

# THEATRE

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## SCREEN STAGE RADIO

### Swank Speaks Are Buried in Gloom; \$2,500 in Wires Gets Small Response

No joy in the elaborately furnished whisperings in New York frequented by the "best people" these days. Several of the swanky spots in the "fashy" 's, which until the recent drive of dry agents chalked up weekly grosses of \$25,000 with drinks at \$1 a shot, are now totaling half that figure.

The gobs of gloom hovering over the circular, elliptical, and oblong there is a result of the recent Federal Court ruling punishing agents who sold an odds to strip it of all furnishings.

Following confiscation of the bar and fixtures of the Bloor Club and Joe Zella's, one group of speakeasy operators announced they would turn their spots into regulation elite clubs with floor shows but minus beer. That plan was followed in one of the most popular locations but business dropped to such an extent that the bar was replaced with the management taking the chance of losing its costly furnishings.

Another aspect which had replaced its bar after keeping it under cover for a while, sent out wires to its membership list which read: "Come home at once, all is forgiven." Telegrams told announcing this restoration of the bar hit \$2,500, with the response to the call not so forth.

Concessionaires' Howl  
Among the loudest complaints around the swanky speakeas still operating are the concessionaires who have paid around \$10,000 a year in the privilege of grab-  
(Continued on page 46)

### NEVER-DIE' SLOGAN FOR DESPERATE GAMBLERS

Paris, Jan. 20.  
A gambler's anti-society club has been organized on the Riviera. It is backed by Rene Leon, of the Monte Carlo Casino, Andre, of the Casino de Monte-Carlo, and Amador Estel, Uruguayan mathematician connected with the Palais de la Merisseries. It includes mystics and all sorts of freaks.  
Slogan of the club is "Never Die." The object is to notify Casino owners of anybody losing so heavily as to be likely to require financial help. Riviera's gambling business is always carefully kept out of the press.

FILM AIDS TAILORS  
Toronto, Feb. 1.  
Report of increased business and the attraction of a new type of customer follows film merchandising of men's suits by the major one-price tailoring company in the Dominion. The shop had a real model and routing two prints across Canada for wear display. Definite pick-up reported wherever film is shown.

### Extras for Overflows

Paris, Feb. 1.  
A Paris casting agent, finding no studio work for its extras, is offering them to theatres to represent long lines of people waiting for admission as an exploitation stunt. Offer says only one picture house will be considered in each neighborhood.

### NEWSREEL BOYS WITH PACIFIC FLEET

Los Angeles, Feb. 1.  
Three newswreel men representing Fox, Paramount and Universal, are on the U. S. S. California, flagship of the Pacific fleet, which was slated to sail from San Diego for Honolulu. Exact time of the departure was not set, since the hauling of anchors was carried to some delay.

Newsreelers have a hunch that the fleet, in spite of the announced destination of Honolulu, may continue on to China.  
On Thursday (24), the day of the Japanese bombardment of Shanghai, newswreel sent immediate cash to their men in the Chinese city, for fear that if the city were taken the exchange would be closed, leaving the cameramen without funds. Universal cabled in man \$1,000, which represents about \$4,000 in Chinese coin.

### Amateur Free-for-All

Future Iowa lights of the stage and screen will show their wares here in the annual state free for all contest April 7-9. A festival of dramatics will be staged by the University of Iowa in which stage players from the state's high schools, junior colleges and community groups will compete.  
All the groups will gather at nine time. Competition, however, will be divided into individual classes.

### LIKE BEEHIVE

New Haven, Feb. 1.  
Investigation by local theatre managers prompts the belief that the heavy drop in Yale student attendance to the screen is largely due to the rebirth of the bee habit. Boys seem to be spending their evenings talking it over via mugs and stens rather than visiting the local show houses. Night club owners here complain that they've felt the drain, too.

### Weekly Coast Games Attracting Film Fans at 50c—Celebs in Stands as Added Attraction—Roach and Zanuck Have Own Fields to Practice On

### STUDIOS NOT PLEASED

Hollywood, Feb. 1.  
Polo games with \$3,000 per week picture names as a draw are actualities here. Picture colony is rapidly becoming polo conscious. Every week more prominent male stars are taking up the sport, adding their names to the dozen or so who are already swinging mallets regularly.

Clubs and groups sponsoring teams are profiting from film fans as the audience. The picturegoers attend to see their screen jags in person, action, and minus the theatrical setup of a personal appearance or a premiere. The passants don't know polo but that's not important. The girls want to see their screen heroes in boots and spurs and their escorts hope the flicker idols will take a fall.

Fact that they are giving their services free hasn't bothered the picture players so far. Most of them are doing it for fun and to show their friends that they are regular guys and can ride. With the usual Coast aplomb it's also possible that the poloists will get that California college fever and have.  
(Continued on page 46)

### Congregation Protests on Rabbi's Radio Reviewing

Columbus, Feb. 1.  
Rabbi Jacob Tarshish, well known Jewish leader in Ohio, who has been broadcasting reviews of first run talkers for the past two weeks on a commercially sponsored program, failed to make enemies of theatre owners and managers, but ran into a tangle with his congregation, who insist that the procedure is beneath his position as rabbi. They also think he should receive pay for his services.

The congregation has decided that it will tell him definitely that he must discontinue the broadcasts, but Rabbi Tarshish is just as emphatic in his statement that he will continue until he "decides to discontinue."  
Matter is expected to be settled this week at a special meeting of the Dryden Road temple board here. Theatre men have taken no stand, but state the rabbi's reviews have been fair and without prejudice.

### Maestro's Candidacy for Mayoralty Of Seattle Is Not a Publicity Lark

### Sell 1st R. R. Agency

Frank Freyer and Jimmy Murphy the b. boys, who started a ticket agency in Grand Central terminal, have found a new spot in a railroad station, have sold out.

A brother of Murphy bought the r. r. exchange. They had hoped to start a number of similar spots in suburban stations.

### 5-TOWN CIRCUIT FOR WRASLERS ON COAST

Seattle, Feb. 1.  
Two wrestling syndicates are playing weekly in this burg, one backed by Jensen & von Herberg, and the other by Calvin Heiberg of Portland and others, also known in theatrical world. Heiberg, former showman on the Coast, has the Coast Athletic Association, with Stranger Lewis as his top card, along with a score of others, and some 15 towns in the circuit.

Weekly matches are held in Seattle, Portland, Vancouver, Tacoma and Spokane as a rule. In the two former cities elite audiences are used, in Tacoma the Coliseum.

Last Saturday the Stranger wrestled Doc Saragolis to capacity \$3,400. Auditorium seats 6,000. This was Lewis' third appearance in Seattle since Christmas.

Commission rulings are that the matches must be billed as exhibitions.

Coast time is well organized, just like a theatre circuit, and the shows are run with precision. Ethel McFarland makes the big towns to take care of the b. o. and major seat sales.

The round system is used, with 10 minutes to a round; then a minute of rest and on go the tuggers again. Bouts usually last eight to 10 rounds.

### Ain't No Such Thing

Cambridge, Mass, Feb. 1.  
There just ain't no such thing as a Harvard accent. And that's what a radio station wanted. The university secretary for student employment received a request from a student to put in a job as announcer.  
Any stipulation was that the student should have a Harvard accent. But no one at the university was able to decide what constitutes a Harvard accent.

Seattle, Feb. 1.  
Injecting color and humor into the mayorality campaign here, Vio Meyers, widely known band leader, is one of 19 candidates.

"Contrary to general opinion, Meyers did not enter the race as a publicity stunt although he's getting a million dollars' worth of it and Seattle even voted."

Straw votes show him running third and gaining. In elk hat, with woad mustache and sartorial splendor, Meyers is heralded as the personality candidate, not politician, and representative of youth, jazz and harmony. A jazz mayor for the jazz age and a liberal administration is his platform.

Seattle Times' local conservative newspaper, is supporting Meyers' approach with levity but nevertheless with front page stories, cartoons, pictures and features. Some highlights in Meyers' campaign follow:

Hostesses for city owned street cars; one small saloon would play in Seattle; greeting visitors with band and send 'em home laughing; give Seattle a ton of laugh money, dance more and watch the tourist dollars roll in; appointment of picnole playing policemen as chief of police; harmony in City Hall high chairs.

Good Dept. Man  
Meyers says, "Jimmie Walker, New York's celebrated wild dressed mayor, has only two suits and one more pair of golf knickers than I have, while I have him striped on socks. Walker has given me thousands of columns of free publicity. Why shouldn't Seattle take advantage of my wardrobe? It won't cost Seattle anything for this end."

Meyers' candidacy has put a new note into the campaign here and it.  
(Continued on page 46)

### EQUITY AFTER \$35,000 FOR OWN RADIO HOUR

Chicago, Feb. 1.  
Equity's special radio show, to take the place of the annual ball, is gaining advice and likely to hit the ether by the end of this month. Equity council in New York has passed a resolution approving of the radio plan to raise the extra coin.

Equity is offering the advertiser a long list of film and stage names, all of whom have signified their willingness to make it gratis for the Equity benefit. Appears that other of two sponsors will grab the Equity radio hour. The first event is \$25,000 for the one shot festival is quoted.

Equity is handling the actual contact of the deal, his commission to touch 75% at the \$25,000. If J. T. Mena, Equity attorney, and Frank Dara, Equity rep here, are supervising the association's end of the arrangement.

## What's Good Dramatic Art and What's Sure B.O.—Howard's Poser

Actress came over here about  
months ago to join 'The Devil  
esses.' If Par takes Miss Wyn-





# New Production Totals Being Talked Over, List as 350 Films From Majors to Carried Out

Prospects for the 1932-33 season, on the programs of which producer-distributors are now working, indicate approximately 350 features from the eight major companies, the way the boys are looking at the time. It held to it will not mean a drastic reduction in the number of pictures for the coming year. Figures exclude Tiffany-World Wide, which, since taken in by Educational, has not had any set policy on schedule and distribution.

A few of the producer-distributors are now virtually set on half of their new product. All have been buying material farther in advance than in previous years. With the star system prevailing more than at any other time, in the opinion of both producers and distributors, sticking out of programs has been somewhat simplified. Some of the companies this spring and summer are likely to send their salesmen out to sell three of this star and four of that, star combinations, rather than the stories they will work in, with latter not counting as much as before.

Sales discussions for the time are based on the following program set, not much variation expected by final decisions:

Paramount .....	85
Metro .....	80
Fox .....	78
WB-PN .....	70
RKO-Radio .....	48
Universal .....	38
Columbia .....	28
United Artists .....	18

Individual counts mark an increase for U. A. by three pictures, and a decrease for the combined Radio-Pathé companies of nine. Some reports have indicated that Warner Bros.-First National and Paramount would drastically cut out for 1932-33. The latter thought may have existed before, but it is said WB and FN each feel they will have no such apices.

Paramount last season did not announce a definite number of features, leaving itself a loophole with figures by promising between 60 and 70. It is currently believed the company will deliver 60 at least. On the strength of its showing the current season, U. A. may increase by half again at the last minute. Present outlook is for 28 from U. A.

## CLASH OVER MUSICAL AS 75c PRESENTATION

Minneapolis, Feb. 1. The Metropolitan, big and house here, backed on a plan to play 'Girl Crazy' at \$2.50 top, but then have the show go into the Minnesota theatre (Public) for 75c.

It was Public's idea to book 'Girl Crazy' after an engagement at the Metropolitan, but Edmund Stein, manager of the latter, who, he claimed, couldn't see things that way and turned down the booking. With the prestige of the Metropolitan booking, Public figures think that the show will not mean enough for the Minnesota and is passing it up.

## UA's New List Includes 1 Pickford and Fairbanks

United Artists program for 1932-33, scheduled as 16 pictures, is to include one each from Douglas Fairbanks and Mary Pickford. Fairbanks leaves for the South Seas soon with Victor Fleming, director. Charles Lewis, executive manager and three writers (Earl Brown, Allan Boon and David Brown) to work on a tropical tale. Miss Pickford will do 'Happy Ending,' original by Frances Marion.

## Retakes for 'Freaks'

Colver City, Feb. 1. Metro is giving 'Freaks' a test run for a week in Colver City, where it made. Horror pic opened at the Fox, San Diego, last week, to answer the matter of its calling it made. Horror pic opened at the Fox, San Diego, last week, to answer the matter of its calling it made.

Previews were followed by considerable retaking, and more may be in order before it gets a release date.

## RICHARDS STILL IN N. Y.

Sumers Tie in Southern Showman With RKO

E. V. Richards is on a phenomenally long run in New York. This is the fifth week away from the home town of New Orleans. Rumors keep on tying in the showman with a future RKO connection.

Reports are that negotiations are proceeding simultaneously between RKO and Sid Kent as well as Richards.

## FOX TO SCREEN 'SHEET' AND 'CAVALCADE'

London, Feb. 1.

Fox has the picture rights to 'Bitterweet' and 'Cavalcade'. Understanding here is that Noel Coward will personally supervise the filming.

'Bitterweet' is the familiar London musical, 'Cavalcade' is currently the biggest London smash. It's a giant pageant written by Noel Coward and produced by C. B. Cochran. New York presentation of it has been announced several times, and as often denied. Story now is, however, that it will appear in New York in an entirely rewritten version in late spring.

Fox has to do with English history. For New York understanding here is that Noel Coward will be substituted. It is probably that proposed Americanized version of 'Cavalcade' which Fox will do.

## Judge Lindsey Joining F-W-C Picture Stumpers

Los Angeles, Feb. 1. Settling Judge Ben E. Lindsey of Denver, in Los Angeles figures to provide a new and influential voice for the picture industry. The judge has always been a strong anti-censorship leader whether for films or anything else.

Lindsey has already indicated his willingness to go on the platform for the industry, as a speaker, and other activities, and Fox-West Coast's public relations department has him booked for Feb. 18 at the Long Beach Rotary Club.

## Schiller Going South

Ed Schiller, Loew's theatre boss, is leaving his duties as a vacationer in the southland, his home camping grounds. The last part of the stay will be spent in Atlanta, rest of the six weeks will go for Florida.

## Destitute Scenarists Unload Scripts At \$50 and Less to Cramped Indies

Hollywood, Feb. 1.

The \$50 film story has made its appearance in Hollywood, and everything else cut-rate, and with some writers selling out their names for prices even less. It's the poorer days of pictures.

Hard up hacks and literati are capitalizing to the tune, pulling a dusty script out of the bare pantry, dosing their eyes and slipping it to some indie producer who needs a story. Shooting, production, and working on slim margins, are glad to get the cut-rate stories.

Little worthwhile material can be bought at the \$50 figure, the really useful yarns by experienced writers bringing a crusty \$100. Cheap scripts have been sold by writers

## \$20,000 BID

For Jean Harlow in British Film Opposite Percy Marmont

Hollywood, Feb. 1. John Amery, British producer and son of a member of the British cabinet, is endeavoring to secure Jean Harlow to co-star with Percy Marmont in an English made feature. Word is that Amery has offered \$20,000 for the actress on a 10-week contract, but Miss Harlow's agents believe holding out for \$10,000. Miss Harlow is at present absent from Hollywood on a tour of national appearances under a contract to Caddo. Firm believes the loan proposition.

## BOWLES BOWS OUT OF STANDARD JAM

Hollywood, Feb. 1.

Standard Sound Studios, rental plant promoted by George Bowles is being taken over by Irving Sarnbon, one of the investors, with authority up before the Labor Commission for nonpayment of wages to a number of employees in the studio.

Sarnbon, San Francisco banker and reported loser of \$100,000 in the 'Black' Synchronone flaccid, will continue to operate the studio as a leasing lot with H. H. Pfeiffer, local business man.

Fox Standard is just one of the many brodie Bowles has taken since coming to Hollywood two years ago from Florida. His last promotion was Pan-American pictures which never got started.

## Phelix's Legit

## -Niters and Tabs in South

The south may be opened up important for Public for legitimate niters and tabs. Latter will support regular film in the region.

It is figured a good-will gesture as much as anything else by Public. Two most notable bookings by Public so far are Johnson's 'Wonder and Student' of a week later (16).

Mobile, Monroe, Baton Rouge, and a few other one nighters may be included on a route that will take Jack Jackson, Meridian, Chickadee, Vicksburg, Greenville and Gretna, all in Mississippi. The regular Public film houses in Texas, Baton Rouge, La., and Arkansas, Ark., may be turned over now and then to legit. It is said. These houses are in R. J. O'Donnell's division.

Dave Chatkin's eastern southern division has not as yet opened up to legit, but lately has been making a good showing of legit, tabs, minstrel shows, etc., booked in the south. The only legit attraction, 'Student Prince', recently in the southeast was played by King. Some part of the party of South Carolina on percentage. Show goes into Augusta, Ga., Feb. 17.

For prices such as \$37 and \$42.50, or other figures sounding like a two act, legit, legit, legit.

With plenty of money on scripts in his home, and no money, the plot writer is usually glad to sell his name at any ridiculous price. He hangs onto his best stories, generally saving a favorite to the end of the month of the year. He is fixed up before being ready for use. Dialog must be added and a story changed to fit the pocketbook. Only rarely does a script come through ready for production.

There is hardly any market here for shorts scripts. Nearly all one and two reel plots are custom built by the producer and his aides to fit the subject.

## RKO Offers Orpheum Group Own Operation of Orpheum Theatres

### UNION STUDIO MATTERS

Expected Settlement on Coast After New York's Arrival

With Pat Casey's departure today (12) for Hollywood, the expected agreement between the unions and the Coast studios will probably open the way for a new week. Casey has been in conference with the unions' international heads. Meanwhile the agreement lately expiring between the unions and the studios has been carried along temporarily by consent.

## INDIES DELIVING INTO CONTRACT REPUTATION

Around over producer attempts to negotiate contracts with their own people, independent exhibitor leaders are seeking advice of counsel in an effort to be thoroughly forewarned of any loopholes which might jeopardize their assurance of product for the new season.

The Theatre Owners Chamber of Commerce announces that it will bring the advice of its attorney Nathan Burkan, who also represents five of the Fox executives recently notified that their contracts had not been approved by the Fox directors.

Burkan, in an interview in last week's 'Variety' stated that under such circumstances exhibitors could only be certain of delivery by having direct dealings individually upon each contract authorized by an individual executive. It is believed that this interpretation brought the Fox announcement that J. R. Granger was fully empowered to handle that company's film sales.

## CONGRESS SURTAX TALK TRIVIAL, TRADE IDEA

Just talk with little more than a publicity motive was the Hays Organization attitude toward reports that the House Ways and Means Committee is considering a proposal of imposing a 45% surtax on the incomes of motion picture and radio professionals.

Expressing liken any extreme actor (tax idea) the speak impromptu, says the belief that legality does not permit discrimination, and that such reports are foolish on their face.

The Hays office in Washington, it was said, had not communicated reports of the committee talk to the motion picture, considering it too trivial to put on the wire.

## Tiff's Lone Trio

Of the staff of 11 still with Tiffany in its original office, 14 have been given notice. Remaining are J. Crimmon, auditor, his secretary and an office boy. With this cleanout, absorption of Tiffany by Educational is practically complete. In executive control for E. W. Hammons is Bill Sall. The staff of 11H attaches were recently dropped at the h. o.

## After Tashman-LaRocque For Arch Selwyn Musical

Arch Selwyn and Carl Hemmer are angling for Elystan Tashman for their musical 'Jazz City'. This is the show Hope Williams was to play for until going Theatre Guild.

Miss Tashman is currently at the University of N. Y., on a personal matter. Another possibility for musical piece is Rod La Rocque.

### WB PATENT SUITS

Los Angeles, Feb. 1. Warners has filed suits against the Hays office and Roy C. Krenn, technician, charging violation of three photographic patents. The suits are accompanied by an accounting of profits.

Any committee of RKO-Orpheum, preferred stockholders, if they agree to act in concert, may operate the Orpheum circuit of theatres (the western end of the RKO chain), it is reported. This offer is said to be in effect. The offer is made by Chicago Orpheum group headed by Andy Lawrence. Only condition by RKO is that the acceptance, if any, be delayed until Feb. 15.

Show opinion is that the RKO offer may be accepted. It would mean detachment of the Orpheum circuit (west of Chicago) from the main line of RKO houses, besides the possible handicap of additional picture bookings which might arise with the severance.

Another report is that Mrs. C. E. Kohl, the leader of the combatting Orpheum stockholders at the RKO Baltimore meeting, has rescinded her attitude for a separate operator for the Orpheum circuit. No cause is assigned for Mrs. Kohl's altered position. It was at her behest, according to report, that Hays office president, promised the belligerents at Baltimore, to establish a smoother pathway for the Orpheum circuit, then on hand, to give the Orpheum group the selection of a separate Orpheum circuit. Mrs. Kohl is also a representative on the RKO board of directors.

Under his promise, Brown offered the job to E. V. Richards and Harold Franklin. Both men advise the Orpheum circuit, which may continue negotiations with Franklin.

On the New York last week on the Orpheum matter, returned to Chicago. Anchor Levy is remaining in place, acting as RKO point out representative. The Orpheum committee from the coast has not been heard from to date in New York.

## JOYCE-SELZNICK SPOKE NICE ARRAY AT RADIO

Hollywood, Feb. 1. Dave Selznick has surrounded himself with a new staff of personnel on the Radio lot, recruiting many from diverse studio lots.

It is said that Selznick has not been as fortunate as the Myron Selznick-Frank Joyce agency in placing talent at Radio point out from the following list of new placements and contracts that the majority of them booked through Selznick-Joyce.

Owen Francis, Willis Goldbeck, Harry Green, George Fennell, King, David Nichols, Wells Root, writers; Alerian Cooper, James Kevin McLaughlin, the supervisor; Irving Pierce, actor and dialog director; Richard Brown, writer-director; King Vidor, director, et al.

## Fox's Early Start

With its program for 1932-33 release pretty well set in advance of the sales convention in April, Fox is starting its production program and season's output earlier than ever before.

