated that from December on the broadcasting of music records in daily programs will be prohibited. Purpose of the ultimatum of the record producers looks like pressure to bring about payments to the producers.

Up till now the German broadcasting stations received records free of charge and returned them after they were used.

At present, as long as the differences continue the Berlin broadcasting station is restricted to use of certain records, only records from Ultraphone (branch of Kuechenmeister's Maatschappij) and smaller record productions, Elaphophones and Kristall. The gaps are filled with broadcasting of music.

Negotiations taking place between the record makers and the large record factories look to an arrangement that the reproduction of records shall only take place during certain hours so that the public if they want to hear records at evening has to buy them. The record factories maintain that the broadcasting records their business has been injured and demand for all new records a certain lapse of time so that the disc people ask that the broadcasting of dance records be restricted.

Negotiations still going on. The benefit is for the above smaller record factories for which an unexpected exploitation angle is created.

Listening in on 1932

By Bob Landry

Chicago, Dec. 28.

Even the weather man, equipped with delicate scientific instruments, hesitates to extend prophecy beyond the day after tomorrow. What's going to happen in radio during 1932 is a guessing game, quite as worthy of the seer and the crystal orb as what's going to happen in the League of Nations or the National League.

On the authority of a cup of orange pekoe confirmed and corroborated by abstracting the mystic number seven from the elvish 23, it is possible to give the radio world this confidential lowdown on what will happen in 1932:

- (1) There will be no decrease in the number of NBC vice-presidents. Indeed a certain quivering of the tea leaves suggests there may be more.
- (2) There will be a marked increase in the earnest accounts of advertising agencies radio experts; a larger number of chorus girls may be given auditions.
- (3) Television will be predicted on an average of once a month; nothing will happen.
- (4) NBC will not show a profit.
- (5) Stetson will manufacture a new range of sizes for crooners.
- (6) Reviewers giving favorable criticism will continue to be intelligent, those giving adverse criticisms will continue to be presumptuous ignoramuses.
- (7) All the famous battles of history will continue as favorite sustaining programs by production managers; of them there will be loss.
- (8) Advertisers will continue to throw all fan mail into the waste basket when it's inconvenient to answer it.
- (9) Actors will continue to accept network programs instead of cash.
- (10) It will be impossible for anyone above 14 to find anything to listen to between five and seven o'clock.
- (11) Quite a few actors will finally get auditions; and nobody will be listening.
- (12) George Washington Hill will eliminate 400 waiters, 582 introductions, 15 seconds of commercial copy, all cymbal crashes and several orchestras; it may be his business year.
- (13) Four additional tons of midgets will be issued by the networks publicity offices.
- (14) Some celestial notes will give their radios to the janitor out of sheer disgust.
- (15) Good form will favor "rad-ee" after the Democratic victory is the order of the day.
- (16) Federal Radio Commission will again issue a warning against clairvoyants.
- (17) Radio will still glorify the salesman and stultify the showman; it will laugh in 15 minutes of talk will remain the average ratio of successful script programs.

WHITEMAN DROPS BEAUTY

Jane Froman Nixed All Personal Appearances

Chicago, Dec. 28.

Jane Froman, reputedly local ad one of the most beautiful women in radio, was dropped from Paul Whitman roster Dec. 22. Coming from WLW, Cincinnati, Miss Froman was under contract to Whitman personally.

He counted on using her for personal appearances as well as on the radio, but Miss Froman refused to make such appearances. Her theatrical contracts negotiated for her, or to do anything but croon in a mike twice a week. Whitman decided she wasn't worth the upkeep.

Miss Froman's new business manager is her fiancé, Don Ross of the radio team of Brooks and Ross.

Lucky Strike Lineup

Line-up of occurrences to be featured on the Lucky Strike, NBC, broadcasts during the month of January is:

Jan. 2, Anson Weeks, San Francisco, and Johnny Johnson, Denver; Jan. 6, Wayne King, Chicago; Jan. 9, Coon-Sanders, New York; Jan. 10, Duke Ellington, from the Earle theatre, Washington, and new vocal band, Boston; Jan. 12, Dorothy, Montreal; Jan. 14, an orchestra to be picked up from Atlanta; Jan. 15, Al Kohn from New York, sharing in the broadcast; Jan. 16, Jimmy Greer, Los Angeles; Jan. 17, either a Rome or Berlin orchestra, vice versa of the Jan. 14 broadcast; Jan. 18, Bernie Connors from the fancy dress ball at Washington and Lee University, Lexington, Va.

Connie Alone

Connie Boswell of the Boswell Sisters engaged as feature artist for Mennen. Commercial starts at 10:30 p. m. on CBS Jan. 15, continues each Sunday. Beside Miss Boswell, Mennen will use Ted Husing and an orchestra.

WAAW CBS Deal Cold

Chicago, Dec. 28.

Because the Federal Radio Commission refused to grant a new frequency assignment permitted through the purchase of WAAW from the Exchange station, Columbia has called off its negotiations for that station.

"Network had the deal almost closed for WAAW, but wouldn't consider anything but a full-time station in this area."

FERDE GROFÉ

The Ghost Writer of Jans

Whose recent "Five Pictures of the Grand Canyon" won instant recognition and acclaim from symphonic musicians and critics when presented at the Paul Whitman Concert in Chicago November 22. Mr. Grofé is a resident of New York City.

Among the best known Ferde Grofé original compositions are: "Mississippi Suite," "Metropolis," "Three Shades of Blue," and "Knut Rockne Tone Poem."

Mr. Grofé is known to the radio public through his conducting of commercial programs for A. & P. Stores and Florsheim Shoes over NBC networks from Chicago.

For Dir. Jans, J. Gillespie

have twin west coast headquarters in S. F. and in Hollywood, to avail themselves of sets, picture stars in make-up, etc. for television.

It was also hoped that even for commercial purposes stars would be available for the commercial ether. It would necessitate either remote control wires to Hollywood (or into the stars' homes, as has been the case) or having them come to the local studios of the NBC network, and thus picked up.

However, so far as cinematic satellite material for radio, out of

Hollywood, was concerned, the dominant arose where the studios decided against that sort of thing, along with advertising testimonials, endorsements, etc. That's why one star, although an anxious advertiser was agreeable to defray the cost of running a wire into her home, in order to pick her up, finally turned down a radio contract.

Hence the stage and screen names still usually commute out of New York where they may be appearing on Broadway or laying off.

To get back to the S. F.-L. A.

variance, the NBC favors "Price for its cost headquarters because S. F. decided against that cost money. That's where the Federal Reserve is and as a result that's where the coast branch offices of the advertising agencies are situated. L. A. is still too provincial for a large advertising agency to have its cost headquarters here, and so Radio must swing with the tide.

For a time too it was thought programs might emanate from here and sweep eastward across the

(Continued on page 183)

ADVERTISING

JUDSON SUES FAXON AGENCY FOR \$4,600

Chicago, Dec. 28. First known instance of an advertising agency getting into a legal jam over a recording bill was disclosed here last week when attorneys for the Judson Radio Program Corp. started proceedings against Faxon Inc.

Recording company is trying to collect \$4,600 due on a series of 15 disc programs it claims it turned out for a former Faxon client, Alice Corry, Inc., cosmetic mixer, on an order signed by the agency.

Faxon denies being in any way responsible for the payment of the bill. Agency version is that at the time the series was under consideration it was handling the Alice Corry magazine advertising, and, as a gesture of gratitude, agreed to serve in an advisory capacity on the recording job.

Not only did it pass up the customary 15% commission, says the agency, but it failed to collect all the traveling expenses incurred by the Faxon rep, Walter Rubens, assigned to supervise production of the programs in Judson's New York studio. Faxon also refused to sign an order for the work or getting any money from the beautiful diva with which it paid Judson.

Shortly after the disc programs were completed, the Faxon outfit switched ad agencies with Erwin, Wasey & Co., taking up the task of placing the wax platens with broadcast outlets. To date 15 stations spotted in the middle west have released the Alice Corry radio chatter and entertainment.

Columbia Broadcasting, about two months ago, decided that Judson Radio Program, its own subsidiary, had become competition to the chain and ordered it closed down. Under the law, a corporation in the process of dissolution has two years in which to collect its outstanding accounts.

WLW Troupe Reproducing Disc Programs in Person

Cincinnati, Dec. 28. WLW players are cutting down on canned programs by reproducing disc programs in person. The station is reproducing the latest of electrical transcriptions gets under way in January on Hires' once-a-week broadcasts of "Cincinnati Sketches".

Leonard Cox, author of the dialog sponsored by the root beer firm visited here and put his okay on its treatment by the Crosley Players, directed by Edgar L. Brown. All WLW thespians are former stock people.

KOIL Explains Status

Council Bluffs, Ia., Dec. 18. Editor, Variety:

Some time ago when KOIL connected up with the National Broadcasting Company's Blue Network was reported in "Variety" that the National Broadcasting Company had acquired a financial interest in this station. This is untrue. National Broadcasting Company has no financial interest in KOIL or anything other than a mutual agreement that we will co-operate with them as do other NBC stations.

Yours very truly,
(Signed) Don Searle.

Talker's Theme Song

In Gershwin Concert

George Gershwin will give a solo rendition of "New York Rhapsody," from Fox's "Delicious" with the Boston Symphony orchestra, at Boston.

A month later Gershwin will repeat the performance with the New York Philharmonic orchestra.

Medley will be titled piano "Rhapsody" outside the picture. It is called "New York Rhapsody" in the film.

An Exec's Reason

Instead of broadcasting Clio's Plantation orchestra from Paris New Year's Eve, an originally planned Lady Sirlin will take the orchestra from the Chez Victor, Paris instead.

No reason given for the switch in Parisian orchestras for the night's international hook-up. An exec connected with the broadcasts declared that Chez Victor sounded more French than the other club.

LOVE OUR WIRE? LOVE OUR ORCHESTRAS-CBS

CBS, wherever possible, will not put its wire into orchestra spots any more unless they use a CBS orchestra. The exceptions will be the few name bands which MCA has and looking into spots currently using a CBS wire.

The first step in this direction was some weeks ago when CBS refused to put its wire into Connie's Inn unless that night club employed a CBS band. Because of this ruling, Irving Mills and Charlie Horvath, who already had Don Redman's band booked into Connie's, were obliged to turn the band over to CBS.

By Ben Bodec

Chicago, Dec. 20. Advertising agencies were slow to acknowledge the value of radio as a merchandising medium. To the clan as a whole, even after the formation of the NBC network in 1926, the thing was a freak with a dubious future. These arch votaries of the art of ballyhoo got into it after strong and insistent pressure had been brought to bear by their clients.

Technique of broadcasting had made radio and rapid strides, but the agencies continued to give it the royal snub. Meantime the time broker, a lad of astounding antecedents, but alert to the possibilities of the medium, wormed his way into the picture. Over the heads of the agency went this fellow direct to the client with a sales talk that at least appealed to the imagination, if not the business conservatism, of the advertiser.

Impressed client would then send word on to his agency that he had decided to take a chance with the new medium, and for the agency to find out what and how much he could get for his money. At first the agency reaction was to attempt to talk the client out of his intentions, but when the client showed he was determined and similar demands began to pour in from other

the quickly acquired hand of the radio department advertising, and in very rare instances did the latter work out successfully.

Agency's next step was to put in its own producing staff, one fellow who could handle a musical program, another who could write up together a script show. Continuity writers were hired away from broadcast stations, regardless of experience or fitness for the agency angle of the job. Some agencies even planned heavily on contracting talent. To make sure it would have enough entertainers to slip into its programs, these agencies would tie up any talent with the least previous radio contact, and up shot the radio department's overhead.

New Policy From this short but intensive period of blind groping and grabbing the agencies emerged with one big headache. And then came the awakening and the rush to retrench. The agencies found that it would be preferable and more profitable to take those who knew advertising and have them learn radio, as far as possible, than to depart from the old policy. It would be up to these tyros, when and as the program became available, to learn where and how to buy talent and where and how to pick a competent director. They also decided to hire copywriters and magazine print copywriters to handle the radio copywriting. If a special aerial script boy too big for one of the staff writers, the advertiser would be called on to take on temporarily.

With the revised personnel set-up in effect and the assumption the right to collect a 15% commission on talent also, the agency radio department today is not only paying for itself but, with no known exceptions, clearing a net profit. Privilege of sleeping a 15% tax on talent costs and passing it along to the advertiser is condoned by the American Association of Advertising Agencies, in principle if not officially. At the organization's last convention last spring it was understood that member agencies were free to collect the same little until the client had time to investigate and report on the practice. It is still investigating.

Flops Not Mentioned

Once the stampede began, radio came among the agencies more enthusiastically than they ever had in the history of American advertising. Some major agencies, carried away by the fever, advised their accounts when new budgets were discussed to set aside a slice for broadcasting. Fact that many of these accounts had no business going radio didn't matter, and that their product did not lend itself to other selling was of less moment.

Lord it is the acclaim from the network sectors about accounts who have had radio have been the sales, but little is heard about the many programs that have gone flop. A bit of such information is available, although the fact that an account refused to renew after the expiration of its week-end contract is an acceptable indication of failure.

Why one account was a huge success and another a bust, the agencies busy they haven't got around to answering. It is safe to say, however, that the agency's tremendously improved as compared to a year ago and the guesswork regarding the station's commercial listener response rapidly being reduced to a minimum, the chances of error caused from the merchandise selling angle, they say, is no more determinable today than it was in the days of the sentimental period.

Throat-Sitting

Advertising agencies as a clan are far from radio minded. That's one of the alibis that the network is using to approach a program to direct and over the head of its agency. Some agencies, on the other hand, are marked objects of scorn for the network phase of advertising and advise their clients to stick to spot advertising exclusively. The cause of this attitude one major agency in particular has incurred the wrath of NBC. When Walter got word that this agency had an automobile account practically ready to drop the deal, it was one of its vice-presidents into the territory where the auto factory was (Continued on page 41)

Blame Ad Men For V. Coast's Poor Programs

Los Angeles, Dec. 26.

Radio stations along the coast are tired of hearing about the mediocre programs etherized west of the Rockies. Managers are getting it, from every angle. They hear that the coast is a nation unto itself; a nation of hill billies. That's the complaint easterners get when they tune in on local programs.

According to local managers they'd like to have the air with class talent but it can't be done for various reasons.

Advertising Winsays

Biggest trouble is the advertisers. One station manager claims that interference from the advertisers and agencies is the greatest drawback to presentation of class programs. He says most of the companies who spend money for air programs don't know that they want and won't take suggestions. Their fellow business associates and their respective families are the censors of the programs. What they dislike is air, irrespective of type audience the program is aimed at.

"That's why the air got all clogged up with hill billies," he says. "Every time buyer in Los Angeles figured that the station was a hill billy station was a public demand, but that only hill billies were good, other bets, that in Southern California, but in a few cases, but there's something like 200 hours of radio entertainment in Southern California, but in California every day. Ten hours of hill billy stuff isn't a large percentage of the total time, but it's plenty when it's thrown into the best evening hours."

Agencies' Interference

"Local advertising houses," he adds, "are also to blame for the poor programs here. Not one local advertising company here can analyze a good program, but they insist on framing the programs for 'any' clients who permit it. When the rap comes, the station has to take it."

Untouched Audience

"If the advertising companies would listen, or get someone who knows something about radio to handle the business, the audience everybody would be better off. After all, there are many cosmopolitan people in Southern California, but they can never be reached by the radio. The station knows that, but their hands are tied in most cases."

Some agencies have partially solved the problem by insisting that all advertisers use the station talent and that the station should be the performer. Using the station's proven talent leaves little chance for the advertiser to pick a poor performer. The advertiser or the agency, the most important stations, however, could do over such an election.

"Everybody who comes from the east," says the Los Angeles station manager, "thinks that Hollywood is a great field for radio and that it is the most important medium it should be a cinch to pick up a smart program. The answer for it is that there are plenty of people when they broadcast. They'll kill any program. In the whole country, there are more hill billy names worth more than a dime on the air. Maybe were not so sensitive about it, but it's hard to educate advertisers and agencies to broadcasting."

WFSB Goes CBS

Montgomery, Ala., Dec. 26.

WFSB has joined the CBS network. The station for the past two years has operated with its own local programs.

BETTY WHITE

Her grown-up poses belie her fame as the radio's foremost child-character actress. For the past two years she has been the frequent feature of the enduring "Tin-Tin Thrillers." Her voice is also familiar to listeners of the two years of "Junior Detective" programs.

Betty is a graduate of Grinnell College, Iowa; she began her theatrical career in a road company called "The Wise Folks" where she later married her husband, Bob White, radio actor-author. Together they deserted the stage for the microphone. Soon they are to be heard in a new daily dramatic series from Chicago.

Radio Editors to Be Treated Nice—Once

Chicago, Dec. 28.

Press departments of both NBC and Columbia have agreed to cut down on the amount of entertaining to be extended to the visiting of newspaper radio editors at the Chicago Radio Show and Exposition, scheduled for the week of Jan. 18. Hotel suites engaged for the week by both networks and open house during the run of the show are out. Each chain will throw one big party to the boys and call it a week's entertaining.

To give their respective nights the managers of the rival press departments will meet and lose a coin. The plan is to give the editors a taste that the network at previous similar editor gatherings have complained that the N. B. C. took the occasion to neglect their routine all most entirely.

accounts equally determined, the agency suddenly realized that it was totally unprepared to even approach the new field.

Panic

Like the advent of talking pictures among the radio, the agencies went into a panic and plunged into a wild spending spree. The radio didn't matter, and the agencies found that they were losing money. The radio didn't matter, and the agencies found that they were losing money. The radio didn't matter, and the agencies found that they were losing money.

In the rush to get their clients on air they had grabbed and hired any one who said he knew something about radio. Only place the agencies had to turn to, they figured, was the personnel of radio stations. Most from hill-billy stations suddenly became radio experts for otherwise first rate agencies. It was then up to the agency to teach

Music Now in the Studios

By Leonard Levinson

ERPI is holding about \$300,000 of the ERPI money. The new proposal and settlement of the matter out of court, if agreed to by all the publishers, will give Fox about \$25,000 less than he is claiming.

If the publishers agree, the ERPI money will be distributed immediately.

MPPA Answer Called 'Abusive'; Matter Rests Over Holidays As Strike Talk Continues

1931's Shellacked Pancake Leaders

By Bob Landry

Charges and counter-charges by songwriters and publishers over proposed MPPA answer to the music industry's strike agreement and the publishers' answer, are still flying thick and fast. With the S.P.A. having proposed its reply, it is the S.P.A.'s turn to burn, the songwriters are burning plenty. Unofficial talk of a composers' strike continues.

S.P.A. has called meetings of its executive council continually since it received the reply of the Music Publishers' Protective Association. It will not decide on any set program of action until after the holiday week.

Abusive

Meanwhile, the S.P.A. states, the publishers' reply is solidifying their ranks. They declare the reply was much more radical and abusive than their own proposal, to the publishers.

S.P.A. declares the publishers turned down each proposal of the writers with the counter-proposal for a uniform contract. Yet the uniform contract the publishers want to establish, says the S.P.A., is on the same terms and conditions to which the writers now object.

In answer to the M.P.P.A.'s charge that the S.P.A. is a "monopoly," the American Society of Composers, Authors & Publishers, the writers say that is explained in their petition to the A.S.C.A.P. to hold a general meeting to discuss unity to the writers and publishers all rights for the life time of a copyright.

Before proposals to counteract the publishers' reply are now being considered by the songwriters. No decision or action will be made, though, until after the holidays.

PAR SONGWRITERS CAN FORGET HITS

Hollywood, Dec. 28.

Revival of musical films Paramount has brought a new policy regarding tunes. "Excess are determined in the future," it is thought that all melodies and lyrics must be for entertainment rather than for copy-selling purposes.

Former attitude was to call in the songwriters and instruct them to write numbers that would be exploited, figuring that the exploitation therefore would help the picture.

Those writers who have still remained in film production have been against this policy, arguing that the heads never told a scenario writer to furnish them with scripts which would then become best seller novels.

One of the main usages for music in the new way of thinking is for comedy situations and sequences, and it is now a common practice at Paramount for the music department to be called in on all story and production conferences where their judgments and opinions get the same rating as the story department.

Buck Denies Statement Favoring SPA Contract

Story to effect that Gene Buck, President of the American Society of Composers, Authors & Publishers, had stated he favored the minimum contract proposed by the songwriters, denounced the publication and was not a member of the committee of one to negotiate a new SPA contract for the composers drafted by Buck.

Buck was reported to have made the statement at a meeting of the "Producers' Round Table" at the Union in the Friars' Club, New York.

Shapiro's U.A. Songs

Hollywood, Dec. 28.

Two song numbers from "Cook of the Air," Paramount pictures, will be published by Shapiro-Bernstein. Distributed by Shapiro-Bernstein. Distributed by Shapiro-Bernstein. Distributed by Shapiro-Bernstein.

Musclelegger Jailed

Chicago, Dec. 28.

Local courts placed a heavy hand on the bootleg sheet music career of a Chicagoer last week when he sent him down the line on three violation counts. On the first he drew 30 days in the caboose and 60 days in the pen on the latter two. He must serve first sentence, at which time he will be eligible for a two-year probation.

Charge was the distribution of fake sheet music to juveniles. Prosecution handled through John McFarlane of the local ASCAP office.

10 Worst Songs of 1931 Selected with Much Care, No Complaints Accepted

By Leonard Levinson

Hollywood, Dec. 28.

Over-production of worst-records was one of the 10 worsts of 1931. Estimated that of the dust collected on worst songs was placed in the Grand Canyon, the hole would be filled.

Selection of the 10 worst melodies was an August task. Plethora of songs, many of them, were possible to name all of the numbers that deserve a place on this list. The list was made by a plentitude of complaints from writers and publishers who believe their compositions have been neglected. However, the list follows, reading from the bottom up:

"You Threw Me Down Where I Was," (By Enoch McElbow and Harry Chert, published by the Peppermint Pantomime place that missed because it rhymed "delicately" with "depression.")

"Sinus Time at Mt. Sinai," (A Parke-Deane product). Went great over the ether but failed to see the light of day because it was buried under copies of "You Threw Me Down" (see above).

"Onward Dear Old Mandagial," (By Tinkers, Evers and Chance, published by the Peppermint Pantomime place). "If it's a Butlick song, bring your lawyer along." "If it's a Butlick song, bring your lawyer along." "If it's a Butlick song, bring your lawyer along."

"Poor Panama Pansy," By Vivian Pinna. "Fritiof, King of Sweden, the romance of a panama is a panama."

"I'll Love You 'Till I'm Dying," Words by Melrose Murphy and the Musical Factory, published by the Acme Press of Zaneville. Sentimental ditty didn't get sent because it failed to specify a date.

"When the Moon Shines in Kentucky," (By Bala-Love Music Co.). Missed because it was the lyric and didn't buy the sheet music.

"Maybe My Baby Don't Stay Me," From the musical "Who Killed Santa Claus?" A hotcha number that wasn't published until it showed up in the lyrics, grammatical muck in name discovered.

"I'm Leavin' Today for That Cabin Down Virginia Way, Where My Heart's Delight is Waiting in the Moonlight Just in Time for Me," (By Bala-Love Music Co.). Reason this song failed to click was because when anyone read it, they thought it was the lyric and didn't buy the sheet music.

Radio provided most of the new leaders—15-cent records flopped and 15-minute records started as the year ended—there was another 15% average drop in disc sales—hits grossing 75,000 records were considered 200—handful bettered that—machines sold slowly everywhere—Columbia led in the number of selections manufactured—cutting discs for radio broadcasting considered 200—handful bettered that—went up in prestige as its deficit went up—Warners scrambled.

New Dances Bends

Lots of strange names on the labels during 1931. Columbia alone had Bennie Goodman, King Carter, Joe Venuti, Ted Raph, Joe Guinn, E. Margulies and Clyde McCoy. Latter seemed the most likely candidate for future sales eminence.

His releases were selling briskly in the middle years of the year.

Midroad Radio and Sylvia Brown were carried by Victor to leap-frog favor, but that's a tale for 1932.

Numerous individuals, as bands, were on the wax for the first time and the whole sales sequence of importance was upset. Three colored bands, Ellington for Victor, Armstrong for Columbia's Okeh division, and Cab Calloway for Brunswick were front runners.

In Columbia Armstrong outsells Lombardo and Louis combined, the next two highest. Ethel Waters remains a consistent seller among the artists.

Foreign.

In Chicago, which is a pretty good index for the country because of

Disc Leaders in 1931

VICTOR (Dance)	COLUMBIA (Dance)	BRUNSWICK (Dance)
Loke Reisman Duke Ellington Lily King Rudy Valles Guy Arnheim Ted Weems	Louis Armstrong Guy Lombardo Jimmy Dorsey Paul Whiteman Ben Selvin Paul Tremaine	Ben Bernie Cab Calloway Jimmy Renard Earl Burdett Casa Loma Isham Jones
(Soloists)	(Soloists)	(Soloists)
Russ Colombo Maurice Chevalier Frank Crumit Helen Morgan Gene Austin	Ruth Etting Dorothy Sayers Kate Smith Les Morse Frank Sinatra Art Gillham	Bing Crosby Irene Delaney Mills Blue Nick Lucas
(Classics)	(Classics)	(Classics)
Philadelphia Loverly Symphony Lawrence Tibbett Richard Crooks Tito Schipa Witt Kreisler	Richard Tauber Lerner String Quartet Sir Hamilton Harry Richard Crooks Tito Schipa Witt Kreisler	Paul Lamoureux Berth Philharmonie Berlin State Orch.