Company pushes off with 'Down to Earth', with Will Rogers as the first production for 1933 sales. It will begin work at the production month, to be immediately followed by others on the new film year's schedule.

A Geynor-Parrell or a Dunsen-Flitters may be the second to get under way with other strange sales head, anxious to have at least eight pictures completed by convention time.

## CARROLL'S FILM BIDS

After Chevalier-Jeanette MacDonald aid for Stage Musical

Hollywood, Feb. 1. Earl Carroll is bidding for Chevalier, Jeanette MacDonald, together with other stars for a new stage musical. Offer probably will be refused, as both tied up in picture 'Love Tonight' until June and Miss MacDonald then goes abroad to 'Merry Widow'.

Carroll is offering to guarantee both players 10 weeks in the show, which is from the Hungarian of

# COLLAPSE OF THE HOLLYWOOD PICTURE BUSINESS

## Harry Cohn Pays Near Million To Buy Brandt Out of Columbia

With the retirement of Joe Brandt as president of Columbia Pictures and from the company, Harry Cohn succeeds to that office, in stock control. Jack Cohn, a brother, and treasurer of Columbia, also a heavy stockholder, remains and retains his post.

Harry Cohn is reported to have paid Brandt, but little short of \$1,000,000 for his Columbia holding, around 25,000 shares, and his retirement. The Brandt holdings added to Cohn's and his brother's, each about 25,000 shares, placed Harry in the presidential chair.

A buy or sell between Harry and his two partners in Columbia has been simmering for a year or longer. Harry Cohn reached New York for another buy or sell try about three weeks ago. It finally became a sell by Brandt on Friday (29).

The three Columbia partners had looked up their Columbia shares in a group some years ago. There are around 175,000 shares of outstanding common. Its Curb quotation is around \$6 a share, but with minor changes in the market there is no quantity of Columbia shares on the market at any time.

Expanded Harry Cohn is said to have been his own financier in the Brandt buy with Nathan Burkan his organizer. Harry's idea is to expand Columbia through a business end reorganization. Harry, who has been the production chief of the studio since its formation, will continue as operator of the studio in Hollywood. Harry is a leading independent picture producer, without theatre attachments. It solely produces and distributes pictures.

## NO REPORT YET UPON SID KENT

No positive report has come out within the past week on any of the Sid Kent negotiations. Strongest rumors have been of Kent's conference with the direct heads of RKO and Warner Bros.

Of these the stories place the most important upon Kent's interviews with the RKO people.

## INDIE ASS'N DEMANDS CASH FROM DISTRIBS

Hollywood, Feb. 1. Hollywood's newly formed independent producers' association, feeling its oats, has agreed that pictures hereafter is out. The indie have agreed that no member will let go of product unless there is some cash on the line.

If it's all in line with the present indie looking for product to release, just the opposite of conditions of a few days ago. "Past experience has been that indie feature is out. The indie have agreed that no member will let go of product unless there is some cash on the line."

Now that the market for indie material is in the market, the indie has agreed to a cash or no picture policy.

## Katz's Trip Off

Sami Katz has called off his proposed trip to the Coast.

Public circuit head had intended going west with Zerkow, but he has changed his mind. If he goes, he will not be for the next couple of months.

## Hays' 20% Refund

Will Hays has refunded to member companies 20% of the dues which they paid into the organization for 1931.

Refund represents economies effected within the Hays machine.

## Johnson, Sung On Fox Letout, Tells His Side

Hollywood, Feb. 1. Joseph Johnson, earliest receiver of the new famous contract repudiation letters from Fox heads, may have given his side of the situation in a statement to "Variety." Johnson was an executive assistant to W. R. Sheehan, acting as Sheehan's contact man as well, and is now suing Fox for \$46,800 due on the balance of his contract plus \$2,611 interest.

The former executive's statement came in connection with a story on the jeopardizing of all picture contracts through Fox's action which appeared in "Variety's" Hollywood Bulletin Jan. 22. A paragraph of the statement reads: "I am not the man who Johnson takes issue said; 'Academy isn't inclined to be as passive as in the Joe Johnson v. Fox matter, which latter wasn't sloughed but which the Academy regarded unfavorable owing to Johnson's publicizing of the issues. Academy doesn't like to operate that way.'"

Considerate Treatment Johnson's prepared statement said: "You are mistaken. I have been treated with the utmost consideration by Mike Leve, president of the Academy, and by Ben Schulberg, chairman of the executive committee. I think they are now sorry that they did not publish to the ends of the earth the hysterical and wholesale repudiation of contracts by Tinker, the Chase Bank pinch-hitter. It affects every one in the motion picture industry."

"Why can't Janet Gaynor go to McIntire and say: 'The law says my contract has not been abrogated by the board of directors and is null and void. Okay by me, get \$2500 a week; I want a new agreement for \$7,000 a week?'"

Ponder this, for instance: Keith Weeks, technical sound director, goes to work and finds his successor at his desk at 9 a. m. He is there until noon to clear out. Many others were told their dismissal was for the indefinite future.

"McIntire fired 500 who were the lowest paid and most defenseless, and he was treated with the utmost consideration by Mike Leve, president of the Academy, and by Ben Schulberg, chairman of the executive committee. I think they are now sorry that they did not publish to the ends of the earth the hysterical and wholesale repudiation of contracts by Tinker, the Chase Bank pinch-hitter. It affects every one in the motion picture industry."

"I am not trying this case in 'Variety' or any other paper. I say to you, however, that I am also carrying the flag of contract sanctity at this moment, though many may not in it."

It will be a tragic day for the Producers' Association and for the Academy if they show the yellow flag in this assault upon honor, the pledged written and spoken word and the constitutional protection thrown from the jurisdiction of America around contracts."

## 100% BUY BACK; AGENCE FRERES

William Morris Again an Independent Agent—Associated with Theatre Chain for 2 1/2 Years

## UNSATISFACTORY DEAL

William Morris' agency is again an independent looking affair. It bought back yesterday (1) the 50% interest held by Public Theatres, giving the Morris agency once more 100% in itself. The purchase was amicably agreed upon.

When this first combination of a theatre chain with an important independent agency, such as Morris' has always been, was reported in "Variety's" a partnership agreement between Public and Morris in 1929, it created much comment. Only intent in the combination was to ensure smoother booking operations. At that time Morris was giving Public a majority of the service attention, but with the consummation of the partnership Morris failed to gain from it in a business way.

The Public association also intended to secure a better financial securing an Equity license to place for legit plays. An Equity clause has been assumed for the license to an agent with a theatre connection.

Meanwhile, the Morris agency maintained its position of independence in bookings, notwithstanding the Public affiliation. But with Public lately contracting to place the Fanchon & Marco stage units, virtually removing itself as an extensive talent buyer, the Morris office brought up the matter of dissolution of the partnership.

No mention was made at the time of the amount the Morris agency received from Public for its 50% share. It has been reported though as in the form of Paramount stock, with the Morris concern turning over to P. 2 1/2 60% of its own stock. In the dissolution yesterday (Monday), from accounts, the original stock transferred was simply handed back to its first owners and the deal thus terminated.

## Studios Long Holdout on Story Buys Must End Thru New Program Demands

Hollywood, Feb. 1. In the current preoccupation with economy and contract matters the studios have been neglecting future story material. It is expected that before many months an acute story shortage will be in full bloom. At the same time, the studios in the literary market will be exchanged for a return of lush conditions at least partially approaching old times.

Because of the holdout and indifference on the part of the studios, and short stories from recognized and more or less high priced literary talent, the studios have been forced to go on hand to speak of.

Unfairly open showing by all companies on remakes has about doomed that solution of the story shortage. It's been pointed out, and often proven by the gnomes throughout the keys, that a re-

## New Studio Execs Can't See Benefit Of P. A. Dept's Busy-Bee Activities

## No More Retakes

With the economy watchdog in all studios, 'retakes' have been dropped from Hollywood's vocabulary. From now on when a picture goes back into production after it has been completed it's for "added scenes."

—From Variety's 'Hollywood Bulletin.'

## CBS PARMOUNT \$5,000,000 DEAL IS OFF

Paramount's agreement to pay William Pay \$5,000,000 for the studio and the Columbia Broadcasting System (CBS) has been revoked by mutual agreement. It is said. Final details, including a payment of \$4,000,000, were set for this coming April.

Report is that Paramount, in consideration of the revocation, received back its down payment of \$1,000,000 and holds an agreement to participate in CBS profit hereafter up to 15%.

In radio circles CBS is looked upon as a substantial money maker. Paramount's deal for one half of the studio was made over two years ago. It is said to have been the final large commitment of Paramount, other such matters having been mostly in the form of settlements of theatre purchases.

## Griswold Speeds West

Chicago, Feb. 1. Glenn Griswold, head of public relations for Fox, went through here today (Monday) on the way west to the Coast.

Information is that Griswold is speeding west to join Fox eastern executives, now there, for studio conferences.

## WHIGLEY SUCCESSOR FEB. 8

A successor to the late William Whigley on Paramount's directorial board will not be named until the next meeting.

This is set for next Monday (3).

Hollywood, Feb. 1. Publicity boys are now plentiful around studios where once they were the fair-haired progeny. Influx of exes from banking circles and other lines of industry, following the never form of studio business administration, is at the bottom of this loss of prestige, the publicity purveyors moan.

Polley in former businesses to mask activities for fear of trade success. Having been subconsciously brought into picture making, the p. a.'s say. They are getting trowns as unnecessary evils where once they got smiles as the chosen sect.

Newer crop of exes can't see why so much black stuff goes out about what the stars eat, what they wear and the other insignificant details of which the tugging used to be the studio p. a.'s' heavenest job. Publicity boys answer—but not to the bosses, for jobs are scarce—that it was this intimate type of stuff which created picture fame. The banker became a star because he knew all about them, even to what kind of sauce they took with their food.

Now the blurbs are being circulated because departments are likelier to get the banker's kind of stuff for the fan mags and chit-chat columns find unformed cops revealing pointers that once bore signs of 'welcome.'

## Strained Relationship

Co-operation between the front office and the publicity department appears to be severely strained. One example within the last fortnight was the matter of the studio's new production chief. Banker rep, making the appointment on advice from New York notified department heads and directors as to who will give them orders.

Publicity had learned of the appointment from one of the directors who had been told that the chief didn't think it necessary to tell him. So, different from the way it would have been handled in the past. P. a.'s would have been the first one notified and not a soul would have heard of the chief until the publicity sinner had had time to get pictures in downtown revealing pointers that once bore signs of 'welcome.'

## RKO'S BANKER-EXEC RETURN TREK STARTS

Hollywood, Feb. 1. Weekend saw the trek-out of RKO-Radio's enchainment of bankers and executives. The chief had settled on 40 films for the season and suggested that the 17 pictures be made available to be cleaned up by March 21.

Hiram S. Brown is alinger and will act as a bridge against Lee Marcus. Ken Delipnet, the other Radio sales exec, leaves the end of the week.

Jack Connolly, of Pathe News, and Charlie Rosenzweig, Radio exec, will be the new p. a.'s. Masur and Arthur Lehman, both of Lehman Bros., and Katherine Brown, who was with the studio Thursday's deplorable was Frank O'Heron, v.p. of personnel and executive.

Joe Schnitzer, restored to the Radio presidency, and Charles R. Brown, who was with the studio before going into, left Wednesday (29).

# Unification of All P P Publicity And Advertising Depts This Week; Arthur L. Mayer Is Probable Head

Paramount-Public is inaugurating a unified publicity and advertising program, combining publicity and advertising on Paramount pictures and advertising on Public theatres. The joined departments will likely operate hereafter under one head, Arthur L. Mayer, according to reports.

Mayer recently succeeded A. M. Botsford as publicity and advertising director of the Public Theatres. He had been a Public home office executive for the last few years, in direct charge of Indiana, Illinois, outside of Chicago, Nebraska and Iowa theatres.

The main points of the unification are economy and concentration in selling pictures to exhibitors, and publicity and stage advertising in the theatre. Formerly, under two advertising budgets, a book was gotten out to sell the picture to the exhibitors, and another book to sell the picture to Public house managers. With the new system there will be but one book or manual, to be sent to independent exhibitors and Public house managers.

The book will have advertising, publicity and exploitation sections, with suggestions for selling each line. **Big Saving.** Publicity for pictures for other circuits, independent theatre and Public houses will be put out by a unified publicity department and the same for trade paper advertising. Publicity are concentrated in one department, it is said.

In printing alone by the new system will save a half million dollars a year, it is claimed. At the present time there are two home office organs, Public Opinion for the theatres, and The Paramount for the film company. These will be combined into Paramount's Public Opinion for the theatres.

Arch Reeves will remain at the Public coast studios, in charge of its publicity. New unification system goes into effect the end of this week.

## Brandt After Shubert Houses for Dual Bills

The Jolson theatre, renamed the Park Central last spring, is being taken over by William Brandt as the first of several Shubert houses. Brandt will convert into pop scale theatre policies. Proposing to open the Park Central Saturday (13).

Brandt is negotiating with the Shubert interests for leases under their control that are now closed. Whether these will include theatre or town hall type, is not known. Houses in New York not indicated.

Understood Brandt will install double feature policies, 20c and 25c for operation similar to the Loric, which his brothers, Lew and Harry, are currently operating.

## PAR'S NEW TITLES

Three new titles, which will stand for release, have been given Paramount pictures.

They include 'Intimate' instead of 'The Black Robe'; 'The Girl in the Headlines', substitute for 'The Man Who Had No Private Life'; and 'Horse Feathers' as the next Marx Bros. Talker.

**'SHANGHAI' FOR CR!** Paramount (Monday) indicates it may switch and open 'Shanghai Express' into the Critchfield to follow 'The Man I Killed' instead of the Blato where it is scheduled to open.

Reems given are: Unimentional of the title and Marlene Dietrich.

**Blatt's First Two** Hollywood, Feb. 1. Edward Blatt, legit producer contracted by Paramount, was handed his first assignment last week. He was to work on 'Hed' a Fredrick Barney Glazer who is supervising Frank Tiller direct.

His 'French Girl' Blatt works on 'Bachmann'.

## PAR'S BIG CONVENTION

Probably at Atlantic City and Princeton Again

Paramount's sales convention, with two meetings intended as usual, will be held in May this year. Exact dates have not been determined.

Preliminary discussion on sales get-togethers favor Atlantic City for the eastern meet and San Francisco for the western, with A. C. ahead of S. R. by about a week and some sales attending the latter as usual.

Program for 1932-33 will probably be announced without any definite number registered as last season.

The main points of the unification are economy and concentration in selling pictures to exhibitors, and publicity and stage advertising in the theatre.

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## 1st Runs on Broadway

(Subject to Change)

Week Feb. 5

Paramount—'Nice Women' (U).

Roxo—'Billett Witness' (Fox).

Capitol—'Emma' (Metro).

Rivoli—'Arrowmatt' (UA).

Strand—'High Pressure' (W B) (2d week).

Winter Garden—'Festive' (Pathe).

Winter Garden—'Hatchet Man' (FN) (3).

Rialto—'Greatest Had a Word for Them' (UA) (2).

Week Feb. 12

Paramount—'Wayward' (2d week).

Capitol—'Emma' (Metro) (2d week).

Rivoli—'Arrowmatt' (UA) (2d week).

Strand—'Old Man Minnie' (Winter Garden) (2d week).

Rialto—'Greatest Had a Word for Them' (UA) (2d week).

Week Feb. 19

Paramount—'Wayward' (2d week).

Capitol—'Emma' (Metro) (2d week).

Rivoli—'Arrowmatt' (UA) (2d week).

Strand—'Old Man Minnie' (Winter Garden) (2d week).

Rialto—'Greatest Had a Word for Them' (UA) (2d week).

Week Feb. 26

Paramount—'Wayward' (2d week).

Capitol—'Emma' (Metro) (2d week).

Rivoli—'Arrowmatt' (UA) (2d week).

Strand—'Old Man Minnie' (Winter Garden) (2d week).

Rialto—'Greatest Had a Word for Them' (UA) (2d week).

Week Feb. 26

Paramount—'Wayward' (2d week).

Capitol—'Emma' (Metro) (2d week).

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## Hollywood

Briefly rewritten extracts from 'Variety's' Hollywood Bulletin, printed each Friday in Hollywood, and placed as a wrapper upon the regular weekly Bulletin.

The Bulletin does not circulate other than on the Pacific Slope. News from the Dallies in Los Angeles will be found in that customary department.

### Ex-Radiators for Metro

Victor Krieger and Edward E. Kelly, ex-Radio directors, will make three and one pictures respectively for Metro.

### Add Radio's Out

Earl McArthur, supt. of construction, and John Reilly, supt. of production, resigned from Radio last week. Harold Barry replaces McArthur.

### Par Saying It With Music

Paramount will have songs in three coming pictures—'Tallulah Bankhead's' 'Thunder Bolt', 'Broken Wing', and 'Horse Feathers'.

### Gracia Goes on Coast

'First Mrs. Fraser', with Gracia Gorge and Phyllis Egan, succeeds 'Grand Hotel' at Balmain and Curran's next. Homer Crampton leaves this week for New York to see new plays.

### Allan Lane's WB Terms

Allan Lane was given a term contract and a pay raise by Warner Bros. (WB).

### Young-Mannars Teamed

Loretta Young and David Mannars picked for leads in 'Week End Marriage' (WB).

### Dave Warner In and Out

David G. Warner at Universal for one of his twice-yearly visits. 'U's' eastern story head made out this week.

### Stage to Screen M. C.

Former Cushman & Marco m. c. Gene Kelly, who's a flicker m. c. in 'Night Club' (U).

### Reinforced Radio Call Letters

KFP adds its film affiliation with Herald Radio in March and will work with KFCF. Don Lee, owner of KFP, has given another television license for WKBX.

### Ann Dvorak's Long WB Loan

Ann Dvorak will be kept on loan by Warner Bros. Hughes needs her, maybe till June. She'll be in 'The Kissed Girl' (WB) Tracy. Preston Poston also at WB for 'The Kissed Girl'.

### Red Sparks' for-2

Red Sparks may do a Radio feature instead of two shorts on his contract, which expires March 1.

### Beauty Elmer Plug

Coast comicatians and beauty shots have engaged Velva Drury to spring a quarter hour feature on chatter on the sky weekly over KXKK.

### Recasting 'Scotty Wales'

Late star for 'Scotty Wales' (WB) has been recast. Clarence Wilson replaces Ferdinand 'The Bowler' Ford. Ford's role, Vonn's role, and David Landau has been added.

### Paths Sluffs Spy Story





## Par's \$29,000 and 'Congress' \$5,000 Top Poor Paris List; Clair Film Weak

reated position of business manager of the casting department







## Berlin Hears Ufa Is Sending High Official to Liquidate U. S. Ends

Berlin, Feb. 1. Wilhelm Meydau, Ufa's distribution manager and a member of the board of directors, is set off to New York today (Monday) to study the American picture situation. His program is understood to be a liquidation of Ufa's American branch office and a dissolution of its theatre representation in America.

Fritz Thurnheuer, another Ufa representative, has been in New York several days. In the absence of Frederick Wyrnald, who has been ill for the past six weeks, Herbert Gressl is acting as Ufa's local Ufa office, with quite a number of long-distance contacts on every day during the past week.

Dodge Issue  
Ufa's local men would say nothing about their program or reasons for the conference or foreign visit, except that they were making a national foreign film survey. When asked about news from Berlin to the effect that Ufa's theatre operations in the United States might be dropped, no constructive reply was available.

Ufa went into theatre operation in the United States in 1931, by reopening the Continental circuit in the Columbia Circle. Subsequently Ufa also took over the Carlton in New York. Those agencies, however, Ufa operated houses, though the German chain has issued half a dozen franchises to other houses throughout the country.

Cosmopolitan in New York has been fairly well, with the exception of an even break on running the house, although Ufa lost New York film rental, which was marked down against the theatre. Newark has been an almost consistent money-loser.

Ufa is not thought by the foreign press to have lost much money in the United States during the past year, although figured that the loss was either, the fact that the Germans would be satisfied with an even break for the prestige of Ufa in the field here, with the above cable indicating this is not so.

## OSTERER SWAYS BOARD COUNCIL

London, Feb. 1. Indore Osterer, banking head of the British branch, with acquired control of Baird Television on this side for his Baird company, British Ufa film rental, compared to the new manufactured only talker operation. New company is being formed, with James Baird, inventor, as managing director.

Control was purchased with 800,000 shares of deferred stock, buy price not being disclosed.

## FRANKSTEIN-LADIES LONDON FILM LEADERS

London, Feb. 1. Week-end business in the West End was slightly above average. Outstanding in the West End (U) at the Tivoli which beat the opening week record set up by "Conquering Clans" (Ufa). West End is completely different, however, and is likely to exhaust itself in a month.

"Ladies of the Big House" (Par) is also doing big, but, profiting largely from a recent advertisement incident which got into all the dailies here.

JOINVILLE MADE HERE  
"Marinus" and "The Charmant", two recent Joinville productions, are to be given distribution in Buenos Aires.

While bookings are being arranged, Spanish titles will be sought for distribution in Latin America. That's due to a definite decision by Paramount to do all Spanish translations in New York.

For Regular Houses  
"Municipal Service" has given American release by Tolia in other than foreign theatre channels, rather than just in the foreign theatre channels as previously reported.

## Fascisti 'Hur' Protests Bar Film for Italy

Bon Hur (M-G) has been barred for failure showing in Italy. As a result of a number of Fascist protests to Mussolini, Fascists objected to the alleged anti-Romanism of the film.

Picture was originally made in Italy by Metro, later remade over here, and never was shown over those silent days. When censored recently it was shipped to Italy.

## ARGENTINE TAX JUMPS OF 600% PROPOSED

Buenos Aires, Feb. 1. Government's latest proposed import taxes here on film would be a charge of six times the original. Film Association has protested against this. The government sent a memorandum to the Minister of Finance, pointing out the danger that such a move will result in a drop of imports.

Since a similar tax in Brazil resulted in quite a serious import drop, it is thought the nearest may not eventuate, the government sticking it out before it becomes effective.

## CHAPLIN SEEKS GERMAN FILM FOR UA RELEASE

London, Feb. 1. Charles Chaplin, during a recent St. Moritz stay, got teamed up about a German picture, "Der Weisses Haus" (The White Trunkard) and has started negotiations for the American rights. Picture was made by Dr. Arnold Kohn, and is owned by Sokol Productions, German indie, now busy on an English film.

Deal is likely to materialize subject to Chaplin agreeing on a personal basis to release in the United States. United Artists would handle the distribution.

Dr. Kohn has a recently arranged contract with Universal for one picture with an option for two more. He'll get \$15,000 for his first film and \$10,000 each for the next two when and if they materialize. Schedule calls for him to leave for America within the next fortnight bringing a German cameraman with him.

His first picture starts in March and is to be made on an iceberg in Greenland. He'll have a specially equipped boat, subject being a group of people marooned on an iceberg.

## English-Made's Cast

London, Feb. 1. Paramount has Corinne Griffiths, Colin Clive, Margaret Bannerman, Anne Grey and Miles Mander for its next local made picture in Michael Arden's "The Christmas" and goes into the works immediately.

Paul Stein is handling the megaphone.

## Canty's Prague Survey

Paris, Feb. 1. George Canty, motion picture secretary of the Commerce Department, attached to the French legation, is off to Prague for a survey of conditions there.

Soon as he returns he'll finish making his permanent office to Berlin.

## OPRAPHED GERMAN FILM

Paris has sealed on purchase of Ufa's "The Dance of the American" distribution. Deal was all set except for signing.

Each party was said to be interested in the foreign film.

## Austria Expanding

Berlin, Feb. 1. As a consequence of difficulties arising from foreign currency exportation and importation, an extension of film production in Austria is foreseen. German producing firms with branches in Austria are able to find methods of obtaining funds consider further production in Austria. At the present moment intensive negotiations are taking place between Vienna and Berlin.

## 1,900% Tariff Jump on Norse Film Imports

Stockholm, Feb. 1. Swedish Parliament is the latest government to put through a heavy tax increase on film imports. Customs duty for foreign pictures have been changed from 16 cents a kilometer to \$106 a kilo.

Figures are at the present exchange rate.

## Agents-Renters Battle in Italy, But Biz Betters

Rome, Jan. 16. Fight between film agents and local renters is on in Italy. It has been going on for a while, the dissension has broken out once more.

Italian rental clubs had bad times, empty houses, high taxes and the famous crisis. Latest proposal is that no cinema here should pay more than 40% of its takings for film rent. Agents of the producing firms, however, claim that this figure leaves them with a too small margin of profit. The matter is under discussion between the parties concerned.

Because of the situation the picture houses have picked up in the last month or so. Full houses on Sundays are rare, and there are many nights during the week when the better class palaces play to capacity.

One agent of an American film firm contends the Italian public is changing. They are much less attracted by serious films than by comic and frivolous ones.

## WB FIGURES WAY TO DUCK PRINT DUTIES

Hollywood, Feb. 1. To avoid paying high duties on prints shipped from the United States to England, Warners is now assembling a negative made from second takes and footage not used in the new picture for export to England. This neg is then shipped to England where prints are made from it.

They are then shipped to England with the negative and print duty only on the negative and not on the prints.

Warners has used this method on the last five pictures sent to Berlin. They are "Her Majesty's Love", "Safe in Hell" and "Woman from Monte Carlo" (all First National) and "Under 18" and "Taxi" (Warner Bros.).

Although New York City is assembled on the coast under supervision of Herman Blanke and his assistant, Leo Lewis, Italian director, leaves for New York within a few days to comb the market.

Because New York has a greater Italian population than any other city, it is expected that Metro has never been able to find any talent there.

## Last Italian Look

Hollywood, Feb. 1. Metro is making a final attempt to locate some Italian talent in New York for double purpose.

Especially are being hunted, all-around writers also will be considered. Carlo Hoxby, Italian director, leaves for New York within a few days to comb the market.

Because New York has a greater Italian population than any other city, it is expected that Metro has never been able to find any talent there.

## Electric's Rezonong World for International Talker Rights; Session Secret, French Resentful

### BRITISH-MADE TAKEN

'Chinese Puzzle' Reported to Go Into Warner's, N. Y.

London, Feb. 1. Julius Haguen's recently completed "Chinese Puzzle", made at the Twickenham Studios here, has been taken for America by Amerasia. Said to be scheduled for the Warner theatre on Broadway eventually.

## FOREIGN FANS TURN FROM MUSICALS

Change of taste among foreign film patrons in the United States is giving distributors heavy headaches. For two years it has been almost impossible to book foreign films successfully unless they included music. Now, however, serious and straight films are getting the heavier play.

Another example of this change of taste here seems to be "Zwei Menschen" (Two Men) (Cineo-Universal), current in Paris. It has been at the Little Carnegie, New York. Film is a stark tragedy and may be held another month. House record for length of stay is eight weeks with this picture sure to break it.

Success of this film carries a twist in that other dramatic German films have not connected impressively in the past.

## GERMAN 2-REEL THRILL IN BIDDERS' SCRAMBLE

London, Feb. 1. Several American companies among them United Artists, are negotiating with the local representatives of a German company to acquire the American rights to "Barberina", called a thrilling two-reel. Has been with mountaineering in Saxony.

Representatives of Afa are ready to close the deal but are waiting for approval from German co-director.

British rights are held by British Lion, which figures to clean up on it.

## More Foreign Screens

HKO swings foreign film policies into its President theatre in St. Paul, Minn., and Jefferson at Fort Wayne, Ind., with the next month. Both houses open with "Merry Wives of Vienna" (Capital). New York theatre St. Paul, Ind. Fort Wayne house starts March 1. Engineer's House, Cleveland, Ind., also goes foreign beginning Feb. 6.

## B. I. BUYS MUSICAL

London, Feb. 1. B. I. P. has purchased the film rights to Malby's musical, "The Girl of the Mill", current at the Saville Theatre.

Understood B. I. P. paid about \$10,000 to Gene Gervard who will lead the film cast.

## So, American Switches

Buenos Aires, Feb. 1. Louis Goldstein has been appointed to take charge of the Warner Brothers' interests in Brazil. He replaces William Fall.

Fall moves to the head of the W. B. branch here.

## Weather

Paris, Feb. 1. Weather continues fine here. Show big up, with people finding no special impetus to rush indoors.

Buenos Aires, Feb. 1. Weather here is extremely good. Everywhere sagging pretty much as a result.

### Parla, Feb. 1.

American and German electric companies have been holding a secret conference in New York. They look to be about ready to close. Afa's deal was held sub rosa. However, the deal was not made. Hadfield and Brown representing Western Electric and Culbertson for RCA. Neither the Hays office nor any American picture producers were officially on the grounds, although Sam Morris for Warners was somewhere in the background. Milton Rosenberg for New York was here to handle the Tolia end.

French are pretty furious at the whole thing, but, as represented in any way at the meet. With news leaking about the conference being held, Frenchmen immediately began taking action to have the government nullify any agreement reached at the conference if possible.

### French Alleged Abuses

Current territorial allotments are not satisfactory to Frenchmen, which is one reason for their resentment of this session among Frenchmen. One of the points which is one reason for Frenchmen call the sort of thing Frenchmen call unfair is that any French talkers would be asked to give up their equipment must pay Tolia \$250 a reel royalty in order to play in French territory, called a prohibitive figure.

Paramount's local productions are similar to those of the French, having to pay through the nose several years.

French content that abolishing of royalties would enable a cut in admission scales, thus boosting the German film trade.

Berlin, Feb. 1. German picture producers here are talking seriously of going on strike if Frenchmen, with the complete panics. Rates of sound licences are not satisfactory to them.

Consensus in Paris to settle a number of sound license headaches doesn't interest the German producers, who say the situation is too tough and they don't even want to hear the results of the conference.

## POLE TRIN CHICAGO

Chicago, Feb. 1. Company to produce Polish pictures has been organized by a local group headed by S. M. Keller, real estate operator and mortgage bond underwriter. Claim to have retained Count Stanislas Potocki as producer, directing and have leased a loft building on the northside for conversion into a studio.

Before putting his coin into the venture, Keller states he made sure that the product would have both a domestic and foreign outlet. Tie-up with an exchange syndicate in Poland through the local offices, he avers, assures distribution in Europe, while the local market for Polish films is such spots as Detroit, New York, Brooklyn, Buffalo, Chicago, and St. Paul, Ind.

Productions, he says, are budgeted around \$10,000 each. Major portion of the cost for the initial picture, a gangster story, is being brought in from New York.

## LOEW, ROACH COVERING SO. AMERICA BY PLANE

Buenos Aires, Feb. 1. Arthur Loew and Hal Roach arrived here on the evening of a record flight down the West Coast from Mexico City which took 10 days. They are in Rio de Janeiro and Chile. Plino broke the speed record for the trip, but, without not out to make any air marks.

It's Loew's first visit to South America. He is expected to spend a few days in Rio de Janeiro and then back home by way of the East Coast.

Loew's wife is expected to return here, planned to Chile and repaid here with the Loew party.

# POLA NE



# GRI

*Gala RKO Mayfair Premiere  
Draws Following Response From  
Nation's Ablest Critics. . . . .*

*Negri glorious... cheered at premiere!*

Rose Pelwick, N. Y. Journal

*Negri's talkie debut triumph... one of the most vivid  
and magnetic performers on the screen.*

Wm. Boehnel, N. Y. World Telegram

*Negri a greater star in sound than in silence. She's  
vibrant and fascinating as never before.*

Regina Crewe, N. Y. American

*The screen needs actresses like Negri—vivid, glam-  
orous, handsome and capable.*

Irene Thizer, N. Y. Daily News

*Negri drew applause from crowded house.*

Mordaunt Hall, N. Y. Times

## A WOMAN COMMANDS

BASIL RATHBONE  
ROLAND YOUNG  
H. B. WARNER

*Directed by* PAUL STEIN

CHAS. R. ROGERS Production  
Associate Producer Harry Joe Brown

RKO PATHE PICTURE



### TUNE IN!

*"RKO Theatre of the  
Air" N. B. C. Coast-to-  
Coast Network Every  
Friday Night, 10:30 P. M.,  
New York Time*

**OPENED N. Y. PARAMOUNT  
FRIDAY, JAN. 29 TO BIGGEST  
BUSINESS IN MONTHS. DOORS  
CLOSED 12 NOON. OVERFLOW  
CROWD LINED UP FOR  
BLOCKS IN RAIN.**



**CHATTERTON**

**“TOMORROW**

*and*

**TOMORROW”**

**With PAUL LUKAS. Directed by RICHARD WALLACE. From the play by Philip Barry.**



**STANDING ROOM AGAIN — AND HOW!**

**PARAMOUNT**











**MARLENE DIETRICH**

**"SHANGHAI EXPRESS"**

**A JOSEF VON STERNBERG PRODUCTION**  
**CLIVE BROOK, Anna May Wong, Warner Oland, Eugene Pallette**

**PARAMOUNT**





Here's to Our Men! Long May They GIVE!

Another Box-office  
"Natural" from

**SAMUEL  
GOLDWYN**

who gave you  
'WHOOPEE'  
'PALMY DAYS'  
'STREET SCENE'  
and  
'ARROWSMITH'



# The GREEKS HAD A WORD FOR THEM

with  
**INA CLAIRE**  
**JOAN BLONDELL**  
**MADGE EVANS**

Directed by  
**L'OWELL  
SHERMAN**

Adapted by  
**SIDNEY  
HOWARD**



Based on  
**ZOE AKINS'**  
rollicking riot of  
**THREE GIRLS**  
WHO CAME TO  
BROADWAY  
TO HAVE THEIR  
'BREAKS' RE-LINED!

**UNITED ARTISTS PICTURE**



# Canadian Trial Opens with Court Refusing to Separate Charges

Toronto, Feb. 1. Charges of monopoly, alleged intimidation of independents, malicious and fraudulent competition and clandestine tricky methods, the censoring of chain bookings and the alleged threatening of independent builders of new theatres are high lights of indictments against heads of major picture companies and distributors now standing trial on two charges of "strategic trade know-how," the criminal code, and a third charge under the combines investigation act.

An outcome of a royal commission investigation, the indictments are levelled against N. L. Nathanson, former managing director of Famous Players-Canadian Corp.; Samuel Bloom and J. S. Fine, owners of a nabe-chain, and 13 other film organizations, exchanges and booking concerns.

Heading the array of 15 defense counsel is W. N. Tilley, K. C., corporation lawyer and reputed counsel for Canadian Pacific Railway. Nine of Tilley's henchmen are K. O's and five "unofficial observers"

are New York attorneys who are, of course, prevented from actual practice in an Ontario court but are acting in a consultant capacity. These include S. P. Friedman for Vitagraph, Warner brothers and British National; Austin Kellogg, general counsel for Famous Players, and Edward Rafferty for United Artists.

Daniels Dead

Trial opened with attempt of Tilley to quash the indictments which were made by Justice Garrow who is presiding.

Claim was advanced that defendants were being prosecuted under two different statutes, the criminal code and the combines investigation act. Under the latter the accused are alleged to have been parties to the formation or operation of a combine against the interests of the public. Under the criminal code, Section 49, they are first charged with having acted "unduly to prevent or lessen competition in the purchase, sale, barter or supply of articles or commodities which may be the subject of trade or commerce." The third count accuses them of "unduly limiting the facilities for supplying or dealing in articles or commodities, etc."

Justice Garrow not only refused to quash the indictments but also voided the separate trials. The accused elected to be tried without jury. Particulars supplied by the Crown prosecutor took up more than a 100 folio page. The Crown has subpoenaed nearly 40 witnesses and the defense an equally large number. Trial is proceeding slowly and may last several weeks. All books and records were seized in surprise raids recently.

Cohen Testifies

First on the stand was Arthur Cohen, managing director of Famous Players, Canadian. Admitting he guaranteed a combine against independents to early duplications of their showing, he claimed that this was an essential and integral feature of the motion picture industry if not of show business as a whole. He denied that there was a trust agreement.

It may be a matter for your lordship to say," said Greer to the bench, "that it could be shown that Adolf Zukor was given control of Famous Players here."

United Artists had endeavored to sell Famous Players its entire proportions at the beginning of the season, said Cohen, but "we didn't get together." Asked as to the ownership of Regal Films, Ltd., he said 3,000 shares were held by the Paramount Corporation. Cohen held no stock in Paramount, he said.

A mild flurry occurred when Greer charged that Irving S. Fine, chairman and one of the defendants, was "out in the corridor talking to a crown witness." Fine was called back to the court-room and

centured by the presiding judge.

Consideration of the activities of Col. Cooper's organization to block a rumored plan to establish a British motion picture quota in British Columbia elicited strong protests from defense counsel with Mr. Justice Garrow permitting Greer to put the questions in "short form," although the presiding judge could not see that opposition to legislation was any crime.

N. L. Nathanson, former managing director of Famous Players-Canadian and now president of Regal Films, Ltd., distributors, had tried to persuade him not to build a theatre and had threatened to impose a hardship on licensing films, said Bert Wainwright, owner of the New Oxford theatre, in testifying. When erecting a new theatre, he received a phone call from L. S. Fine and later met Sam Bloom and Nathanson, each of whose owners of a major nabe chain.

Not To Be Built

First independent owner called, Wainwright testified that Fine had said: "I might as well tell you that if you build a new theatre, you'll be building a theatre on Danforth avenue. I might as well put the cards on the table. Nathanson won't stand for you building a theatre on Danforth."

Wainwright building Wainwright for pounding the rail of the witness box. Witnesses replied that was the way Fine had said it.

Clare Robson of Famous Players called Billy Summerville, indie-chain owner and ex-member of the city's board of control, had entered Fine's office and Nathanson had phoned that he wanted to see Wainwright. All had gone to Nathanson's office, said witness.

Nathanson said, "I must be frank with you and tell you this; Danforth avenue at present has more seats than any street in any other city of its size in America. Why should you build another theatre? I have 390,000 tied up in the Palace Theatre building and I am not going to have any more tied up. I told Billy Summerville not to build down there. We put one up down there, didn't we?" Billy said, "Yes."

Mr. Nathanson said, "You take my advice and stop building. Your first loss will be your greatest. If this theatre goes up, you won't find it as easy to get pictures as you did in the past. I'll see to that."

## FOX WILL CONTINUE ITS ETHER TRAILERS

Fox maintains its radio trailer service is a success and will continue with the idea.

Reports from 26 exhibitors who used the discs the first week show that half of them effected bookings with their local ether stations and that others used the records for lobby front ballyhoo.

Those in charge at Fox have found that a master record of cast, music and a master of ceremonies can be turned out at a minimum cost of \$450.

## GIFT NIGHT REVIVAL

RKO Going for It in East—Also WB And Wilmer & Vincent

Independent exhibitors operating houses which can't accommodate vaudeville have been reviving gift nights, but some of the major chains are now also going for the giveaways in the east.

RKO has booked Joe's Last Nite, an organized one nighter gift proposition, along with a regular comedy routine, for some of its straight picture theatres during February. Warners, following a recent experiment in a few houses, is also laying out one nightier time.

Wilmer & Vincent, among the largest independent chains falling in line on the practice of giveaways to help attract for the old and four run pictures. According to some indie, revived gift nights have made that day the best of the week, regardless of film product.

## Resume Drive to Locate Disappearing Film Prints

Intensive investigation is again under way by the Copyright Protection Bureau looking to the location of numerous prints which, after being played by exhibitors, have never been returned to the exchange. CPB is acting on complaints received from several distributors.

Belief is that the bootleg exchange business is springing up again. Checking up is a risky business for CPB and the distributors involved since the distributor feels he cannot blame the exhibitor on the chance that film has been interdicted in transit back to its rightful exchange.

Last year between \$15,000 and \$20,000 was spent in litigation in an attempt to kill off bootleg film sales.

# BIG NEWSREELS TIE ON SCOOPS

Fox-Hearst and Pathé tie in the newsreel scoop score for the month of January at the two Broadway newsreel theaters. The two have seven outstanding elips apiece to their credit. Universal is third with five clips and Paramount is last with four.

## THE SCORE

Fox-Hearst Missouri shooting scenes Democratic national dinner. Lenz-Culbertson wind-up. Henry Bergens's French declaration. Harry Daugherty's interview on Harding. Senator Wolcott on reconstruction. Gandhi in Bombay.

Pathé Buring of Segovia at pier. Philippines demand independence. Doctor's five-alarm fire. Thames river boat salvaged. Eddie Stinson's death. Huey Long interview. Herndon cruiser wreck.

Universal Snow marooned Bodie, Cal. Mussolini ceremonies. Mexican treasure city. Oslo girl murder. Prison's cafeteria system.

Paramount Einstein-Lorenz in sound. Britain's plane mother ship. Parachute cloud jumping. Hawaii's American representative defends Honolulu.

## COMPLETING SHORTS

Hollywood, Feb. 1. Smith and Dale, on Warners contract list as stars, have headed east to clean up their Paramount shorts.

**AL EVANS**  
HAS PLAYED  
**33 MONTHS**  
for **L. K. SIDNEY**  
Selling Music in  
Every Form  
Paradise Theatre Indefinitely

**POPCO**  
REG. U.S. PAT. OFF.  
**FILM**  
FOR  
Professional and Amateur  
CINEMATOGRAPHER  
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NEW YORK

**SCENIC LUMBER**  
OUR SPECIALTY  
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CHICGO

Ho-de-ho! Balaban & Katz.  
Congratulations on your  
15 years of  
showmanship!

**CARL F. COTTON**  
and His Cotton Club Orchestra

Management  
**MILLS DANCE ORCHESTRAS, Inc.** 150 West 46th St. New York City


Booked  
February 12 to March 17  
in Publi-B, & K. Theatres  
CHICAGO

**PERMASKAM**  
GRAUMAN'S CHINESE THEATRE, HOLLYWOOD NATIONAL ORANGE SHOW, SAN BERNARDINO, CALIF.

# FEBRUARY

# 29

will have *saturday* days!

1932		FEBRUARY					1932
SAT.	SAT.	SAT.	SAT.	SAT.	SAT.	SAT.	SAT.
 <p><i>One long Week-End! for your Box-Office!</i></p>							

You can't help  
doing Week-End  
Business Every  
Day in the Week  
with this unpre-  
cedented

## WARNER BROS. and FIRST NATIONAL FEBRUARY LINE-UP



### WILLIAM POWELL in "HIGH PRESSURE"

Beat "Road to Singapore" at N. Y. Strand opening—January 28th. Rave Reviews Everywhere. A Warner Bros. Picture.

### EDWARD G. ROBINSON in "THE HATCHET MAN"

With Loreña Young. Outthrills "Little Caesar" and "Five Star Final." Opens N. Y. Winter Garden, February 4th. A First National Picture.



### "OLD MAN MINICK" by EDNA FERBER

With "Chic" Sale and Dickie Moore. Set to reap "Cimarron" profits. A Warner Bros. Picture.

### JOE E. BROWN in "FIREMAN, SAVE MY CHILD"

Rated as Brown's greatest comedy clean-up. A natural for Washington Birthday dates. A First National Picture.



## KEEPING UP WITH F. & M.

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

### Sweet Nineteen

Gale Quadruplets celebrated nineteenth birthday at Apollo Theatre, New York, where they are featured in George White's "Scandals." Their second White show; last season's was "Flying High." Names as revealed by birthday notice are Jane, Jean, Joan and June. But Henry Holzman forgot to put in that they were discovered by Fanchon and Marco, and got their first stage experience in the Ideas.