Ad Agencies and Radio

(Continued from page 39)

located. The network exec came back with a contract for a special 15-minute radio network, which, incidentally, turned out to be one of the major program fops of the year.

Agencies' radio heads take the attitude that since they are responsible for the sales reactions of the program, they prime authority over the framing of the broadcasts should logically be invested in them. They still believe that the showmen of the air will not come from show business direct but rather from their own ranks or from radio stations or network studios where they've been grounded in advertising values.

In the current contest for program dictatorship between the chains and themselves, agencies believe they will always be able to resort to one trump card, and that card is radio disc recordings. They say they have been pretty well perfected, and practically every station of importance, they are equipped with first class turntables. Spot broadcasting means full station and time commitment, as against the small fee paid by the networks, and, with this economic factor as a basis, agencies say they have little to fear from any outward expression of network highhandedness.

List of major advertising agencies with radio departments, and their before important radio accounts follows:

N. W. AYER
American Sugar Refining Co.
Armour & Company.
Bayuk Cigars.
Brazilian American Coffee.
J. C. Ives (Crime Club).
Kellogg Company.
Hamilton Beach Manufacturing.
Maltine Company.
Pompeia Company.
Scott's Emulsion.
Shur-On Borton.
BATTEN, BARTON, DURSTINE & OSBORN
American Kitten Products.
Armstrong Cork Co.
Atwater Kent Manufacturing Co.
Congress Cigar Co. (La. Philini).
Fuller Bros. Company.

General Baking Co. (Bond Bread).
General Electric.
General Foods Corp.
Goodyear Tire & Rubber.
Har, Schaffner & Marx.
Hoffman's Ginger Ale.
Larus & Brother Co. (Edgeworth).
National Home Hour.
Nikagura Hudson Power.
Oxo.
Patent Varieties.
Pepsi-Cola.
Stern Boudin Cubes.
Ward Oil of N. Y.
Walt & Bond.
Ward Oil of N. Y.
Wildroot Co.

BLACKETT-SAMPLE-HUMBERT
Affiliated Products.
General Coffee.
John Wallace Hopper.
Kendall Mills (Gold Medal).
Jad Salts.
Jocur.
Kolyones.
Kissapoff.
Lay's.
Parker Pen.
Phillips Mill of Michigan.
Quaker Oats.
Walton (Caféine).
CAMPBELL-EWALD
Buick.
Chevrolet.
Flint Body.
General Motors Acceptance.
General Motors Trucks.
Marquette.
Milkmaid.
Oldsmobile.
Pontiac.
Viking.
Yellow Cab & Coach.

ERWIN-WASEY
Barbas.
General Food.
J. C. Ives (Crime Club).
J. C. Ives (Crime Club).
Maxwell Coffee.
Montgomery Ward & Co.
National Lead Co.
Reynolds Tobacco.

HERRI, HURST & McDONALD
Armstrong Cork Co.
Atwater Kent Manufacturing Co.
Congress Cigar Co. (La. Philini).
Fuller Bros. Company.
LORD AND THOMAS
Crown.
Lucky Strikes.
Associated Oil.

its polygot population. Lithuanian disc nudges Polish waxes out of first place. Radio had a lot to do with that. A Lithuanian dealer, Boris Bolshak, was prominent on the air in their native language to steam up the Lithuanians to buy Polish. Bolshak was a promotion on a popular Lithuanian recording can be absorbed in Chicago alone.

Admittedly Isham Jones as an orchestra and an attraction has declined and almost been forgotten. Yet his disc still sells on his former reputation.

Most unexpected inclusion in Brunswick's sixth place for Isham Jones. This rather bears out the claim that names and not songs or music is what the disc-buyer takes.

Radio influence

Russ Colombo, Frank Crumit, Guy Lombardo, Paul Whiteman, Ben Bernie and Burdett. Although actual merit may favor the chap who turned out only three all year around the lad who made 17. It's a question of the number of times at bat.

List of those once big on disc, but now fading out could be amplified. There still remains an in-between class.

Bliss Carpet Sweeper.
Cities Service.
General Electric.
General Foods Corp.
Goodyear Tire & Rubber.
Har, Schaffner & Marx.
Hoffman's Ginger Ale.
Larus & Brother Co. (Edgeworth).
National Home Hour.
Nikagura Hudson Power.
Oxo.
Patent Varieties.
Pepsi-Cola.
Stern Boudin Cubes.
Ward Oil of N. Y.
Walt & Bond.
Ward Oil of N. Y.
Wildroot Co.

BLACKETT-SAMPLE-HUMBERT
Affiliated Products.
General Coffee.
John Wallace Hopper.
Kendall Mills (Gold Medal).
Jad Salts.
Jocur.
Kolyones.
Kissapoff.
Lay's.
Parker Pen.
Phillips Mill of Michigan.
Quaker Oats.
Walton (Caféine).
CAMPBELL-EWALD
Buick.
Chevrolet.
Flint Body.
General Motors Acceptance.
General Motors Trucks.
Marquette.
Milkmaid.
Oldsmobile.
Pontiac.
Viking.
Yellow Cab & Coach.

ERWIN-WASEY
Barbas.
General Food.
J. C. Ives (Crime Club).
J. C. Ives (Crime Club).
Maxwell Coffee.
Montgomery Ward & Co.
National Lead Co.
Reynolds Tobacco.

HERRI, HURST & McDONALD
Armstrong Cork Co.
Atwater Kent Manufacturing Co.
Congress Cigar Co. (La. Philini).
Fuller Bros. Company.
LORD AND THOMAS
Crown.
Lucky Strikes.
Associated Oil.

YOUNG AND RUBICAN
Borden Company.
Consolidated Fruit Corp.
General Food Sales.
General Foods Corp.
McGladrey Publications (True Story's) (Liberty).
National Pledge Packers.
Walter Hershenson Industries.
Willie Hershenson Industries.
Willie Hershenson Industries.

YOUNG AND RUBICAN
Borden Company.
Consolidated Fruit Corp.
General Food Sales.
General Foods Corp.
McGladrey Publications (True Story's) (Liberty).
National Pledge Packers.
Walter Hershenson Industries.
Willie Hershenson Industries.
Willie Hershenson Industries.

FOX UPSTATE THEATRES

extend

**HEARTIEST
CONGRATULATIONS**

to

**FANCHON
&
MARCO**

on their

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FANCHON & MARCO'S **10th** ANNIVERSARY

WHAT A PLEASURE IT IS

TO WISH MY SISTER AND BROTHER

FANCHON & MARCO

CONTINUED SUCCESS

ON THIS, THEIR TENTH ANNIVERSARY

E-E-E-E-E-E

E-E-E-E-E-E-E-E

I-I-YI-I-YI-YI-YI



My ??th Year

With Them

AND

My Tenth Year

Working

For Them

RUBE WOLF

Re-opened the BOULEVARD THEATRE, Los Angeles

CHRISTMAS DAY

SEASON'S GREETINGS TO ALL

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BIRTHDAY CONGRATULATIONS

and

MANY HAPPY RETURNS

to

FANCHON & MARCO

from their

"THREE BIG FIGURES"

* * IDEA * *

THE FIVE JANSLEYS**HALINE FRANCES****HAROLD STANTON****MURIEL GARDNER****RUTH LIGHTNING**, Line Captain**GERALDINE MEDBERY**
MILDRED DAVIE
CLAIRE SHELL
OLGA GAIER
AIDA POLO**MARY DAVIS**
MARIE KAY
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TO

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FROM

JIM McDONALD

ON TOUR WITH

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Best Wishes to F. & M. for Continued Success—Thanks to Leonidoff

JACK LESTERAppreciation to Leonidoff
Personal Management, Wm. PerlbergHis Triple Rhythm
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Tom Patricola

DANCING FOOL

**NOVELTY
CLINTON**

LIGHTNING
LEAPER



BARBARINA
and
PAL

PUTTING ON THE DOG

And the Sunlight Beauties

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HARMONY - IN - BLACK - AND - WHITE

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TURNERY

CAROL
LLOYD

SHIRLEY
FARR

PEGGY
STONE

VIRGINIA
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DOLORES
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FROM

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"THEY HAVE A WAY WITH THE PUBLIC"

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BACK HOME AT THE OLD STAND

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Sid Grauman

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In Appreciation of One Year of Happy Association with FANCHON & MARCO

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Many Happy Returns to
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from

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Who is still making Hollywood sit up and take notice at Grauman's Egyptian Theatre
Wishes to congratulate and extend his heartfelt thanks to his benefactors, FANCHON & MARCO

FANCHON & MARCO'S **10th** ANNIVERSARY

To
Fanchon & Marco

MY SINCERE FELICITATIONS ON YOUR 10TH ANNIVERSARY

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"NURSERY RHYMES"
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"NORTH, SOUTH, EAST, WEST"
"VACATION DAYS"
"ALL AT SEA"

"MARCHES MILITAIRE"
"GREETINGS"
"BLACK AND WHITE"
"STAGE DOOR"
"SWISS MOVEMENTS"
"REFLECTIONS"

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CONGRATULATIONS to FANCHON & MARCO

FANCHON & MARCO'S 10th ANNIVERSARY

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on Their Tenth Anniversary
From "CIRCUS DAYS" IDEA*

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AMERICA'S PREMIER BALLERINA OF THE AIR

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AND HER BABY GRAND ELEPHANTS

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TO
FANCHON & MARCO

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ST. LEON

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RETURNS OF
THE DAY

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Coloratura
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*To Art and to Artcraft
To Artists and Artisans*

To the Legion of Loyal
Men and Women Who Go
to Make Up This Great
Industry

To Fanchon and Marco
To "VARIETY"

and to our many
other friends

GREETINGS
SKOURAS THEATRES



MANY HAPPY RETURNS OF THE DAY,
FROM YOUR
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GLORIA LYALL
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FANCHON
&
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"CARNIVAL"
IDEA

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TO FANCHON & MARCO

AND OUR FRIENDS

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LEHR

"The Boy From the South"

THE
ANDRESENS

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ORO
AND
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"2 Comedy Stoges"

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GREETINGS from "GREETINGS"

— HEADLINING —

DELL CHAIN

"LIFE'S LIGHTER MOMENTS"

Greetings to FANCHON & MARCO

BUSTER and BROWN

Greetings on FANCHON & MARCO'S Tenth Anniversary

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NATALIE MOSHER

RUTH GRIFFITH
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FANCHON & MARCO'S **10th** ANNIVERSARY



Best Wishes

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RUSSELL MARKERT'S

32 Roxyettes

Now 5th Year

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JAMES MORCOM

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Art Department, 5th year

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Sincerely yours

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God. Hood "STARS OF YESTERDAY" Idea
J. Frank Gibbons "BLACK AND WHITE" Idea
Jacques Pierre "HOT JAVA" Idea
Richard Ober "SWISS MOVEMENTS" Idea
E. G. Miles "FIVE ROSES" Idea
Sam. R. Stratton "LA PLAZA" Idea
Ed. Wagner "MANHATTAN" Idea
Charles Emerson Cook "3 BIG FIGURES" Idea
Al. Smith "FINE FEATHERS" Idea
W. H. Hays "ART GALLERY" Idea
Norman Peel "SKETCHES" Idea
Nick O. Hagner "ABOUT TOWN" Idea
Erst Sutton "STAGE DOOR" Idea

TENTH ANNIVERSARY GREETINGS TO FANCHON & MARCO

"CARMENESQUE" IDEA

ROSE VALYDA

COMPLETING MY SIXTH YEAR FOR FANCHON & MARCO—THANKS TO GAE FOSTER

RAY SAX

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DANCE MARVEL

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THANKS TO PHIL, BLOOM
AND GAE FOSTER

Placed by AL KNIGHT

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BETTY WILLIE

SYLVIA SHARP

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CONGRATULATIONS TO FANCHON & MARCO

PRESSLER and KLAISS

LAUGHING HIT WITH LEONIDOFF'S "TIN-TYPE" IDEA

SEASON'S GREETINGS TO ALL—CONGRATULATIONS TO F. & M.

SLIM MARTIN

PANTAGES THEATRE, HOLLYWOOD

FANCHON & MARCO'S **10th** ANNIVERSARY

Here's Hoping FANCHON & MARCO Ideas
SOON GO COMPLETELY

"AROUND THE WORLD"

CONGRATULATIONS FROM



HARRY^A AND FRANCES USHER

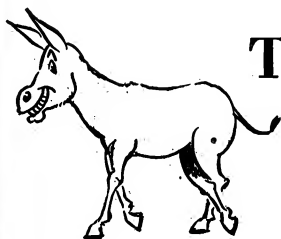
MILE-A-MINUTE MENTALISTS

SHOW-STOPPING WITH LAUGHS AND AMAZEMENT

Management WILLIAM PERLBERG

AL NORDE AND JEANNE

CONTRASTS IN SONG AND FUN



TEX MORRISEY and CO.

"HANK, THE MULE"

SURPRISES WITH A KICK

PHYLLIS DuBARRY

DANCING A LA CARTE

THE DANIELS

TORRID BALLROOM DANCERS

TOMMY HARRIS and DARLENE O'DAY

STEPPING ECCENTRICALLY

LINE CAPTAIN

AND THE SUNKIST ENSEMBLE

CATHERINE KOMER
BYRON CASTON
VERONICA CRAVEN

ARTHUR BARRETT
FRANCES FOSTER
WINIFRED CHETTLE

ELLEN HEDSTROM
WILLIAM HERTZLER
ED. LIBBY

DAN GALLAGHER
Carpenter

HARRY F. HAWLEY
Electrician

MRS. ELEANORE MORRIS
Wardrobe

A. W. BACHELDER
Company Mgr.

Congratulations from "SLAVIQUE" Idea

SAM HEARN

"The General" of "Slavique" Idea Wishes to Congratulate Fanchon & Marco on Their Tenth Anniversary and Expresses His Appreciation to Miss Gae Foster Who Staged the Idea, and Mr. Harry Wallen and Phil Bloom for Their Courtesy.

Representative, MR. EDWIN J. MEYERS

THE FOUR CLOVERS

SEASON'S GREETINGS TO ALL

Management, SCHALLMAN BROS.

BROCK and THOMPSON

ALSO THANKS TO UNION THEATRES, LTD., FOR
A PLEASANT SEASON IN AUSTRALIA

LAURELL and TED

AS
"PIEROT and COLUMBINE"

Congratulations! Fanchon and Marco

UPON THE SUCCESS YOU FULLY DESERVE

NOW IN MY SIXTH YEAR AS MASTER OF CEREMONIES AND FEATURED ATTRACTION

LYNN COWAN

FOX, OAKLAND THEATRE, INDEFINITELY

THANKS PHIL!

Congratulations FANCHON & MARCO from "REFLECTIONS" Idea

LOEW'S STATE THEATRE, LOS ANGELES, CALIF.

CLAUDIA COLEMAN

CHATTER COMEDienne

REAL PEP, CLASS AND NOVELTY

GRAUMAN, HESS and VALLE

Their Cyclonic Rhythm and Lafs Feature in This Idea

Congratulations to FANCHON & MARCO

THE SENSATIONAL KIKUTAS

Featured in Sid Grauman's First Stage Production on His Return as Managing Director of

GRAUMAN'S CHINESE THEATRE, Hollywood (Calif.)

Season's Greetings to All

Direction—LEDDY & SMITH
Rko Representative—WEBER-SIMON

OUR CONGRATULATIONS ON YOUR 10TH ANNIVERSARY FANCHON & MARCO
WE ARE CELEBRATING OUR 6TH YEAR AT THE MANCHESTER THEATRE, L. A.

SOL LOWE

HARRY VAILE, DOMINIC CEFERELLI, BLACKIE BLACKMAN, CYLDE CURRY, NAT YOUNG, FRANK WORMAN

This Must Be a Steady Job

FANCHON & MARCO'S **10th** ANNIVERSARY

HEADLINING BOB HALL

Heartiest congratulations to Fanchon & Marco on another Anniversary.

Congratulations to Phil Bloom for having given me something to be congratulated for.

Congratulations to "Doc" Howe for having such an able assistant as Phil Bloom.

Congratulations to the theatre-going public, fortunate enough to see the "STAGE-DOOR" IDEA.

Congratulations to all the theatres who have the good fortune of playing this "STAGE-DOOR" IDEA.

Congratulations to myself that I am able to congratulate all the above on the strength of being in a unit with the finest lot of young men and the cleanest and most beautiful girls California has ever been allowed to sunkist.

What could make a man happier than a 52-week route which this Fanchon & Marco Circuit signed me up for.



BEST WISHES TO FANCHON & MARCO From "STAGE DOOR" IDEA

HEADLINING BOB HALL

With
WEBSTER and MARINO

• CONSTANCE EVANS

•
HARNEY and CONNORS

•
VINA ZOLLE

• WEBSTER and MARINO

Masters of the Ballet Comique

• VINA ZOLLE

Congratulations to All

CONSTANCE EVANS

Constantly kicking but no complaints, always kicking because there is nothing to complain about, always complaining because there is nothing to kick about. At one time I recall in the past while in England performing at a command performance, Constance did 49 kicks in 29 seconds, and now is doing 53-kicks in 26 seconds; in fact, she is kicking so much that it is hard to use the stop watch with her. In "STAGE-DOOR" IDEA, Constance looks like a million dollars in her new sensational acrobatic dance, the whole show is kicking because they can't keep still when they watch her. She told me personally she adores Fanchon & Marco for the progress they have made; she loves William Pearlberg for having placed her with them; and that in all her theatrical career she has never been so happy, and her only complaint is that she is worried that she will only play 51 weeks out of the 52 of which she is booked.

Bob Hall.

Congratulations to
FANCHON & MARCO
on their 10th Anniversary

Congratulations to
"VARIETY"
on its 26th Anniversary

Congratulations to FANCHON & MARCO on THEIR 10th ANNIVERSARY

Congratulations to "VARIETY" on ITS 26th ANNIVERSARY

GENE HARNEY and CONNORS DAN

FEATURED IN
F. & M.'S "STAGE DOOR" IDEA

Personal Manager, MEYER NORTH

RKO, HUGO MORRIS

Many Thanks to PHIL BLOOM

FANCHON & MARCO'S **10th** ANNIVERSARY

GREETINGS TO FANCHON AND MARCO

Upon their TENTH ANNIVERSARY From

"THE STARS OF YESTERDAY" IDEA



"TOMORROW'S STARS" Congratulate FANCHON & MARCO

MURRAY SID
BERNIE and WALKER

Headlining "Tomorrow's Stars" Idea
For a Great Circuit

RUDY KAYE

Singing the Famous Arioso
from "Pagliacci"

WANDA
ALLEN
On Her Toes—and How!

MARY
MILES
Hollywood's Acrobatic
Sensation

ANDERSON
and
ALLEN
Barons of Balance

CHIYO
KADAMATSU
Versatile Dancing
Cherry Blossom

HELEN
IRELAND
Strong in "Sax" Appeal

THEOL
NELSON
World's Champion
Girl Tumbler

DOROTHY
WELCH
Little Girl With the
Big Voice

FERN
DALE
Impersonating Famous
Movie Celebrities

MRS. ELIZABETH
MacDONALD
Wardrobe Mistress

PAT
CHARLSON
Roadman

GREETINGS FROM

JULIAN HALL and CORINNE RHODE

PLAYING FOR
FANCHON & MARCO

Direction: JOE FEINBERG

FANCHON & MARCO'S **10th** ANNIVERSARY

Congratulations to
FANCHON & MARCO

ON THEIR TENTH ANNIVERSARY

AL LYONS

(Musical Master of Ceremonies)

Seven Happy Years With FANCHON & MARCO

1925 ... 1932

IN APPRECIATION TO

FANCHON & MARCO

A GREAT ORGANIZATION—A SPLENDID TOUR

"ALL

AT

SEA"

IDEA



BEN BARD



"ALL

AT

SEA"

IDEA

LESTER and GARSON

GREGORY and RAYMON

(Direction Schallman Bros.)

MATT BROOKS

JUNE WORTH

and the Ladies of the Sunlight Ensemble

MARIE RE VILLE
(Line Captain)
MILDRED UNGER
ARDELL UNGER
ETHEL LAMKIN

CLAUDIA ROUNTREE
RUTH HAMILTON
ALICE CARLSON
KENT JACKSON

NELLIE WEBER
SALLY LOMAX
FLO STETLER
THEDA ZONA

W. A. GALLEMORE, Carpenter

FRANK T. BUELL, Company Manager

MRS. FISHER, Wardrobe

FANCHON & MARCO'S **10th** ANNIVERSARY

OUR BEST WISHES AND SINCERE THANKS TO

FANCHON & MARCO

from "LIMEHOUSE NIGHTS" Idea

WING WAH TROUPE

SENSATIONAL ORIENTAL ARTISTS

STOPPING SHOWS THRUOUT THE CIRCUIT

ARMANDO and LITA

THE WHIRLWIND TANGO AND APACHE ARTISTS

WARREN and INMAN

"LAUGHS TILL IT HURTS"

DON CARROLL

THE WANDERING WARBLER

The INTERNATIONAL REVUE**DOROTHY DAYTON**
MISTRESS OF CEREMONIES

BRUCE PHILLIPS	GERMANY	VIRGINIA McBETH
MYRTLE MOORE	FRANCE	BUSTER MOORE
ELEANOR PHILLIPS	JIMMIE BLAIR SCOTLAND	DAVENE WOOD
FLOYD WALLIN	ITALY	ARTHUR BARNES
GWEN ROBINSON	AMERICA	DANNY LANTZ

Congratulations to FANCHON & MARCO
from "HACIENDA" Idea**Sue Russell and Hinky & Dinky**BURLESQUING
BALLET AND OPERATHE LONG AND SHORT
OF HILARITY

GENE

DON

DOYLE and DONNELLY

(SIDE SPLITTING SIDE-KICKS)

5 JUGGLING GEMS

JEWELS OF FLASHING SENSATION

5 GORDONIANS

(AMAZING, AMUSING TUMBLING)

ADRIANA

(SWEETHEART OF MEXICO)

C. R. WHITWELL Carpenter.

Edward Riley, Inc.

Congratulations to FANCHON & MARCO on their Tenth Anniversary

GILBERT BROS.

"IN A SLOW BALANCE"

Opening Jan. 29, 1932
For F. & M. Tour

Direction EDWARD RILEY

MILLS and SHEA

"HEAD OVER HEELS IN FUN"

Direction EDWARD RILEY
RKO, LEW MOSLEY-LEE STEWART

WARNING

To Whom It May Concern

The flower number latest outstanding novelty of

NATACHA NATTOVA

In which she introduces a new type of dancing on a specially constructed apparatus consisting of a huge flower pot and various kinds of flowers is her own exclusive invention and fully protected and patent applied for at Washington, D. C.

Miss Nattova is using this apparatus in presenting her dancing specialty entitled "Wind."

Anybody infringing of same in whole or part will be subject to immediate prosecution.

Booked Solid Fanchon & Marco

Direction EDWARD RILEY

MY GRANDPARENTS WERE SCOTCH
so imagine me

LOMA WORTH

GOING THROUGH THE PANAMA CANAL

December 26, 1931, to open a FANCHON & MARCO coast contract

FANCHON & MARCO

Congratulations
on your

10th ANNIVERSARY

French Pleating Co.

LOS ANGELES, CALIF.

And many thanks for the opportunity to make your costumes more beautiful than ever.



Best Wishes to
FANCHON & MARCO

on their 10th Anniversary
from the

HOTEL McCORMICK

Rush at Ontario
CHICAGO

HOSTS TO THE PROFESSION IN ILLINOIS' METROPOLIS

300 Furnished Kitchenette Apartments and 200 Hotel Rooms

Tel. Superior 4927

FANCHON & MARCO

Our Best Wishes and Compliments, from

PEERLESS CLEANERS

FANCHON & MARCO'S **10th** ANNIVERSARY

Congratulations to Fanchon & Marco

"ABOUT TOWN" IDEA

TED and AL WALDMAN

HEADLINING



BEN DOVA

"THE CONVIVIAL INEBRIATE"

Good to the Last Drop

Cheer Leader: HENRY PEYSER

MAX AND HIS GANG

Direction: HERMAN CITRON
For F. & M.

JACK CURTIS
For RKO

PAUL OLSEN

Still

Working for Fanchon & Marco.
Represented by Schallmann Bros.
Dancing with Miss Clara Bow-Zo.
Writing that book.
Getting hot but keeping it clean.

JOE PASCO

WORLD'S CHAMPION
ENDURANCE AND FANCY
BAG PUNCHER

NICK C. WAGNER

Company Manager

MAX HAMBURGER
Roadman

AGNES PATTERSON
Wardrobe

THE SUNKIST BEAUTIES

MARGURITE ESPOSITO

DALE DEWITT

CAROLYN DINE

MARGIE PUTNAM

IRIS CHARIPAR

RUTH ESPEDAH!

MARION SHELTON

GERTRUDE GRAGE

JUNE WILSON

LONA BRIEM

TEDDY LEE

HOTEL ANNAPOLIS

ELEVENTH TO TWELFTH ON H STREET, N.W.
WASHINGTON, D. C.