### Idea Shifts

"Fine Feathers" Idea plays Louisville Rialto Theatre, week Feb. 14. Instead of Indiana Theatre, Indianapolis. Indianapolis will get a new Idea that week, and Fox, St. Louis will get a new one, too. Names will be announced by Doc Howe next week.

### Status Quo

Jack Partington, stage of "Limehouse Nights" Idea, wires Marco to order No. 2 act to hire out of Japanese curio shops in cities on F. & M. route. Act No. 2 is the Wing Wah Trio, which tells its own story, as Hershel Stuart would say.

### Gaby Gaby

That prince of ventriloquists Frank Gaby, tells Frisco reporters Brooklyn, N. Y., is the greatest city in the world. Later reveals it is his birthplace. Also tells of his stage ring engagements in "Artists and Models," "Passing Show" and other Suburb classics. Now with F. & M. "Cherry Blossoms" Idea.

### Unicore Admits

Unicore Healy, hit of Ed Wynn's "Laugh Parade," tells Bob Gramma, "Graphic": "I got my name from F. & M. newest star, Betty Compson, that ship stewards had to chase her admirers off ocean liner at Manzanillo dock, so the darn boat could leave on time. Betty's F. & M. idea had small opening, Los Angeles, last week."

### F. & M. Starters

Only night club doing big business in Miami said to be Frolic, whose feature attraction is Wally Winthrop and Stanley. Miami "News" writer reveals act comes from F. & M. Ideas. Seattle (Wash.) "News" reveals Barbara Blanchard, star of Pacific National Singers, on Coast radio hookup, got professional start with Fanchon & Marco.

### Accent Fools

The boys who must be English, but aren't, Val and Ernie Stanton, are headlining with a bang in F. & M.'s "Limehouse Nights" Idea. British accent has managers everywhere laying bets they're right off the boat. Armando and Lita are clearing up in this Idea with their marvelous Spanish dances. Don Carroll another hit act with striking tenor voice.

### We Pass Out

Such modesty never before witnessed in show business as clip from Portland (Ore.) "News Telegram" reveals. Almost solid half page of F. & M. photos under head running clear across page saying: "Nine reasons why they're called 'Sunbelt' Beauties." Top F. & M. publicity of year, but not as much as a card or note attached crediting persons responsible.

### Word Slingers

Jack Bryant, "New York Times" prints appreciation of Lucille Page's dancing in Mr. Carroll's Vanities. And states biographically: "Fanchon & Marco gladly gave her things to do on their happy-go-lucky stages up and down the ocean-side," forgetting that Lucille's Idea played Perth, St. Louis and Kankakee. And Jack Lait, King Features, describes F. & M. gurn on Ruth Roland as "romantically touching," the cynic!

### Radio Notable

Phil Kalar, noted baritone, began series of programs entitled "Song Portraits" over WLS, Chicago, giving characterizations (not "Variety" word) of famous song figures. First program big success and much is expected of series. Kalar started as younger years ago with Fanchon & Marco, adding another name to a large and growing list.



# THE BRAINS BEHIND THE TALENT

*You take no chances when  
F. & M. spot your act!*

They've got to be better than good to direct F. & M. shows. Here is the staff that guarantees their quality:

## SEYMOUR FELIX

Director of all musical scenes in "Palmy Days," "Whoopie," "Flying High." Also director of several Ziegfeld Follies.

## BUSBY BERKELEY

Producer of "Street Singer." Staged dances for "Connecticut Yankee," "Present Arms" and Paramount's "Whoopie."

## LOU McDERMOTT

Director of "Dream House." Composer of "If I Had a Girl Like You." For years ace producer for Par-Public.

## LEON LEONIDOFF

Former production director of the Roxy —produced Roxy stage shows since theatre opened.

## FANCHON

Famous as "America's Only Woman Producer." Supervised F. & M. shows since their inception.

## LARRY CEBALLOS

Originator of the famous "Serpent Dance." Produced several shows at the Music Box, New York City.

## GAE FOSTER

Fanchon's right-hand "man" has produced over one hundred successful "Ideas."

*No wonder the "names" are flocking to....*

**FANCHON  
and  
MARCO  
INC.**

Offices

HOLLYWOOD SAN FRANCISCO SEATTLE MILWAUKEE NEW YORK



# "I SEE BY THE PAPERS

that

**"name competition is keener  
than ever in front of Broad-  
way theatres today"**

(NEWS ITEM REPRINTED FROM  
N. Y. MORNING TELEGRAPH, JAN. 25th)



## **THIS TRADE-MARK IS IN DEMAND!**

### **Can he keep it up?**

PARDON US (Laurel-Hardy)  
GUILTY HANDS (Lionel Barrymore)  
THIS MODERN AGE (Joan Crawford)  
NEW WALLINGFORD (Haines, Durante)  
SUSAN LENOX (Garbo, Gable)  
SIN OF MADELOU CLAUDET (Helen Hayes)  
CUBAN LOVE SONG (Laurence Tibbett, Durante)  
THE GUARDSMAN (Lunt-Fontanne)  
POSSESSED (Crawford, Gable)  
PRIVATE LIVES (Shearer, Montgomery)  
MATA HARI (Garbo, Novarro, L. Barrymore)

### **Certainly!**

THE CHAMP (Wallace Beery, Jackie Cooper)  
HELL DIVERS (Wallace Beery, Clark Gable)  
EMMA (Marie Dressler)  
LOVERS COURAGEOUS (Robert Montgomery)  
FREAKS (Just You Wait!)  
TARZAN THE APE MAN (Johnny Weissmuller)  
ARSENE LUPIN (John and Lionel Barrymore)  
not to mention  
GRAND HOTEL (Garbo, Crawford, Beery,  
John and Lionel Barrymore, Lewis Stone)  
—and 1932 is still young!

Personalities yanked from the radio world to fill the breach that good product should fill! Crooners galore on the Main Stem! Stage names and Hot Jazz Bands! Up and down Broadway that's true —with one notable exception!

**—all that  
the Capitol  
Theatre  
needs is**

# **METRO-GOLDWYN-MAYER PICTURES**

*Ain't it the truth!*

## CUTS EAST END OF 110 HOUSES OFF FOX-WC

Los Angeles, Feb. 1. Reported deal by the Skouras brothers with Eddie Alperson and Eddie Peskay for the Midland circuit takes in 110 houses which were the former M. B. Schanberg (Midland) and Elmer Rhoden (Midwest) theatres. It's not to be confused with Midwestern and the Illinois houses, which are a part of Fox-WC but locally operated. Midland embraces Kansas-Missouri territory. It appears as if the Skourases are letting the eastern end of Fox-West Coast go. Skouras negotiations with Alperson-Peskay are believed to be on

percentage similar to the Skourases' own Fox-WC deal, with no cash passing.

Fox-West Coast goes as far east as Kansas City and into the north and southwest.

E. Alperson recently resigned as gen. sales mgr. for Warners after having held that position two months. Eddie Peskay was eastern theatre operator for WB until last week, when he abruptly resigned to go into the theatre deal with Alperson. Peskay's home grounds are in the Midland circuit section.

### Hoffman Moves Up

J. J. Hoffman has been named successor to Edward Peskay as eastern division head of Warner theatres.

Hoffman, three years ago, sold his own circuit of 30 theatres in New England to the Warners. Moe Silver continues in charge of the western division, according to Joseph Bernhardt, general manager of the circuit.

## Dismiss 3rd Receivership Suit on Newark's Little

Newark, Feb. 1. Court dismissed the third receivership of the Little and Cinema Company, Inc., now run by the Little. It has Sidney Franklin as president with non-theatrical support including Henry Lindenkohl, treasurer; Mrs. Edith Lindenkohl, secretary; and Adelaide Brownell, vice-president.

Under the old organization there were no interests. When "Zwei Herzen" came along, and they saw the crowds, they became convinced of at least two of them did, that Franklin was holding back on profits, not realizing that there were some who were not. The two converted the others, hence the receivership. But now with the rent cut and fewer houses it looks as though the fourth receivership won't come this season.

## F-WC MAKES PROFIT ON SPECIAL KID BILLS

Los Angeles, Feb. 1. Interest in special children's matinees is increasing. Fox-West Coast reports 84 of its houses now run these shows every Saturday. Practically all theatres cater to the kids say the matinee is showing a profit. Of the 84 houses 62 pick suitable features and shorts if the regular program is unfit for the kids.

### Snow Hurts Minn.

Minneapolis, Feb. 1. Heavy snowfalls are aggravating conditions for exhibitors in the territory. In many instances roads are made impassible and the transients are being kept out of the towns. Business, as a whole, is just now at the lowest point of the slump, small town exhibitors claim.

### SEEK IOWA FIREBUG

Buffalo Center, Ia., Feb. 1. Firebug, believed to have caused destruction of four business buildings here two weeks ago with \$30,000 loss, was sought this week after a vain attempt to set fire to the New Iowa theatre Jan. 26. Theatre had been vacant two weeks. Oil-soaked rags were found and the blaze extinguished before it had gained headway.

### SCREEN MUFFLES EXPLOSION

Albany, N. Y., Feb. 1. Panic in the Pine Hills theatre, neighborhood, was averted when an oil burner exploded in the basement during a film performance. Explosion happened while a character in a comedy was pushing another down a coal chute. Noise of the action on the screen drowned the real explosion.

### Columbus Indie Stave Open

Columbus, Feb. 1. J. Reel Neth, owner and operator of the Grand theatre, only first run indie house here, announced Saturday (30) that he had bookings arranged through May and that reports that his house would close are wrong. Theatre has silenced its organ and Neth is handling the p. a. work to keep expenses down.

## Predict Further Dwindling of Substitution by Film Distribs

Substitution for pictures contracted by the exhibitor is becoming more rare. A practice which has always furnished theatres with cause for complaint is heading for oblivion in the opinion of distribution men. The percentage system of playing has much to do with this, they believe.

With percentage buying may be adding to some extent as a result of economic disturbance, it is pointed out that the producer-distributor must be guided primarily by the importance of theatres continuing on that basis. It would be penny wise and pound foolish, it is added, to substitute product with flat rental accounts to get the edge on delivery; because, at the same time, the distributor would be paying for it doubly or more through his percentage situation. Even if the number of percentage

accounts dwindle the coming year, contention is made that it would still be unwise on the part of the distrib to spy himself in partnership playing of pictures by either production or star substitutions.

In that the distrib is a partner of the exhibitor under percentage, substitutions affecting both sides. During the past year these substitutions have been at their lowest. In the old days, before percentage applied to selling of pictures, the number of substitutions yearly was sometimes amazing. This included entire productions and story or star substitutions.

Another factor tending to cut down the number of pictures delivered in place of certain designated features as sold under contract is the tendency of producers to sell series, fulfilling delivery there rather than on titles.

## Hoarseness goes away...

## Sore Throat stays away—

when you gargle with

## LISTERINE

If your voice gets hoarse, or your throat tired and sore, you cannot sing or speak your lines well. So you are going to welcome the news that gargling Listerine relieves hoarseness; often prevents 66% of colds; and greatly speeds recovery from sore throat.

The prevention and relief of colds is due, of course, to Listerine's amazing power to kill germs—even the most dangerous and resistant varieties—in the fastest time that can be accurately recorded. It reduces mouth bacteria 98%.

At the same time, that it kills germs, Listerine acts beneficially on human tissues. There it differs from harsh mouth washes that have to be diluted before they are safe. Nothing relieves and relaxes a hoarse, tired throat, more than Listerine.

And regular twice-a-day gargling with Listerine has been proved by exact scientific study of 172 persons in normal health—to prevent 66% of colds—and to make colds be only one-third as long-lasting, one-quarter as severe.

It will pay you to gargle with Listerine twice daily—and at other times, when your voice is hoarse. Lambert Pharmaceutical Co., St. Louis, Mo.



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BAD GIRL  
DANCE TEAM  
DELICIOUS

*For the rest of the season*

**FOX GIVES YOU** these knockouts . . .

JANET GAYNOR in CHARLES FARRELL

Rebecca of Sunnybrook Farm

Directed by Al Santell who gave you "Daddy Long Legs"

AFTER TOMORROW

Frank Borzage Production with CHARLES FARRELL, MARIAN NIXON, Minna Gombell, Josephine Hull, Wm. Collier, Sr.

DISORDERLY CONDUCT

*Plus many others of the same calibre*

JANET GAYNOR

in  
My Dear

With a sensational cast

WILL ROGERS

in  
Business and Pleasure

From Booth Tarkington's novel "The Plutocrat"

with SALLY EILERS, SPENCER TRACY,  
EL BRENDEN, Dickie Moore, Ralph Bellamy

And RIGHT NOW for February 21st release  
the exploitation picture of the year . . .

**SHE WANTED A  
MILLIONAIRE**

with  
JOAN BENNETT  
SPENCER TRACY

James Kirkwood • Dorothy Peterson

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# ERNST LUBITSCH

"A picture like 'The Man I Killed' is only encountered once in years of movie-going. Don't miss it if you can."

—Karl K. Kitchen,  
N. Y. Eve. Sun

"Entirely different... Lubitsch's production is quite brilliant. Many in last night's audience gave it the tribute of tears."

—Rose Petrowsky, N. Y. Journal

"It is the best work Lubitsch has produced... direction is genuinely masterful. It is definitely superior cinema."

—N. Y. Herald-Tribune

"'The Man I Killed', as fine and fascinating a picture as these jaded eyes have seen in a century of weeks."

—Louis Sobel, N. Y. Eve. Journal

From the play by Maurice Rostand  
and the adaptation by  
Reginald Berkeley

**LIONEL  
BARRYMORE  
NANCY CARROLL  
PHILLIPS HOLMES**

"'The Man I Killed' excels... terrifically effecting... a truly convincing human drama."

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**The Greatest Dramatic Hit Ever  
Produced. Now thrilling Broad-  
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Criterion Theatre.**

**"Brilliantly directed. It  
is a highly commendable  
work...an exceptionally  
fine film...deeply touch-  
ing. I urge attendance."**  
—*N. Y. Sun*

**"Serious, worth-  
while drama."**  
—*Motion Picture Daily*

**"Human and truthful  
...Fashioned with sin-  
cerity and great care  
...Photographed with  
admirable artistry."**  
—*N. Y. Times*

**"It stabs the heart! It stirs  
the soul! It sears the brain!  
All that is best, all that is  
finest is contained in this  
deeply affecting drama."**  
—*N. Y. American*

**"The great Lubitsch's  
greatest production...  
it demonstrates that  
Lubitsch is exquisite  
and that Lionel  
Barrymore is the  
greatest of all actors."**  
—*N. Y. Mirror*

**"A lasting credit to  
Lubitsch... to Para-  
mount... to the great  
industry it repre-  
sents!"**  
—*Film Daily*

**"One of the most arresting,  
compelling, dramatic film  
plots I've viewed in a few  
cinema seasons. Will leave  
no audience unmoved."**  
—*N. Y. Graphic*

**"It is absorbingly  
real."**  
—*N. Y. Eve. Post*

**STANDING ROOM AGAIN**

**PARAMOUNT**

## Calif. Vaude Actors' Union Attempts Direct Booking to Cut Out Agents

Los Angeles, Feb. 1. California Artists' Protective Assn., recently formed body of vaude and club performers, pulled a sneak on local agents and booking offices and made the rounds of vaude theatres, offering to duplicate the bills played for less money than the houses were paying the agents. Association was originally formed to standardize the salaries paid performers in and around Los Angeles. A \$7.50 minimum per day for singles and \$15 for teams was demanded for local dates, with the amount increasing, according to the

distance of the towns played from L. A.

Agents who were for the organization when it was founded are now burning and claiming price cutting among the members.

Committee which called on the theatres gave the agents the works, saying they, the agents, were holding up the theatres. Monterey, Strand and Million Dollar theatres refused to do business with the actors but it is claimed that several one day dates are interested in booking direct.

Last week the C.A.P.A. held a general meeting to discuss the possibilities of cutting the minimum salaries to \$5 and \$10, but did not come to any decision. Effort of the association to book direct with the theatres is supposed to be in an effort to hold up their original scale.

C.A.P.A.'s chances of getting other than the small houses are slim. RKO and Warners are the only big houses using vaude hereabouts. Former has its own booking department, while Warners is led to Bert Levy.

W.B. Milwaukee, Drop Acts Milwaukee, Feb. 1. Warner has gone back to straight pictures following an experiment with vaude.

## COMMISSION SPLIT

Morris Office Divides with 2 RKO Agents—Morris' Idea

O. L. Oz and Charlie Morrison, both RKO agents, will split the commission with the William Morris office over bookings by Morris with RKO for the latter's Coast picture houses.

Abe Lastfogel, of the Morris office, in casual conversation with Joe Plunkett, theatre operator for RKO, suggested big names for the red RKO all-picture houses in Los Angeles and San Francisco. Lastfogel thought Ted Lewis, Duke Ellington and Thurston might remain two or three weeks each in these houses.

As the bookings progressed it was disclosed that while Morris was the general agent for the acts, Oz was the RKO rep for Ellington and Morrison the same for Lewis.

Before the commission matter had become a controversy, the RKO agents got together with the Morris office and the compromise followed. That the booking had been entered into only for the RKO picture houses, and not for the vaude film theatres, raised the first question.

## Levy Heads F-M Unit

Los Angeles, Feb. 1. Bert Levy, the cartoonist, will head a Fanchon & Marco unit booked by Bill Fawcett. Levy heads east preparatory to going out on the tour. Larry Calioles will stage.

## Wins Once, Sues Again

Troy, N. Y., Feb. 1. Characterizing as "fantastic" the suit for \$110,000 damages brought by Georgetta Urvetta, dancer, against the City of Troy, as a sequel to burns when the flames of a gas jet in a dressing room at historic Music Hall ignited her shawl and high comb, Corporation Counsel Frank S. Thurston announced the municipality would fight the action.

Miss Urvetta previously won a verdict of \$15,000 against Music Hall and the Troy Savings Bank, owner of the auditorium, but received only \$4,000, the remainder going for lawyer's fees and expenses. She now seeks \$110,000 from the City of Troy, alleging on its part part failure to enforce a regulation requiring gas jets to have guards.

## Seeley-Fields, St. Louis

Chicago, Feb. 1. Blossom Seeley and Beverly Fields open for Fox in St. Louis Friday (5).

Booked for the one week, the act will jump into New York after that to take up more time for the same office.

## FOX EXTENDS DOWNEY

After laying off the first half of this week, Morton Downey Jr. stays for one week for Fox today (2), at the Audubon, New York. On Feb. 5 Downey goes to the Crotons for the first half.

He plays the week for the same salary received at the RKO, \$4,000.

## Stagehands Get Judgment Against Upstate Showman

Syracuse, Feb. 1. The unsuccessful presentation of vaude at the Empire in the fall of 1930, when the house was operated by Charles Seonske of Watertown, had an echo in Supreme Court here, when its house employees were granted judgments against the showman by Justice Charles Byrne, recovered \$235.01 and Daniel Dingman, stage hand, \$235.01. Others recovering and the amounts were: Charles Chamberlain, stage hand, \$121.51; Frank Behr, stage hand, \$121.51; and Edward Fitzgerald, stage carpenter, \$105.23. All awards carry interest from November, 1930. Executions issued by counsel for Seonske's former employees, members of the local stage hands' Union, will be forwarded to Watertown today.

## Reward for Present Address

**HARRY FINE**  
Night club entertainer. Drives 1930 Oakland coach. Notify Mr. A. Mills, Suite 602, 155 N. Clark St., Chicago, Ill.

BERT-JONAS-BILLY DIAMOND  
INDEPENDENT—RKO  
**SIX FRANKLINS**  
FEATURING  
ARMENTO  
WORLD'S FASTEST ACROBAT

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110 rooms newly remodelled  
Rates positively lowest in Phila.  
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Three in room.....15.00

## BOBBY MAY

"Doing Something New"  
With JOE HOLMES  
Edw. S. Kellor coll.-R-O

## AN OPEN LETTER TO MR. MARTY FORKINS

For your kindness, consideration and marvelous co-operation we are deeply grateful...

We appreciate how much you have done toward making our present tour possible...

May we assure you that we will do all in our power to carry on, earning as we go along the faith you have in us.

Faithfully,

"HOT FOR HARLEM" COMPANY.

BILL ROBINSON  
JOHN MASON  
MYRA JOHNSON  
PUTNEY DANDRIDGE  
FERDIE LEWIS  
NAOMI PRICE  
JELLI SMITH  
JACKIE YOUNG  
LEONARD RUFFIN  
EDITH POLLARD  
EDNA TAYLOR  
TINY ALEXANDER  
TILLIE THOMAS  
RACHEL BEECH  
HAZEL COLES  
BEULAH SMITH  
MARION CHANDLER  
DOROTHY MOPPINS  
DOROTHY YOUNG  
BYRDIE BAKER  
OLIVE BAQUET  
EVELYN KEYES  
MARGARET JENKINS  
BRYANT SAUNDERS  
ED MORTON  
BUDDY JOHNSON  
MEL SCOTT  
GEORGE BENNETT  
JOE MANY  
ARTHUR HOLDSTEIN  
H. B. BURTON

LOEW'S STATE, NEW YORK, THIS WEEK (Jan. 30 to Feb. 5)

JOHNNY

MURIELL

# SULLY AND THOMAS

Direction JOHNNY HYDE—WM. MORRIS OFFICE

# **Frisco Air Act Drags \$10,000 Into L. A. Aud. In 2 Shows at \$1 Top**

Los Angeles, Feb. 1. An ex-soubrette and 17 radio artists, without previous stage training, power came into the 6,700-seat Shrine Auditorium here Jan. 25, unheralded except for their own air announcement, and jammed the place with 15,000 people in two performances.

At Pierce, ringmaster of the Happy-Go-Lucky hour, daily except Saturdays and Sundays over the coast CBS chain, brought his gang down from San Francisco to fill the house even unto the orchestra pit and drag in a gross close to \$10,000 at 50 cents to \$1, with part of the proceeds going to S. F. charities.