"Theatrical Headquarters"

Congratulates
FANCHON & MARCO
On Their TENTH ANNIVERSARY
HUGH F. NEASON, Manager

AL GROSSMAN AGENCY
EXTENDS GREETINGS TO ALL
160 West 46th Street
New York

HARRY PINOY'S
HENRY PEYSER
Artists' Representatives
BRYANT 9-2050 NEW YORK 1560 Broadway
Congratulations to FANCHON & MARCO

FANCHON & MARCO'S **10th** ANNIVERSARY

THE MEMBERS OF
"PARASOLS" IDEA
TAKE THIS OPPORTUNITY OF CONGRATULATING
FANCHON & MARCO
ON THEIR TENTH ANNIVERSARY

Gene **SHELDON** and **SHERRY**
A SHOWER OF CHUCKLES

CAPTAIN
WILLIE MAUSS

HEART-STOPPING BICYCLE WHIRLWIND

A THRILL AT EVERY PERFORMANCE

SAM WILSON, Assistant to Capt. Mauss

ANTHONY, THE WHISTLER
THE SURPRISE BIRD MAN

MIGNONE
BENDING A PRETTY FIGURE

RAY ANGWIN
SINGING IN THE RAIN

And the Sunkist Beauties

OLIVE CUBITT
RAE BUTLER
VERA GETTY
RONNIE ROY

IRENE LANE
LILY MOKRYKA
MARY KAHELLAK
ARDETH DARNELL

ANITA ROMAINE
FREDDA HARLIN
MADELEINE MEROZ
PETTY LEE

FRANK B. HILL—Company Manager

JACK LEE, Carpenter

MRS. NELLIE BUNCE, Wardrobe

"TEX" FRAZIER, Electrician

FANCHON & MARCO'S **10th** ANNIVERSARY

**When in St. Louis You
Will Wish to Stay
at the**

**SIR
WALTER
RALEIGH
APARTMENTS**

3664 Washington Boulevard
One Half Block West of the Fox Theatre

**A beautiful building with first-class
appointments and service**

and

**Special courtesy and rates for
Fanchon & Marco Artists**

BY THE WEEK—17.50 FOR TWO PERSONS
AND 20.00 to 25.00 FOR THREE OR FOUR PERSONS

FANCHON & MARCO

Best Wishes on your

TENTH ANNIVERSARY.

**SAM
and
DAN**

*Sincere Congratulations
to*

FANCHON & MARCO

For the wonderful theatrical
productions staged along original
lines during the past ten years.

We are gratified to know that
materials furnished by us have
aided to carry out these brilliant
conceptions of the originators—
Fanchon & Marco

**ADAMS &
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and
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FURNITURE
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Congratulations
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**San Fernando
Furniture Co.**

Congratulations
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**CAMPBELL
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CO.**

Congratulations
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Congratulations

to

FANCHON & MARCO

from

**Hotel
Melbourne**

THEIR ST. LOUIS HEADQUARTERS

400 Rooms and Apartments In Heart of Theatrical District
Each outside with Private Bath One block from Fox Theatre

PROFESSIONAL RATES

Coffee Shop and Dining Room Beauty Salon and Ladies' Lounge

Lindell at Grand, St. Louis, Mo. O. P. Greathouse, Manager

Best Wishes

to

FANCHON & MARCO

◇◇◇◇◇

**WIRTH & HAMID
FAIR BOOKING
INC.**

DAVE SOLTI Special Representative

Congratulations

FANCHON & MARCO

NEW

HOTEL CHARLES

Theatrical Hotel Springfield, Mass.

Combination Tub and Showers

SINGLE . . . \$10 weekly

DOUBLE . . . 15 "

TWIN BEDS, 16 "

Hot and Cold Running Water

SINGLE . . . \$ 7 weekly

DOUBLE . . . 10 "

JOHN F. KELLY Resident Manager

The Management of
**The HOTEL
CHESTERFIELD**
New York

Congratulates FANCHON & MARCO

on the tenth anniversary

in the production business and wishes them a continuation of the
much deserved success for many years to come.



**HOTEL
CHESTERFIELD**

130-36 West 49th St.

NEW YORK CITY



Official Hosts of the FANCHON & MARCO Artists
in New York

**Heartiest Congratulations
On Your Tenth Anniversary**

It has been a great pleasure to furnish

**Fanchon & Marco's
Wonderful Ideas"**

with Footwear



Foulke & Morgan

Universal Theatrical Shoe Co.

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FANCHON & MARCO
on their
TENTH ANNIVERSARY*

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745 7th Ave., New York City

**ALEX
GERBER**

Congratulates

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Alex Gerber Productions, Inc.

*Congratulations
and
BEST WISHES*

**ANDREWS
HARDWARE
CO.**

Theatrical Hardware Specialties

334 South Main St.
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Congratulates

FANCHON & MARCO

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**ADVANCE
SAW WORKS**

Felicitate

FANCHON & MARCO

FANCHON & MARCO

Best Wishes and Congratulations

from your official photographer on your

Tenth Anniversary

**ARCHER'S
ART SHOP**

IRVING ARCHER

1965 Cahuenga Blvd., Hollywood, Calif.

With Best Wishes for the Continued Success of

FANCHON & MARCO

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Best Wishes from

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and

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FANCHON
&
MARCO

CONGRATULATIONS!

UNITED COSTUMERS, INC.

6807 Santa Monica Blvd.

Hollywood

FANCHON & MARCO

Congratulations on Your Tenth Anniversary

"ART GALLERY IDEA"

FELOVIS

EXCERPTS FROM THE PRESS

"...the best in his line...."

"VARIETY."

"...difficult to tell whether he excels as a juggler or showman; he's a master of both phases. That's certain....Scored tremendously with his dexterous tricks...."

"BILLBOARD."

"...heading the show is Felovis...still the best in his field...wins round after round of applause...."

"EXPRESS," BUFFALO.

"...the unusual feature of the idea is the juggling of 'Felovis,' billed as 'That European wonder'...lives up to his billing...amazing...."

"TELEGRAM," WORCESTER.

"...the routine that he works is one of the most astounding ever attempted by any juggler....Fairly astounded Palace audiences...."

"TIMES," NEW HAVEN.

"...gave an exhibition of skill and dexterity that all but stopped the show...."

"LEDGER," PHILADELPHIA.

"...without doubt he is the most dexterous and original exponent of this delicate art...without a peer on the stage today...."

"REPUBLICAN," SPRINGFIELD.

"...the stage show, this week, is called the 'Art Gallery Idea'....Its cleverest contribution is furnished by Felovis, who is a wonder at balancing and juggling...."

"BULLETIN," PHILADELPHIA.

EDDIE COLE

THAT FUNNY FELLOW—HE DIRECTS CHAPLIN—AND HOW!

CLARK, GRATIS and GREER

3 SOCIETY STEPPERS

RHYTHM AS YOU LIKE IT!

Management BILL PERLBERG

THE THREE CACHALOTS

LOREN RIEBE

CLARENCE LOE

DON MILHEIM

HERCULEAN TRIO

MIKE TURANO

FRANK PASSETERO

ALPHONSE PAPERONE

MAVIS and TED

MAVIS MEREDITH

NOVEL, ADAGIO TECHNIQUE

TED MEREDITH

LA MARR BROS.

ROBERT and GEORGE

OLGA and LESTER

OLGA d' PERGHERY

ADAGIO ACROBATICS

HAROLD LESTER

JOSEPHINE

THE MOVIE MONKEY
GABRIEL CALZANO, Trainer

I. W. HOPE, COMPANY MGR.

M. J. (JOCKEY) MOUNTAIN, Roadman

Local No. 33

CYRIS KYRIDES, Wardrobe

FANCHON & MARCO'S 10th ANNIVERSARY

**RKO PALACE,
NEW YORK**

9th
Consecutive Week
(Dec. 26)

An
Appreciation

Eddie Cantor and George Jessel

wish to thank their associates

BURNS and ALLEN

BENNY MEROFF

JANET READE

SERGE FLASH

3 RHYTHM DANCERS

SAM BENNETT

LOU FORMAN ORCH.

and

THE ENTIRE THEATRE PERSONNEL

for

THEIR CO-OPERATION AND ABLE ASSISTANCE

in Establishing

ALL TIME RECORDS

for the length of run and to the

LARGEST RECEIPTS

in the History of

RKO PALACE, NEW YORK

the foremost vaudeville theatre of the world

gina m also said
she wished her friends
a Happy new Year but
the London office of
variety said put it
in writing as she did
and here it is

Season's Greetings

NORMAN McLEOD

DIRECTED

"MONKEY BUSINESS"

"TOUCHDOWN"

In Production

"THE MIRACLE MAN"

FOR PARAMOUNT

SEASON'S GREETINGS

to

EVERYONE

Village Grove Nut Club

99 Seventh Ave. So.

Village Barn

52 West Eighth Street
New York's Country Nite Club

Greetings and Congratulations

Vincent Youmans

Season's Greetings

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Paramount

CAPITAL FILMS

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24 SELECTED GERMAN FILMS

Among Which Are the
B. O. Smashes

"MERRY WIVES OF VIENNA"
"ZWEI MENSCHEN"

"PRIVATE SECRETARY"

"RHEINLANDMADEL"

"WALTZES FROM VIENNA"

"FOERSTERCHRISTL"

630 Ninth Ave., New York
Cable: Glueckfilm

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LASSITER BROTHERS

PLAYING FOR RKO

Direction JACK CURTIS

BUTTERFIELD THEATRES COVER THE STATE OF MICHIGAN



W. S. BUTTERFIELD, Pres.

E. C. BEATTY, Vice-Pres.

"The Reckless Age"

Directed by

FRANK TUTTLE

FOR PARAMOUNT

HOLIDAY GREETINGS

FROM LONDON

DORA MAUGHAN



EDGAR ALLAN WOOLF

Cooked the Following
Metro-Goldwyn-Mayer Delicacies in 1931

"THE TAILOR-MADE MAN"
(Eight Courses)

"THE GREAT LOVER"
(Nine Courses)

"PARLOR, BEDROOM and BATH"
(The Sauce Piquants)

"THE NEW WALLINGFORD"
(Only the Stuffing)

THE WILLAM HAINES PRESENTATION
(Boiled for 14 Weeks)

THE CONRAD NAGEL PRESENTATION
(Still Boiling)

READY TO SERVE

"FREAKS" (The Flavoring)

"IT'S GOTTA BE BIG" (The Recipe)

"SKYSCRAPER" (On the Fire)

SEASON'S GREETINGS

NORMAN TAUROG

DIRECTOR

"SOOKY"

"SKIPPY"

CONTRACT PARAMOUNT-PUBLIX

Anniversary Greetings

FRANK LLOYD

—and mine too

GEORGE M. COHAN

HOLIDAY GREETINGS FROM

DICK HENDERSON

NOW PLAYING FOR RKO

Thanks to JACK CURTIS, My RKO Agent

Greetings to FANCHON & MARCO

JESS LIBONATI FAMILY

Direction: SCHALLMAN BROS.

CLEVER EXPONENTS OF THE XYLOPHONE

GREETINGS FROM
'ALEX A.
AARONS
&
VINTON
FREEDLEY

PRESENTING
"ADAM HAD TWO SONS"

A Drama by John McDermott

WITH

RAQUEL TORRES PAUL KELLY
RA'MOND HACKETT
PRESTON FOSTER

Opening Alvin Theatre, New York, in January

IN PREPARATION
A NEW REVUE

EXECUTIVE OFFICES
AARONS & FREEDLEY
ALVIN THEATRE, NEW YORK
250 WEST 52ND STREET

BEN
BERNIE

THE OLD MAESTRO
AND ALL THE LADS
FROM THE

COLLEGE INN

IN THE

HOTEL SHERMAN

Chicago

IN

THESE UNITED STATES

TO WHICH THEY ARE SMALL

SUBSCRIBERS

EXTEND THE SEASONS GREETINGS

TO

ALL YOUSE GUYS

To all its hosts of
friends who devote
their talents to the
theatre, Henrici's
extends its good
wishes for

1932

HENRICI'S
ON RANDOLPH
Between Dearborn and Clark Streets
CHICAGO

Established 1868

Open from 7 a. m. to Midnight; Sundays 8 a. m. to Midnight

AT HOME

ED LOWRY

SKOURAS' AUDUBON

B'way at 166th Street
NEW YORK

Season's Greetings

GUY LOMBARDO

and

His Royal Canadians
HOTEL ROOSEVELT, NEW YORK

Indefinitely



*The Passenger Traffic Officers
of*

The Alton Railroad

*Extend to Their
Theatrical Friends
the
Compliments of the Season*

SEASON'S GREETINGS

FRANKIE and JOHNNIE'S
269 West 45th Street, New York

"TWO HEARTS IN WALTZ TIME"

(ZWEI HERZEN IM WALTZ)

with ENGLISH EXPLANATORY TITLES
NOW AVAILABLE FOR GENERAL DISTRIBUTION

154 West 55th Street, New York City ASSOCIATED CINEMAS OF AMERICA, INC. Cable Address: Cinema, New York

Trade Depression Stocks Tumbling Down Business Shot to Pieces

Haven't you had enough of that?

Now let's talk of something more cheerful

1931

May 22nd—Plaza, London

May 29th—Plaza, London

June 5th—Plaza, London, doubling Astoria, Old Kent Road

June 12th—Plaza, London, doubling Cafe Anglaises and Astoria, Brixton

June 19th—Plaza, London, doubling Cafe Anglaises and Astoria, Streatham

June 26th—Plaza, London

June 29th—Astoria, Finsbury Park

July 6th—Capitol, Dublin

July 13th—Capitol, Cardiff

July 20th—Paramount, Manchester

July 27th—Capitol, Dublin

Aug. 3rd—Astoria, Old Kent Road, doubling Piccadilly Hotel Cabaret

Aug. 10th—Astoria, Streatham, doubling Piccadilly Hotel Cabaret

Aug. 17th—Astoria, Finsbury Park

Aug. 24th—Astoria, Brixton

Sept. 2nd—Monte Carlo for two weeks

Sept. 21st—Paramount, Manchester

Sept. 28th—Dominion Theatre, London

Oct. 5th—Astoria, Streatham

Oct. 12th—Astoria, Old Kent Road, also playing return Piccadilly Hotel Cabaret

Oct. 19th—Astoria, Finsbury Park

Oct. 26th—Astoria, Brixton

Nov. 2nd—Paramount, Newcastle

Nov. 9th—Capitol, Cardiff

Nov. 16th—Victoria Palace, London

Nov. 23rd—Empire, Glasgow

Dec. 7th—Metropolitan, London

Dec. 19th—Monte Carlo for 16 weeks

Regardless of persistent rumors concerning the barring of Foreign Acts in England, I take this opportunity of saying that my stay in England and the Continent has been extremely pleasant and I am looking forward to MY RETURN IN THE SUMMER.

**Now, Having Succeeded in Interesting You So Far,
Please Turn to Page 107**

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Anniversary Greetings

NORMA SHEARER

Ralph Murphy

DIRECTOR
PATHE



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NOW
HELEN TWELVETREES
IN
"VENEER"

I TAKE THIS OPPORTUNITY TO GREET MY FRIENDS THROUGHOUT
THE WORLD WITH BEST WISHES IN THESE TROUBLOUS TIMES

I AM ENJOYING A HAPPY AND PROSPEROUS ENGAGEMENT IN

'Waltzes From Vienna'

at the LONDON 'ALHAMBRA'

Under the management of SIR OSWALD STOLL

and I hope that 1932 will bring equally happy employment to
everybody in the profession.

In addition, I am assisting in building up
BRITISH ACTORS EQUITY ASSOCIATION

and implore all members of the profession throughout the world
to co-operate in the wonderful undertaking.

If anybody interested in the movement will write me, I will personally see that
full details are sent to them immediately.

MARIE BURKE

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EUROPE'S FAMOUS GYMNASTS
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GOOD CHEER

to

EVERYONE

Harry Langdon

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JACK FULTON JR.

BERT MATTHEWS

BILL RANK

HERB QUITLEY

ROY BARGEY

ANDY SECREST

HARRY GOLDFIELD GOLDIE

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JOHN BOWMAN

EDGEBEACH

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CRAIG LEITCH

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"THE MIRACLE WOMAN"
"THE PLATINUM BLONDE"
"FORBIDDEN"

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HOWARD J. GREEN

SCREEN WRITER

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MILTON KRIMS

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COLUMBIA

ADELE BUFFINGTON

WRITER
COLUMBIA

HAROLD SHUMATE

COLUMBIA
PICTURES

ROSS LEDERMAN

DIRECTING FOR COLUMBIA

IRVING BRISKIN

SUPERVISING

TIM McCOY PRODUCTIONS

HI THERE!

Even in the distant wilds
of 5th Ave. and 55th
St., far from Broadway,
we read 'Variety.'
Heartiest congratulations.

RAY PERKINS
N.B.C.

ROBERT RISKIN
(pleading)

Here I was 'just walkin' along mind-
in' my business, your honor, and
this guy Columbia comes along, see,
and

JUDGE
(brutally)

One year solitary confinement with
Columbia Pictures.---NEXT!

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Management EDWARD SMALL COMPANY

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Direction. MAX TISHMAN, JAMES PLUNKETT OFFICE

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"SKY DEVILS"—A Howard Hughes—United Artists Production

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1931-1932



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Faith, and Confidence
in a Bright New Year!**



**From the Executives,
Division Managers and Local
Managers of RKO Theatres
from Coast to Coast**

**RKO
THEATRE DEPARTMENT**



1931-1932

Season's Greetings!

VAUDEVILLE has always been considered an important factor in **RKO** programs. ★ ★ May the New Year bring new and greater opportunity to the Vaudeville artist. ★ ★ And may the public reception of Vaudeville continue to grow in strength and popularity.

THAT THESE RESULTS CAN BE OBTAINED only through the ingenuity, resourcefulness and co-operation of the performer, is the message of the executives, bookers and personnel of the **Vaudeville Booking Office**.

**RKO
VAUDEVILLE
DEPARTMENT**

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JOS GERSHENSON Assistant General Musical Director

SAM FREED JR. Western Musical Supervisor

BETTYE MARX

BEATRICE LEVINE

HELEN GOLDSTEIN

JULIA WENK

EDO GRANT

EDWIN STOKES

DAN PARKER Organologues

ARRANGING STAFF

GREGORY STONE

VICTOR WOYCKE

LOUIS REINHARD

MICHAEL SAVINO

AL COLOMBO

CHIEF

ROY WEBB Assistant

DICK KENT Assistant

CHARLES COOKE . Assistant

RUTH BAKER . . . Assistant

RKO FEATURE ORGANISTS

BILL MEEDER

3rd year

RKO Keith Theatre, Richmond Hill, L. I.

RAY TURNER

at the mighty Wurlitzer

RKO Palace Theatre, Albany

WILD OSCAR

and his

"SCHOOL OF BROADCASTING"
at the RKO Albee, Brooklyn

LEO WEBER

RKO Keith Theatre, Boston

HARRY "ZIMM"

ZIMMERMAN

RKO Palace Theatre, Cleveland

MAC C. BRIDWELL

RKO Majestic Theatre, San Antonio

CARLTON A. JAMES

RKO Keith Theatre, Syracuse

ARLO HULTS

RKO 86th St. Theatre, New York

A. LEVERENZ

RKO Orpheum Theatre, Tacoma

LEE ERWIN

RKO Albee Theatre, Cincinnati

BERNIE COWHAM

the pride of Oshkosh still at the
RKO Keith Theatre, Flushing, L. I.

REX KOURY

RKO Plaza Theatre, Troy

TOM GRIERSON

RKO Palace Theatre, Rochester

BETTYE LEE TAYLOR

RKO Proctor Theatre, Schenectady



THE WORLD'S LEADING VAUDEVILLE ORCHESTRAS

the same Mr. Forman's motioned calls Lou Forman's orchestra the best unit of its kind. That is nothing new. But it is Mr. Benny who must be thanked for bringing the orchestra from the pit onto the stage, where it shows that it ranks with the best of stage orchestras.

But Lou Forman is more than just the spirit of the Palace Theatre. He's that as orchestra leader and handler of the talent RKO sends the Palace's way.

He's more than that in his recovered role of chief conductor. He's the result of a man having a sense of humor.

In addition to the program of vaudeville which began its week yesterday, the Palace theatre calls attention to a new orchestra of 16 men under the leadership of Sam Haase. This group will give Palace shows an excellent musical back-

LOU FORMAN

Conductor

Morris Cutler Violin-Ass't Cond.
Hyman Tashoff Violin-Conc. Mas.
Milt Rosen Violin
Howard Kirsch Violin
Lou Zinn Bass
Fred Dornbach Sax
Tom Kraus Sax-Clarinet
Jack Gershenson Sax-Clar.-Oboe-Flute
Andy Eich Trumpet
Arthur Feman Trumpet
Ivan Brunel Trombone
Arthur Cremaschi Trombone
Pete Iannarone Trombone
Burt Gustafson Percussion
Dave Lapin Piano

RKO PALACE THEATRE, NEW YORK

SAM HAASE

Conductor

Erion Kummer Concert Master
Joe Hepner Violin
Bob O'Brien Violin
Jules Schwartz Violin
Otto Budelovsky Bass
Ralph Boas Sax and Arranger
Larry Lyon Sax
John Bezemek Sax
Verne Buck Sax
Aubert Gamble Trumpet
M. Owens Trumpet
Joe Caliguri Trumpet
Frank Forte Trombone
Joe Barton Trombone
Chas. Puchta Percussion
Harry Henneman Piano and Arranger

RKO PALACE THEATRE, CHICAGO

MAURICE SPITALNY

Conductor

Louis Kintz Concert Master
Hy Baron Violin
Isadore Edelman Violin
Robert Woods Violin
Morris Unger Bass
Wm. Herrmann Bass
Glen Davis Sax-Clarinet-Flute
Lee Roth Sax-Clarinet
Eddie Moore Sax-Clarinet
Harry Avellone Trumpet
Bernie Schoen Trumpet
John Arnold Trombone
Norman Conley Trombone
Chas. Wilcox Percussion
Carl Groenwald Piano

RKO PALACE THEATRE CLEVELAND

PHIL FABELLO

Conductor

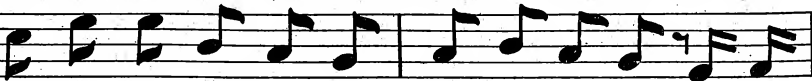
Charlie Ferron Violin
Gene Cloutier Violin
Al Johnson Bass-Sax-Tuba
Billy Moore Sax-Clarinet
Ray Grove Sax-Clarinet
Johnny Walsh Trumpet
Ernie Wray Trumpet
Harry Blevins Trombone
Red Newmark Banjo-Guitar
Sam Mazur Percussion
Jack Young Piano

RKO COLISEUM THEATRE NEW YORK

MAURICE SPITALNY knows his orchestra in his grasp during a rendition of a Slavonic Rhapsody that is a spirited arrangement of more or less familiar music, with several

Spitalny's over welcome supplement to the bill. In a day when orchestras are getting smaller or disappearing altogether it is a grateful novelty to see any orchestra taking on additional hands and giving serious attention to its

Fabello's orchestra has gained quite a rep in this neighborhood and the boys are all known and liked. Their instrumentation and singing for the overture is given as much attention and response as the entertainment on the other side of the footlights.



THE WORLD'S LEADING VAUDEVILLE ORCHESTRAS

THE R. K. O.-Albee Theatre ensemble with S. Dell' Isola conducting, opened the bill this week with a pleasing arrangement of the meditation from "Thais" with a solo very beautifully rendered by the conductor himself. Having gotten off at a fairly good start the bill wound up below

Of RKO neighb houses, this one has a better pit crew than most of the others. And the audience applauds. HAL SAUNDERS and his pit confers wake the mob and Romborg music

For the week ending December 4 the orchestra presents old compositions of Walter Donaldson, such as "My Blue Heaven" and a straight melody, Saunders has worked them up into the form of a William Tell overture, and the novelty found an unusually hearty response on the part of the audience.

SALVATORE DELL' ISOLA Conductor

- | | |
|-------------------------|------------------|
| Andrew Duro | Asst. Cond. |
| Jeno Sevely | Concert Master |
| Daniel Gotti | Violin and Libr. |
| Morris Bielski | Violin |
| Daniel Rosen | Bass |
| Jerome Baehr | Sax-Clar.-Arr. |
| Robert Brower | Sax-Flute-Arr. |
| Claude Delli Bovi | Trumpet |
| Natzy Marino | Trumpet |
| Paul Mannina | Trumpet |
| Louis Chisari | Trombone |
| Adolph D'Ambrosio | Trombone |
| Moe Gappell | Piano |
| Samuel Schwartz | Percussion |
| Fred Duro | |

RKO ALBEE THEATRE, BROOKLYN

HAL SANDERS Guest Conductor

- | | |
|-----------------------|------------|
| H. Storey | Violin |
| R. Schoewe | Violin |
| W. Knox | Violin |
| Roland Fansher | Bass |
| Deloyce Moffit | Saxophone |
| W. Shaw | Saxophone |
| Joe Tange | Saxophone |
| Fred Tobergte | Saxophone |
| Jack Spring | Trumpet |
| F. Graves | Trumpet |
| Wallace Johnson | Trumpet |
| Robert McCoy | Trumpet |
| Earl Paul | Trombone |
| W. Shook | Trombone |
| Wilbert Little | Percussion |
| | Piano |

**RKO ALBEE THEATRE
CINCINNATI**

LARRY FLINT CONDUCTOR JEAN GREENE Associate Conductor

- | | |
|------------------------|----------------|
| Walter Mayo | Concert Master |
| George Livati | Violin |
| Charles Leage | Violin |
| Edward Rosenwald | Violin |
| Wyman Moore | Violin |
| Joseph Tobin | Bass |
| Eugene Arnold | Bass |
| Almo Roussin | Saxophone |
| Carroll Thorne | Saxophone |
| James Harding | Saxophone |
| James Hansen | Trumpet |
| Allen Eves | Trumpet |
| James Bailey | Trumpet |
| William Dier | Trumpet |
| Rodney Goff | Trumpet |
| Robert Harvey | Trombone |
| Edward Schworer | Trombone |
| Dick Crook | Trombone |
| Simon Brown | Trombone |
| Harry Wolff | Percussion |
| Harold Dorr | Percussion |
| Walter Corl | Piano |

**RKO KEITH-BOSTON THEATRE
BOSTON**

FRED'K G. WEPER Conductor

- | | |
|---------------------------|-----------------|
| Sidney Levin | Asst. Conductor |
| Peter Sniadoff | Concert Master |
| Peter LaRose | Violin |
| Hal Galazan | Violin |
| Wally Curtis | Sax |
| Max Segal | Sax |
| Abe Kimmelman | Trumpet |
| Louis Belok | Trumpet |
| Prosper Montovani | Trumpet |
| Earnest Azzolina | Trombone |
| Jack Mills | Trombone |
| Ernest Gentile | Bass |
| Chas. Galazan | Percussion |
| Mickey Lewis | Piano |
| Charles E. Humphrey | |

**RKO HIPPODROME THEATRE
NEW YORK**

music by the ion of is beco tant fest ment so

crowd we Jr. and his r highlight d things ml music

THE R ble ing, ope pleasing tion fr beautiful himself good s

Clarence H. Flint, an outstanding musical conductor, has been appointed to lead a 16-piece orchestra at the RKO Keith-Boston,

a tuneful orchestra, led by Frederick Weper, combine with satisfactory amusements.

R. K. O.-Albee with S. Dell' Isola conducting, opened the bill

show crowd we've ever seen Fred Jr. and his Albee Orchestra proved another highlight this week. Darn near stopped things with a corking overture of Friml music.

but one zest first-ere. Sam tra proved Darn near ug overture

a neat over- ture by F: and the pit boys, pleased n the curtain- raising spot.

out this we comedy. B: ever seen Albee Orche ith a corki



RKO THE WORLD'S LEADING VAUDEVILLE ORCHESTRAS

JOE BELLE

Conductor

Francis K. Glenn.....Violin
John Gamble.....Violin
Carl Demangate Jr.....Bass
Mike Bozzi.....Trumpet
Alton Hagaman.....Trumpet
Pat Ivnelli.....Trombone
Joe Marra.....Percussion
Stephen Hall.....Piano

RKO PROCTOR'S THEATRE
SCHENECTADY, N. Y.

was fo
overtur
played by
boys. The
violinist
in the band
did some
pleasing
work when
he played
"An Evening
with Marie-
tetta,"

LEO FREUDBERG

Conductor

August W. Geisler.....Violin
Edward Freudberg.....Violin
Eddie Cohen.....Violin
Herbert Weber.....Bass
Hymon Dudkin.....Sax
Frank Petrilli.....Trumpet
Carl Ippolito.....Trumpet
Herbert Schumberger.....Trumpet
Herman Blas.....Trombone
Marco Bennet.....Trombone
Gus Gohd.....Percussion
Eddie Schoerer.....Percussion
Irving Scharf.....Piano
Morris Aul.....Piano

RKO PROCTOR'S THEATRE
NEWARK, N. J.

feature picture and several short sub-
jects, and excellent music by Joe
Belle's RKOlians, and

AL ERICKSON

Conductor

Dan MacLuskie.....Asst. Cond. Violin
Elmer Kielstrom.....Sax-Clarinet
Charles Beynatt.....Sax-Flute
Earl Andrews.....Trumpet
Barney D'Augustine.....Trumpet
Hy Lammers.....Trombone
Zebe Mann.....Bass
Charles Taspough.....Percussion
Frank Jagger.....Piano

RKO THEATRE, LOS ANGELES

arra
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ber wi
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line
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down.

JOE BELLE (Schenectady Proctors) and His RKOlians presented a short but entertaining and well-played overture recently. Opening with a medley of popular tunes, the orchestra, under the able direction of Belle, offered special arrangements of "Jealous," "Poor Butterfly" and "What'll I Do." Different sections of the orchestra were prominently featured in some of the numbers and as songs themselves are offered in a variety of style, with shadings and color enhancing.

Belle is a capable director and knows how to "sell" to audiences. Proof of this is seen in the good receptions accorded them.

CHARLES "TINY" BURNETT

Conductor

Alfred Lally.....Violin
James Kerr.....Violin
Hollis Eich.....Sax
Earl Peck.....Bass
Charles Decker.....Trumpet
Sherman Herrick.....Trumpet
Gale Cloggett.....Trombone
Ordel McLean.....Percussion
Syl Halperin.....Piano

RKO ORPHEUM THEATRE
SEATTLE, WASH.

They have an exceptionally good show all the way at the Keith Palace Theater for the first half of this week but first mention goes to the orchestra today. This is because the Keith has made a splendid gesture in giving

PETER LAURIN

Conductor

JOS. MARTINCO
Associate Conductor

Herbert Schroeder.....Violin
Roy Smig.....Sax
Hayden Reep.....Sax-Flute
Harry Joyce.....Sax-Clar.
Wm. Carroll.....Trumpet
Lester Clark.....Trumpet
Harold Dimanson.....Trombone
Ralph Perkins.....Percussion
Howard Gordon.....Piano

RKO PALACE THEATRE
YOUNGSTOWN, OHIO

band deserves praise for merit.

It is indeed a pleasure to sit in a Youngstown theater once more and hear a house band of sufficient instrumentation and composed of players who can play, directed by a man who seems to know what the audience

DAVE MILLER

Conductor

Stephen Swedish.....Asst. Cond. Violin
Neil McAllan.....Violin
Frank Werth.....Violin-Arranger
Paul Steinko.....Bass-Tuba
Lester Gaulke.....Sax-Clarinet
George Bauer.....Sax-Flute-Violin-Clar.
Charles Schmandl.....Sax-Clarinet
Charles Bolow.....Trumpet
Eddie Jones.....Trumpet
Howard Brown.....Trombone
Otto Kifelsen.....Percussion
Ray Gaulke.....Piano

RKO RIVERSIDE THEATRE
MILWAUKEE, WIS.

wishes to provide a very pleasing overture yesterday afternoon and he and the orchestra received an ovation. There are 14

JULIUS ENEMAN

Conductor

Edward Wieland.....Violin
Benjamin Roberts.....Violin
Joseph Wachs.....Sax
Harry Chellett.....Sax
George Kurtz.....Trumpet
Tex Brewster.....Trumpet
Jack Kling.....Trombone
Jack Zimmler.....Percussion
Edward Eisman.....Piano

RKO FRANKLIN THEATRE
NEW YORK CITY

Not the least popular item of the program was from the pit. Under the guidance of a new maestro, the R-K-O-ians

SAM HEGGEN

Conductor

Leo Hart.....Asst. Cond. Violin
Harry Feinman.....Violin
Frank Sallner.....Bass
Louis V. Martin.....Sax-Clar.-Oboe
Wilfred A. (Bill) Kay.....Sax-Clar.-Flute
Bob Ashford.....Trumpet
Ben Goner.....Trumpet
Ernest Ziegler.....Trombone
Johnny Bravot.....Percussion and Vocals
Anthony Landi.....Piano

RKO JEFFERSON THEATRE, NEW YORK

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THE WORLD'S LEADING VAUDEVILLE ORCHESTRAS

EDDIE PERRIGO

Conductor

Harry Brader.....Violin
Elmer Sutton.....Violin
Willson Utley.....Cello-Clar.-Sax
Walter Lieberknecht.....Clar.-Sax
Elgin Asbury.....Flute-Sax
Fred Reese.....Bass-Tuba
Albert Knudsen.....Trumpet
Harry Hammer.....Trumpet
Lawrence ("Deke") Jones.....Trombone
Frank Elias.....Percussion
All Ryer.....Piano

RKO ORPHEUM THEATRE
OMAHA, NEBR.

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ext we
put over in such an entertaining and
manly style that the audience were un-
doubtedly in a dose of

RAY STECK

Conductor

Bert Ungor.....Violin
Willard Pott.....Sax-Clarinet
Philo Harris.....Bass
Bob Nelson.....Trumpet
Jimmie Avellano.....Trumpet
Bob Austin.....Trombone
Freddie Hranek.....Percussion
Lawrence Hruby.....Piano

RKO 105th STREET THEATRE
CLEVELAND, OHIO

ur at the opening of the
formance and serve to enliven the
veral minutes allotted to
self conduct

D. TEITELBAUM

Conductor

Dave Gelfond.....Asst. Cond.-Violin
S. Saxon.....Violin
A. Falco.....Bass
B. Bailey.....Sax-Clarinet
M. Scocozzo.....Sax-Flute
E. Weber.....Sax-Clarinet
S. Raderman.....Trumpet
B. Fox.....Trumpet
B. Rams.....Trombone
Chas. Levitz.....Percussion
A. Curtis.....Piano

RKO CHESTER THEATRE, NEW YORK

EDDIE PERRIGO (Omaha Orpheum) and his RKO-lians used "Memories of Armistice Day" as the theme of a novelty medley. First there is the call to arms and trains from the "Mademoiselle of Armen-

BEN NELSON (Flushing Keith's) and his RKOlians dedicated their overture to "Armistice Day," playing American and All-songs popular at that time. A trio of fiddlers, made up from the orchestra, harp-ized well with "Keep the Home Fire Burning," and recieved good applause. Over-closed with a slide chorus of the National Anthem which the audience joined in singing. The overture was well presented.

EDDIE SCHULTZ

Conductor

Carl Queisert.....Violin
Myron Johnson.....Violin
Tuttle Dewar.....Sax-Flute
John Luyben.....Sax-Clarinet
Arno Seufert.....Sax-Cello
Carl Metz.....Bass
Tudie Buttigala.....Trumpet
Harcoe Foster.....Trumpet
Paul McNally.....Tromb.-Euphonium
Bill Martin.....Percussion
Frank Lorenz.....Piano

RKO MAIN STREET THEATRE
KANSAS CITY, MO.

A talented musician capable of playing with ability anyone of a score of instruments, Mr. Sparnon arranges popular medleys in unique sequence to the delight of listeners.

KEN SPARNON

Conductor

Cloude Bartel.....Violin-Trumpet
Jack Hurley.....Violin-Sax-Clar.
John Heinz.....Cello-Sax-Clar.
"Doc" Page.....Sax-Clarinet
Leslie McFadden ("Mac").....Bass
"Bill" Rabbitow.....Trumpet
"Gene" Bishop.....Trumpet
"Zeka" Folts.....Tromb.-Euphonium
Jack Donnelly.....Percussion
"Charlie" Renaud.....Piano

RKO KEITH THEATRE, SYRACUSE, N. Y.

"Sardar," and modulating nicely in of India," the orchestra then plays "Sardar March," "Orientale" from the East and brought the overture to a grand close with "Persian Market." Frohman is a first-class musician and proves his capability by conducting aggregation in a fine style.

BEN NELSON

Conductor

Moe Lozorius.....Violin-Asst. Cond.
Ernest Fiorito.....Violin-Arranger
Abe Schneider.....Violin
Russ Bonzer.....Sax-Vocal
Pete Quinn.....Sax-Vocal
Norman Shull.....Sax
Al Fiedelholz.....Bass
Joe Manno.....Trumpet
Jack Magram.....Trumpet
Joe Burke.....Trombone
Joe Bombres.....Banjo-Vocal
Sam Lodenheim.....Percussion
Sam Fidler.....Piano

RKO KEITH THEATRE
FLUSHING, N. Y.

"Cuckoo," the Dorothy Preston, the pit orchestra under Russ Kahn and Tom Grieron, organist, assisted in

RUSS KAHN

Conductor

Tabois Ross.....Violin
Jules Bachmann.....Violin
Art Newman.....Sax
Tammy Cummings.....Sax
Ted Stenzel.....Bass
Bert Bedare.....Trumpet
Howard Geyer.....Trumpet
Ralph Houss.....Trombone
Cyas Langenbacher.....Percussion
Matt Pierce.....Piano

RKO KEITH-PALACE THEATRE
ROCHESTER, N. Y.

duced something new in announcing next week's film attraction. The hit was produced by

LOU FROHMAN

Conductor

N. Finkelstein.....Assistant-Violin
E. Brinkman.....Violin
H. Jung.....Bass
L. Augliora.....Clar.-Sax
E. Denti.....Flute-Sax
B. Rabisan.....Sax
M. Friedenlag.....Trumpet
M. Gelbin.....Trumpet
L. Savarese.....Trombone
C. Karl.....Percussion
W. Anderson.....Organ-Piano

RKO MADISON THEATRE
BROOKLYN, N. Y.



RKO THE WORLD'S LEADING VAUDEVILLE ORCHESTRAS

REMARKS: MUSIC IN SHOWS OF THE WORLD received from a Mickey Mouse cartoon than some pictures we think of. And a newswreel has often stolen the show. Joe Gaudreau and his musicians in the RKO pit have on some occasions stolen the thunder from the stage performers. There's a drummer who plays the xylophone so g-r-andly and the bass violinist who sings and the fiddler who plays the violin.

CURG PETERSON

Conductor

Geo. Groneman.....Violin
Jos. Clive.....Bass
Oscar Christensen.....Sax-Clarinet
John Visser.....Trumpet
Clyde White.....Trombone
Albert Klein.....Percussion
Ernest Jones.....Piano
L. Jones.....Piano

RKO ORPHEUM THEATRE
SALT LAKE CITY, UTAH

...a surprise... making his own mark with harmonic playing. Joe Gaudreau's overture, "Old Friends," is another choice morsel on the program. The Monday audience also viewing three other first-rate acts.

CALVIN WINTER

Conductor

Frank Horwood.....Violin
Frank Williams.....Violin
"Polly" Perkins.....Bass
"Port" Colton.....Clarinet-Sax
"Tug" Wilson.....Trumpet
"Wes" Mortimer.....Trumpet
"Ted" Newton.....Trombone
"Ted" Jamieson.....Percussion
"Dick" Douglas.....Piano

RKO ORPHEUM THEATRE
VANCOUVER, B. C.

schedule. This was the more surprising as the vaudeville acts were obliged to stage the afternoon performance without rehearsal, because the theater was used during the forenoon for a play. The splendid support was by Joe Gaudreau's orchestra.

ROBERT HELMCAMP

Conductor and Violin

Antone Zeitlham.....Boss-Tuba
Bernard Lanoue.....Sax-Clarinet-Cello
Som Starr.....Sax-Clarinet
Fay Bloss.....Trumpet
Glen Behner.....Trumpet
Glen Harrington.....Trombone
Ollie Payne.....Perc-Vocal
Jack Graham.....Piano

RKO PALACE THEATRE
SOUTH BEND, IND.

play a melo-... includes a number of motes... notably "Mother Machree" and Director Huber boldly challenges comparison with the vocalists on the stage bill by singing a solo. He not

JOS. L. GAUDREAU

Conductor

Charles Leach.....Violin
Jos. Cole.....Boss-Tuba
George Nicholson.....Trumpet
Charles Odlin.....Trombone
Fred Chisholm.....Percussion
Allister Grant.....Piano-Accordion

RKO KEITH THEATRE
PORTLAND, MAINE

Short features and Joe Gaudreau's pleasing overture complete what is for the most part a good bill.

LEO KAUFMAN

Conductor

Clint Sears.....Violin
C. D. Whitney.....Bass
Don Reitz.....Trumpet
Art Fox.....Trumpet
O. B. McComas.....Trombone
Harold Murphy.....Percussion
Gilbert Kramer.....Piano

RKO ORPHEUM
SIOUX CITY, IOWA

Pursuing the new RKO plan for a featured rhythm orchestra in the pit of every vaudeville house, the Majestic Theater Friday introduced its new band directed by Karl Lambertz.

JOE G. LEWIS

Conductor

Ned Picerno.....Violin
Val Schumacher.....Bass
Frank Fosgate.....Trumpet
Charley Davis.....Trumpet
W. O. Simpson.....Trombone
Chester Hamilton.....Percussion
Frank Douglas.....Piano

RKO ORPHEUM THEATRE
MADISON, WISC.

ing his orchestra with his violin. The crowds cheer and he must have felt good, even though one comedian called his "Eric" on the opening night.

FRANK LEAVE

Conductor

Thos. Dignan.....Violin
Hal Eisenstein.....Bass
Ted Giblin.....Trumpet
Roy Giblin.....Trombone
Thos. Brooks.....Percussion
Emil Biron.....Piano

RKO KEITH THEATRE
LOWELL, MASS.

JOE RUSSO (New Orleans RKO Orpheum) and his RKO-ians offered "Donaldson a la Rossini" as the overture and it turned out to be another arrangement that as well have been "William Tell" right instead of the means of "My Buddy," "Blue Street Duet," and

JOSEPH RUSSO

Conductor and Violin

Charles Rittner.....Bass
Al Gallodoro.....Sax
H. J. Raymond.....Sax
H. C. Voorhies.....Trumpet
H. W. Reed.....Trumpet
J. A. Assunto.....Trombone
L. M. Vargas.....Percussion
H. K. Tiff.....Piano

RKO ORPHEUM THEATRE
NEW ORLEANS

Trustie H... special musical score as the new for the current show at Proctor's Theatre. The arrangement was created especially for the children and it is played on toy instruments. For the most part the music is of the kind

KARL LAMBERTZ

Conductor

Hyman Charninsky.....Violin
Wm. Kuehn.....Bass
Jerry Jorganson.....Sax-Cello-Clar.
Tommy Carmody.....Sax-Flute-Clar.
"Juzzy" Lambertz.....Trumpet
Oren Barnett.....Trumpet
Eddie Holick.....Trombone
Pete Hawkins.....Percussion
Wm. Heim.....Piano

RKO MAJESTIC THEATRE
DALLAS, TEXAS

The Majestic pit was tenanted for the first time by a new orchestra, under the direction of Karl Lambertz. One might prophesy a popular career for the band. The leader is well-schooled, capable, an excellent man. The thorough-

MILTON HUBER, JR.

Conductor

Frank Dooley.....Violin-Guitar
Frank Hoffstadt.....Boss-Tuba
Amedeo Torres.....Sax-Clarinet
Charles Rice.....Trumpet-Arr.
Harry Doll.....Trumpet
Alex Spiegner.....Trombone
Abe Miller.....Percussion
Alex Fiedler.....Piano

RKO PROCTOR'S THEATRE
YONKERS, N. Y.

...nation... J. Huber Jr. and his being heard in several unusual musical overtures. Mr. Huber is holding to the purpose of the observance and



THE WORLD'S LEADING VAUDEVILLE ORCHESTRAS

DAVE SMASON (San Antonio Majestic) recently presented a timely overture. First Dave offered "Sailing, Sailing", then "Sailor's Hornpipe", "Anchors Aweigh," with Samson and Gene De Mattis on the violin.

DAVE SMASON Conductor

Frank Hernandez.....Viol.-Sax-Clar.-Arr.
Gene De Mattei.....Viol.-Banjo-Gitar
Juan Rodriguez.....Bass-Tuba-Cello
Don Silva.....Sax-Clarinet
Bernie Dillon.....Sax-Clarinet
Pedro Noriega.....Trumpet
Loren B. Cain.....Trombone
E. Deck Yves.....Percussion
Bill Harris.....Piano
Horace Lasper.....Piano

RKO MAJESTIC THEATRE SAN ANTONIO, TEXAS

His orchestra is now sporting dainty maroon velvet jackets. The reception Mr. Kefer received when the audience first sighted him was

ARMAN GUARINI Conductor

Stanley Lescher.....Violin
Dennis Ahern.....Violin
Harry Woods.....Bass
Ralph Shellhouse.....Sax
Clarence Doench.....Sax
Paul Blogg.....Trumpet
Judd Bauer.....Trumpet
Morice Wiley.....Trombone
Harry Magee.....Percussion
Harold Kemper.....Piano

RKO KEITH THEATRE DAYTON, OHIO

band swung into the news reel, an innovation in these parts. The music was timed with machine gun action throughout. Rex Koury another of his organ

HELMER HUSETH Conductor

Harry Parsons, Violin
Howard Root, Sax-Clar.-Flute-Trumpet
Lloyd Welfare, Sax-Clar.-Trp'-Accord.
Phil Bovero.....Sax-Trumpet-Clarinet
Joe Barros.....Trumpet-Guitar
Verne Leathers, Trombone-Violin-Uke
Frank Webster, Tuba-Bass-Trombone
Joe Amato.....Percussion
Mott Howard.....Piano-Harp-Celeste

RKO ORPHEUM THEATRE PORTLAND, ORE.

house has an orchestra of which it can be justly proud, and it should have an opportunity to prove its worth. Under the direction of Arman Guarini

ERNST LANGE

Conductor

William F. Busch.....Violin
August Rusch.....Bass
Carl Fisher.....Trumpet
Fred Seilinger.....Trumpet
I. Kent Keys.....Trombone
Charles Seibert.....Percussion
Walter E. Piety.....Piano

RKO ORPHEUM THEATRE SPRINGFIELD, ILL.

Arman Guarini and his talented orchestra introduces "A College Medley" wearing bright colored Freshman caps while playing the

NAT. KAMERN

Conductor

Wm. Schubcock.....Violin
Joseph Feinblock.....Bass
Harry Kulcher.....Trumpet
Herman Kammen.....Trumpet
Anthony Muller.....Trombone
Morris Greengold.....Percussion
Matty Friedburg.....Piano

RKO ROYAL THEATRE NEW YORK, N. Y.

Cde Davidson and his orchestra have arranged a special overture arrangement. Added features, headed by the Republican Olee club, and

CLAYTON RODWELL

Conductor

S. B. Miller.....Violin
Harry Meyers.....Bass
Quentin Bowen.....Trumpet
Chas. Hutchison.....Trombone
Roy Mann.....Percussion
Leslie Platt.....Piano

RKO PALACE THEATRE ROCKFORD, ILL.

Making a feature of the orchestra at Keith's is a wise move on the part of the management. For the first time the local vaudeville

MAX FROLIC

Conductor and Violin

E. Congdon.....Violin-Piano-Arr.
J. St. Jean.....Bass-Sousaphone
J. Rausch.....Trumpet
J. Peters.....Trumpet
T. Gilmore.....Trombone
Wm. Thornburg.....Percussion

RKO ORPHEUM THEATRE TACOMA

travels again. Dave Smason and his orchestra

and his R-K-Ollians don the costumes of various aids show characters for the overture number, which is suggestive of the sort of music one runs into at carnivals and such. One musician is seen in the robes of the "Fat lady" another in the string mask

"CEE" DAVIDSON Conductor and Violin

John Clark.....Violin
Charlie Dawling.....Bass-Tuba-Trp'
Andy Oliva.....Sax-Clarinet
Roy Berry.....Sax-Clarinet
Gilbert Stansell.....Trumpet-Cello
Tony Gardull.....Trumpet-Vocalist
Doug. Norworthy.....Tromb.-Arr.-Trp'
Virg. King.....Percussion

RKO PALACE THEATRE COLUMBUS, OHIO

Trojans are in for a treat. Manager Black has redecorated the orchestra pit in a modernistic manner, and apparently from now on

TOM KIEFER

Conductor

Fred Anderson.....Violin-Trumpet
Tommy Reynolds.....Violin-Piano
Ernie Green.....Bass-Tuba
Walt Connor.....Trumpet
Larry Brown.....Trumpet
Don Curtis.....Tromb.-Cello-Vocal
George Reiley.....Percussion

RKO PROCTOR'S THEATRE TROY, N. Y.

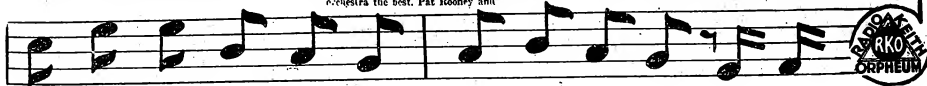
accepted by the leader with a nod for the boys to rise and share the applause with him. Their introductory overture properly displayed the talent of the band and the

VERNE J. ROONEY Conductor

Cliff Reckow.....Violin
Chet. Melby.....Bass
Mario Teschion.....Clar.-Sax
Al Warren.....Cello-Sax
Len Smith.....Trumpet
Frank Nowiski.....Trombone
Gordon Gripper.....Percussion
Norm Johnson.....Piano
Ted Hoessler.....Piano

RKO ORPHEUM THEATRE ST. PAUL, MINN.

Verne Rooney, here's a pat on the back for you and your R-K-Ollians. That country school band stunt is uproarious and Saturday's audience generously agreed with



THE WORLD'S LEADING VAUDEVILLE ORCHESTRAS

R
K
O

AL. SHAPIRO

Conductor

Corrado Lazito Asst. Cond. Violin
Al. Anderson Violin
Irving Raymond Violin
Jimmy Gaste Banjo-Guitar-Sax
Herman Richman Cello-Sax-Violin-Vocal.
Jack Russell Trombone-Sax-Vocalist
Louis Epstein Bass-Sax-Violin-Guitar
Frank Frazee Sax-Clarinet-Oboe-Flute-Violin
John Zuckman Sax-Clarinet-Violin
Charles Garner Sax-Flute-Clarinet
John Cory Trumpet
Tony Russo Trumpet
Eddie Modigan Percussion
Clarence Low Piano-Organ-Accordion

RKO KENMORE THEATRE, BROOKLYN, N. Y.