Entertainment was of the same order as the daily broadcast, with a few slight gaps, executed by Norman Neilson, subbing for the usual vocal solo.

Aside from this and two dance numbers by a pair of little girls, the program was a series of vocal and instrumental pop songs. Four mikes were spotted on the apron and the same number of amplifiers were in the stage boxes.

**Old Bud Clean**  
Humor consisted of standard blackouts and horsplay, all clean.

**STUUS  
CONLIN and GLASS**  
Enroute RKO  
Direction, TOM J. FITZPATRICK  
Palmer Theatre Bldg.,  
New York City

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**CRANE**

with the howl of the evening being the pie-in-the-face bit, taken by Neilson. Throughout, Pierce lidded with the audience and they loved it. Patrons were the type rarely seen in theaters and the glimpse of their air fava was their money's worth judging from the reaction.

No orchestra, with Edna Fisher at the piano and Walter Kelsey, violinist, aided by Pierce's occasional steel guitar accompaniment. Pierce was a plugger for Sherman-Clay early seen in theaters and the tainer and has an ingratiating personality that kept things going at a moderately fast tempo.

**Lineup**  
Group with him consisted of the aforementioned Miss Fisher, Neilson and Kelsey, Clark Slaters, Charles Carter (Chevrolet imitator), Hazel Warner, Harry MacCintock, Marjorie Lane Truesdale and Jean Claremore, kide, Red Bilgewater, English 'comic' De Michel, accordionist; Cecil Wright and two others in a hill-billy act, and Tommy Harris, whose vaude background aided him in teasing down the house with ballads. Little or no stage makeup used by the performers. Nice gesture to the music boys was Pierce's contribution of a box to the local pluggers. Finally had Pierce leading the audience in a community sing of "Till We Meet Again."

**Lambert, Snubbing Layoff,  
Leaves F-M Show in Chi**  
Chicago, Feb. 1.  
Faced with a two weeks layoff, third within a month, Eddie Lambert withdrew from F-M's "Tin Types" unit, after closing with it at the Tivoli here.

Lambert's withdrawal was upon mutual agreement and followed a long distance phone talk between the comedian and Marco. When the unit picks up again Feb. 19 Presler and Kialis, originally with the show, remain.

Lambert jumped to Springfield for RKO, hopping into New York the end of this week to open for Loew at the Metropolitan, Brooklyn, Saturday (6).

# **Special Bill for Denver Opening—Intacts Follow**

A new house adds to the RKO Intact routs Feb. 11, the vaude return of the RKO Orpheum, Denver. A first Intact is being staged out from New York for the opening week. It will be headed by Nick Lucas and include Earl Lindsey's Revue and Sid Marlon.

Following week (18), Denver will pick up the regular road intact coming from Salt Lake City. It will be a Thursday opening, with Omaha to follow.

The Nick Lucas show plays seven weeks of the remaining route after opening Denver.

# **Full Salary for Final 5-Day Winnipeg Bill**

Winnipeg, Feb. 1.  
With the close of vaude at the RKO Capitol, the acts playing the final week here received a full week's pay for only five days' work. On Saturday Pignatelli changed policy to do that feature.

Close of the vaude leaves Piercer devoid of stage shows. Next month he will be at the University's neighborhood house, The College, Chas. F. Wright, local legit director, producing an 11-minute of one-act tabs for two days of the week, known as "The College Players." Possibly, it will soon be made to other picture houses following.

# **Back to Presentations**

Pittsburgh, Feb. 1.  
With regular vaude facing pretty badly, Enlight night will return to presentations, reverting to the policy in effect at WEAT when Liberty deluxer prior to the musicians' strike some time ago. Stage band and an act have always been popular in this tabe site and regular vaude lay-outs as a result have been offered.

Presentations will be run on a split week policy, with permanent shows of 10, directed by Phil Miller, going in. No m.c. set yet.

**F&M in Louisville**  
Chicago, Feb. 1.  
Fanchon & Marco units will add with full week stand at the Rialto, Louisville. First unit opens there Feb. 19.

Louisville house was formerly booked by RKO. Units will hop there after St. Louis, according to present routing.

**HOLLYWOOD'S LINE**  
Warners will use a Dave Gould unit of 12 girls and six boys on the Los Feliz bill at the Hollywood, New York.

Line is the same that played in the "Third Little Show."

**SPECIAL OFFER**  
for a limited time  
FINE ORIGINAL PHOTOGRAPHS  
for use for publicity and lobby cards  
Size 8x10 \$50.00  
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Glossy or Dull Finish.

**Speedy Studio**  
212 West 48th St.  
NEW YORK CITY  
Tel. Clikkerberg 4-3900

**RKO VAUDEVILLE INTACT 19**  
(Week Feb. 27, RKO, Boston, Wash.)  
**FORTUNELLO and CIRILLO**  
"The Happy Hooligans"  
(Direction of Walter Simon)

**HOPE VERNON**  
"Singer of Romance"  
(Direction of Jack Weiner)

**MARTY MAY**  
Prind of Thoughtless. Amored by Jean Carro  
(Direction of Chas. Morrison)

**ANATOLE FRIEDLAND'S  
"SHOW BOAT"**  
with  
**Marty May**  
Jean Carro and supporting cast, composed of a shipboard of Anatole's and the Pauline  
(Direction of Chas. Morrison)

**RKO VAUDEVILLE INTACT 18**  
(Week Feb. 6, RKO, Wash., Wash.)  
**CHAPPELLE - CARLTON**  
"On the Station"  
(Direction of Harry Fink)

**KRUGEL - ROBLES**  
"DRUNK AGAIN"  
(Direction of O. L. O. Morris & Oz)

**DON RUIZ and BONITA**  
The South American Vipers  
With Saluna and Vipers  
Marie Patis at the Piano  
(Direction of Harry A. Romm)

**FRANK LIBUSE**  
The Colonel of American Nuts  
with Myrtle Louning  
(Personal Mgr., Jesse H. Martin)

**RKO VAUDEVILLE INTACT 71**  
(Week Feb. 27, RKO, Wash., Wash.)  
**THE ORANTOS**  
World's Only Double-Part-Act  
(Direction of Jack Weiner)

**MARTHA MORTON**  
The Dance Queen  
with Eddie Parks  
The Kick Soap Saloon  
(Direction of Thos. J. Fitzpatrick)

**"LIVING JEWELRY"**  
with HOOPER and CAMP  
Evelyn Singer and  
Stanley Simmons  
(Direction of Chas. Morrison)

**DON ZELAYA**  
The Philosophical Pianist  
(Direction of Weber-Simon)

**RKO VAUDEVILLE INTACT 18**  
(Week Feb. 6, RKO, Minneapolis, Minn.)  
**VERNON RATHBURN**  
"The Prince of Rhythm"  
AND HIS SAX-O-TETTE  
(Dir. Harry Ward-James Gordon)

**EDITH BOW**  
With Her "MAN TROUBLE"  
with HOOPER and CAMP  
(Direction of Leo Stewart)

**THE DANCING ADAMS**  
"Tripping the Gay Fantastic"  
(Direction of Harry Fitzgerald)

**DOCTOR ROCKWELL**  
MAKER OF FINE CIGAR ASHES  
SINCE 1888  
(Direction of Harry Fitzgerald)

**RKO VAUDEVILLE INTACT 75**  
(Week Feb. 27, RKO, St. Paul, Minn.)  
**HAZEL MANGANE'S GIRLS**  
with ADELITA TATUM  
"SPEKES-AND NO BRAKES"  
(Dir. of John Hickey-Jack Curran)

**HOWARD - FINE - HOWARD**  
"THE THREE LOST SOLES"  
with JACK WALSH  
(Direction of Donald M. Winkler)

**FRED KEATING**  
In Spito of  
"The Great Alexander"  
(Dir. Chas. H. Allen - M. R. Bentham)

**ADELAIDE HALL**  
"The Crooning Blackbird"  
(Direction of Weber-Simon)

**RKO VAUDEVILLE INTACT 76**  
(Week Feb. 27, RKO, St. Paul, Minn.)  
**BOB STICKNEY**  
with LILLIAN AYLIN  
"UP A TREE"  
(Direction of Harry Fitzgerald)

**MAKER and REDFORD**  
"The Ear Bender"  
(Direction of Jack Curran)

**SINGER'S MIDGETS OF 1932**  
(Direction of Western-Neulitz)

**RKO VAUDEVILLE INTACT 85**  
(Week Feb. 6, RKO, Rochester, New York)  
**ROSEETTE and LITMAN**  
In "Dance Show"  
With GRACE and BEATRICE WYLLIE  
(Dir. of Chas. Tishman-Pinknett office)

**BUD HARRIS - TON BROOKINS**  
With HARRIS and TON  
"Harmonies"  
(Direction of Geo. Gaffney)

**DEVITO and DENNY**  
with DOT STEVENS  
In "Lady Harrow's Reception"  
(Direction of Chas. Whishaw)

**LITA GREY CHAPLIN**  
WITH HER  
"Delightful Song of Life"  
(Direction of Weber-Simon)

**RKO VAUDEVILLE INTACT 82**  
(Week Feb. 27, RKO, St. Paul, Minn.)  
**GLOEY E. LEE**  
HARRIS TWINS  
TWO JACKS and a QUEEN OF PEP  
(Dir. of Chas. Tishman-Pinknett office)

**VIC OLIVER**  
Europe's Gift to America  
with MARGOT CHANOLE  
(Direction of Phil Olin)

**CASS, MACK and OWEN**  
"On the Up and Up"  
(Direction of Sam Tishman)

**NAN HALPERIN**  
Tells You About Women Here,  
There and Everywhere  
(Direction of Jack Weiner)

**RKO VAUDEVILLE INTACT 81**  
(Week Feb. 6, RKO, St. Paul, Minn.)  
**ANN ROTH**  
Representative  
of the  
**JOY FINLEY**  
in Rhythm  
Dance  
**MARY DUNKLEY**  
WALTER (Mouse) POWELL  
The Dance  
**"RED" EPPER**  
The Cyprien, Comedian

**BENNY MEROFF**  
and His Famous Orchestra  
Personal Mgr. George Wood  
(Dir. Phil McCarty-Harry Fitzgerald)

**RKO VAUDEVILLE INTACT 80**  
(Week Feb. 27, RKO, St. Paul, Minn.)  
**EBONY FOLLIES**  
"A Musical Comedy Romance  
from Alabam"  
(Direction of Harry A. Romm)

**WILL and GLADYS AHERN**  
with Brother Dean  
"Arizona, Sun Splendors"  
(Direction of Milton Lewis)

**HEALY and CROSS**  
"The Stage Saloon of Songs"  
(Direction of Charles H. Allen)

**ARTHUR and MORTON HAVEL**  
In  
"Hot Water"—By H. O. Greene  
With Helen Lockhart, Denise Doree  
(Dir. Joe Freeman-Chas. Morrison)

**RKO VAUDEVILLE INTACT 79**  
(Week Feb. 27, RKO, St. Paul, Minn.)  
**THE AVALONS**  
A Thrill a Minute  
(Dir. of Billy Jackson-Jack Davis)

**HAL NIEMAN**  
with "Fagobed Ro"  
(Dir. of John Hickey-Jack Curran)

**DONATELLA BROTHERS and GARMEN**  
In  
"Walt and Re"  
(Dir. of Jeff Davis & Jeff Jackson)

**CLARA BARRY**  
AND  
**ORVAL WHITLEY**  
"It Doesn't Know the Music and the Dance"  
(Dir. of Thomas J. Fitzpatrick)

# NEW ACTS

**Gus Edwards' RADIO UNDERSTUDIES (10)**  
 16 mins. Full Stage (Special)  
 8th St.

Edwards the announcer, impersonations, singing, dancing, comedy.  
 Around a cute idea, looks like Gus Edwards has another winner in this act. It can stand a bit of cutting and at least one character change or deletion, but will give the audience in any sort of strata even as is.

Set represents a radio studio, Eddie Bruce the announcer, Graham McCracker. He announces first Bing Crosby, for a light fade-out and the Crosby imitation, light come back on toward the end of the act. Baby's spot on Bruce in a corner of the room allows him to clown a bit throughout. No credit, but the lad doing the Crosby imitation is either Ripley or Bob Martin, with the first of this pair later taking a Mort Downey. Both believable.

Marie Dono follows with a pretty and Kate Smith take-off. Miss Smith looks the part, but just can't get the voice imitation, which is what is looked for. Later she does a bit in one her own, which gets a nice hand.

Four handies all four characters in the Amos and Andy script for the biggest applause during the act. Dave a youngster, wearing in his teens, managing the voice with accuracy and a little conviction. With the lights back on, after his bit, it's hard to believe from evidence that he is not a professional, this because so few right the same routine in the same way for an encore.

Leola Lane, a beautiful blonde, does high comedy, with a few touches and the Four Ables Sisters are available as a gag group. Comedy. Just before the finish there's a nice spoofing "Tony Wone" bit by a name lad who is Mort Downey.

For a finish all line up across the stage with mikes for a harmonium number with Bruce spoofing a sports announcement.

**LEWIS MACK**  
 16 mins. Two and Full (Special)  
 Jefferson

Jefferson is turning a tenderloin in western atmosphere, Lewis Mack now in the C. C. Curtis cap and later a lighted air recruit. With another man and two women in his support, he is completely at ease and can handle the material that will enable him to average the act.

As the audience man, Mack's quizzing and teasing of the two girls and an army captain provokes a stream of laughs, certain of which is multiplied by Mack and in the second sequence when he is turned and in a way questioning him for flying, the act is complete. Considerable credit for the first act incidental to examining the two girls helps there.

In the spot Mack does a singing number of the material well sold off by Mack and his conferees. It's really Mack, with his odd low comedy accent, that carries the act. In one spot Mack does a singing number of the material well sold off by Mack and his conferees. It's really Mack, with his odd low comedy accent, that carries the act.

**MURIEL MORGAN (2)**  
 Comedy, Singing  
 10 mins. Two (Special)  
 Orpheum

Muriel Morgan, with an unblinded partner, offers a comedy and works like a seasoned performer. She is not only a comedian but has been around. Records suggest that she formerly did a similar turn in the act of the "Radio Understudies." She is a good singer, but diversified with singing, burlesque and a bit in the act. The act is 15 minutes for the neighborhood.

Muriel Morgan is a good singer. She kills with all over the stage along with songs and singing. In one spot the playfully girl goes to a high-pitched soprano, later do a number up to the ceiling, wearing her male partner, pulling out a ball and one of the girls in the room playfulness, included in the joke.

For a finish at this half-and-half, Dit fairly well.

**PAGE AND CLARK**  
 Work Wreckers  
 7 mins. Full (Special)  
 Orpheum

Mixed team on the tight wire in dancing, burlesque and other conventional gymnastics. Will serve as an opener or closer on medium time. The act is 7 minutes for the neighborhood.

Team works with unblurred precision. Girl is a comedian rather than together, alternating in the act. The act is 7 minutes for the neighborhood.

For a finish at this half-and-half, Dit fairly well.

**LILYAN TASHMAN (4)**  
 "The Interview" (Comedy)  
 Paramount

A very satisfactory vehicle for the person of Lilian Tashman. The actress has a good deal of previous picture achievements and she does wear some stunning costumes. The act is a comedy, strictly gagmish product and does not have a lot of variety.

Stage is set with hangings indicating an elegant sitting room. Bing Crosby shows a trick entrance, a reporter seeking an interview and goes into a comedy episode with the maid. Miss Tashman catches him flirting with the servant and counters with a pat line appropriate to her type.

Wants to air the reporter, but at length lets him slip and ends the interview while she makes a costume change and a screen. Third person appears in Sid Silvers, character (although he didn't write the act), who proposes to meet the organ console in the pit.

Thereafter it's a fast exchange of gags among the trio, some of them bright, some of them merely crude. But, at least, fast give-and-take of repartee, during which it is possible to see the actress at her best.

Whether Miss Tashman, Silvers or Crosby is stooping for the other, the act is a comedy.

Finale has Bing singing one of his typical melodies, Miss Tashman makes a gag, and the act ends with a typical male crack and a comedy song. The act is a comedy.

Miss Tashman was a big draw, her first appearance at opening, but it was not a success. The act is a comedy.

From which evidence it may be assumed that the screen personality got over with extraordinary ease.

**AL MAUMAUX (2)**  
 Singing, Telling  
 10 mins. One (Special)  
 Orpheum

He may be only a ball player, but a lot of personality and an appealing voice, this Al Maumaux, who does a comedy act, broken by chatter with his male partner. Maumaux is merr, of the act, and the act is a comedy.

Maumaux did an excellent job up here, a bit of personality and an appealing voice, this Al Maumaux, who does a comedy act, broken by chatter with his male partner.

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**NEVILLE FLEESON (4)**  
 Comedy  
 10 mins. One and Full (Special)  
 8th St.

Neville Fleeson has quite two acts, to branch out with three girls in his support, Helene Denison, Gloria Hughes and Marion Kingston. Lengthy, but the act is a comedy.

As usual, Fleeson is mostly at the head of the act, and the act is a comedy.

First is a gigolette special. It's a comedy, and the act is a comedy.

Next a wedding, viewed from the brides by the gal who was forgotten. She launches into a song "For Value Received," Miss Kingston does a comedy.

An epilog to "Grand Hotel" is attempted with the ballet dancer going on in spite of the act and the act is a comedy.

Next a wedding, viewed from the brides by the gal who was forgotten. She launches into a song "For Value Received," Miss Kingston does a comedy.

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**STATE**  
 The layout at the State is admirably adapted to drop-in comedy, comprising six clean-cut comedians, and less than a half. The bill is a happy blend of comedy, song, dance and flash with only minor conflicts of interest and most important of all, it builds up by comedy sequence into a climax in next-to-closing spot.

The first situation perfect at this Saturday afternoon performance, the house drew a near-capacity audience, attracted at least in part by the high ticket value. (The act of its pre-release run at the Rialto, where it was a success.)

The Kitaros Japs, two of men and a woman doing smooth risley work with comedy mixes and dangerous looking tricks, make a standard opening.

The Merdell Boys furnish a season of vigorous vaudeville in the No. 2 spot. They open with a simultaneous entrance in travesty costume, the house drew a near-capacity audience.

Without pause they suddenly "go" into a comic sketch, the Merdell Boys appearing in plum color tait coats.

In the third they do a good challenge to the audience, a series of impressions of radio personalities, ending up with all four harmonizing through of the strains of "The Blue Bird."

The fourth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The fifth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The sixth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The seventh comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

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The tenth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The eleventh comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The twelfth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The thirteenth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The fourteenth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The fifteenth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The sixteenth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The seventeenth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The eighteenth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The nineteenth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

The twentieth comes, make a man, follow with a slapstick tait and song comedy turn, assisted by many props and accessories and a great wealth of slapstick incident. It's a comedy.

**PALACE, CHICAGO**

Chicago, Jan. 26

It must have been a chilly, dry journey on the old rattie-bouge from New York for the four comedians. They arrived in the loop for the first time in a long while.

Rae Samuels seemed particularly harassed at the opening performance, but she was a good deal of fun. She played the accordion too, and she was a good deal of fun.

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## Miami Beach

Embassy crowds picking up and it is still the place to go.

Civic Theatre amateur put on "The Royal Family" in Miami this week.

John Terra is headed this way to join the bill at Frank Ford's Embassy Club.

The marathon dance has been going on more than a month and a dozen couples are still reeling around.

Menka is at the Roney Plaza in Miami Beach 10 days. He is to Hollywood in a few days to go into pictures.

He is 44 per quart and 44 in case lots, but the guaranteed top notch stuff runs \$45 and 46. Beer can be had for 10 cents.

Some of the film houses advertise that they use union operators. Just a flare back on recent disturbances in non-union houses.

Rita Reed is commuting between the Olympia (Public) theatre and the Public Club in connection with her engagement. She's a blues singer.

The law gave some of the Embassy crowd a free ride the other night. Seemed to be some misunderstanding over certain wheels.

You can see a first run film or a first run polo match for a price—half dollar—but the pictures are not being complaining about the competition.

The effect of the depression is greater than the effect of the winter. The picture business here this winter, but considerably less than last.

Club Lido is giving two dollars after 10:30. While the Hollywood Club Lido is 50 cents cheaper with a longer stay.

With a longer stay, a longer ride to get there. The unemployed have started here with grayhound and race track, night club and movie, etc.

All stated to cut on the list with the dancing. Joe Widener's race track is in one of the fight and the county's three score weeklies.

The race track is not advertising in any of the weeklies. The methods of the shake-down methods of some of the businesses was legal.

## Pittsburgh

By Hal Cohen

Dick Ware m-c'ing at Villa Revere.

Presentations due back at the Enright shortly.

Joe Smith has put on 10 pounds since his recent illness.

Joe Smith's tenor, Julius Seeger, has turned back leader.

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ton Watson of 'Vanities,' for a vacation next month.

Stanley getting the biggest picture house curtain in the country outside of the one in the municipal auditorium in Atlantic City.

Roy Royce, the Warner manager, national league chief, got Wagner here last week. He's a big boulder from Carolina.

## New Haven

By H. M. Bone

Walt Munson off to Havana.

Auto show week of Feb. 3.

Tom Clark and his new Buick.

Only 64 to sole your shoes here now.

Ruth Bernstein has such a funny car.

Arthur Hoy directed 'The Magic Maker.'

Roger Sherman cuts to six acts currently.

Harry Bernman passed up a nice N. Y.

Terry Reynolds doesn't look natural.

Fredrick Mack in town for the Perute blowout.

Frank King Brennan doing committee work here.

Plays back at his mountain goats and Dick Stott.

Winter carnival at local magic.

West Haven has a new light show.

Robert Pe none fined \$30 after run-in with Bjou usker.

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## Hollywood

George Weiss in Hollywood hospital.