SHAPIRO is winning honors these days at the way of musical school days, which the amount of vaudeville headlines have Shaprio snatched.

Al Shapiro and his orchestra are a unique group of vaudeville musicians. In his original it was not a little bit of vaudeville and a little bit of music. The group has all the latest vaudeville tunes and is a very popular group.

Shapiro and his orchestra are a unique group of vaudeville musicians. In his original it was not a little bit of vaudeville and a little bit of music. The group has all the latest vaudeville tunes and is a very popular group.

DAVID MORDECAI

Conductor

Arthur Roman Concert Master and Asst. Cond.
Max Pugatsky Violin
Elmer Grosso Violin and Vocalist
Sydney Fischer Violin-Banjo-Guitar
Peter Levitan Bass
Norman Posner Sax and Clar.
John Carr Clar-Flute-Sax
George Schlichting Flute-Clar-Sax
Dick D'Agostino Trumpet
Sol Dazgo Trumpet
James Eastland Trombone
Harry Posner Percussion
Jack Schindlin Piano and Arranger

RKO FORDHAM THEATRE, BRONX, N. Y.

in the R-K-O vaudeville show, Shapiro and his orchestra are a unique group of vaudeville musicians. In his original it was not a little bit of vaudeville and a little bit of music. The group has all the latest vaudeville tunes and is a very popular group.

end, pre-Why intro-ite and a house y." All the orchestra was This by presented an ex-

AL RICHI (Ne RKOlians present "Fantasy Orientale," a collection of oriental music arranged and played by the orchestra. It is a unique and varied dance.

ALFRED RICCI

Conductor

Tobias T. Rosen Concert Master
Harry M. London Bass
Morris H. Purgolin Violin
Steve Schultz Trumpet
Marshall Moss Violin
Harry Preble Trumpet
Barney Kimmelman Sax-Clar.
Vergile D. Smith Trombone
Lee Dale Sax-Clar.
Phil Rubin Percussion
Fred Marks Sax-Clar-Flute
Charles Caserta Piano

RKO 86th STREET THEATRE, NEW YORK

his R-K-O-llans, pre-overture called "Why do I?" Shapiro and his orchestra are a unique group of vaudeville musicians. In his original it was not a little bit of vaudeville and a little bit of music. The group has all the latest vaudeville tunes and is a very popular group.

"March of the Three Kings" is a specially arranged piece for the 14-man orchestra.

FRANK PANUS

Conductor

Arthur Knowlton Arr. & Associate Cond.
R. Booker Violin
F. Falzone Violin
D. Jacobs Violin
J. Milnes Violin
C. Trisko Violin
H. Feldman Banjo & Guitar
L. Torgave Cello
Wm. Soehlin Bass
C. Del Gaudio Sax-Clar.
B. Rosenberg Sax-Clar-Flute
R. Suppiger Sax-Clar.
O. Burger Trumpet
C. Scruby Trumpet
J. Walton Trumpet
W. F. Grate Trumpet
D. Street Trombone
A. Vento Trombone
J. Kessler Percussion
Piano

RKO ST. LOUIS THEATRE, ST. LOUIS, MO.

ANTHONY

ce) and his original program of Albany and person versatile aggregation. Their selections from "The Vagabonds" are composed of "The Vagabonds" and "The Vagabonds". Each arranged by Morelli and his orchestra. The orchestra is a unique group of vaudeville musicians. In his original it was not a little bit of vaudeville and a little bit of music. The group has all the latest vaudeville tunes and is a very popular group.

Frank Panus and his RKO selections from Band Wagon for a fitting overture.

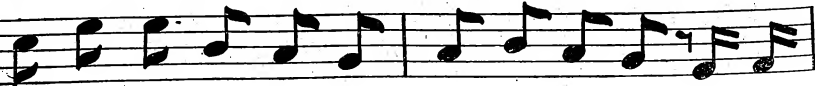
ANTHONY R. MORELLI

Conductor

Fred Grazetti Violin-Concert Master
Carl Miller Violin (Contr.)
Francis Murphy Violin-Guitar-Sax-Clar.-Arr.
James Zell Violin-Sax-Clar.
Paul Holz Sax-Clar.-Bass Clar.
Rudolph Fisher Sax-Clar.-Bar. Oboe
Albert Nimms Sax-Bass-Cello
Louis Coppolano Trumpet
Shields Bruce Trumpet-Trombone
Charles Coppolano Trumpet
Richard Whitby Trombone
William Haupt Percussion
Wallace Nimms Piano-Arranger

RKO PALACE THEATRE, ALBANY, N. Y.

AL when in this show, Morelli and his orchestra are a unique group of vaudeville musicians. In his original it was not a little bit of vaudeville and a little bit of music. The group has all the latest vaudeville tunes and is a very popular group.



JOYEUX NOEL!

et

BONNE ET HEUREUSE ANNÉE

FIFI D'ORSAY

NOW APPEARING IN PERSON
RKO THEATRES

Pianist Tour Manager
ROLAND BECKER

Direction
HARRY WEBER-SIMON AGENCY



SEASON'S
GREETINGS

ESTELLE
TAYLOR

1931
"CIMARRON"
"UNHOLY GARDEN"
"STREET SCENE"

Direction
HARRY WEBER-SIMON AGENCY

Anniversary Greetings

JEAN HERSHOLT

Season's Greetings

REGIS TOOMEY

Under Contract to Paramount

Season's Greetings

JOHN MEEHAN

Writing for Metro-Goldwyn-Mayer

GREETINGS

BERT LYTELL

WM. A. BRADY'S "CHURCH MOUSE"

48th Street Theatre, New York

SH! I WON'T EVEN SAY A WORD ABOUT THE STOCK MARKET
JUST AN OVERSTUFFED NEW YEAR

GEORGE SIDNEY

Season's Greetings

MARY BRIAN



In association with

THEATRE ROYAL DRURY LANE

Managing Director: GEORGE GROSSMITH

Charles B.

COCHRAN

Presents

Cavalcade

by
NOEL COWARD

PRODUCED BY THE AUTHOR

Excerpts from British Newspapers:—

- *The Observer*
It is sensational! It is staggering!
- *The Daily Express*
Gargantuan entertainment—London will flock to see it.
- *The News-Chronicle*
A wonderful breath-taking show!
- *The Sheffield Independent*
I predict it will draw high-brow and lowbrow, old folk and moderns, serious students of the drama and film fans, cynics and unsophisticated patriots. There is something for everyone.
- *The Glasgow Daily Record*
Noel Coward and Charles B. Cochran are responsible for the greatest stage success of this generation.
- *The Sunday Chronicle*
Noel Coward, the greatest man in the theatre to-day. A master producer.
- *The Star*
In reviewing some of Mr. Cochran's stage presentations in the past I have used such adjectives as 'Colossal' and 'Staggering.' I regret this, because it has left me with nothing adequate to describe 'CAVALCADE.' 'Stupendous' and 'Smashing' will have to do, but they are weak for the purpose.
- *The Morning Post*
Drury Lane with all its magnificent memories, with all its intimate associations with every phase and trouble of our history, can surely never before have experienced such a scene as occurred on the opening night of C. B. Cochran's production of Noel Coward's 'Cavalcade.' Its success is assured.
- *The Daily Mirror*
The most stupendous production ever seen in London.
- *The Sunday Graphic*
What a conception! What a piece of production!

CHARLES V. YATES AGENCY
1619 Broadway
N. Y. C.

PHIL COSCIA
BERT LAWRENCE
JACK JORDON
Associates

VAUDEVILLE..PICTURE THEATRES..PRODUCTIONS..TALKIES..RADIO..CAFES..CLUBS

Holiday

BERT FROHMAN
 Contracted to M. C. for Loew

FRANK and PETER
TRADO
 RKO and Loew

CHARLIE
STUART and LASH
 Headlining RKO Theatres
 with Their Own Unit

MAY JOYCE
 "Singing the Blues"

LILLIAN DAWSON
 "Earl Carroll's Vanities," 1931-1932

SID and DON
GOLD and RAYE
 The Outstanding Comedy Hit
 of the Year

3 McCANN SISTERS
 "Harmony in Rhythm"

Greetings

GORDON, REED and KING
 "Three Young Men of Manhattan"

Now Headlining
 Loew Presentation Theatres

BOB ROBINSON
 and
BETTY DE WITT
 Now RKO
 Inact Show

BETTY JANE COOPER
 AND
LATHROP BROTHERS
 Vaudeville's Smartest
 Dance Offering

JULES BLEDSOE
 "Old Man River"
 Now in Europe

CLARK and McCULLOUGH
 BENNY MEROFF
 RICHY CRAIG, JR.
 GENE AUSTIN
 KELLER SISTERS and LYNCH
 RED NICHOLS and ORCHESTRA
 ARNOLD JOHNSON and ORCHESTRA
 PAUL TISEN and ORCHESTRA
 FRANCIS RENAULT
 NAT (CHICK) HAINES
 THE GALENOS
 MAXELLOS
 MIRIAM HOFFMAN and GIRLS
 PAUL YOCAN REVUE
 ANN PRITCHARD REVUE

BEATRICE LILLIE
 VERCELL SISTERS REVUE
 BAYES and SPECK
 LUBIN, LARRY and ANDRE
 PRIMROSE SEMON
 FRED ARDATH
 JOE DARCY
 FULTON and PARKER
 EDDIE HANLEY and CO.
 ROSS and BENNETT
 MANNY KING
 JACK JANIS and CO.
 JOHNNY BARRY
 MORTON and CHANDLER
 4 CARLTON BROS.

PAUL ASH
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 NICE, FLORIO and LUBOW
 MEYERS, LUBOW and RICE
 TRAINOR BROS.
 RUTH SHERRY
 PEGGY ENGLISH
 DOLLY KAY
 COOK SISTERS
 JEROME MANN
 MARTHA RAYE
 MOONBEAMS
 BOB BRANDIES
 HARRY FOSTER WELSH
 EDDIE O'ROURKE

BEN BLUE
 FLO MAYO
 RUSSELL MARKERT DANCERS
 PEGGY BERNIER
 ART FRANK
 FLO LEWIS
 BEE STARR
 PHYLLIS RAE
 GLORIA LEE and SHERR BROS.
 WHITESIDE, ANITA and BROWER
 CARL FREED and ORCHESTRA
 MARCELLUS DANCERS
 ERIC ZARDO
 BARNETT and CLARKE
 ARCHIE and GERTIE FALLS

SEASON'S GREETINGS

BARBARA BENNETT
AND
MORTON DOWNEY



BERT WHEELER

Season's Greetings

Bernice, Pat and Bert
WHEELER



SEASON'S GREETINGS

LINA BASQUETTE

ENJOYING A SEASON
OF
SUCCESSFUL STAGE
AND
SCREEN ENGAGEMENTS

Happy New Year,

From

IRVING BERLIN

V. M. A.
AND
PAT CASEY

Send Felicitations
and
Season's Greetings
To All Show Business

No Depression With Us!!!!

Give the People What They Want
And Success Shall Be Your Reward

Best Wishes for Everybody
Including "Variety"

JACK CURLEY

JIM LONDOS

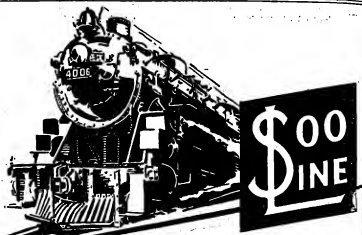
ED WHITE

RUDY MILLER

JACK PFEFFER

And

*All Our Forces of the Mat
and Office*



On with the Show!

Railroading is a good deal like the show business in many respects. Perhaps that explains the friendship existing between the personnel of the Soo Line and the men and women of the theatrical profession. We both have to go on with the show, regardless of weather, the size of the house or any other handicaps. Soo Line men have always taken pride in getting show people through to their destinations on time—and in comfort.

Why the Profession Prefers Soo Line Service from Chicago North and West

It is this tradition of dependability, plus genuine interest and the spirit of accommodation that has won for the Soo Line the preference of show people traveling between

Chicago	Moose Jaw
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Chippewa Falls	Vancouver
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Minneapolis	Alaska
Superior	Seattle
Duluth	and all points
Ashland	on Pacific Coast
Winnipeg	

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71 East Jackson Boulevard
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NORMA TERRIS

Extends Holiday Greetings

and asks that you be
kind to dumb animals

CARDINI

Wishes Season's Greetings to All

—AL—
STONE and LEE
—ANNE—

EXTEND SEASON'S GREETINGS TO
FANCHON & MARCO
RKO EXECUTIVES
LOEW EXECUTIVES
AND ALL OUR FRIENDS

Season's Greetings

FROM

MAX GORDON

PRODUCER OF

"The Band Wagon"

WITH

FRED and ADELE ASTAIRE

FRANK MORGAN

HELEN BRODERICK

TILLIE LOSCH

A Revue

By GEORGE S. KAUFMAN and HOWARD DIETZ; Music by ARTHUR SCHWARTZ

Staged by HASSARD SHORT; Dances by ALBERTINA RASCH

Settings by ALBERT R. JOHNSON; Costumes by KIVINETTE and CONSTANCE RIPLEY

AL GOODMAN ORCHESTRA under the direction of MAX METH

Entire orchestral arrangements by RUSSELL BENNETT

Produced Under the Supervision of HOWARD DIETZ

THE NEW AMSTERDAM, NEW YORK

"The Cat and the Fiddle"

By JEROME KERN and OTTO HARBACH

Staged by JOSE RUBEN

Conductors, VICTOR BARAVALLE; Technical Director, MACKLIN MEGLEY

Settings by HENRY DREYFUSS

Dance in Phantasy by ALBERTINA RASCH DANCERS

THE GLOBE, NEW YORK

"Three's a Crowd"

WITH

FRED ALLEN

CLIFTON WEBB

LIBBY HOLMAN

A Revue Conceived and Compiled by HOWARD DIETZ

Staged and Lighted by HASSARD SHORT; Dances Created and Arranged by ALBERTINA RASCH

Settings Designed by ALBERT R. JOHNSON; Costumes and Dresses Designed and Executed by KIVINETTE

Lyrics and Music by HOWARD DIETZ, ARTHUR SCHWARTZ and Others

THE ERLANGER, CHICAGO

MAX GORDON OFFICES: NEW AMSTERDAM THEATRE BUILDING, NEW YORK

BEN A. BOYAR, General Manager

Dear Sirs: You gave "Cat and The Fiddle" a good notice and spoiled a funny adv.

Best Wishes To Everybody
FROM THE
**NEW COLUMBIA
BURLESQUE ASSOCIATION**

Season's Greetings

JOE FRIEDMAN

GENERAL MANAGER

FOR

EUROPE

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ROYAL ADELPHI

Gilbert Miller Presents

"GRAND HOTEL"

APOLLO

Gilbert Miller presents

Edna Best and Herbert Marshall in

"THERE'S ALWAYS JULIET"
by JOHN VAN DRUTEN



SEASON'S GREETINGS

ABELES & GREEN



A HAPPY NEW YEAR

TO MY FRIENDS

Gus Schaefer
BERLIN

SEASON'S GREETINGS

HUGH SKELLEY

RKO THEATRES

Direction: LEO FITZGERALD and WM. McCAFFERY

HAVE YOU READ PAGE 77.

ANYWAY

EDDIE PEABODY

SENDS YOU HIS GREETINGS

Representatives:
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JOE SWERLING, Ink.

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Horace Heidt and His Californians

EXPRESS THEIR APPRECIATION TO

ABE LASTFOGEL

For his excellent management during 1931, and also welcome their new musical director

PAUL MERTZ

NOW TOURING RKO

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Specializing in High Grade Acts

1564 BROADWAY, NEW YORK CITY

MORRIS & OZ WISH TO ANNOUNCE THESE ACTS UNDER CONSTRUCTION

SPENCE - DORIS - and GERRIE COLLETTE LYONS and GEORGE SNYDER
CARTER BROS. PAIGE SISTERS

TECK MURDOCK and COMPANY

FEATURING

ROSE KESSNER—ADELAIDE LORRAINE—NONIE MORRISON and
ADELAIDE KAISER—CHARLES RANDOLPH

BOOKED SOLID RKO.

Direction MORRIS & OZ

SIDNEY PAGE - -

WITH
PEGGY EARLE
PETITE MARIE
and AL RICKER

Personal Management O. L. OZ
MORRIS & OZ

RKO
INTACT

ANITA CASE

THE AMERICAN
SOPRANO

Personal Management O. L. OZ

BOOKED SOLID

MORRIS & OZ

LITA WALES - - -

BOOKED SOLID
RKO INTACT

Personal Direction O. L. OZ
MORRIS & OZ

JAY MILLS

WITH

FLORENCE ROBINSON

PLAYING FOR RKO Direction MORRIS & OZ

BEE and RAY GOMAN

BOOKED SOLID RKO

Direction MORRIS & OZ

EARL WOODWARD

JACK BROWN

BETTY GILMORE

TOURING RKO INTACT No. 55

Direction MORRIS & OZ

"UNIVERSALLY ACKNOWLEDGED AND
PROCLAIMED ROLLER SKATERS"

JOHNNY TYRRELL

WITH

HELEN TEJAN

AND

3 RHYTHM GIRLS

(MORRIS & OZ.)

Personal Management
O. L. OZ

ANNIE, JUDY and ZEKE

"THE THREE GEORGIA CRACKERS"
NOW PLAYING ENTIRE RKO

BOOKED SOLID UNTIL MAY 14, 1932.
Ind., EDWARD RILEY—RKO, MORRIS & OZ

YORKE and GOLDIE

WITH

BEATRICE TRACEY

BOOKED SOLID RKO Direction MORRIS & OZ

BILLY HIBBITT and MARIE HARTMAN

"HOT DOG LADY"
NOW PLAYING INTACT FOR RKO
Direction MORRIS & OZ

MADELINE PATRICE

BOOKED SOLID RKO

Direction MORRIS & OZ

KRUGEL and ROBLES

BOOKED SOLID RKO

Direction MORRIS & OZ



O.L. OZ
presents
JOHNNY PERKINS
TON OF FUN
Booked Solid
X

RUTH PETTY. RICHARD MONTGOMERY. THREE NEAL SISTERS

1931
Dec. 12—YONKERS and PATERSON
19—HIPPODROME, NEW YORK
26—JEFFERSON and FRANK-
LIN, NEW YORK
1932
Jan. 2—FLUSHING (full wk.)
9—WASHINGTON
16—FORDHAM and 86th ST.,
NEW YORK
23—ST. LOUIS
30—CINCINNATI
Feb. 6—CHICAGO
13—CLEVELAND
20—DETROIT

Feb. 27—AKRON and YOUNGS-
TOWN
Mar. 5—BUFFALO
12—TORONTO
19—BOSTON
26—NEWARK
Apr. 2—ALBEE, BROOKLYN
9—KENMORE, BROOKLYN
16—MADISON and CHESTER,
NEW YORK
23—SYRACUSE
30—ROCHESTER
May 7—CLEVELAND
14—COLUMBUS
21—DAYTON

May 28—TOLEDO
June 4—MILWAUKEE
11—MINNEAPOLIS
18—ST. PAUL
25—WINNIPEG
July 2—VANCOUVER
9—SEATTLE
16—TACOMA
23—PORTLAND
30—SAN FRANCISCO
Aug. 6—OAKLAND
13—LOS ANGELES
20—SALT LAKE CITY
27—OMAHA
Sept. 3—KANSAS CITY

JONES, LINICK & SCHAEFER

Still Think "*VARIETY*" Is

THE WORLD'S GREATEST TRADE PAPER

"1931"

"LITTLE CAESAR"

"FIVE STAR FINAL"

"TONIGHT OR NEVER"

All Directed by

MERVYN Le ROY

WHO

Wishes Everyone a Happy

"1932"

Congratulations

BOOKED SOLID RKO

Nan Halperin
Direction *Jack Weiner*
Agency

LOUISVILLE & NASHVILLE R. R.



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Between Chicago, Detroit, Cleveland, Cincinnati, Louisville, and Knoxville, Atlanta, Miami, Jacksonville, Tampa, St. Petersburg and other Florida points.

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Between Chicago, St. Louis, Evansville, and Nashville, Chattanooga, Atlanta and Florida points.

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(CLIFFORD SOUBIER)

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Direction—Independent, HERMAN CITRON

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BOOKED SOLID RKO

RKO, HARRY RONEN



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"THE MYSTERY OF MARRIAGE"
An intimate and unusual picture depicting in a series of entertaining parallels the mating habits of birds, animals and man

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Season's
GreetingsTO FRIENDS
ON BOTH SIDES OF
THE SEA

FROM

NELSON B.

CLIFFORD
and
MARIE
MARIONTHE
INTERNATIONAL
JESTERS

IN

"Dumber
Than Ever"Representatives:
LEE STEWART
LYONS & LYONS
NAT KALCHEIM

AND ALL POINTS WEST

Season's Greetings

RAMON
NOVARRO

METRO-GOLDWYN-MAYER

SEASON'S GREETINGS

CHARLES STARRETT

Under Contract to Paramount

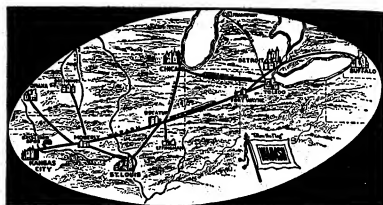
SEASON'S GREETINGS

MAURIE SHERMAN

TEA DANSANT

Via Lago
Station WMAQ

—CHICAGO—

College Inn
Station WBBMWABASH TRAINS
Unite the Entire Central West

and, by connections, give high-speed service to Atlantic and Pacific Coasts

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Time-Saving Night Trains

In both directions between

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Detroit and St. LouisChicago and Detroit
St. Louis and Kansas City

Start your journey at midnight, enjoy a thorough night's rest, and arrive at daybreak with a full day ahead

For complete information
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GREETINGS

TO THE

THEATRICAL
PROFESSION

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Cy Strain	Jack McQueen	Al Connors
Don Lister	Vic Wulff	Tom Moss
Mark Anthony	Charlie Bothwell	

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ORIGINATORS

JAMES E. FLUNKETT, Representative

BEST WISHES FOR
A PROSPEROUS NEW YEAR
TO ALL MY AMERICAN FRIENDS

JACK BUCHANAN



"Hello, Everybody"

Happy New Year

**KATE
SMITH**

**COLUMBIA
BROADCASTING
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PHONOGRAPH
RECORDS**

Personal Management TED COLLINS

GREETINGS

MR. and MRS. JESSE CRAWFORD
PARAMOUNT, NEW YORK

Victor Records—N. B. C.

Season's Greetings

CLARA

ORVAL

BARRY and WHITLEGE

TERMINATING THREE-YEAR RKO CONTRACT JULY, 1932

Direction THOMAS J. FITZPATRICK

Season's Greetings

ROBERT HARRIS

Season's Greetings

EARL BURTNETT and HIS BOYS
(NOW BILTMORE HOTEL, LOS ANGELES)

Sincere Appreciation for the Cordial Reception Accorded Us During Our Stay in Chicago

NICHOLAS GRINDE

Metro-Goldwyn Mayer Director

Seven and One-Half Years with M.G.M.

LAURENCE STALLINGS

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(Radio Pictures)

"CONSOLATION MARRIAGE"

(Radio Pictures)

"THE GREAT LOVER"

(Metro-Goldwyn-Mayer)

Under Contract to Radio Pictures



*Greetings to all
contributing to the
success of our first
year with Warner Bros.*

KUBEC GLASMON
AND
JOHN BRIGHT

"THE PUBLIC ENEMY"
"SMART MOVIE"
"BLONDE CRAZY"
"TAXI"
"UNION DEPOT"
"ROAR OF THE CROWD"

Season's Greetings

M. E. COMERFORD

Season's Greetings

GUS VAN

"THE MELODY MAN"

Direction EDWARD S. KELLER

*At last...what women
have been
hoping for*



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MAYBELLINE
that...**

... does not smart the eyes if accidentally gotten into them.
... is perfectly tear-proof and will not run or smear.
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... contains beneficial oils that tend to promote the growth of the lashes and keep them soft and glossy.
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Name

Street

City

State

IRNA PHILLIPS

IRENE WICKER

May the New Year bring as much happiness to you as our partnership has brought to us.

"Painted Dreams," WGN feature, is well into its second popular year of daily broadcasts. Script by Irna Phillips and we take all parts.

Station WGN Chicago

SEASON'S GREETINGS

HARRY KOGEN

MUSICAL DIRECTOR
NBC STUDIOS, CHICAGO

Season's Greetings

from

BOB HOPE

and

"ANTICS"

Playing

RKO CIRCUIT

Direction

LEE STEWART

Season's Greetings

from

FARINA

(of Our Gang Comedies)

and

Marigol

Now Playing for Loew

Direction

JOHNNY HYDE
WM. MORRIS AGENCY

Greetings from

DEXTER

and "CASEY"

Direction THOS. J. BURCHELL

CHAUNCEY PARSONS

TENOR

RADIO-CONCERT-CELESTIAL
LIGHT OPERA
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GREETINGS

from

EDDIE WELCH

Who Was Happy to Have Collaborated on

EARL CARROLL'S

"VANITIES"

NOW CURRENT AT

EARL CARROLL THEATRE, NEW YORK

Also on Following Pictures

for RKO-RADIO for 1931

"CAUGHT PLASTERED"

"PEACH O' RENO"

"LADIES OF THE JURY"

"MEN OF CHANCE"

"GIRL CRAZY"

and

"OH! OH! CLEOPATRA"

FOR RKO-PATHE

NOW WITH RADIO PICTURES

ANN PENNINGTON

sends her greetings

and best wishes for

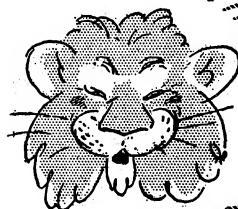
A Happy New Year

H. MILLER

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BOSTON'S SHOESHOP—1151 BROADWAY



Season's Greetings

from

LOEW'S

THEATRES
EVERYWHERE

and

Metro-Goldwyn-Mayer PICTURES



JACK



HYLTON

wishes

Everybody
a jolly Holiday
and any
amount of
Good Luck
in the
New Year



Season's Greetings

AINSLEY LAMBERT

Publix-Balaban & Katz Theatres

CHICAGO

GREETINGS FROM

MONICA and ANN SKELLY

Direction JAMES PLUNKETT OFFICE

**STANDARD FIVE
DOLLAR ROOMS 3
WEEKLY 1775**
CHICAGO'S A REVELATION
HOTEL IN HOTEL LIVING
KNICKERBOCKER
ADJOINING PALADROME BLDG (OPPOSITE THE GRAND)
OFFICIAL RATES TO THE PROFESSION

**BOOKLET ON HOW
TO MAKE UP
STEIN'S
SNAKE UP**
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PROPERTY INVESTMENT
FOR HALF A CENTURY



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Olsen & Johnson

what they think of the

LOS ANGELES LIMITED

.... and they'll tell you as they
told us (in a letter Aug. 12, 1931)

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"LOS ANGELES LIMITED" nestling in a
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OUS EMPLOYEES--COMFY BERTHS--Delec-
table, Home Like Meals--your dozen and
One CLUB and HOTEL appointments all
blend into a symphony of PUBLIC SERVICE
that makes YOUR "CRUISING HOME" a source
of keen DEE-LIGHT.

When you travel in the West, take advantage
of Union Pacific's unique service. Reaches
more of the West than any other railroad.
Dependable arrivals. Convenient schedules.

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J. P. Cummins, Gen'l Pass'r Agent
Union Pacific System
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UNION PACIFIC

DAVE KRAMER

AND

JACK BOYLE

MAX TISHMAN

JAMES E. PLUNKETT

BETH MILLER

MARJORIE MOORE

With Everyone a Happy New Year

Season's Greetings

GERALDINE AND JOE

INTERNATIONAL KIDDIE STARS

Direction. WEEDEN & SCHULTZ

SEASON'S GREETINGS

FRANK and MILT

BRITTON GANG

with GENE GORY and TITO

ZIEGFELD FOLLIES--SEASON 1931-32



Wishes A Prosperous New Year
to all its friends throughout the world

**N. V. Kuechenmeisters Internationale
Maatschappij voor Spreekende Films
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67 WEST 44th STREET
New York City

December 22, 1931.]

TO "VARIETY"

Congratulations on your 26th birthday
and the sincere hope that increased
age will only give you increased
popularity and success.

TO ALL MY FRIENDS:

My best wishes for the season.
A Happy New Year.

Sincerely,

Paddy Vallée

REPRESENTING THE CREAM OF VAUDEVILLE
THE JACK CURTIS AGENCY
 1564 BROADWAY, NEW YORK

THE WIZARD OF THE MANDOLIN

BERNARDO DE PACE

with CELINE LESCAR

Direction JACK CURTIS

SEASON'S GREETINGS

NORMAN THOMAS

NOW PLAYING FOR RKO

Direction JACK CURTIS-MILES INGALLS

HOLIDAY GREETINGS

from

BERNARD AND HENRI

ENROUTE FOR RKO

Direction JACK CURTIS
 MILES INGALLS

SEASON'S GREETINGS

from

BRITT WOOD

WITH RKO

Direction MILES INGALLS-JACK CURTIS

SEASON'S GREETINGS

**PAT
 ROONEY**

AND

**PAT
 ROONEY, 3rd**

RKO by JACK CURTIS

**PAT
 ROONEY**

AND

**PAT
 ROONEY, 3rd**

Management WM. MORRIS

Season's Greetings
 To All My Friends

EMIL BOREO

NOW ON TOUR FOR RKO

Direction
 JACK CURTIS

Holiday Greetings

from

BERNICE CLAIRE

Prima Donna

LATE OF RKO VAUDEVILLE

and Star of Warner Bros. Productions

"SONG OF THE FLAME"

"NO, NO, NANETTE"

"KISS ME AGAIN"

"TOP SPEED"

Direction: JACK CURTIS

SEASON'S GREETINGS

FROM

Billy Wells and Four Fays

Direction of JACK CURTIS

Herman J. Mankiewicz

WROTE

"THE TEN
COMMANDMENTS"
"THE BIRTH OF A NATION"
"TOL'ABLE DAVID"
"THE HUNCHBACK OF
NOTRE DAME"
"BEN HUR"

DIRECTED

"THE KING OF KINGS"
"THE BIG PARADE"
"SKIPPY"
"ALL QUIET ON THE
WESTERN FRONT"
"THE LOVE PARADE"

PRODUCED

"SEVENTH HEAVEN"
"WAY DOWN EAST"
"THE COVERED WAGON"
"THE GREAT TRAIN
ROBBERY"
"BEAU GESTE"

All I Ask Is a Chance

*Best Wishes for a
Happy New Year*

FELIX YOUNG

PARAMOUNT-PUBLIX CORPORATION

STUART WALKER

DIRECTED

*"The Secret Call"
"The False Madonna"*

FOR PARAMOUNT

Anniversary Greetings

HELEN TWELVETREES

Under Contract to RKO-Pathé



**THE HELL OF
MAD WATERS
AND THE HAVEN
OF LOVE!**

LAW OF THE SEA

with **RALPH INCE**
SALLY BLANE
WILLIE FARNUM
EVE SOUTHERN · **REX BELL**
PRISCILLA DEAN

An I.E. CHADWICK Production
Directed by **OTTO BROWER**

Now, the Different Drama—
Mighty as the Ocean's Fury!
far from the drawing room and the haunts of the
quater... far from aerial strife, the jazz life and
the jungles of Hollywood.
Here is reality... hardship... hard-ship... heart-
ache... thrown against the vengeful North Atlantic
... a story that's big and beautiful... a love
crushed to live again when storm is spent and life
is calm.

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GREETINGS FROM

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STEEL
TENOR

RKO VAUDEVILLE

CHARLES
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COCHRAN49, Old Bond Street
LONDON, W.

PHONE: GERRARD 0444

Cablegrams: Cochranus, Piccy, London

SEASON'S GREETINGS

HELEN KANE

STARTING RKO TOUR DEC. 26, 1931

GREETINGS

ALBERT LEWIS

FOX FILM STUDIOS

GREETINGS FROM ENGLAND

*to all our friends who have made the
DORCHESTER & MAYFAIR HOTELS
their London home - and to all new
friends who propose to do so in 1932,
CLIFFORD WHITLEY sends personal
greetings*

TO

Maurice Chevalier and Yvonne	Jeanette Macdonald
Pola Negri	and Mrs. Macdonald
John Gilbert	Wheeler and Woolsey
Bob Ritchie	Betty Compton
T. Elder Hearn	Lupe Velez
Charles B. Dillingham	Evelyn Brent
Walter Wagner	'Phelps Twins
Flo Ziegfeld	Mary Eaton
George Gershwin	Claire Windsor
Arthur Schwartz	Claire Luce
Beatrice Lillie	Billie Dove
Vera Murray	A. M. Warner
Freddie Lonsdale	Otto Ludwig
William Morris (Senior & Junior)	Milton J. Schwartz
Norma Shearer & Irving Thalberg	Emil Kramer
Marlene Dietrich	Millard Webb
Peggy Hopkins Joyce	Etc. Etc.

Nearly all of the above have stayed at either

The Dorchester Park Lane, London.
or

May Fair Hotel Berkeley Square,
London.

**THE TWO FINEST AND MOST MODERN
HOTELS IN EUROPE. THEY WERE ALL
VERY HAPPY AND COMFORTABLE.**

Why don't YOU come and stay with us during your next visit to Europe? Forget your business worries and make your first New Year Resolution—Take that trip across the water you promised yourself and have postponed so many times. There is a great welcome awaiting you in London.

**LONDON WILL BE THE BRIGHTEST
PLACE IN EUROPE IN 1932.**

There will always be something going to please and satisfy everybody. Just write and inform us you are coming and our Hospitality Officer and Porters will meet you at Southampton and take care of your luggage for you.

**BUSINESS IS GOING TO IMPROVE !!!
LET'S GET TOGETHER & PUSH IT ALONG**

HEALTH, HAPPINESS AND PROSPERITY TO YOU IN 1932.

MANAGING DIRECTOR

SIR FRANCIS TOWLE



26

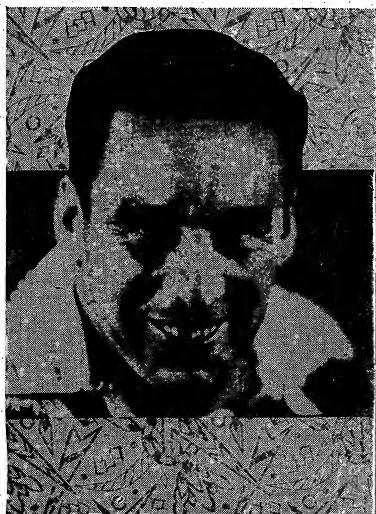
years is a long time in
any business.

But 26 years of progres-
sive service to the show
world merits the praise of
the entire industry.

Congratulations.

WARNER BROS. THEATRES





Season's Greetings

GEORGE O'BRIEN

Under Contract to Fox

BEST WISHES

EDWARD J. MONTAGNE

Scenario Editor

PARAMOUNT PUBLIX
WEST COAST STUDIO

JED HARRIS

ROSALIE STEWART,
GENERAL MANAGER

GILBERT MILLER ATTRACTIONS

HELEN HAYES

IN

MOLNAR'S

THE GOOD FAIRY

WITH

WALTER CONNOLLY

HENRY MILLER'S THEATRE, NEW YORK

LESLIE HOWARD

IN

PHILIP BARRY'S New Comedy

The ANIMAL KINGDOM

BROADHURST THEATRE, NEW YORK

Opening January 5th

ON TOUR:

TOMORROW AND TOMORROW

By PHILIP BARRY

With ZITA JOHANN and GLENN ANDERS

THERE'S ALWAYS JULIET

A New Comedy by JOHN VAN DRUTEN
WITH

EDNA BEST

AND

HERBERT MARSHALL

APOLLO THEATRE, LONDON

Opening in New York in February

GREETINGS
TO THE MEMBERS OF
GRAND HOTEL
AND ALL MY FRIENDS

EUGENIE LEONTOVICH

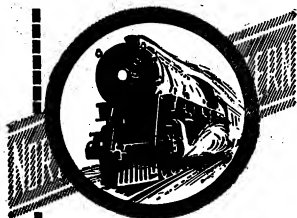
Greetings From
RICHARD B. HARRISON
"De Lawd" in
"The Green Pastures"

Greetings From
DANIEL L. HAYNES
"Adam & Hezrel" in
"The Green Pastures"



The Leading and
Largest
ACCORDION
FACTORY
in the United States.
The only factory that
makes any set of accor-
dions by hand.
Guerrini & Co.
277-279 Columbus Ave.
San Francisco, Cal.
Free Catalogue.

DOROTHEA ANTEL
316 W. 72d St., New York City
The Sunshine Shoppe
New Assortment of
CHRISTMAS CARDS READY
15 Cards in Box—\$1.00 Postpaid.



Stars in the Galaxy of Trains

NORTH WESTERN LIMITED

To ST. PAUL-MINNEAPOLIS

Quiet, easy riding roller-bearing
Pullmans, Bedroom, if you wish
Cozy club lounge, Radio.

Lv. Chicago : : : : 8:30 p. m.
Lv. Milwaukee : : : : 10:45 p. m.
Ar. St. Paul : : : : 7:25 a. m.
Ar. Minneapolis : : : : 8:00 a. m.

CORN KING LIMITED

To OMAHA-SIOUX CITY

Fast overnight service—smooth,
enjoyable travel—every known com-
fort and convenience—delicious
table d'hôte meals:

Lv. Chicago : : : : 6:05 p. m.
Ar. Omaha : : : : 7:25 a. m.
Ar. Sioux City : : : : 8:10 a. m.

Only "North Western" provides
double track and continuous Auto-
matic Train Control all the way
between Chicago and Omaha:



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C. & N. W. Ry., 400 W. Madison St.
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RAILWAY

SEASON'S GREETINGS

JAMES EVANS AND CO.

NOVELTY FOOT JUGGLING

Touring RKO Circuit

Direction: THOS. J. FITZPATRICK

Congratulations to FANCHON & MARCO

ETHEL MEGLIN

and

THE FAMOUS MEGLIN KIDDIES

2203 Venice Blvd., Los Angeles, Calif.

SEASON'S GREETINGS

HERBIE KAY

BLACKHAWK CAFE—WGN

"EASTFOAMERS"—NBC
NATIONAL BATTERY CO.—NBC

Compliments of the Season

WALTER WANGER

A SUGGESTION

Now is the time for everyone directly or indirectly concerned in the future prosperity of the legitimate theatre to get together in one great national organization, including in its membership representatives from every part of the United States and Canada. Every other great business has such a national association. The theatre has none, and is at the mercy of all who attack it. We are threatened with vicious new legislation—national, state and local, which if not combatted will make conditions worse than at present.

Why not all join up and initiate protective and aggressive measures for our common good? The younger element should take hold and awake to the opportunities that will come to them in the tremendous revival of prosperity which is bound to arrive eventually.

William A. Brady

Season's Greetings

ROY DEL RUTH

DIRECTING

WARNER BROS.-FIRST NATIONAL PRODUCTIONS

SEASON'S GREETINGS

WILLARD MACK

Anniversary Greetings

LOTHAR MENDES

DIRECTING FOR PARAMOUNT

THE BOY WITH THE BALANCING COMPLEX

BOB RIPA

NOW PLAYING R K O CIRCUIT

SEASON'S GREETINGS

AMERICA—
JENIE JACOBS

DIRECTION—

EUROPE
H. SHEREK-REEVES & LAMPORT

MAX RÉE

SUPERVISING-ART DIRECTOR (Sets and Costumes),

RKO PRODUCTIONS

Greetings ★ ★ ★ Everybody !!!

BEE STARR

"AMERICA'S PREMIERE BALLERINA OF THE AIR"

HEADLINING FANCHON & MARCO'S "Circus Days" Idea

P. S.—Booked solid
since last May and
much more to follow.

Congratulations
to "VARIETY"
from
Samuel Goldwyn

1931-'32 PRODUCTIONS

"STREET SCENE"

with
SYLVIA SIDNEY, WILLIAM COLLIER, Jr.
and ESTELLE TAYLOR

King Vidor's Production of Elmer Rice's Pulitzer Prize Play

GLORIA SWANSON

in
"Tonight or Never"

Based on David Belasco's Great Stage Success
Directed by MERVYN LEROY

EDDIE CANTOR

in
"Palmy Days"
With CHARLOTTE GREENWOOD
Directed by EDWARD SUTHERLAND

"THE
GREEKS HAD A WORD FOR THEM"

with
INA CLAIRE
JOAN BLONDELL MADGE EVANS
LOWELL SHERMAN DAVID MANNERS
Directed by LOWELL SHERMAN

RONALD COLMAN

in
"The Unholy Garden"
A George Fitzmaurice Production

RONALD COLMAN

in
"ARROWSMITH"
with
HELEN HAYES
From the novel by SINCLAIR LEWIS
Directed by JOHN FORD

ALL GOOD WISHES
FELIX BLOCH ERBEN
 (FRITZ WREEDE)
 BERLIN
GEORG MARTON VERLAG
 VIENNA

Most successfully introducing American plays in Central Europe and European Plays in America

New York Representative

Dr. Edmond Pauker
 1639 Broadway, Capitol Theatre Building



**METROPOLITAN BOSTON—THEATRICAL
 PALATE OF NEW ENGLAND**

Two million theatregoers in Metropolitan Boston within reach of a poster representing classic **EVERY FINEST DAY**.
 As you know your ad in Boston, so will it go throughout the rest of New England—where every individual who counts. You get notice and twice as much money in his pocket as in individual newspapers. It's the only way to get your ad in front of the thousands of theatregoers who attend the shows of RKO Radio's, a consistent user of poster advertising in New England who have realized the importance of the CITY and the METROPOLITAN—will have reached it.

John Donnelly & Sons . . . Boston

Donnelly Adv.

**LONG
 MAY
 THEY
 WAVE**

**FLAGS
 BANNERS**

Henry Jackson

141 Fulton St.
 New York City

Outstanding !!
 in New England

**Theatrical
 POSTERS,
 CARDS,
 etc.**

printed by

**BUCK
 Printing Co.**

641 Atlantic Av.
 Boston, Mass.

Pass
 It
 to
 Buck

THE
Ritz Carlton Hotel
 BOSTON



**FLORENCE
 ROGGE**

*Mentor of the Roxy
 Versatile Ballet*

4th Year at the World's Largest
 Theatre,

The Roxy, New York

MATT BROOKS

In a Fanchon & Marco Idea
 with

BEN BARD

JIMMY CONLIN and GLASS

Enroute RKO

Direction, TOM J. FITZPATRICK
 Palace Theatre Bldg.,
 New York City

BOBBY MAY

"Doing Something New"

With **JOE HOLMES**

Edw. S. Keller coll.-K-O

THEATRICAL CUTS
 THE STANDARD
 ENGRAVING CO.

SALUTATIONS

from

JOHN AND CHRISTO

PAVILION ROYALE FIVE O'CLOCK CLUB

GREETINGS

from

PAUL MUNI

NOW PLAYING

in Broadway's Latest Success

"Counsellor-at-Law"

PLYMOUTH THEATRE, NEW YORK

HANS BARTSCH



PLAYS



New York: Capitol Theatre Building
 1639 BROADWAY

Cable Address: "Habartsch, New York"

Holiday Greetings

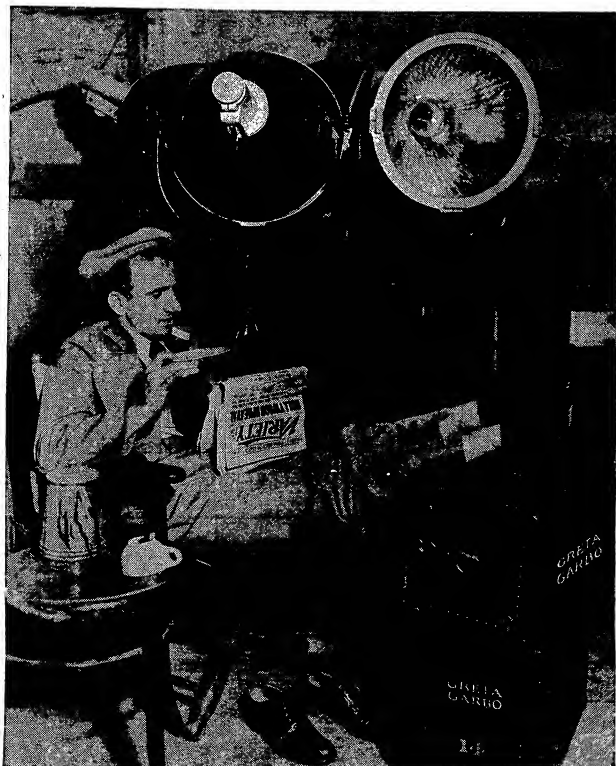
Joe **SMITH** and **DALE** Chas.

Direction WM. MORRIS

"I wraps me
lunch wit'
'VARIETY'

"I went to the trouble
of havin' this pitcher
took as a unsolicited
plug for your lousy
trade rag. No harsh
irritants for me.

Congratulations on
your improved bur-
lap wrapper. Zip!
and the whole pa-
per comes right in
pieces."



Schnozzle

Sime:

This is my ultimatum. Nuts to you!
But Mrs. Durante (Jeanne to you)
insists that we wish you and the rest
of your muggs a Happy New Year.

Jimmy Durante
Metro-Goldwyn-Mayer

Lou Clayton and Eddie Jackson also want to
aggravate you with their holiday greetings.

★ Is Mr. Durante's State-
ment Paid For?

You may be interested to know
that not one cent was paid to
Mr. Durante to make the above
statement. Mr. Durante is so
goofy he paid "Variety" \$500
to print this picture.

NEIL GOLDEN

AND HIS
"GEMS OF THE AIR"

BROADCASTING NIGHTLY

VILLA VENICE—WMCA HERBERT'S DIAMONDS—WOR
AND RKO VAUDEVILLE

LEDDY & SMITH

Present

Royal Uyeno Japs

FROM THE

"LAND OF THE MIDNIGHT SUN"

BOOKED SOLID
By SAM TISHMAN

RKO Representative
SAM TISHMAN

IRVING YATES
Presents

WHITESIDE,
ANITA AND BROWER
FRANCES PEPPER
LYNN BURNO

IN

"A DANCE AUCTION"

LOU
CASS,

MAX MARY
MACK AND OWEN

FORMERLY CASTLETON, MACK AND OWEN

BOOKED UNTIL SEPT., 1932, WITH RKO

Personal Dir.: SAM TISHMAN

RKO Direction
SAM TISHMAN

LEDDY & SMITH Presents

THE COMING COMEDIAN

HARRY SAVOY

Routed with RKO Until Next September by SAM TISHMAN

THE HOLLYWOOD DUO

Congratulates

"Variety"

On Its 26th Anniversary

BRyant 9-2977
2978
2979

Season's Greetings

LOUIS SHURR

Manager of Artists

AL MELNICK
GERTRUDE SCHLOM

1482 Broadway, New York

"VARIETY'S" IN AND OUT ACTOR COLUMNIST

JOE LAURIE, Jr.

Wishes You Season's Greetings

<p>SAMMY LEWIS and PATTI MOORE IN 'SOUTH SEA' SADIE' By JACK HENLEY</p>	<p>JAY SEILER and FRANCES WILLS in "BROADWAYITES" Personal Management TISHMAN & O'NEAL</p>	<p>HENRY BERGMAN IN 'HAMS and EGGS' By JACK HENLEY WITH JEAN McCOY HARRY WARD ANNA KOZAN</p>
<p>We Join in Season's Greetings and <div data-bbox="372 631 691 874" style="border: 2px solid black; border-radius: 50%; padding: 10px; text-align: center;"> TISHMAN & O'NEAL, Inc. <small>IRVING TISHMAN JIMMIE O'NEAL</small> </div> Best Wishes for The New Year</p>		

SAM TISHMAN, RKO Representative

DICK and EDITH
BARSTOW
"TIP TAP TOES"

ORIGINATORS
OF TOE TAPS
ON STAIRS

FRANKIE FINN
JERRY MOORE AT THE IVORIES
A STAR
IN THE MAKING

TISHMAN & O'NEAL PRODUCTIONS
HENRY SHAPIRO
JACK FINE

JACK and KAY
SPANGLER
IN
"SAMPLES"
A NEW ACT

by
JACK HENLEY.

BUSTER SHAVER
TINY TOWN REVUE
WITH HIS
FEATURING
GEORGE
and OLIVE

CHARLIE FOY

In "UPSIDE DOWN AND BACKWARDS"

1932 VERSION

GEORGE McKAY

In "SALESTALKS"

A NEW ACT BY JACK HENLEY

SEASON'S GREETINGS WITH RADIO'S FAVORITE SONGS

"I WOULDN'T CHANGE YOU FOR THE WORLD"
"TELL TALES" **"WITH LOVE IN MY HEART"**
"PALS OF THE LITTLE RED SCHOOL"

745 7th Ave. **OLMAN MUSIC CORPORATION**

New York

Have You Thought About 1932..?



The Union Dime Savings Bank has about 170,000 depositors. Are you one of them? If not, a good time to start an account is the beginning of the New Year.

It is amazing how small amounts, deposited regularly, grow. An account can be opened for as little as \$1.

Interest is allowed for every day your money is in the bank.

The dividend on regular savings accounts for the quarter ending December 31, 1931, has been declared at the rate of 3½% per annum.