Jerry Darmour in Denver for a week.

Clayton is seabound by motor.

Allyn took a minor cut this week—surgical.

Grant getting a publicity building at Paramount.

All-night lo-vending machines at the new headquarters.

Book agents still trying to crash their heads on the book.

Billie Dove will spend a couple of months in Palm Beach before re-head on his proposed hillside home.

Rowland Brown will publish a book on the subject of "The Pig 'Rin'."

Arthur Sheekman, with a broken arm from horsebacking, garnered himself a ticket for spending.

Gene Fowler in the market for a couple of goats to adorn the back of his proposed hillside home.

Fanchon Royce has set her marriage to her big m-r.

For Feb. 3. It's a between-pictures event.

Frank S. Ben Brandreth's office is the first newspaper set by air-mail for the government, O.K.

It's 'Variety' for July 21, 1932.

Food in the new Hollywood colony just beyond the Mexican border. Said to be well conducted.

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thousand people paid a dollar to see and men do their stuff.

Local Daily 'The Times' running front-page and inside-page stories for fear. Cites figures to show what it would mean to this town.

Feds asking padlock for Doc Brown. The Padlock Pits adding carried their own booze to the place to get avoided against the padlock.

They get ginger ale and 'net-up'.

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## Loop

Frank O. Peers is a grandfather.

Joe 'Shee' here with O'Neill's.

John Balaban in town for B&K's 16th anniv.

Tom Carmody claims to be the hating husband of a charity horse.

Jerry Ward, radio scribbler, seeks Lew Latta down with grips in his hotel room.

Henry 'Cotton' handling 'Arrow-smith' for U.I.A. here.

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**VARIETY**  
Trade Mark Registered  
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## 15 YEARS AGO

(From 'Variety and Clippings')

White Rats sought to call a strike in Boston, but the limited response of the players failed to stop any of the shows. Picked the theatre, but did not hurt business. Gordon shows only.

Belaos, Gest & Elliott opened 'The Wanderer' on a Thursday but paid off for a full week on Saturday, to the great amusement of the players. The weekly salary list was \$11,600 for 58 principals.

Acts were having trouble obtaining passports. State Dept had shut down and those with English contracts were in a quandary.

Merger time. Producers were taking a combination of copyright material in restaurants and goldwyn. Exhibitors were alarmed at the prospect of having to pay higher prices. Plans included a theatre circuit.

Witnaph was preparing to move its studio to Los Angeles. Finally did—what was left of it.

Ben Shulberg was appointed gen. mgr. of Paramount, replacing Kenneth Hodkinson.

Walter Green started his Aircraft co. Absorbed by Paramount.

Soc. Authors, Composers and Publ. set prices for the copyright material in restaurants and cabarets under the new decision in theatre circuit.

Five place bands taxed \$5, \$10 for up to 15 men and \$15 for larger bands. Floor shows paid \$15 regardless of size.

Burlesque managers were declaring the current season best in burlesque history. Figured on running wheel shows all summer.

Chas. O. Bauman sold his share of N. Y. M. P. Co. for \$500,000 for his stock. Preparatory to formation of old Triangle co.

## 50 YEARS AGO

(From 'Clippings')

Barnum's circus was putting out five advertising cars, each with a crew of from 12 to 20 men. Billing meant more than newspaper work in those days.

Prof. Wilson was offering his 'Herodian' mystery for sale. Otherwise the familiar depiction act. Price, \$50.

Anna Dickinson was touring in 'Hamlet' playing the same part. Came in for some mild kidding now and then, but generally successful. By no means the first, as Charlotte Cushman frequently played Macbeth in the classical because of her masculine appearance.

'Clippers' commented that while an American manager had purchased an English play for \$5,000, the cable report boosted it to \$30,000. Still a loss.

George S. Tyler, already an actor and coming manager, took over the Gaiety theatre, Boston, and announced his intention to install an sprinkler system over the stage, one of the earliest.

H. Gratton Donnelly, then a Philadelphia newspaper man, had written his first play for the theatre. He was a local trout. Later gave up the city room for the theatre.

An advertiser offered to take an interest in a play the coming season in return for the program privilege. 'Programme made good and often big money in those days getting local ads.

Jimmie Grainger is the single executive left actively on the Fox Film staff of the original 'Sheehan faction' as it was so termed when Winnie Sheehan, Grainger, Saul Rogers and John Zantz split away from William Fox the latter's side with the bankers. They took a position against William Fox. This was before Fox sold to Hartley L. Clarke for 20 millions or so.

The Grainger solitude became somewhat emphasized last week when W. C. Mitchell, a Fox Films v. p. who went in with Clarke, announced that Grainger as gen. sals. mgr. for Fox had been so authorized by the Fox board and that Grainger is empowered to enter into contracts with exhibitors. This sounds like a definite endorsement. Nathan Burkman's interview in 'Variety' last week in which the attorney stated the Fox contract cancellations might go double for product contract by exhibitors as yet.

Though Winnie Sheehan is temporarily out as Fox producing chief, it is not thought by Sheehan's intimates he will return to the head of the Fox Film staff.

Grainger, in the east during all of the Fox turmoil, has had the ears of two Fox presidents, Clarke and Tinker, besides the banking people. The best Sheehan could get so far away in the west were the Fox's account. Sheehan is reported to have received a bonus when signing his Fox contract, something Grainger snuffed, although he signed the same day.

Sheehan is reported to have received a Fox bonus of \$250,000 in cash from the Clarke regime. Grainger did not hear about that until some time later, but Grainger got it from the accounts. The story says Grainger still believes Sheehan should have tipped him on the bonus thus.

It is not told east or west whether Sheehan knows what Grainger thinks.

Total of seven names were given credit by First National for the story of 'Union Depot'. This is about double the usual number and close to a record, especially at a time when the tendency is to cut down on writers' credits.

For writers mentioning the authors on 'Depot' is that studio was criticized by some people who said it was like 'Grand Hotel' in many ways and was put in a hurry to get under the wire ahead of 'Grand Hotel'. J. P. Wurtzel was the writer of which 'Depot' was filmed to Joe Lauro, Jr., Gene Fowler and Douglas Durkin. Screen play done by Kenyon Nicholson and Walter de Leon and the adaptation by Kubec Glasnost and John Bright. Studio claims this play was written long before 'Hotel'.

Trade presumptions regarding Paramount production is that a major share of authority governing this phase will be imposed in Emanuel Cohen if it is not already so invested. This is the nature of chatter in the industry regarding the Paramount New York staff. Other than being elected a vice-president and appointed to the board of directors upon the resignation of S. R. Kent, Cohen's exact capacity has yet to be defined by his company. Hence, the boys have started to guess. Jesse Lasky is still nominally the Paramount vice-president in charge of production with over two years to go on his present contract.

Status of the excess at Fox is puzzling everyone, who are trying to figure out who signs things and if it's okay to carry out orders without first consulting an official studio list of officials. Adair was complicated by his statement that all Rockett is in charge of production at the studio. Several days after that announcement word came from the east that Ed Wurtzel was in charge of production until Winnie Sheehan returned. Rockett was in charge until Wurtzel returned, with Wurtzel head man in Sheehan's absence.

Position of Quinn Martin at Fox is being explained by D. E. McInnes as not that of an executive but of a former picture critic whose critical attitude of studio is the greatest asset of the Fox corporation. Martin will read all scripts and advise his reaction to the story based on his experience in reviewing pictures. Whether or not Martin's opinion of a story or situation will be final was not made clear.

With the men's identity more or less unbecoming, Metro has individuals at its Coast studios to represent all departments in distribution, including contact on sales, printing, ad sales, etc. Their duties are to stick close to production and watch the trend of picture making as well as the sales, public affairs, and advertising departments. Inner court showmen point to this setup at the studio, the only one having permanent distribution representative, as a possible forerunner of a similar policy by the producers.

Garbo's appearance in person for Sls Grauman's \$5 premiere of 'Mata Hari' at the Chinese, on the Coast, would have guaranteed a sellout. But the elusive Garbo's antipathy to public appearances created kidding and quotation of odds at 4 to 1 she wouldn't even appear in the film.

Garbo's ability to make pictures at the Garbo home for the reading if the picture player would agree to pictures, etc., for the newspapers and magazines.

When Gene Dennis was appearing at Warners' Hollywood, in Hollywood, she was approached by Greta Garbo for a reading. Psyche in the picture star picture star would go to the Garbo home for the reading if the picture player would agree to pictures, etc., for the newspapers and magazines.

Who said no, deciding that if peeping into the future meant breaking her 'no publicity' policy she would stick to the present.

Exchanges in Minneapolis report an unusually brisk demand from small town situations for western product to fill Saturday dates in particular. Exhibs say much of the regular product is unsuitable for farmer town. They are looking for a change in a political dispute.

Sons of the soil eschew the society and sex stuff and want action. Situation has redounded to the benefit of local independent exchanges.

Fox News has a problem over its clip of the Kaiser at Doorn. It's an exclusive which the Fox Berlin office got on the promise not to show it to anyone else.

German royalists seem to have changed their minds and want the Kaiser shown to the country Wilhelm formerly ruled. But Fox figures it might be bad diplomacy and involve the company in a political dispute.

New dubbing headache has been unleashed by United Artists. Company likes to dub Greta Garbo's films for French and other markets, but Miss Swanson doesn't want anyone else to speak French for her.

Coast writer, failing to collect what an actor owed him, tried the latter's agent. Agent proposed a cut settlement for cash. Writer refused. "Take it and I'll get you a job," offered the agent. Writer accepted on condition the bonus offer go in writing. Done.

Under Adolph Zukor's signature a letter has gone out to all district and branch managers in Paramount on Sidney R. Kent's resignation. It also

## Inside Stuff—Legit

Lionel Banks, British actor, will stage 'Too True to Be Good,' George Barnet Shaw's play, for the Theatre Guild. Banks is appearing in 'Springtime for Henry' currently and will continue in the show, though in the latter stageing for the Theatre Guild.

Casts for the two new Guild plays are just about set with Beatrice Lillie and Hope Williams heading the Shaw piece. 'Moon in Yellow River' other Guild preparation, will have a cast including Henry Hall, George Brent, Edward Everett Horton, John Barrymore, Anna Kruger, Claude Rains, John Day Murphy and William Harrigan. 'Philly Melody' is staging.

Present program is for 'Moon in Yellow River' to open in Philadelphia at the Theatre Guild, 1210 Locust St. Shaw's play opens possibly at the same house about two weeks later.

'Papaveri,' representing Joe Zell's flyer into Broadway legit, was an expensive experiment. Show closed Saturday (30) after paying a predicted cost about five weeks' pay for time spent rehearsing. Additionally cast collected for the short time the show ran, with the rehearsal salaries exceeding the playing pay total, something akin to a new kind of record.

It reported Zell backed his show trip himself, conflicting with another unauthenticated yarn that the French nite club man had a local agent as his financial guardian. Zell co-produced 'Pop' in Paris with Charlie Gordon.

Weekly payroll, for cast alone, ran to about \$1,800, or nearly \$10,000 to the actors for rehearsing the various versions. Added to the usual production costs, advertising and out-of-town break in.

Unusual promotion for attracting theatre parties and sell-outs to organizations, is being made for 'The Devil Pleases' at the Selwyn, by Arlo Selwyn who presents it. Six men and women are lecturing before a crowd of two being assigned to raise the money in particular.

The plugging contingent includes a young rabbi and a college professor. 'Devil' having two clergymen characters appear to have a particular charm for church groups.

Another promotional idea for 'Devil' is a new suburban car card displayed in the Westchester and Long Island cars. In each community a card is placed in the car, the card being made a brand new ticket office. Contact with the theatre district by telephone. The card guarantees the co-operation of the drug shops. 'Devil' is virtually selling out.

Younger legit producers are encountering trouble getting up Equity bonds for their shows. One way out has been found in going to older managers who need not so actual security other than a personal guarantee. This allows production, but cutting in the bond for their film of the show.

Rather than operate on waivers, whereby they'd lose 50% of their firm money under Equity regulations, these lesser lights work with minimum pay for the casts, which only requires a bond of about \$500. Cast gets 25% guarantees and percentages of whatever gross rolls up.

There'll be some minor cast changes and script revisions in Doran, Ray & Hewes' radio satire, 'Wild Waves,' before the show comes in, with the play being named 'Yanked Saturday' (30). It was slated for Newark, but will go to instead.

Worthington Minor and William Manley are rewriting the script. Formerly the latter was in charge of the script. The show is being staged on the road and then come in to the Times Square, as first scheduled. Osgood Perkins, Betty Starbuck and Edith Van Cleave, principals, remain.

A berry of duds paid off at Equity Saturday (28) when the various managers couldn't manage to do it. Two of the shows, 'Papaveri' and 'Volver' closed brisk Broadway passes.

Third show was 'East of Broadway' produced by Chas. Rovers at the Belmont and paying off at Equity for its first week. Continuation after the first week was doubtful. Playing, however.

Producers are paying a hat tip weekly to the theatre owners, who for that sum guarantee all expenses including advertising, stage hands and extras.

Young actor in the stock production of 'Lysistrata,' at the Riviera, New York, is a law student.

After being hired for 'Lisistrata' youth found he had an important law exam to prepare for the night. The show didn't wait to miss either, so finally went to the dean and begged to be given a special exam. Dean agreed the play. The boy has a wealthy father.

An addition to indices of conditions in stock is the move, somewhat in the nature of a merger, taking by Century and American Play Cos. Their agencies are running their stock departments jointly. American's rep, Eddie Hart, has moved over to Century's office with Joe Diehl. Overhead saved, is the explanation.

Managerial lull in starting 'Jazz City' took Hope Williams out as the proposed feminine star.

Miss Williams was set, but was not given a contract. Meantime, the Theatre Guild bid, so Miss Williams withdrew. Now Carl Hemmer and Arlo Selwyn are talking to Madge Kennedy among others.

George Grossmith's entry into the London production of 'Cat and the Fiddle' makes a curious incident.

Grossmith was offered a part in the show while it was casting for New York. He didn't make it, or didn't want to. Now he has the same part in London.

Jack Whitely, of the Whitneys, is said to have backed 'Through the Years,' the new Vincent Youmans show at the Manhattan. Also bankrolled 'Here Goes the Bride,' which Peter Arm presented for five days at the 46th Street theatre last fall.

Reason for Raymond Massey's departure for the coast, giving up the stage, was the General Electric Co. is supposed to have said Massey wanted changes in the book which the producer couldn't see.

Equity permit given to Roehm and Richards has been transferred to Will Roehm alone. He's one of Equity's first licensed castors.

R. R. split when Harry Richards went with Max Hart.

At the premiere of 'House of Doom' which opened and closed last week at the Marquee, the short prolog was over so quickly that even the show who were in the prolog were about. One explained to the press that that bit was not supposed to be in the performance, but was a hanger on from the previous show which they forgot to take out.

bears on the appointment of George J. Schaefer, Paramount's new gen. sals. manager.

Radio Picture salesmen will shoot for money prizes in a contest for the most play dates during February. Top money is \$500.



# Dominion Blue Blood Theatre Does a Brodie

Toronto, Feb. 1.

Folding of Lady George Cholmondeley's drama and dance company here puts a crimp in the plan of Lord Bessborough, governor-general of Canada, to establish throughout the Dominion a national theatre. Contemplated starter here was to book up Toronto, Montreal, Ottawa, Quebec and Halifax.

Originally booked for Galloworthy's 'Silver Box' and an unnamed Coward play, Lady George, who had previously appeared in the governor-general's private theatre on his Stained Glass estate in Sussex, arrived with a band of players, a \$50,000 wardrobe, a dance and dramatic company of 40 whose weekly payroll totals \$7,000 to \$8,000, and symphony orchestration specially written for a 40-piece orchestra by Sir Edward Elgar.

Instead of the Galloworthy and Coward plays, the Elgar 'Walls' and 'To Have and the Honor' two old plays. Midweek and Saturday matinees were interspersed with mime, ballets and masques.

Despite heavy plugging by Canadian papers and stressing of the patriotic angle and the patronage of the governor-general, the Dominion company, brooded in Halifax, Montreal and Ottawa and struck a record low in Toronto's theatrical history.

One glaring piece of mismanagement was the booking of symphony orchestration for 40 pieces which the small Montreal pit band found too difficult to play and Toronto's orchestra numbered not more than 10, struggled through as best they could.

Moral being that Canadian theatre-goers may be as fastidious to a greater degree than is credited, but that they know where they want in spite of patriotic hooch, vicious, vulgar patronage, the Dominion company, the Elgar and the flag that braved a thousand years.

## Merchants Back Stock, Leave Showmen Alone

Seattle, Feb. 1.

Plans on foot to resume guest star policy at the Moore, opening Feb. 13 with Howard Esmay, Iowashawman producing, Kent Thomson managing and Andy Gurnard directing.

New players for support: Angling for Babe Daniels, Polcy Fairbanks, Jr. and other stars. Polcy Fairbanks Jr. will be here one week; plan to run for 12 weeks season. Local business men backing the project, warning time letting showmen run the show.

## Gore-Benthams Award

The arbitration of the claim of Bobby Gore against M. S. Benthams, whom he has sued for \$100,000, representative contract calling for 20 weeks on the season, resulted in a \$100,000 award for the Gore. Contract called for \$175 weekly and, although he did not appear at all through Benthams' office, two weeks or \$350 was the decision.

Arch Selwyn represented Benthams and testified that Gore could not be reached when wanted and maintained there were other matinees which prevented him from placing the actor.

## Bride Falls to Death

San Francisco, Feb. 1.

Fourth month bride of Jack Olney, investment broker, fell from a balcony to her death in a local hotel last week.

Before her marriage to Olney who was known to the New York legit stage as Evelyn Humes.

# BUD DE SYLVA RENEWS OLD SCHWAB ALLIANCE

Having concluded settlement of his Fox contract, Buddy DeSylva left last Thursday (28) for Florida, where, it is understood, he will go into a huddle with Lawrence Schwab, relative to production of a new musical show. DeSylva will either go on to the Coast or return to New York from the south.

In winding up his Fox affairs, DeSylva received \$125,000 on his \$300,000 yearly contract. He had previously drawn \$60,000 and another \$16,000 was turned over to him. DeSylva's agreement with Fox covered a three-year period. DeSylva did 'Good Niver' and 'Follow Thru' with Schwab.

## Defer Shubert Claims

Settlement between Equity and the M. P. A. of claims due on Shubert's contract is not made for at least another month, the question sliding over for at least that time, equity isn't pressing the situation.

With Frank Gilmore sailing for a month's trip tomorrow (3) chance settlement are out for at least that four weeks' period.

## No Agency Returns on 'Counsellor' Chi Dates

Chicago, Feb. 1.

It's either a guarantee and no return, or the agency goes with a check for 'Counsellor at Law' coming into the Selwyn Feb. 7, DeSylva's proposition, with the producer little concerned either way. Agencies are turning over the edit, but are not making a decision on the non-return issue.

## A Sheikh Caprice

Buffalo, Feb. 1.

Erne St. Clair, actor, was sentenced to six months in the Erie County Penitentiary on the complaint of his eighteen-year-old bride, who had been told that she had paid for the wedding and bought him new clothes.

Upon investigation, probation officers reported that St. Clair had put his young wife out of their quarters at the Lincoln Hotel 12 days after the wedding. Letters and telegrams found in his possession indicated that he had sent his women had fallen for him since his coming to Buffalo from Chicago two months ago. Before the marriage, St. Clair was Otis Van Fleet, of Baltimore, Maryland, non-prosecution.

## Bank to Run Hudson

The Hudson theatre, which passed from control of Mrs. H. B. Harris by foreclosure recently, is being renovated. Understood that the Immigrant bank, which had the first mortgage, has decided to sacrifice it in the present real estate market.

Interests offered more than \$1,500,000 for the Hudson not long ago, but it was rejected. The bank is at foreclosure went for a consideration of little more than half that figure.

## Gaiety Legit Maybe

Gaiety theatre may swing back to legit, as was tried earlier in the season, but didn't materialize. Show possibilities in 'Legit' and 'Col' but the booking is not set. Should a \$2 dollar come along, however would force legit again for a while.

'Collition' is now rehearsing at the Fulton, with the Gaiety. House if not set for the Gaiety. House only get 'Peter Flier High' for a week.

# RELEASE DATES FOR PRODUCERS

Imitations Generally Ahead of Originals—\$25,000 New Good Price for Successful Play—Not Worthwhile to Produce Today in Hope of Film Sale—Managers' Share Not Enough to Force Stage Dues Necessary 3 Weeks

## CRAMP SHOESTRINGERS?

Hollywood, Feb. 1.

Fadeout of the next-to-last rainbow, with Broadway legit on one end and the pot of picture gold on the other, has been so far that its effect on stage production has not yet been appreciated to any extent. That the absence of fat picture prices as reward for stage material suitable for pictures will have any effect upon legit activity can be taken for granted.

Stage producers who figured on protecting themselves against loss by peddling their stuff later to producers and theatres, are in a rather tight enough out of picture rights to afford this protection. This condition has been contributed to by various factors, notably financial pressure which slashed picture budgets and the fact that what was paid for a hit show must now suffice for more than half the entire production cost of a film. Another restraining factor is Hollywood's bitter recollection of hit shows which became flop pictures and other hit shows which haven't even reached the screen.

And, another, and important, is the release date problem caused by a legit producer's reluctance to set an early date for release of the legit version of his show which invariably kills any chance of further profit for the play.

Recently killed in the market was a legit picture men that a purchase contract on a hit show calling for delayed release in legit always fatal, because rival companies quickly put various film versions of the hit show into production and beat the purchaser of the original piece to the theatres.

Comparison of previous purchase prices on plays for pictures to prices now being paid demonstrates to what extent the Hollywood revenue has been curtailed. American high figure paid in the era of conventional legit was \$225,000.