Now is the Time to Join the 1932 Christmas Club

**UNION DIME
SAVINGS BANK**

6th Avenue & 40th Street . . . New York City



**BOOKED SOLID R-K-O
REPRESENTATIVES**

R-K-O JACK CURTIS LARTIGUE & FISCHER AL GROSSMAN
1194 Broadway, 29 Avenue des Champs Elysees 160 West 46th St.
NEW YORK CITY PARIS NEW YORK CITY

JOHN GOLDEN

HOPES

THIS IS THE UNHAPPIEST
NEW YEAR'S
HE'LL EVER HAVE

Greetings

From

LOU

ARK

DAVE

SCHWARTZ

RKO STATE LAKE

CHICAGO

"PEACH-O-RENO"

With BERT WHEELER,
ROBT. WOOLEY
and DOROTHY LEE

GREETINGS

O & W

RESTAURANT

146 West 46th Street, New York
Our Only Address

Season's Greetings

FRED ALLEN

"THREE'S A CROWD"

ERLANGER, CHICAGO

P. B. ARNAUD

American Correspondent JACK CURTIS

EXCLUSIVE BOOKINGS

56 Rue La Bruyere

Cables: Theatrarno

PARIS

DR. EDMOND PAUKER

International Playbroker

1639 Broadway, New York

HANDLING SUCH PLAYS AS

"GRAND HOTEL"

"A CHURCH MOUSE"

"THE GOOD FAIRY"

"TONIGHT OR NEVER"

SEASON'S GREETINGS

DEZSO RETTER

RKO

Direction JACK CURTIS

DAVE GENARO

HEADLINING

PLAYING RKO CIRCUIT

Direction: HARRY FITZGERALD

DEC. 30-1-ERIE, PA.
BOOKED SOLID UNTIL FEB., 1932

TRIXIE FRIGANZA

1530 FORMOSA AVE., HOLLYWOOD, CALIF.

Hotel Astor, New York

Representatives: CARGILL & DOBSON

MEYER DAVIS

MEYER DAVIS' MUSIC

ORCHESTRAS EXTRAORDINARY

1600 BROADWAY, NEW YORK, N. Y.

Extends Season's Greetings to his many good friends who have helped make 1931 his most outstanding year in point of accomplishment.

SELL FROM THE SCREEN



NATIONAL SCREEN SERVICE

NEW YORK • DALLAS • CHICAGO • LOS ANGELES

"A SERVICE TO FIT EVERY THEATRE'S POCKETBOOK"



BUILDING PATRONAGE

NATIONAL SCREEN SERVICE sent to our desk last week an attractive brochure or manual titled "Building Patronage". It treats most intelligently on that problem exclusively in terms of screen exploitation.

"This book brings to our mind a conversation we had not so long ago with a prominent exhibitor. We put the question to him 'of what he considered the most valuable and convincing method of public appeal in selling his entertainment.' Unhesitatingly he replied, 'My screen'. In the same breath he was complaining of depressed times and depreciated theatre attendance.

Soon thereafter we had occasion one evening to step in his theatre. It was just at the moment his announcement of forthcoming attractions was flashed on the screen.

In face of what he had and so shortly before told us of his belief in screen advertising, we were rather surprised to note the brevity and time-worn character given to attraction announcement. We report to him that it savored of the very cheapest trailer given to attraction possible to buy.

There was a man who frankly said that what he had in his own house, free to use to the limit, was what he considered the BEST medium of putting over a sales talk to his patrons. And how tamably he failed to do it.

The Friday, Saturday and Sunday attractions were announced. Two buildups followed the next week: Not a word of reference to the holiday period was put over. No special appeal to the multitude who were to enjoy a four-day vacation. Not a pertinent word of the time. No invitation to spend the evening in his theatre after an auto trip to the country. No special inducement to get some of the money that hoards of vacationists had to spend.

Nothing out of the rut. Just the cold same picture and star name announcement, and then a short picture scene trailer and on with the next show. The present lot of opportunity was all but pathetic. Even we, with our rather accepted indifference on those scores since getting out of theatre management, breathed a sigh of mental distress.

This condition reminded us of Charlie Ringling's reply to a question once put to him as an advertiser's conversation. Mr. Ringling was invited to address a convention of commercial advertising managers. During the course of his remarks he was asked by a merchant advertiser, who said, 'Mr. Ringling, we use practically the same type of publication you show folks do—newspapers, billboards, special letters, etc., etc. Now, in times of depression, industrial panic, and money shortage what character of your advertising do you dispense with?' Ringling, with a fumble in his eye, replied, 'Well, we go gunning for the man who can give us the most convincing type of NEW and novel advertising, add a couple more bands and add them to the parade, and a clown at the end of it for the people to follow to the show grounds, and go on our merry way.'

Showmanship is no different today than it was then, and that was nearly thirty years ago, soon after the birth of motion pictures.

If there was ever a time when showmanship was needed as a dominant factor in this business it's right NOW! Every motion picture has a definite and different angle of public appeal. The secret is to discover that and then shoot it in vision to the eager throng in your theatre, who MUST and WILL read it.

This National Screen Service manual that we've mentioned is an encyclopedia for the theatre manager who does not want to devote his time to digging up original and individual ideas to use on his own screen for his own business. If you haven't received a copy, write to National Screen Service, 126 West 44th Street, New York, or 1922 So. Vermont Avenue, Los Angeles. I'm sure they will send you one. Take my tip, it's worth the trouble, and it will help you improve your screening building success.

THOMAS D. VAN OSTEN.

BEN BLUE

Stops Rehearsing a New Act Just Long Enough to Say "Season's Greetings"

Read These Testimonials!

"Ben Blue Does a Great Act, and What a Husband!"

—Mrs. Ben Blue

"Next to Jackie Cooper, I Think My Daddy Is Very Funny."

—Miss Jean Blue

NO DEPRESSION WHEN PLAYING THE A. B. MARCUS SHOW

CAPACITY BUSINESS EVERYWHERE

NOW IN NINTH WEEK AT BUTTERFIELD THEATRE, FLINT, MICH. THE MOST ELABORATE FLASH ACT ON THE ROAD TODAY. CAN PLAY FROM FORTY-FIVE MINUTES TO A FULL EVENING PERFORMANCE

Many House Records Broken While Playing RKO, Fox, Loew, Warner Bros., Wilmer Vincent, Universal and Many Others

THIS SHOW HAS BEEN WORKING STEADY FOR TWENTY-FIVE YEARS

Write Mr. A. B. MARCUS, Palace Theatre, Flint, Mich., Until Further Notice

GREETINGS

FROM

JOE LEBLANG'S BENEVOLENT SOCIETY

ATTORNEYS & COUNSELLORS AT LAW

DENNIS F. O'BRIEN
M. L. MALEVINSKY
ARTHUR F. DRISCOLLEDWARD G. RAFTERY
ARTHUR G. WALSH
BENJAMIN PEPER
FRANK R. CECILE
EDWARD J. CLARKE
THOMAS F. DONALDSON
EDWARD R. PEGGEMAN

IN - RE

December 22nd, 1931.

Dear "VARIETY"

It may be a long pull, but if we
will all pull together, we'll find fair
weather, in nineteen thirty-two--that's
our wish for you.

O'BRIEN, MALEVINSKY & DRISCOLL

WITH BEST WISHES FROM

EDDIE
STANLEY

Comedian

Direction JACK CURTIS

GREETINGS TO "VARIETY"

MAGGOWAN & REED

Producers of

"SPRINGTIME for HENRY"

(In Association with Arthur Sircorn)

In Preparation

"LOVE STORY"

OPENING ABOUT JAN. 25th

GREETINGS!

LOUIS BROCK

RKO RADIO-PATHE SHORT SUBJECTS

8 Weeks Carnegie Playhouse

OPERA BALL

German Novelty Drama
With English titles

GERMAN RELEASES

"VIENNA, CITY OF SONG"
"STUDENT DAYS"
"THE NIGHT IS OURS"
"THE MOUNTAIN GUIDE"

FRENCH RELEASES

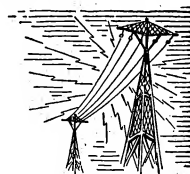
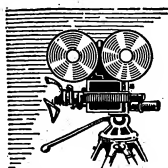
"THE NIGHT RAID"
"THE QUEEN'S NECKLACE"
"THE NIGHT IS OURS"
"THE UNKNOWN SINGER"

Leo Brocker, Pres.
32 E. 58th St., New York, Y.O. 5-3320

Season's Greetings

POLLY MORAN

M-G-M Studios



MOTION PICTURES
PRESENTATIONS
VAUDEVILLE
RADIO
TELEVISION
CONCERTS
PRIVATE ENTERTAINMENT
PRODUCTIONS

WILLIAM MORRIS AGENCY INC.

NEW YORK
CHICAGO
HOLLYWOOD
LONDON
PARIS

EXTENDS

Greetings to FANCHON & MARCO on their TENTH ANNIVERSARY

Foremost Artists' Representatives Since 1898, With Ever Increasing Alliances, Facilities and Sales Forces, Offers to Artists a Service and Type of Representation Without Equal.

The WILLIAM MORRIS AGENCY Service Means World-Wide Simultaneous Representation In Every Branch of the Show Business by Thirty Capable and Responsible Showmen.

BOOKING EVERYWHERE

HOLLYWOOD OFFICE

Taft Building

Specializing in Personal Management Service

Murray Feil

Fred Kohlmar

Bill Perlberg

SELLING

**Artists, Authors, Directors, Books, Plays, Picture Stories
to all studios**

Stage Appearances on all Circuits

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Southland's Tenor
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At the Piano

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A New Idea in Vaudeville
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Lady Chatterley's Lover
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Indie Struggle

(Continued from page 11)

come a thing of the past, it was discovered that he just about received his production costs out of the two pictures, and indications are that he won't make many more.

The indie's toughest battle is still to get finances. Financing of independent production on the Coast is in the hands of one man—Phil Goldstone. He's about the only person who will take a chance on letting them have money. One of the

shrewdest heads in pictures, Goldstone never loses and takes few chances.

Sound always has been the indie's major problem. Sales resistance against bootleg recording precludes their chances of getting into the better houses, and license fees of both BBEPI and RCA of \$500 per reel make the use of standard sound prohibitive for them. Of some 200 indie features made in Hollywood this past year only 45 were recorded by the two major sound systems. Recording on bootleg equipment means a saving of close to \$3,000 on the budget, and when features are

being made for an average price of \$15,000 that three grand means plenty.

Of the regular indie producers only Monogram and Patrician spend real indie money on their pictures. Patrician is out through laying out around \$40,000 for its features.

Recently Benny Zeldman and Sol Lesser have teamed. As a firm they will spend around \$75,000 on their pictures, which will be the indie top. The condition of the indies can be illustrated best by Tec-Art studio which houses them all, with the exception of Herman, Monogram, Big Four and Sono-Art. This plant, while continually active the past year, is always behind in salaries.

In October J. G. Bachman, former Fox supervisor, formed his own indie producing outfit. Bachman had a picture practically sold 100% to state right exchanges. He made "Terror by Night" for \$40,000 but when it came time for the state righters to pick up their prints less

than one-third of them came across. Result was that Bachman turned his picture over to Columbia.

Same Handicaps
With lack of finances, release and standard sound the indie producer is up against the same hopeless task. If he can eke out a bare living from his efforts he is lucky. In the case of one operator who turned out eight features during the year, he ended up by borrowing money to pay his December office rent. He's no rare example. All the indie kids sit around hoping that one of the major studios will recognize their talent and hand them a salaried job. Every

studio has former indie producers in some capacity or the other. That's how they usually wind up.

With only a dozen responsible state right exchanges scattered throughout the country, there is little hope that the independent situation will improve during 1932. Several times during the past year producers have tried to get the exchanges together to handle their product, but the exchange problem is not unlike that of the indie producers. Major product has about wiped out the indie exchanges and they are in no position to guarantee the indie.

GREETINGS!

PAUL ASH

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Season's Greetings

Julia Curtis

Dir. JOHN HYDE-WM. MORRIS

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Next Week, Cleveland, O. (same bill)
Personal Direction: HARRY ROMM

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TED WEEMS

And His Orchestra

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HAROLD B. FRANKLIN

English Films of '32

(Continued from page 11)

out by companies in the Gaumont combine, are as good, say, as Universal's ordinary product, which is saying a whole heap more than could ever have been fairly stated before.

1931 has revealed one amazing thing in the British field. At the start of the year it was British International first, second, and third. They made the pace and the pictures, the rest was immaterial.

Now it's Gaumont. British G-B is making the quality pictures. You would have to be biased the other way nowadays not to admit G-B has scored success after success in its product lately.

Two curious things about this first in British International, despite having had its prestige dented by the Gaumont successes, still leads the field on quantity of production, looks like turning out 50

pictures next year, a remarkable total for a British company.

Subsidies

Second point is that although the Gaumont British group has been scoring up big picture success here everything it has done has been by its subsidiary companies. The Gaumont Company, itself, once one of the strongholds of British production has been dead three months through the conversion of its studios and rebuilding of plant, while the film it made before that were terrible.

Gaumont British banner has been held aloft by Gainsborough and British and Dominions, with occasional hook-ups with outside companies, such as British Lion.

Gaumont's success at its outside studios, and its failure at Shepherds Bush, are probably the cause of Michael Balcon getting the production supervision for the entire corporation, a decision announced recently and coming into effect as soon as the Shepherds Bush studios are completed.

When this happens, around New Year's, the corporation will be knocking out a feature a week, the same thing, gives a slant on the amazing progress of the industry here.

A conservative review of the British film field for 1932 must rate 200 pictures English-made. This is undoubtedly the second largest picture output in the world, with Hollywood, of course, first.

Versions

Where the American sales abroad will be dented will be in the foreign language countries. Hollywood, like England, made a song and dance about multi-linguals and has forgotten them since. But the British studios are now turning to the European market very seriously. Of the 200 films to be made here in 1932, it's safe to say around 75 will carry either French or German versions, or both.

British International already has

its exchanges on the mainland of Europe, and although receipts from these territories are not exactly in the big money class, there's a big field with money in it, when the pictures and the exploitation are right.

British and Dominions, closely linked with Gaumont British, are shortly opening European exchanges. Although so far they are only out to handle their own product, it's safe to say they will be acting for the general G. B. output.

All this means competition to Hollywood in the foreign sales spots where the Americans can least afford competition. **Chap.**

First Yank Import

(Continued from page 11)

ducers had first learned that the directors imported from America in the past were nothing more than wardrobe masters, long before discarded by Hollywood because they were unable to keep up with the parade. These fast talkers and slow deliveries set British production back at least a year-and-a-half.

Phenomenon

Hollywood, in the threes of economy, and shuddering when the representatives of the moneybags and why stories take so long to pass through the preparation period, and why so many scores of scribbles are necessary before a script gets into production, looks upon the English, novelist-playwright-actor as a museum specimen.

But Wallace denies he is a phenomenon. All a matter of cigarettes and tea and an occasional pint of champagne, plus a desire to rise at 6:30 a. m. and write until 1:30 the following morning if necessary, he says. He smokes 80 of the fags a

day and drinks a cup of brew every 20 minutes.

Scripts

Wallace admits his first script in Hollywood was a little weak toward the finish and that his Radio bosses told him his second week's efforts did not result in a great picture should be a good program. "To which I replied, I don't write anything great—just best sellers," he stated. "Wallace's third, however, is like all around. But strangely enough it has no crime in it whatever—the first crimeless story he has written in years."

Speaking of crime, Wallace turned to what he thought was the greatest crime of all time—prohibition. "America's going to regret it. It's simply terrible. I've seen more drunkenness since I've been here than in any six years of my life in England."

As to his impressions of Hollywood: "Filling stations, open-air markets and women who drink straight whiskey out of tumblers." He adds that "America has lost the art of cultured drinking; just guzzlers, and guzzling anything that answers to the name of liquor." He would rather drink tea, himself, except, of course, that occasional pint of champagne.

"Top Hole"

In Wallace's opinion Hollywood is top hole. Same for its inhabitants, but he admitted that although he is writing about personalities for his London paper he hasn't seen more than a corporal's guard as yet. He hasn't invited him for Christmas dinner, but he turned them down. Late mastery. He ate his turkey at his home with his secretary and valet.

Reminded that the climate of Hollywood is generally regarded by writers as a drawback to real scribbling, Wallace said he thought it the finest place he's ever stuck to work in. "Writers who disagree are the kind who can't write unless they have all purple candles on a

gold altar, for inspiration. Bunk." And in the bunk class Wallace put the English writers who come here and yelp. "They start growling before they leave England. They think it's fashionable. In reality, it's just plain inferiority complex."

The island import likes the Coast so much he says that next year he is going to bring over three of his boys to run at Agua Caliente. To prepare for his turf invasion he has sent for Michael Beary, English jockey who has ridden for him.

Wallace is under contract to Rialto for four months, with options for other four-month periods.

Although a Hollywood executive said a few months ago that import writers and "long cigarette holder boys" are useless in the picture business, Wallace smokes his cigarettes through a holder at least eight inches long. Further that invitation refusal to Christmas dinner with hula came from the studio white that executive holds away.

RKO VAUDEVILLE IMPACT 28
(Week Jan. 5, RKO, Babylon, New York)

THE VAJONS
A Two-Act Second
(Dir. of Billy Jackson & Jet Davis)

HAL NIEMAN
"The Vagabond Rover"
(Dir. of John Hickey-Jack Curtis)

DONATELLA BROTHERS
and **CARNEY**
in
"Walt and Sue"

(Dir. of Jeff Davis & Billy Jackson)

CLARA BARRY
AND
ORVAL WHITLEY

In Their Farewell Appearance
"But Not Forfeited"
(Dir. of Thomas J. Fitzpatrick)

RKO VAUDEVILLE IMPACT 28
(Week Jan. 5, RKO, Babylon, New York)

CHAPPELLE CARLTON
"On the Strain"
(Direction of Marty Forster)

KRUGEL—ROBLES
in
"After the Gun—Weir"
(Direction of O. L. Oso-Morris)

RUIZ and BONITA
The South American Dancers
With Isolina and Vivera
and Maria Parr—At the Piano
(Direction of Harry A. Romm)

FRANK LIBUSE
The Colonel of American Nuts
(Personal Mgr., Jess H. Martin)

RKO VAUDEVILLE IMPACT 28
(Week Jan. 5, RKO, Babylon, New York)

BOITUNELLO and CIRILLINO
"The Happy Hooligans"
(Direction of Victor Simon)

HOPE VERNON
"Singer of Romance"
(Direction of Jack Warner)

Meet MARTY MAY
Friend of Thousands. Announced by
Jean Carroll
(Direction of Chas. Morrison)

ANATOLE FRIEDLAND'S "SHOW BOAT"
with
Marty May
Jean Carroll and a supporting cast,
consisting of a husband of Anatole's
beautiful father-in-law
(Direction of Chas. Morrison)

RKO VAUDEVILLE IMPACT 28
(Week Jan. 5, RKO, Babylon, New York)

BOB STICKNEY
With LILLIAN HILLEN
and J. J. FEE
(Direction of Harry Fitzgerald)

MAKER and REDFORD
"The Ear Bender"
(Direction of Jack Curtis)

THE WORLD FAMOUS SINGER'S MIDGETS OF 1932
(Direction of Victor-Schultz)

ADELAIDE HALL
"The Crooning Blackbird"
(Direction of Weber-Simon)

FRED KEATING
In Spite of
"The Great Alexander"
(Direction of Chas. H. Allen)

HAZEL MANGANE'S GIRLS
with ADELTA TATALL
and MARY HICKY-JACK CURTIS
(Dir. of John Hickey-Jack Curtis)

HOWARD-FINE—HOWARD
"THE THREE LOST SOLES"
with JACK WALSH
(Direction of Randolph Mack)
THE DECEITFUL ENTERTAINER

VERNON RATHBURN
"The Prince of Rhythm"
and HIS KID KATZ
(Dir. Harry Ward—Max Gordon)

EDITH BOW
With Her "MAN TROUBLE"
Songs by Jean Fawcett
(Direction of Lew Stewart)

THE DANCING ADAMS
"Tripping the Gay Fantastic"
(Direction of Harry Fitzgerald)

DOCTOR ROCKWELL
MAKER OF FINE CIGAR ASHES
SINCE 1860
(Direction of Harry Fitzgerald)

DON ZELAYA
The Philosophical Pianist
(Direction of Weber-Simon)

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DON ZELAYA
The Philosophical Pianist
(Direction of Weber-Simon)

THE ORANTOS
A Two-Act Second
World's Only Double-Perch-Act
Production (Dir. of Jack Viner)

MARTHA MORTON
The Darling of the 4 Motions
and **EDDIE PARKS**
The Black-Span Salesman
(Direction of Thos. J. Fitzpatrick)

"LIVING JEWELRY"
with **HOOPER and CAMP**
Stanley Simmons
(Direction of Chas. Morrison)

THE ORANTOS
A Two-Act Second
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THE best way to boost business is to offer greater value. In movies it's greater pleasure. Now you can give your patrons just that. *You've got something better to sell.* Eastman *Super-sensitive*, the most widely used negative film in the industry, results in better-directed, better-acted, better-photographed, better-finished pictures. And, whether your patrons are entirely aware of all these improvements or not, the fuller satisfaction they get will automatically show in your box-office receipts.

EASTMAN KODAK COMPANY

J. E. Brulatour, Inc., Distributors

New York

Chicago

Hollywood

SAM H. HARRIS

Presents

"OF THEE I SING"

A New Musical Comedy

Book by GEORGE S. KAUFMAN and MORRIS RYSKIND

Music by GEORGE GERSHWIN Lyrics by IRA GERSHWIN

With

WILLIAM
Gaxton

LOIS
Moran

VICTOR
Moore

At the

MUSIC BOX, NEW YORK



Theatre Guild House

"Mourning Becomes Electra"

By EUGENE O'NEILL

"Reunion in Vienna"

By ROBERT E. SHERWOOD

JOHN
SHERIDAN,
Manager

R.K.O. GREENPOINT BROOKLYN NEW YORK

PROJECTIONISTS from Local 306, I. A. T. S. E., FRED MOKE, FRANK WEEKS, DANIEL NULTY, FRANK SANBORN, A. JIMINEZ;
Chief Electrician ELIJAH RUSSELL, Lobby Artist, OTTO MATTILA.

GREENPOINT WEEKLY 'STAR'

Published for more than 50 years

CLIFF MISKA, ARTIST, 25-12 THIRTY-EIGHTH ST.
LONG ISLAND CITY, NEW YORK
NEWSPAPER HERALD ART DRAWINGS

RKO DYKER THEATRE, EDWARD O'MALLY, Manager; JOE SIRACUSE, Lobby Artist; HARRY GILDERSLEEVE, Electrician; G. PAULSEN,
MARTIN OMMUNDSEN, S. BIRNBAUM, BEN SIRACUSE, Lobby Artist, RKO Orpheum.

Wishing You All
Everything You
Wish Yourselves
For the New Year

Ced Lewis

JEAN HULSWIT

Presents

"COEUR DE LILAS"

A FIFRA PRODUCTION

SUPERVISED BY

DOROTHY FARNUM and
MAURICE BARBER

A French Talking Picture

for

THE UNITED ARTISTS

Greetings

KALMAR and RUBY

CAROL

PHIL

LOFNER-HARRIS ORCHESTRA

HOTEL ST. FRANCIS
Victor Records

Wish Their Friends, Radio Stations and
Listeners A Merry Xmas and Happy New Year

SAN FRANCISCO
NBC Network

HENRY BUSSE
OF PUBLIX AND CHICAGO

NOW AT NEW HAVEN PARAMOUNT

MARGUERITE VIEL

PARIS

DIRECTION

ADAPTATION

DUBBING

ARTHUR
THOMAS

SOLO ORGANIST

FOX COLISEUM THEATRE
SEATTLE

Best Wishes for the New Year to

ROBT. BENDER
ERNIE LUDWIG
CHAS. MORRIS

Best Luck to FANCHON & MARCO

ENO TROUPE

JAPANESE EQUILIBRISTS

With "Cherry Blossom" Idea—Season 1931-2

Management MART KELLY, Al Grossman Office

MEYER-RIEGER LABORATORIES, Inc.

Motion Picture Developing and Printing

Film Center Building—Tel. PE 6-6636

630 NINTH AVE., NEW YORK CITY

EDWIN JUSTUS MAYER

We are happy
to join in extending
our congratulations
and best wishes
to

VARIETY

for twenty-six years of valuable
service that have added vastly to the
advancement of show business.

PARAMOUNT PUBLIX CORPORATION

Adolph Zukor *John L. Dill*
W. Kent *Russ Katz*



GREATEST NAME IN SHOW BUSINESS



On these two pages are listed nine of the most successful box office pictures ever! Most of them have been seen by smart film buyers and their verdict is in:—"money in the box office naturals". It's true! Look at them! You've never seen any better! And these are only a starter in the unbroken line of really outstanding money-makers you'll get from Paramount during the coming season.




JACKIE COOPER, ROBERT COOGAN

in

"SOOKY"

Directed by Norman Taurog

Adapted from book, "Dear Sooky" by PERCY CROSBY



"Ladies of the Big House"

with

SYLVIA SIDNEY

GENE RAYMOND

WYNNE GIBSON

Directed by Marion Gering

Based on an original by Ernest Booth



Rouben Mamoulian Production

"Dr. JEKYLL and Mr. HYDE"

with FREDRIC MARCH

MIRIAM HOPKINS

ROSE HOBART

Based on the novel by Robert Louis Stevenson



"TWO KINDS of WOMEN"

with

MIRIAM HOPKINS

PHILLIPS HOLMES

Wynne Gibson, Stuart Erwin & Irving Pichel

Based on the play "This Is New York" by Robert E. Sherwood



An **ERNST LUBITSCH**

Production

"THE MAN I KILLED"

with

LIONEL BARRYMORE, NANCY CARROLL, PHILLIPS HOLMES



"NO ONE MAN"

with

CAROLE LOMBARD RICARDO CORTEZ PAUL LUKAS

From the novel by RUPERT HUGHES



MARLENE DIETRICH

in

"SHANGHAI EXPRESS"

with CLIVE BROOK

Anna May Wong, Warner Oland, Eugene Pallette

JOSEF VON STERNBERG Production



RUTH CHATTERTON

in **"TOMORROW AND TOMORROW"**

with PAUL LUKAS

Richard Wallace Production

From a play by Phillip Barry



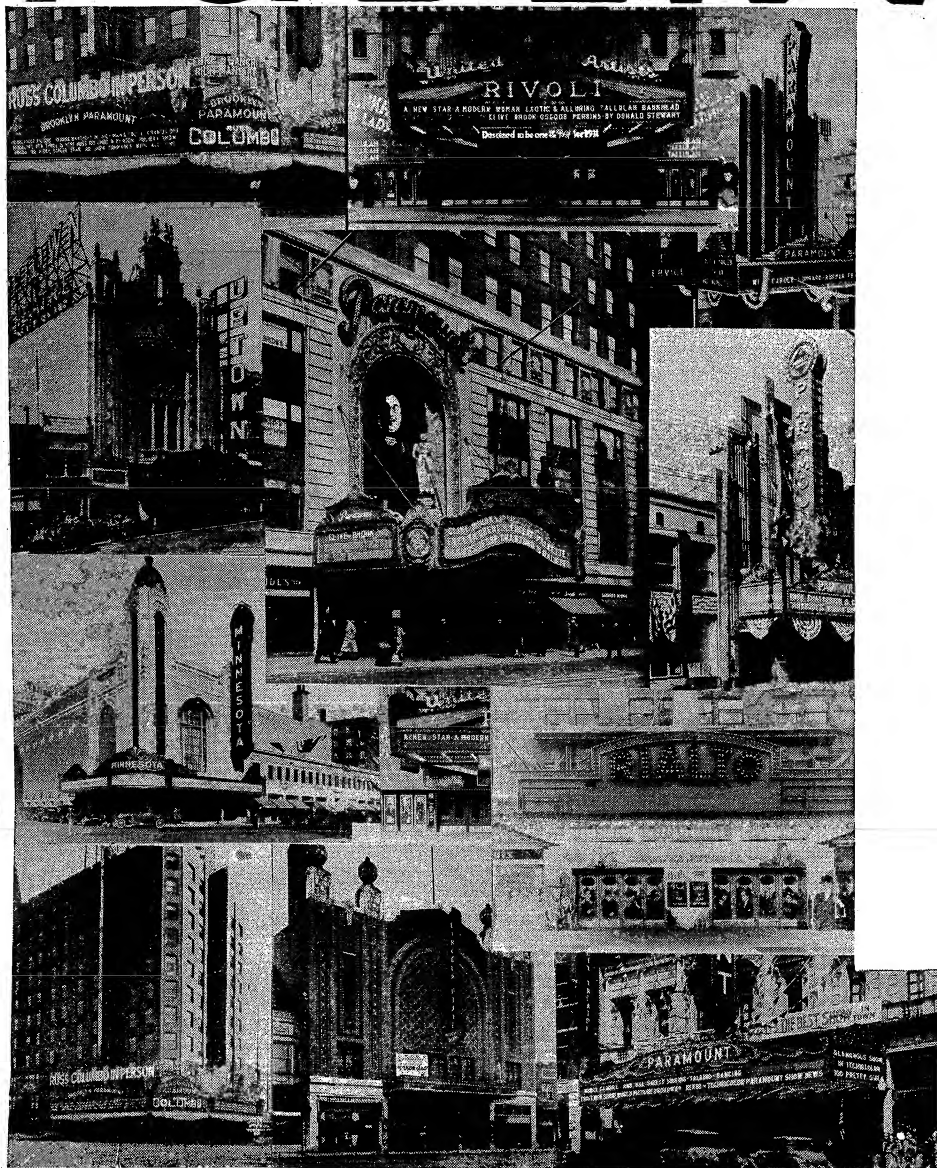
MAURICE CHEVALIER

in An **ERNST LUBITSCH** Production

"ONE HOUR WITH YOU"

with JEANETTE MACDONALD, Genevieve Tobin, Charlie Ruggles. Directed by Geo. Cukor. Supervised by Ernst Lubitsch

PUBLIX



THEATRES

Modern and luxurious Paramount Publix Theatres are institutions in the communities they serve. With a definite code of management and courtesy enabling patrons to see the best in photoplays, stage attractions and musical presentations of all kinds, Paramount Publix Theatres are satisfying the entertainment demands of millions of theatre-goers weekly. ● Paramount Publix Theatres are symbolic of consistently good shows. That is why discriminating movie fans look for the Paramount Publix trade mark... it is their guarantee of quality entertainment.

These are photos of Paramount Publix Theatres Selected at Random from all over the United States.



PARAMOUNT-PUBLIX CORPORATION



GREATEST NAME IN SHOW BUSINESS

TO ONE DANCE TEAM:

FANCHON & MARCO

10 YEARS AGO just a darn
good dance team.

TODAY the smartest, livest firm
producing stage shows for picture
houses.

That deserves
CONGRATULATIONS
...and we're glad to offer them.

FOX FILM

FANCHON & MARCO'S **10th** ANNIVERSARY

FROM ANOTHER:

JAMES DUNN &
SALLY EILERS

Paired again in a new knockout

DANCE TEAM

With MINNA GOMBELL, NORA LANE,
EDWARD CRANDALL, RALPH MORGAN.
Sarah Addington's novel. Edwin Burke's
screen play. Directed by Sidney Lanfield.

WE'RE GLAD F. & M. will produce
the stage shows for many of our big dates.

CORPORATION

WHAT BELLY LAUGHS

-fans want . . .
-you need . . .
-this has are



DON'T GET CAUGHT SHORT
without this surprise hit . . .

Once in six years a riot like this—and it breaks just when laughs are scarcest.

*They'll Howl . . .
and How . . . at*

Jobyna
HOWLAND
Louise
DRESSER
Minna
GOMBELL
William
COLLIER, Sr.

AT THE PREVIEW
IT ROLLED THEM
UNDER THE SEATS

Shown cold at the Karlon
Theatre, Brooklyn, N.Y.,
laughs came ONE a MIN-
UTE (actually clocked).



STEPPING SISTERS



with Howard Phillips, Stanley
Smith, Ferdinand Munier,
Barbara Weeks
Directed by Seymour Felix

FOX PICTURE

*Go for it . . . your
audiences will!*



UNITED ARTISTS PICTURES

YEAR OUT
GOOD-BYE 1931

YEAR IN
HELLO 1932

THE LEADER

WELL! WELL! WELL! SO SIME IS ONLY 26 YEARS OF AGE

If Sime and Variety are really 26 years old, they are just a month older than I am. Congratulations to both of them for surviving 26 years of good, hard hustling.

This looks like a good time to tell Sime and Variety and you that Universal is about to celebrate my own 26th anniversary.

Just as Sime is now giving us a better publication than he has ever given us in all these 26 years, just so am I giving you better pictures than ever before. So for 26 reasons (26 Universal pictures) I hope you and Sime and Variety will all profit by the Laemmle 26 Anniversary Jubilee.

Carl Laemmle

NOTE:—My father was a little loose in his language when he said (above) that we are "giving" you pictures. Ahem. I hope you won't misunderstand. We are "selling" them, but even at that it's almost giving them away!

Carl Laemmle, Jr.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, Los Angeles, Hollywood and London. Items are rewritten for these news items as they have been rewritten from a daily paper.

East

Francis X. McGuire, suing to be joined as lessee, of N. Y. Glenside, puts the dirt on John McGraw. McGuire says that he and McGraw put the dirt on McGraw. McGuire says that he and McGraw put the dirt on McGraw. McGuire says that he and McGraw put the dirt on McGraw.

Alfred Harburt, songwriter, suing estate of Harry Payne Whitney for \$44,000 for a song. "Pretty Boy," which he claims he sold the performer but for \$100 as down payment. McGuire says that he and McGraw put the dirt on McGraw.

Ann Pennington head of Ann Pennington & Co. of Paris, to manufacture pictures bearing name.

Usual outdoor Xmas tree missing from Times Sq. this year. Electric lights on the Christmas tree, native in former years, so out.

Cutz, finger nail shine preparation, in a tangle with the Fed. Tax Comm. for a song. "Pretty Boy," which he claims he sold the performer but for \$100 as down payment. McGuire says that he and McGraw put the dirt on McGraw.

Mrs. Harry M. Warner allegedly killed Monday (21) when her chauffeur, Edward J. Gorman, was driving a car in front. Eyes blacked and face bruised as momentary quarrel with her agent, a state highway. Her daughter, in car with her husband.

Sam Goldwyn talked to the press on criticism and pictures. Pointed out that Dreiser's advice concerning emersonism in the newspapers while "Sindbad" Vail's appreciation of the filming of "Arcturion" was accepted by the same element. Thinks it's all wrong.

Robt. Sparks is doing his own editing of films because of the illness of Howard Loomis.

Russell Rhodes, of New York Rep., was formerly U. S. vice-consul in London. Joined Langner's troupe last summer to do a state highway. Hence, playing small parts.

Al Norman, temporarily out of Vaudeville through illness, back in the next month.

Two bills before the N. Y. state legislature to regulate billboard ads. Would do away with all billboards in the vicinity of a state highway. Other imposes a license fee of \$100 on users with boards taxed by the sq. ft.

Death in a traffic accident in the vicinity of Chas. Frankish, head of the theatre district in Cal., ends four years' search for Sam Hamilton, actress, who married him in 1926. Frankish was driving the car and she was unable to find any trace of him until about a year ago.

Marion Fennell is suing for divorce. Her husband, Fredma Drake as co-respondent. Later is a dancer. Her husband, Barney, became involved with the dancer some time ago. Drake said that she had no promise to drop the woman. Drake was arrested and released. Drake said that she had no promise to drop the woman. Drake was arrested and released.

Am. Arbitration Ass'n, listening to the charges brought by David K. Bulch, of the Broadway Theatre. Bulch charges that in the last bout of "Golden Cinderella" there was a considerable amount of fraud regarding play changes and signing of the contract. Bulch returned the play without waiting for the verdict.

Embassy theatre, Brooklyn, reports to the police that a safe containing \$15,000.

Feds Tuesday (22) visited the home of Stokely Carmichael, a black man, who was arrested for taking the bar along with the barkeep and a woman.

Frances Alda, Met op, badly hurt

in an auto crash in Long Island City last week. Her car crashed a telephone pole.

Actor's Memorial Foundation organized by Dagmar Petroff of the Fund to court last week on a charge of functioning as a corporation without having been properly incorporated. Explained that the Fund had been organized as a corporation in 1928 and case dismissed. The Foundation under investigation on an Actor's fund charge that it benefits do not benefit. Charge against the fund seems as retaliation, but a bloomer.

Helen Wheeler, musical comedy, obtained a Mexican decree of divorce from Arthur Quenser, Ch. band musician.

Mary Hay doing a story for the "Mirror" of her experiences in the broad hit. Not bored, merely after the story.

Mrs. Pat Campbell going into "Electra," playing "Clytemnestra," at the Theatre Royal, Ch. band musician.

Mr. Ritchie with the snappy and the Schuyler Petroff of the Fund to court last week on a charge of functioning as a corporation without having been properly incorporated.

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under two-year contract to do the lighting act on the Met. headliner, Phila. op. to get first chance at "Helen of Troy" by John G. Breen, based on his "Helen of Troy".

Louis Greenberg working on the score of an opera based on "Emancipation" with Eugene O'Neill, helping with the libretto. May be seen in Berlin before here.

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William Muldoon in hospital under observation. Took a bad fall last year and never quite recovered.

Thurs entered the drug store in the Times building early Thursday morning (24) and forced the manager to open the safe. They got \$10,000. Store was not in the door to the corridor was unlocked. Safe was in plain view from the corridor and no one seemed to notice anything unusual.

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Katherine Grant, actress, missing since 1924, was found in L. A. the state hospital at Patton, Calif. After a complete breakdown in 1924, she was found in L. A. the state hospital at Patton, Calif. After a complete breakdown in 1924, she was found in L. A. the state hospital at Patton, Calif.

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Vaude's Outlook

(Continued from page 19)

small time of the past. Acts that qualified for the smaller yesterday are regarded as the best of the past. It's just a matter of opinion.

Four-a-day

This is the cause for another argument among vaudevilleans, and it has two sides. The actors' belief, as expressed by the actors, is that shows daily is the killer of variety on the stage. It breeds that tired look about the face, and how they say, they say. The managers have their own view of the matter.

Vaudeville is dependent on the boxoffice and the boxoffice is chiefly dependent on the screen, they argue. When a drawing picture is played, the four shows are necessary to handle the draw. Under the grind policy the turnover is greater and little of the overflow is lost.

The actor asks, are there enough drawing pictures to justify four-a-day as a regular policy, and how about the supper shows played to empty seats? It there is to be any money at all, vaudeville must stand the turnover gut, say the actors.

It's like arguing about religion. Turnover has rid vaudeville of reserved seat audiences. The only reserved seats are the seats in the chairs in the Palace, and the Palace is no longer a vaudeville theatre in the modern era of vaudeville.

Bookers

Vaudeville book booking, or act buying and bill construction, has lost its place as a regular policy, and routine affair, hedged in as it is by small budgets and short shows. In the past, the bookers were the stamp of an individual book or as much as a book mirrors the singular tastes of the bookers. The actors were identified with certain types of shows, and the characters of the bookers, the dominant characteristics of their builders.

Vaudeville bookers of the present time follow uniform formulas that are the result of some limitations. Booking a variety bill as one paints a picture is a lost art.

George McCallahan, actor, arrested in Hollywood last week when he refused to pay a cab bill.

Ruth Channing, actress, was arrested in L. A. last week for refusing to pay a cab bill.

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Start the NEW YEAR RIGHT

Begin with a Smash Hit!
Here's picture perfection,
which is just another way
of saying **BOOK IT NOW!**



Barbara Stanwyck IN **FORBIDDEN**

with
ADOLPHE MENJOU and Ralph Bellamy

THE GREATEST LOVE STORY EVER FILMED

— Important — Impressive — Irresistible —

It's That Kind of a Picture

Charm that's delightfully refreshing.

Love scenes that can't be forgotten.

Acting and direction that are flawless.

Simplicity and realism that set a new standard.

Story that's powerfully and distinctly different.

A Frank Capra Production
means plenty of profits.

*The best New Year's Resolution is this — Determine to
take a long stride in the right direction with*

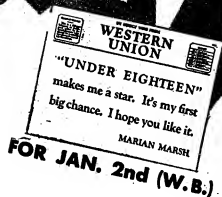
A COLUMBIA PICTURE



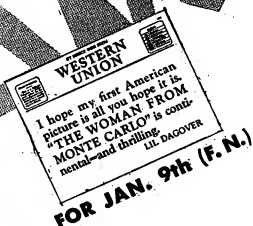
Forget all your troubles and start the NEW YEAR with a



FOR JAN. 1st (F. N.)



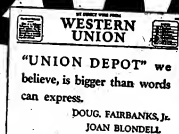
FOR JAN. 2nd (W.B.)



FOR JAN. 9th (F.N.)



FOR JAN. 16th (W.B.)



FOR JAN. 23rd (F.N.)



FOR JAN. 30th (W.B.)

**WARNER BROS. and
FIRST NATIONAL
start you with 6 Bang-up
hits for January. • • •**

Pittsburgh

By Hal Cohen

Don Bestor's third Xmas in Pgh. will be a dinner for Johnny Hartman Jan. 10.

John Harlow and Marjorie White will appear for platinum hour. Harrie celebrating his anniversary with a party with relatives.

Wait Framar has quit his publicity job with the I.R.S. Players.

Recommunion and Rhiney West, ladies trouping with Teddy Joyce, moved back to a delectable hunting trip with two bucks—cash.

Sam, a new arrival in the Old Court House, is the Klein figures to spring his new wife out, The Tavern, during the holidays.

Aldine deal off, George Jaffe to keep his burlesque shows at the Academy.

Darrell Martin, the radio ed, returned to the staff but is the life of every party.

Edy is the singing banger, but with Bryan's artist, best troupe in Pgh.

Certain chick has his regular table at Joe Hill's Show Boat every Saturday night.

All Fred Rudy, of the 'Preme' has on his new license plates is 'P.K.'—the initials from the 'Preme'.

Musicians' strike worked for two minutes before the 'Preme' and Bernie Armstrong applied for the same.

Don Bestor came back to town this time with his own p. a. Gene, a new arrival, an ex-newsman, from Milwaukee.

Albany, N. Y.

By Henry Retonda

Albany theatre cut price from 25 to 15 cents.

Candy boxes in Madison theatre from \$15 to \$10.

Chick Buckley has cut price of \$10 from \$15 to \$5.

Rita has gone on a split week, single feature, without change of price.

Nela Goodale, Ziegfeld's Polka Girl in Albany over holidays with her parents.

George of RKO Paths office made book for Warner Exchange in place of Joe Schlegel, deceased.

Returning from the Coast, Al Herman, Universal manager, engaged into a tree with his own. No hurt.

Bob Bates, owner Lake theatre, Lake George, and Mrs. Tator of Lake George, are in town.

Jack Lyons, Pathe salesman, supposed to be in Albany. RKO's Sam has been made manager of Warner Exchange.

Ben Kalmenzon, former Warner Exchange branch manager and transferred to Omaha, is now transferred to Kansas City.

RKO Grand, closed for now, received Christmas on former policy of double bill second run picture. Top price.

George Skourman and Don Jacobsa, Albany chain touring upstate and Albany arranging for purchase of string of theatres and also Fox.

James Smith, orchestra leader, has started a \$25000 orchestra. Arthur W. Anderson of Pine Lodge Pavilion, Long Lake, alleging breach of contract.

Louisville

By M. W. Hall

Harvey Fisher goes 32nd Christmas exhibit of his paintings.

Dick Highland says for Jay McJannet as publicity director.

Season of light opera may come at Commercial Auditorium in spring.

Mr. Robert Kelly (Rialto) Mr. Smith has a huge dog sent from Europe.

Albert Edward Wigan and Ronald Thomas lecture to local intelligentsia.

Jimmy Joy back at Brown Hotel, receiving Tommy's Christmas presents.

News brings in Martin's Merry Melodists to lighten up his stage during holidays.

Death toll from automobiles killed, members of Lou, Auto Club will be victims.

Self Parker was added to for Governor Sammons's staff along with William.

Newsboys soliciting funds on streets for Newsboys' Christmas party. All papers repudiate such an affair.

Helen and Virginia Lee, teen socialists, escape from watchful wardens by use of diaphanous.

Low's and 'Times' and 'C-J' distributed thousands of toys and handkerchiefs to the poor.

From Walter Macdonald's toy ad ad, now on in the city.

Clarke Otto, prosecutor, starts on gratifying city officials. Estimated \$400,000 money.

From 1,000 speakeasies. Regular rate of \$100,000. Quoted at from \$15 to \$60 per month.

Rochester

By Don Record

Recent game canned goods matinee for charity.

Joe's Rochester staff donated one dollar to buy toys.

Jack Winnie back in town after being away for a while.

Capitol theatre vaude delayed to last night.

Remembered that city is to be more liberal when new administration takes over Jan. 1.

Arlo Hulis substituting as RKO Pathe regular during absence of Tom Grierson on trip to Guadalajara.

Sam Hilliard, advance man for Thurston's show, worked for 22 years on the 'Post Express', now merged with the 'Journal'.

Private letter canceled at the Lyceum because movie version looked like Joe's Rochester the same day.

Bill scheduled at the Lyceum in William Gillette in 'Sherlock Holmes' Jan. 5.

Minneapolis

Speakeasy on wheels named by folk.

Cal Calloway a March Minnesota ball player.

Public employees staged annual Christmas party.

One loop first-run game giving away one permanent wage daily.

Public giving from 'Post' of 'Sooky' for poor and institutional children.

Leading St. Paul newspaper, 'Pioneer Press', carrying display ad on front.

Albert Nathan, formerly with Fox and now in New York, recently made president of A. T. S. E. in New York.

Bob, a former, veteran film salesman, says Paramount start to lease and operate Parkway theatre, local neighborhood.

Hubbard-Corpus, until recently owner of local Columbia chain radio station WCC, now broadcasts over NBC's 1270.

Harry F. Wilbert, well-known local politician, named appointed manager of RKO Seventh Street theatre, recently.

Morgan Ames to move RKO district office to Omaha, more central location.

Small theatre, local, in Kansas City, to be named 'Rainbow'.

Local theatre, local, in Minneapolis, to be named 'Rainbow'.

Frederick in forthcoming production.

Birmingham

By Bob Brown

Luther Patrick back after a rest. His Hamilton is featured on the 'Post'.

Jack York has been on the Gulf Shores.

Christmas stopped right by John Town contract.

The Dixie Four offered a New Year's contract.

When Vernon Weaver is away the hired help will play.

Backstage Hotel cut the cost of rooms and hot cakes.

Charles Ryan on the dog watch at the city hall.

Street car men say Xmas shops, either walked, left town or did shop.

The Dixie Minstrels at the Temple of Music.

On the road in this rainy weather, or they try and get them out of the job.

Southern Radio News, gossip sheet of radio and stage, is out on the presses of the old 'Independent'.

Midwaukee

By Frank J. Miller

Six-day bike race scheduled Jan. 6 to 12.

Salvation Army fed about 3,000 Xmas dinners.

Whitman Shires on his way back to Milwaukee.

A state law prohibiting rowdies paid on Xmas.

Musicians' Xmas tree feature here for many years.

John Drew, city treasurer, reports paid on Xmas property tax money.

J. J. Patterson of the state highway commission, says Xmas party in excess of \$100,000 in Wisconsin.

Musicians happy over the fact that two more shows, the Warner and the Lyceum, using musicians because of stage shows.

Patricia, who is using musicians because of stage shows.

Stench blown through in White-bellied-university Manager Otto Meister found telephone wires cut when he tried to call police.

Cincinnati

By Joe Kolling

Town gas on over 700.

Harry Schreiber temporarily wifeless.

Samson out and in at WLVU: union squabble.

Pamela out of the Rhine of pre-World days molding scarlet.

Julius Shier, who tapped in anaesthetics with Hal Kelly, is now bar-manning on WYBE.

George F. Hind is new chief of musicians' local. Carl Koppman continues as secretary.

Gene Laurie advanced to business agent of stage hands and operators, succeeding Wm. C. Elliott, recently made president of A. T. S. E. in New York.

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Syracuse

By Chester B. Bahn

William Haines closed his personal appearance tour at the State and back to Coast.

Francis Brannan, former chief of the New York State, now at Warner's Strand, in same capacity.

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Detroit

By Lee Eiman

Eddie Loughran learning gaps in Yiddish.

Bill selling in some spots two for a quarter.

Red Noel pulled at the opening of a new delicates.

Joe Foster boys gave a dance in the lobby last week.

Sam Grierson to Toledo to work for Columbia.

Temple theatre reopens. 'Happy Melinger' back as manager.

Bill Hillman, new around town, but left his horse out west.

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Fort Wayne

By Robert Baral

Vaudeville troupe at Embury.

James Keenan again heads hotel.

Burlesque back at Majestic with new company.

Clayde Roberts kept up to audience field with column.

John Keenan, who has opportunity content with Wanda Farnam, second.

Mary Regan, a new arrival from St. Mary's at Notre Dame.

Ed Hackett of Beverly Hills sent out a tabloid sheet for his greeting card.

Card Studio had 12 winners in the RKO Opportunity contest here.

Clayde Quinby regular visitor at the RKO theatre here—he used to own them.

Portland, Me.

By Hal Crum

Rudy Valdes club being formed.

Bill Blissett's holiday party to be a success.

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Long Island

By Lee Eiman

Beer war on north shore.

Pro football teams did nicely.

Big gambling drive on in Jamaica.

Central Queens' phone work not doing so well.

Henry Norrell leaves Empire Press for a new venture in dramatic engineering. Replaced by Robert Hicks, Ralph Moorehouse to come.

Rupert LaBelle has withdrawn from a company bearing his name at Empire, Danbury, Company continuing on a co-operative basis as Empire Press.

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STARTING the NEW YEAR RIGHT!



The artist's conception above tells a true story. 1931 passes out of the picture grateful to Leo for the splendid assistance the M-G-M lion has rendered to that troubled year. 1932 in the hands of Leo is likewise assured of a capable and conscientious motion picture guardian. Leo, anxious to make the little fellow feel at home gives him a merry start. MARIE DRESSLER in "EMMA" is Metro-Goldwyn-Mayer's salute to the New Year!

(Continued from page 13)

[illegible]

Best Wishes

to

**FANCHON
& MARCO**

*"The LAST WORD in
stage entertainment"*

on their

10th ANNIVERSARY



**FOX
THEATRES
CORP.**



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COME ON IN and TALK IT OVER

*Fanchon & Marco have the
answer to your headaches*

THEY will tell you exactly what can be done for your house—big or small. Their experience in all types of houses—in every part of the U.S.—cuts out guesswork.

NO good act need sing the depression blues. F. & M. handle big names at their peak—and skyrocket unknowns to fame. Your worries are over when you get the world's smartest show firm behind you.

*TEN YEARS in show biz have
taught F. & M. how to help you*

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and
MARCO INC.**

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