(Universal), \$157,000 for 'Street Scene' (United Artists), \$150,000 back picture rights. In (Paramount), and \$100,000 for 'Front Page' (Howard Hughes). Highest \$50,000 back picture rights. In the past six months is the \$90,000 Metro dished out for 'Strange Interlude'.

On the 'Grand Hotel' deal Metro put up \$50,000 for financing the stage version and received this \$50,000 back picture rights. In other words, it starts from scratch.

Current Prices. Examples of current prices, further taking into consideration that the price for pictures has been reduced, typify the chopped picture budgets. A \$15,000 rights buy from the 'Grand Hotel' deal Metro for \$7,500, minus commissions, after the required three weeks Broadway picture rights are afforded.

Chance for the producer of a flop show to get anything out of the Hollywood picture market is slim. It carries the show for those necessary three weeks.

## Duffy Wants Wolf

Los Angeles, Feb. 1.

Henry Duffy is in picture rights with Manny Wolf to assist in coast production of 'Louder Please.' Wolf is in New York.

# Winter Garden Rent Puts Shubert Receivers Technically 'Off the Nut'

## B'way's Lead

Hollywood, Feb. 1.

Before leaving for Hollywood and a picture contract, George Brent was asked to stay in New York by Lee Shubert.

Shubert told the actor: 'If you leave us, Bert Lytell will be the only leading man left on Broadway.'

# Picture Colony Lets Gillette's 'Sherlock' Pass

Los Angeles, Feb. 1.

Opening night of William Gillette in 'Sherlock Holmes' at the Billmore was a tribute to the 73-year-old stage veteran from the picture West. He shared him as one of America's stage idols. But the deference due him from his own production, those who are anchored here in Hollywood, was lacking.

With the exception of George Brent, who shared him as one of America's stage idols, the audience was minus picture names. Best of the house was well filled with older people reviving the days when Gillette was their big movie star.

Gillette shows the wear and tear of his farewell tour of 15 weeks of which five have staged. Opening in Boston, the show jumped to Toronto for a week. From that Canadian city it hopped to Des Moines, which isn't exactly across the street from Denver and Salt Lake City followed, then L.A.

From here, a week of one night stands follows, then San Francisco for a week. Remainder of the time is one and two-nights through the northwest with the closing week set for Minneapolis. A pretty strenuous tour for an actor of Gillette's age.

Tour so far has been spotty with some towns supplying while others let the show go hungry. In the east with Gillette is William B. Dyer, who directed the play. Postmaster, incidentally, staged 'Sherlock Holmes' when it was first produced in 1893.

## Play and Story Agents Expect Film Buy Spurt

Spurt in story and play buying on the part of the studios is expected immediately by agents and legit producers. The film men are expected to prepare next season's product. With story conferences now on, picture producers are priming the pump to be ready.

Factor that has improved the picture market year leads the recent crop of shows that look good for Hollywood and have been acquired on for picture rights. Previously Broadway had been a heavy funder in film values. Prices being paid, however, are still way down, except for smash material.

## 'Mare' Legit First

Hollywood, Feb. 1.

Option given to Bartlett Cormack and Barney Glazer for the dramatization of Gene Fowler's 'How the Wild Mare' is, expiring, was advanced another four weeks when Fowler saw what the authors are turning out.

Meanwhile Fowler had turned down a couple of picture offers on the theory he'd rather see his brainchild a play before getting picture treatment.

Although the Shubert Theatre Corporation has a long way to go to work out of its crisis, right now the Shubert receivership is in better financial shape than at any time since the courts took over the situation. There is money in the bank and the operating deficit is believed to have been wiped out.

That came about when last week Warners paid the receivers \$200,000 on account of advance rent of the Winter Garden. House is under lease to Warners, the rental being \$200,000 annually in advance. The Warners withheld payment for a time, claiming \$176,000 due from the Shuberts through the pooling of theatres in Philadelphia. Claim specifically is based on money due the Warners owned in the theatre in that city. Pool has been in operation several years and includes Pictorial, Shubert and Warner theatres. It affords, general idea being a pooling of total receipts and pro-rating of profits and losses.

## Living Saves Contest

The Irving Trust's representative in New York, J. P. Morgan & Co., Shubert, took legal steps to obtain the advance Winter Garden rent. It was a move to contest, since it would require costly filing of a large bond and other items. It was a move to contest, since it would require costly filing of a large bond and other items. It was a move to contest, since it would require costly filing of a large bond and other items.

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## At the Top of the Dial

# NBC-CBS AIRING 'GUEST STAR' REQUESTS

Looks like the day of guest star appearances by radio artists is over. CBS has taken official measures to curb any more guesting by its artists, while NBC is now frowning on it.

CBS has issued orders to effect that no artists engaged for commercials are to appear as guests on other periods. As far as radio is concerned, all CBS commercial people are to perform only for those broadcasts for which they are engaged and paid.

With CBS sustaining artists, not working on commercials on that network, CBS will consider each case as the occasion arises. Sustaining CBS artists are no longer permitted to do "guest" work where and when they will. CBS must be consulted first, and from the present outlook CBS may turn down the majority of requests.

The guest appearances by radio artists already under contract to a radio advertiser have been limited. For the main part the advertisers squawked whenever a radio set whom they had engaged made an appearance on another program, mainly with newspaper columns. Last week Russ Colman, who was to WOR by Bob Grannis, "Graphic" writer handling the I. Miller broadcast, was refused permission by Listerine to appear. All Colombo was permitted to do was talk.

With advertisers making the practice and the networks similarly minded, it looks like all radio artists will henceforth have to stick to their own contracted periods solely.

## Indie Goes Brothly

San Francisco, Feb. 1. The principle of brothly love is diligently applied to the radio fraternity by KJBS, local station in this city. Station is on the air weekdays until sundown and silent until midnight. During afternoons it announces a list of feature radio attractions due on NBC and CBS between 5 p. m. and midnight.

Ralph Brunton, manager describes it as a new service for advertising radio stations as "public servants, just like newspapers."

## SALESMEN AS SHOWMEN JUDGE RADIO PROGRAM

Chicago, Feb. 1. Before putting the final stamp of approval on the network show already concocted for it and set to debut next month, Allen A. Koenig has arranged to try it out on its national sales force. Latter are holding a series of salesmen's meetings in Kenosha, Wis., during the current week, and the entire program's slogan and orchestra are being imported from Chicago for the event.

Optimists of the store-to-store boys will have a lot to do with the final make-up of the production. It's a musical comedy. Dates of program's initial release over CBS is Mar. 4.

## Mildred Bailey Buys Off Contract for \$700

Chicago, Feb. 1. Cost Mildred Bailey \$700 in cash to induce Jack Tebo, freelance agent, to tear up a personal management contract she signed last summer. Settlement was effected last week after she had been advised by the NBC Artists Service that the Tebo document prevented the network from booking her on radio and other engagement without conflicting with the agent's authority.

Miss Bailey put her signature to the Tebo agreement during a salary dispute with Paul Whiteman while appearing at the Edgewater Beach last August. Her contract was shortly afterward straightened out and the singer resumed her spot in the Whiteman organization.

## Femme Trio Goes A. M.

Chicago, Feb. 1. Clara, Lu and Em come off their nightly release over NBC Feb. 13 and move into a morning schedule on the same network the next day. Switch will increase the artist's link from 11 to 40 stations. Program originated on WGN about two years ago and for the past 14 months has been under the auspices of Soap Soda, a Palmolive product.

## CELEBRATING! Second Anniversary of

**HENRY THIES**  
and His  
ORCHESTRA  
CHARLES DAMERON,  
Vocal Soloist  
W-L-W  
Sundays Program, Feb. 7  
12 to 1 A. M.

NBC Blue Network

## PETRILLO JAMS AUDITIONS

Union Ties Up All Instruments But Ukas and Lyres

Chicago, Feb. 1. Holding that non-union musicians cannot be used in studio auditions or entered into contests for Jimmy Petrillo in this town, Jimmy Petrillo, local musician, threw a monkey wrench into the Jolson-Petrillo Whitehouse-Smith American' contest held at the NBC studios here last week.

Refusal of musicians showing up for the local auditions was advised by the union that the local musicians use instruments other than the ukas and the Egyptian lyre were concerned. Petrillo was sure about the ukas but was bothered by the Egyptian harp. Admitting he never heard of the instrument, before, Petrillo finally discovered it was on the level. It was the only instrument of its kind represented in the contest.

Ruling applies only in Chicago, with union jurisdiction in other towns not drastic. Petrillo was compelled to apologize to the musical contestants and bow them out, getting about twenty minutes with singers and ukulele players. And one more Egyptian lyre virtuoso that popped in for a try-out.

## Says Won Prize but Didn't Collect—Sues

Birmingham, Feb. 1. A \$2,500 suit was filed at Memphis last week against the Charles H. Phillips firm by a company of Clay Coleman, 19. Miss Coleman claims that she should have won the prize in a radio contest for making the most words out of a prize name.

The girl says she made 381 words and the winner made only 276. She made a trip to Europe the winner got.

## An Audition Gets Girl CBS Network Program

Vivian Ruth, a radio novice, is under contract to CBS for four succeeding weeks. She was signed with the billing of "Sleepy Time Gal."

According to CBS, Miss Ruth has finally won the previous air experience she was engaged purely on results of an audition.

## Jolson Back on Air?

Chicago, Feb. 1. Al Jolson is being offered to Fisher-Boy by NBC for a series of 13 programs. Jolson has set his figure at \$10,000 per broadcast. General Motors is figuring on putting the Jolson on the network during the middle of the current month, but is up in the air as to type of entertainment.

Among the shows already auditioned for the tonnage number are a 16-piece symphony orchestra, piped into Detroit last week from the local NBC studios.

## CBS Shifts Chi Staff

Chicago, Feb. 1. Latest personnel shuffle at CBS local key, wound up with Chauncey Parsons in as musical supervisor, Hugh Aspinwall moved from that job to the announcing staff and Alfred Saxe departing to make room for Aspinwall.

Saxe, who formerly managed CFCF, Montreal, immediately after the WJLB breakfast, stepped into an interlocutor assignment at WJLB here.

## Another Program Lister

Birmingham, Feb. 1. Refusal of local newspapers to print complete radio programs of local broadcasting stations has led into existence the "Lister of Radio News." The sheet is issued weekly.

The paper is printed on the presses of the defunct 'Independent.' A daily paper that was short lived.

## Program's Auto Show Date

San Francisco, Feb. 1. NBC's "Spotlight Revue," variety program, travels to Seattle, Feb. 13, for the annual five day show there. Will broadcast the regular program from KOMO.

Four Horsemen into the Uptown Village, Chicago, Feb. 6, replacing Jimmy Garrison orch.

Mark Fisher has organized an orchestra and slated to open at a dance spot in Louisville Feb. 18.

# Union Almost Snags Whiteman-RKO Hour; Detours Camel Act's Chi Date

## Radio Goes Swank

Hollywood, Feb. 1. All the glitz and the flash in Hollywood is not confined to the picture mob. A radio artist's splendor a few months ago was earning \$75 a week and is now in the \$100 a week range. Hollywood in a big way.

He recently leased a \$100,000 home, bought himself a Rolls and now has on his personal payroll a chauffeur, butler, secretary and two maids.

## Schaeffer Will Do Without Names; Salaries Too High

Chicago, Feb. 1. After dicker with a score of stage names, including Julius Tannen, the Four Marx Brothers, Al Jolson, Fred Allen, Walter O'Keefe and Jay Flippers, Schaeffer has finally decided to resort to a staff of ten men for his 13-week spurge on NBC, starting Feb. 16.

Salaries asked by the narrow-muzzed boys soured the commercial on its original idea of doing the other job in a big way. Program picked for the Sunday afternoon broadcast includes a 24-piece studio combo under Louis Koenig and a comedy patter team, Fred Gill and Bill Demling.

## Airing Gov.'s Daughter

Governor Roosevelt's daughter, Mrs. Curtis B. Dell, and Mrs. Sinclair Lewis (Dorothy Thompson), are engaged for the CBS List broadcasts of Feb. 10 and Feb. 11, respectively. Both will go on the periods gratis.

List sponsors the "Beth Club" programs which include various femme celebs who go before the mike for the kick they might get out of it.

## KOLB AND DILL'S SERIAL

San Francisco, Feb. 1. Kolb and Dill go radio tomorrow (2), for Gilmore Oil Co. over NBC coast network, under a script serial three weekly.

Dialect team will have a supporting cast and, for initial program, will have California's broadcasting governor, Jimmy Rolph, as guest of honor.

## Rolle's Radio Idea

NBC is considering a new music broadcast idea on a sustaining basis which has been submitted to M. H. Aylesworth by B. A. Rolle.

Rolle wants to lend an orchestra of about 65 pieces once weekly in some new sort of music program make-up.

## Engagements

Etta James replaces Bob Ripley on Esao, NBC, while Ripley vice-masters on Thursday. A. M. Junes started on Tuesday.

**NICK LUCAS**  
"The Crooning Troubadour"  
at  
Talking Pictures, Radio, Records and  
Sundays  
Headlining the Opening of  
**RKO - ORPHEUM**  
DENVER, FEB. 11th

**ALICE JOE**  
THE PRINCE ALBERT  
DEALERS  
NBC  
NETWORK  
Coast to Coast  
LAST  
7:30 PM 11:15 PM

## Edict issued by broadcast James Petrillo of the musicians local almost kept Paul Whiteman off the RKO hour last Friday (29) night.

Either RKO must pay for 19 stand-by men while the Whiteman combo was on the air or the act could not take part in the program, Petrillo advised. Circuit figured up the cost, 123, and decided that the program would have to get along without Whiteman.

At the last minute the Whiteman band went on, Whiteman himself guaranteeing the bill for the 19 stand-by men. NBC also decided to meet the union's demands if RKO subsequently refused to pay.

Application of the same ruling in the instance of the Camel Hour troupe, also booked to tour for RKO, last week caused the circuit to (Continued on page 53)

**THE BIG SHOW OF THE AIR!**  
**MORTON DOWNEY**  
with  
**TONY WONS**  
**JACQUES RENARD**  
and his orchestra

**CAMEL**  
1/2 hour  
COLUMBIA  
NETWORK

**JESSE CRAWFORD**  
WEAF

Sun, Mon.,  
Tues. Wed.,  
Sat.  
11:30 P. M.  
11:15 P. M.  
E.S.T.

**MILLS BROTHERS**  
4 BOYS AND A GUITAR—  
**COLUMBIA**  
BROADCASTING SYSTEM  
Sponsored by  
**THOMAS ROCKWELL**  
1776 BROADWAY  
NEW YORK CITY

**LEW WHITE'S**  
INNOVATION IN RADIO  
**THE MELLO CLARIONS**  
UNDER DIRECTION OF  
**LOUIS KATZMAN**  
SPONSORED BY  
**BROWN SHOE CO.**  
**WJZ COAST TO COAST**  
8:15 PM, WEDNESDAYS

**"THE GLOOM CHASERS"**  
**Glonel**  
**and BUD**  
**PROCTOR & GAMBLE**  
**IVORY SOAP PROGRAM**  
**COLUMBIA**  
**BROADCASTING SYSTEM**  
**AT 8:45 PM.**  
**EASTERN STANDARD TIME**  
**MONDAYS AND WEDNESDAYS**  
**NOW APPEARING IN**  
**RKO VAUDEVILLE**

**ED CONNIE**  
Presenting  
The Girl with a  
Smile in Her Voice  
**AILEEN STANLEY**  
**OLDSMOBILE'S**  
**MELODY SPEEDWAY**  
WOR and 80 Associate Stations

**JOLLY BILL AND JANE**  
**AND HIS**  
**CENTRAL PARK CASINO**  
**ORCHESTRA**  
**COLUMBIA BROADCASTING**  
**SYSTEM**  
**WEDNESDAY SATURDAY SUNDAY**  
**12:15 PM 5:30 PM 12:15 PM**





## SPECIAL PRICES

ON  
NAT LEWIS  
THEATRICAL  
DANCE  
AND  
GYM  
WEAR

Low prices prevail on all items in a complete department devoted solely to theatrical, dance and gymnasium wear at our Broadway Shop. Each article embraces those unique, serviceable and distinguished features characteristic of all Nat Lewis merchandise.

## ROMPERS

FOR PRACTICE AND GYM WEAR

85c up

## DANCE AND GYM SETS

Our famous 539 Dance and Gym Set, regularly \$4.49, is specially priced at \$3.75. Limited quantity and limited color ranges at this price.

Size 8 to 10

No. 604, very fine two-piece linen dance and gym set, in maize, blue and green, regularly priced at \$4.50

NOW \$3.25

No. 540X, nationally famous D. M. A. costume, in white with black piping. Very smart. Regular price \$3.

NOW \$1.75

Size 10 to 12

SHORTS AND LONGT

No. 536, Velvet trunks with luxurious taffete blouse. Smart design. Specially priced at \$3.95.

Velvet Trunks alone \$2.45.

Special Silk Costumes, of original Nat Lewis design and superior quality specially priced at \$6.

## OTHER ACCESSORIES

Dance Belts ..... \$1.50 up

Silk Opera Hose ..... \$1.50 up

NAT LEWIS

## LEOTARDS

Exceptional fitting garments, made to give long service.

In long staple Egyptian Cotton, \$1.20 in Silkline ..... \$3

In All Silk ..... \$3.00

NAT LEWIS SWEAT SHIRTS \$3.50

TIGHTS \$2

UNION SUITS, WITH SLEEVE \$7.50

UNION SUITS, WITHOUT SLEEVE \$6.50

Take advantage of the above low prices immediately. Telephone and mail orders promptly filled. Or, call our theatrical department regarding any of your outfitting problem.

## NAT LEWIS SPECIAL FEBRUARY

PAJAMA  
EVENT

Arranged through the cooperation of makers accustomed to the Nat Lewis standards of workmanship and finish.

Exceptional fabrics.  
Lowest Pricings in all New York  
for these types of garments.

WOMEN'S  
NOVEL SILK OSTRICH PRINT  
LOUNGE MODEL

A smartly impressive one-piece cape model with a generously proportioned two-tone contrasting sash, in all the most highly accepted boudoir colors.

ALSO

Some fascinating polka-dots—fashion's latest whim—in one-piece effect with separate three-quarter jacket to match.

\$6.95  
VALUE \$15

MEN'S  
PAJAMAS

CHARMEUSE AND CHAMONETTE CLOTH

Luxurious, silk-like fabrics especially woven in Great Britain

\$4.85

VALUES TO \$12

Conventional type jacket, or a very smart and novel Russian type blouse and contrasting trousers. The fabrics will give exceptional service and retain their lustre. In plain shades, with contrasting piping, or your choice of a great variety of fancy patterns or colors.

OTHER PAJAMAS REDUCED  
IMPORTED MADRAS OR BROADCLOTH

Formerly \$5 and \$6

\$3.15

## BOUDOIR SANDALS

NAT LEWIS DESIGN  
EXCLUSIVE LINES

\$3.95

Values to \$8.50

Black crepe with ankle and black strap, gold or silver trim.

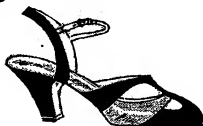
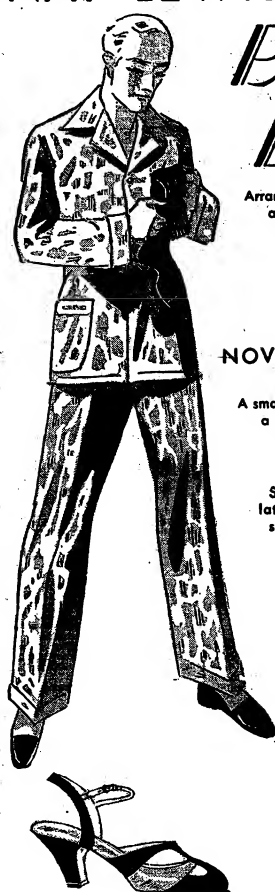
NAT LEWIS  
SHORTS FOR MEN

Of Fine Imported Shirting Materials

\$1.65

Values \$2.50 &amp; \$3.50

Tailored in our own custom shirt department.  
Excellent fitting.



## BOUDOIR MULES

NAT LEWIS DESIGN  
EXCLUSIVE LINES

\$3.95

Values to \$8.50

Two-tone crepe or satin, with gold or silver trim, gay variety boudoir colors.

## MEN'S HALF HOSE

Pure silk McCollum plain and ribbed hosiery, some with open-work cloaking

95c

Values to \$3.50

Regular merchandise. Some have reinforced linen tops. All plain colors.

nat Lewis  
Incorporated

BROADWAY SHOP OPEN UNTIL MIDNIGHT

Hotel St. Regis Madison Ave. Broadway at 47th Hotel Montclair Madison Ave. 30 West 57th St.  
5th Ave. at 55th 409 at 40th St. Len. Ave. at 49th 845 at 70th St. W. of 5th Ave.



# VARIETY

PRICE  
15¢

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## FILM MOB'S TOUGHEST YEAR

### Publix' Burlesque Strip Dancer At Minnesota, Direct from Stock

Minneapolis, Feb. 8. Publix is trying a daring experiment in bringing to the Minnesota theatre, week of Feb. 22 and as an added attraction, Hinda Wausau, burlesque luminary. Miss Wausau's head-nude dancing created plenty of word-of-mouth comment around town when she appeared as a guest star for three weeks recently with the Harry Hirsch burlesque stock at the local Gayety.

It will be the first time anybody ever has been booked into the ace Publix house, or, probably, any other deluxe film theatre, direct from burlesque. At the Minnesota, Miss Wausau will be more or less adorned when she dances and her numbers are also likely to be less warm than usual.

**Return Stock Date**  
Adding to the unusual angle of the affair is that Hirsch has booked Miss Wausau for a return engagement at his burlesque house immediately after the Minnesota engagement. Dancer closes at the ace Publix spot on a Thursday and will reopen at the Gayety the following day.

In making the Minnesota booking, Publix was influenced by re-

(Continued on page 36)

### RABBI LEAVES PULPIT FOR COMM. ON RADIO

Columbus, Feb. 8. Following a dispute with his congregation due to a commercial broadcast of talker reviews put on the air weekly by WAUI, Rabbi Jacob Tarshish of Temple Israel decided to quit the temple rabbinate July 1 and devote his entire time to broadcasting, principally reviews.

Board of directors of the temple called a special meeting last week to consider the rabbi's broadcasts, which the congregation considered beneath his dignity. He told the directors outright that he would prefer to remain on the air.

The rabbi's programs contain brief reviews of current talkers and chatter on Hollywood. They are sponsored by a glass company.

### Double Menueing

Double menueing, supposed to be strictly a Paris habit, has cropped up in the Times Square sector. At least one restaurant is pulling it during the dinner hour for the Theatre Guild's O'Neill trilogy. Customers-dropping in for a bite are serviced as they enter. If flashing a Guild program, the higher priced menu is handed them. If no indication that they're over the performance, they are handed a straight bill of fare.

Procedure is almost standard in French resorts and night clubs on the other side.

### An Employee's Scorn

San Francisco, Feb. 8. When RKO handed out its 10% cut to all employees there was only one walkout here. An \$18 a week usher refused to take the \$1.80 slash, and stamped off the Golden Gate floor.

### JAPS PUT PROPAGANDA ON RADIO IN THE U. S.

Los Angeles, Feb. 8. Japanese government will attempt to defend its actions in Manchuria and China with an organized system of radio dispensed propaganda from stations in all parts of the country. Air propaganda has already been spotted on coast stations.

First propaganda missionary was Jijji G. Kasai, member of the supreme council of the Tokyo municipal assembly, who was booked on broadcasts here and in San Francisco by the Japanese consulate while still on the high seas coming over.

Kasai spoke in both cities, but when the Japanese attacked Shanghai he was ordered home. Meantime a system was evolved whereby the other propaganda will be carried on with Japanese already here, mostly students and graduates of American colleges doing the speaking.

First of these student lectures went on over KNX Feb. 3, when a Japanese student of the University of California at Los Angeles told his nation's side of the argument. This type of student lecture is intended to mould opinion in other parts of the country.

### 10 Yrs. of Flops

Dallas, Feb. 8. James Hayden set a record here, making it about tenth year of successive stock failures in sole legit stand, Showhouse (formerly Celia). Hayden folded on his anniversary week, first to stick that long in the house since way back when. Part of cast, led by Lawrence Keating, Will Augustin, and Barbara Weeks, reorganized as 'Civic Players' on co-op basis.

And another record for Hayden—no salary claims.

### Pop Milk Mats

The Hague, Feb. 8. Morning matinee formerly unheard of here, growing popular. One of the smaller houses offers tickets at a flat 10c, giving patrons free milk or cocoa, half an hour of newscasts and a short recital by a known Dutch cabaret-confederer (m. c.).

### FILM REGULARS' \$9.32 W'KLY PAY

1931 Was Tough for Extras, with Total Payroll of \$1,766,479 for 17,000 Registrations—All Work Available Would Keep Only 606 Active Daily

### NAMES IN CROWDS

By Ted Taylor

Hollywood, Feb. 8. The mob took a money cut of \$693,533 last year.

In gross payroll and in number of placements for extras, 1931 was the lowest in the six-year history of the Central Casting Bureau.

An average of 606 extras worked daily, 201 less than during 1930. Their pay checks averaged \$9.32, a drop of 42 cents from the previous year.

Payroll distributed to coast extras through Central was \$1,766,479. It's \$429,000 less than the previous low, \$2,195,399 in 1926.

### Shrinkage

Individual placements in 1931 were 139,689, or a shrinkage of 62,867 days' work in the extra year.

Story of the extra's decline is

### Extras in 1931

Jobs were scarcest in six years.

Work for an average of 606 daily.

Two men for every woman.

Average pay check, \$9.32.

Money cut of \$693,533 in the mob's gross.

Studio let-outs and unemployed from other industries competing with the regulars.

Of 17,000 registered at Central Casting Bureau, 619 averaged one day's work a week.

If \$18.64 a week is a living in Hollywood, only 218 extras made a living.

outlined in the six-year table, The Shrinking Mob.

In addition to the drop of available (Continued on page 21)

### All You Can Hold for \$1.50 in N. O. Nitory

New Orleans, Feb. 8. Suburban Gardens, one of the town's leading nighteries, is offering all you can eat and drink for \$1.50. The drinking is strictly 'soft.' Management states it is going in for volume and attuning itself to 'change' conditions. Not only is it not cutting (12 band or floor show (including 12 girls), but it is making the entertainment more pretentious.

### Winter Olympics Bad Flop, Cost Lake Placid Over \$500,000; Gross \$80,000

### Killing Peddlers

Hollywood, Feb. 8. Most elaborate system of eluding plot peddlers, stock solicitors, yacht hawkers and insurance salesmen ever conceived is now in operation by the Marx Bros.

They have perfected a circuit of telephone numbers which is a series of never less than 10. When anyone calls one of these numbers and asks for a Marx, he's referred to the next phone on the list, etc., all the way down the line. Maids, chauffeurs, relations and gag men of the Marx's are all working on the system, passing the buck to the next number.

If an exhausted caller reaches the last phone, he's given the first number again and sometimes goes around the circuit again before getting the idea.

### IF YOU HAVE A LIZZIE YOU'RE FAMED IN RUSSIA

Moscow, Jan. 25.

Possession of a Ford makes one automatically famous in Moscow. Many people who have not read a word of his novels now know Boris Pilynyak because he returned from his trip to the United States with a shiny little Ford in tow.

Automobiles are still such a rarity—especially privately owned cars—that they attract attention. When the car is parked in front of some house nearly everyone who passes it says, 'Here's Pilynyak!'

Indeed, the Theatre of Revues here has a whole sketch in its new program based on Pilynyak and his Ford. Years of writing novels and stories didn't make him a character worthy of stage production. But the ownership of a Ford did.

### Coinless Animals

Minneapolis, Feb. 8. Depression has hit Longfellow Gardens, local zoo, so hard that the animals face starvation unless funds are obtained from the estate of the late F. J. Jones, founder and operator, now in litigation in probate court.

Matter is revealed in a petition of F. Colby Rowell, son-in-law of Mrs. Jones and present owner and operator of the zoo, who asks for an emergency disbursement from the estate. Rowell claims that banks here refuse to advance money, despite that the zoo is valued at \$30,000 and the Rowells have a share in the large Jones' estate as collateral.

Lake Placid, N. Y., Feb. 8.

The third Olympic winter games opened here Thursday (4) with Governor Roosevelt as the guest star, flags and bunting waving in the wind and the official Olympic books wallowing in red ink. About 5,000 attended the opening, mostly drawn from the surrounding towns to see the governor and find out what it was all about.

With the Olympics under way, it looks like the deficit for the village will be around \$500,000, and practically no chance for the receipts to get any higher than \$80,000. There are so many officials, boy scouts and complimentary guests, the crowd at the opening contained about 1,500 deadheads. The afternoon crowd opening day dwindled down to 1,000 and subsequent attendance will probably fall off sharply as the novelty and ballyhoo wears.

According to the admission scale, there is no depression, with the grandstand price per session \$5 per head. Seats in the bleachers cost \$3, and standing room, which is located on top of a hill a long distance away, is \$1.50. There are no depression prices, but there is a depression crowd.

The story behind the Olympics rests with the late Melvil Dewey, founder of the Lake Placid Club, and his son, the present head of the club, who sold Lake Placid the idea of the Olympics and thereupon secured the games for the village.

(Continued on page 36)

### MONTE CARLO IS PIKING; PLAY WHEELS FOR 20c

Paris, Feb. 1.

Riviera resorts' city fathers, formerly upish when dictating terms to gambling emporium magnates, now find their position reversed. Civic officials are begging the chance spots to keep open.

The Casino has reduced gambling minimums to an unprecedented extent to permit the cheapest gamblers to lose their money. The roulette is still \$1.20, but for 20c you can gamble in state at Roulette.

Yet this is nothing compared to the crawling done by other places to snatch the trade. Tennis clubs are cutting entrance fees to below 50c and the polo club is resorting to the trick of providing a \$1 lunch. All this is topped by Juan les Pins Casino, which, contrary to its franchise, didn't reopen, being offered not only exemption on the fine breach of contract, but any inducement it can wish, for if it condescends to resume the coming season. It is doubtful whether Jay Gould is going to throw more good money after bad.

## Self-Absorbed Producer's Neglect Of Fan and Exhib Fatal—Brook

Among the passengers on the Bremen Wednesday last, Clive Brook was most eager to shove off. His destination of secondary importance, the British film star stopped to arrive, as a result of a brief vacation, at a mental state free from the befuddlement and frustration of Hollywood.

Mr. Brook sees himself as the proverbial man who is 'a prophet, save in his own country.' He cites his own case as representative of the many silent film players whose studio prestige was reduced by Hollywood's catering to luminaries imported from the legitimate stage. The fact that silent stars were established with the public opened them to the danger of being used in support of potential stars who had to be developed through the new vocal medium. Stage recruits, Mr. Brook declares, received—and still receive—highest consideration from their studios.

"The ex-silent player has little chance of asserting himself on the stage," thinks Brook, "but he is accepted as a studio fixture. He has a long term contract and is expected to stay in the traces."

**Actor's Following Hurt**  
"In my own case, I know that my following has been hurt as a result of the ill-considered characterizations foisted upon me since the advent of talking pictures. Popularity is inevitably menaced by a series of dull, privacy and unsympathetically motivated. I have argued against them not only for my own sake but in behalf of the film in which I appeared."

"The picture executives are blind to all but their own opinions. They have little respect for actors and authors, they ignore the valuable comment of exhibitors, and are content with glossed over analyses of public reaction."

Mr. Brook complains that selection of scripts is guided, not by dramatic sincerity or adaptability to casts, but by similarity to any type of story that has created a momentary vogue. One successful film is followed by ten or more copies that hope to realize on the success of an original production. The result is drained dry, audiences are enervated by plot repetition, enthusiasm toward the entire industry is lessened.

**Ignorance of the Views**  
Rushing through production to keep up with their schedules, producers lose interest in a film after its release—the very time, Mr. Brook argues, that they should be in a position to relay audience comment to exhibitors, the most reliable reaction in order to profit by their errors. He believes that producers are largely indifferent to the criticism of exhibitors, the most reliable reaction in order to profit by their errors. He believes that producers are largely indifferent to the criticism of exhibitors, the most reliable reaction in order to profit by their errors.

"Exhibitors not only know show values," explains the actor, "they are in a position to relay audience comment to exhibitors, the most reliable reaction in order to profit by their errors. He believes that producers are largely indifferent to the criticism of exhibitors, the most reliable reaction in order to profit by their errors."

"Producers derive only superficial deductions from the invaluable box office scores published in 'Variety.' Instead of ascertaining from exhibitors the reasons for these grosses, they struggle on, formulating and abiding by their own opinions. It is less their fault than to blame an actor or actress for the failure of a picture than to analyze and discover where the fault really lies. Was the script worthwhile? Were the main characters developed sympathetically? Did the production have tempo, shading, humor, strong climax? Minds too occupied to insure proper filmatic ingredients before release, they do not see the wisdom of research, invaluable though it may be, after the picture has been sold and marketed."

Mr. Brook does not fail to practice what he preaches, though he has thus far been unable to profit appreciably by his thoughtful attitude toward film product. On the

Second place is better than third.

MR. AND MRS. JACK NORWORTH  
130 West 44th Street  
New York

### ERSKIN'S U.A. TESTS

Directing Them in East and Reported on Payroll

Chester Erskin is presumed to be on United Artists' payroll while directing tests that company in the east at Paramount's Long Island studio.

Report that Erskin will go to the Coast, after starring 'Little Old Boy' (play) for Jed Harris, in which U.A. is interested, is denied. Erskin's U.A. connection is traced to the Harris-U.A. hookup, through Lewis Milestone.

Erskin has been handling tests for Jean Green, Neil Efrids, Tom Powers and Walter Kingsford.

## Fan Mags Take Publicity Stuff To Trim Budget

Hollywood, Feb. 8.  
Current issues of fan mags are going the limit in ignoring free lance chatters, who have hit the lowest period in their careers so far, as remuneration is concerned. Mags are using stories written by members of the press departments of various major studios.

Names listed as authors are Eleanor Packer and Clarence Loan, Metro; Julia Lang, Paramount; John Miles, Radio; Frances Deane, Fox; Carlyle Jones, First National; and Joseph Steele, a pro for Richard Barthelmess.

Fan sheets have succumbed to cutting the budget plenty by accepting stories from the studio press departments. The writers are paid for their work while others do it for recognition or the plug. In a number of cases studio press departments have furnished gratis stories, written by staff members. Mags have also welcomed material from studio writers written on the side. Film firms encourage the writing of fan mag articles by their publicity staffs.

## METRO PAYS \$100,000 FOR GUILD'S 'REUNION'

Hollywood, Feb. 8.  
Metro paid \$100,000 for the picture rights to the Theatre Guild's current stage hit, 'The Reunion in Vienna.' With the picture go its stage stars, Lunt and Fontanne, at their joint contract price to Metro of \$35,000 per picture.

Understanding it that the stage couple will ask to be relieved of their Metro contract after the 'Reunion' picture. When making 'The Guardsman' for Metro, Alfred Lunt and his wife, Miss Fontanne, concluded they would not continue to appear in pictures in which they were permitted to say or suggest so little as in 'The Guardsman.'

## Conchita Goes Vaude After Ziegfeld Drops

Conchita Montenegro is 'showing' for RKO in Paterson, N. J., the current first film. She is carrying the Joe Fajer orchestra and Charles Columbus.

Miss Montenegro, recently on the coast for Fox, came east to go into the new Ziegfeld show. The latter dropped her during rehearsals.

day that his pictures go into production, he estimates their possibilities of success or failure. He has made 42 pictures in the U. S. and on only three has he guessed accurately. He follows box office scores religiously, meets with exhibitors on trips across country. As a result, he knows where the weakness in his own career lies. He hopes to start work on his next production so refreshed by a six-week holiday that he will attack his well-thought out problem with the self-assurance of a newly engaged stage star.



### WILL MAHONEY

In Earl Carroll's 'Vantiles' The London 'Star' said: "Mr. Will Mahoney's act is the last word in polished speed. It strikes a new note in music hall comedy. This amusing funster brought down the house."

Direction  
**RALPH G. FARNUM**  
1580 Broadway

### UNAUTHORIZED

N. Y. Store Digs Up 10-Yr.-Old Photo of Mary Pickford

Unauthorized use of Mary Pickford's photograph, one taken years ago when she had long hair, in advertisements of McCreery's, New York department store, has been taken up by United Artists with Miss Pickford. Acress has been informed of its use and her wishes in the matter are being awaited.

First ad appeared last week in the New York dailies, tying up the Pickford likeness with an ad for photographs. It mentions that Jean Sardu has just returned from Hollywood where he photographed many of the stars. One used of Miss Pickford was taken 10 years ago.

## Ask Press Groups To Watch Stories With Film Angles

Chicago, Feb. 8.  
Hays Office has the promises of two news services, the Associated and United Press, to investigate stories using the picture business for an alibi or for color. Understanding with the news associations of hundreds of unfavorable yarns in which the principals have promiscuously claimed association with the industry.

Hays men are not concentrating upon individual dailies in the effort to make their reading matter foolproof from film phony, but last week the Chicago Film Board of Trade went to work on a story published here which had a stenographer refusing a 'movie offer' in lieu of identity with film robber. The girl was after ads interviewed by Hays' representatives and denied ever having received a film bid for her silence.

## Metro's First Seven-Year Contract Out in 6 Mos.

Hollywood, Feb. 8.  
Roland Varno, first player at Metro to be signed under a seven-year contract when the California Legislature allowed term contracts to go beyond the former five-year limit, went off the payroll after six months.

Varno altogether has been under contract at Metro 18 months, but appeared only in one picture, the German version of 'Big House.'

### BILL KENT'S FILM

Billy Kent, legit comedian, goes Radio for one picture, plus options. To start in May. He previously did some film work for Universal.

Kent is currently in 'Little Rucketer' (musical), in New York.

### Show and Film

William Gargan, in 'Animal Kingdom,' will double into 'Sensation' for Paramount on L. L.

## Talk Bonus as Salve for Salary Cut Wounds and Means to Better Results

### WHO HATES WHO

Two Fan Mags Wanted to Tell, and One Does

Hollywood, Feb. 8.  
Situation of the same story appearing in two fan mags simultaneously this month was only averted at the last moment when Dorothy Darnell, coast rep for Motion Pictures, informed Velva Darling, fan and syndicate writer, that her mag was going to publish Miss Darling's 'Who Hates Who in Hollywood.' Yarn was on the forms and was to be featured on the cover.

Miss Darling called Lawrence Reid of Motion Picture in New York long distance and explained that the story had already been sold to 'Photoplay' and Reid yanked it just in time.

Miss Darling had originally submitted the story to Miss Darnell, who turned it down, but with the request to send it on to New York for Reid's review and endorsement. Writer said that was okay and then sold the article to 'Photoplay.' Not realizing this, Reid liked it so well he sent it to the composing room.

## FILM EXTRAS DANCE HALL STARS

Hollywood, Feb. 8.  
Motion picture extra girls who went into downtown taxi dance halls when jobs grew scarce in Hollywood have ruined the 10 cents a dance thing for the regulars.

Used to be so hard to secure girls for the halls that a guarantee of \$15 a week was given regulars. But that's out now with more girls than jobs. Currently there are 400 extras registered at City Hall as dance hostesses.

Entrance of ex-picture workers into the taxi halls has brought about a caste system, dependent on looks and clothes with the classes referred to in true picture parlance 'stars' 'featured players' and 'the mob.'

**Class Tells**  
Difference is the popularity of the girls and their ability to entice extra tickets from male partners. Mob classification is content with one ticket but the 'featured players' can get two or three when business is good. Some of the 'stars' are good for five and some for ten.

Top stardom was one former film mob worker who turned in \$78 worth of tickets in one night half of which, under the 50-50 system, was her's.

But such picking is not so soft any more, with lookers at not such a premium and more competition for the dime spender.

### PAR FILM'S 7 LEGITS

Four more legit players are set for Paramount's 'Sensation' at the Long Island studio. Added four make seven stage people placed in the talk by the Mike Connolly of 'Jenie Jacobs' staff.

Michael Milan, Bill Geer, Nina Walker and Alan Campbell comprise the quartet.

### SAILINGS

Feb. 26 (Los Angeles to Paris), Edith Snailwood (Winthrop).

Feb. 17 (Los Angeles to Tahiti), Douglas Fairbanks (Makura).

Feb. 13 (London to New York), Sam Morris, Mrs. Max Milder, Arthur Dent (Bremen).

Feb. 6 (New York to Havana), Helen F. Cohan (Calmares).

Feb. 5 (London to Canada), Barry Jones, Maurice Colborne, 'Queen's Husband' company (Montreal).

Feb. 3 (New York to Paris), Fred Bacons, Kent Cooper, Walter Lipton, man, Mr. and Mrs. Clive Brook, Mr. and Mrs. Oscar Straus, Albert Spaulding (Bremen).

Feb. 2 (New York to Amsterdam), Frederic Spaulding (Bremen).

Jan. 31 (Los Angeles to New York), Stanley Dawson (Pennsylvania).

Putting the picture business on a bonus basis is being talked about by industry leaders. That the chance for extra money will breach over salary cut wounds and stimulate the employee is the belief of the bonus proponents. The subject right now is highly controversial in those corners where it is being discussed.

Skouras Brothers are among the first to delve into the bonus idea for a big theatre circuit. While all house managers have been effected by recent pay reductions, the Skouras method is that the manager now gets a share of what he saves, as well as a portion of the extra business he brings to his theatre.

However, that the Skouras method of declaring the employee in on cash saving or earning, is not the principle which should guide the industry in its effort to shed over. These men claim such methods will draw complaints from patrons that the theatre has been overly cheapened by rigid economies. Contentions of this type mean that the solution might be its application on a yearly instead of a monthly basis after check-up on each house, and comparisons with the previous year, had been made.

**In and Out Mgrs.**  
Another point brought out is the constant changes in managerial ranks. With the average manager uncertain of the period of his office, he could easily rid the theatre of a community in his effort to make the most in the shortest time while doing his theatre irreparable harm.

As for bonuses for sales forces, it is held that jump sums handed out judiciously would be effective. Fear of misrepresentation, for the quick money, and further trouble in exhibitor-distributor relations is admitted for companies should they not hold the bonus reins tightly.

Nobody seems to want to delve into the matter of bonus system, as it would apply to the studios and their personnel in general.

## AIR VOTE PUTS 'BIRTH' ON TOP

Hollywood, Feb. 8.  
Recent questionnaire sent out nightly for a week by KXN revealed that 'Birth of a Nation' is held by the best picture of the year have ever seen by the radio listeners who have ever aired. It gives the Griffith film top honors in a preferred list which included 196 films voted for by over 1,200 people. Consensus of the outcome is the number of old features which drew solid quotas.

Second came 'Ten Commandments,' followed by 'Covered Wagon' and 'King of Kings.' In fifth spot was 'Byrd' at the South Pole. 'Climax' was next and the most recent production to figure in the first 25 films selected.

It is quite a minor western received a few votes from rural districts.

## \$115,000 for 'Barretts'

Top figure offered so far for the picture rights of the stage hit, 'Barretts of Wimpole Street,' is reported at \$115,000.

It is problematical whether Katherine Cornell, star of the play, can be induced to appear in the picture. She is camera-shy.

Two companies are said to be bidding for the film rights.

### TENACIOUS SEYMOUR

Hollywood, Feb. 8.  
Three times James Seymour has been given his closing check by RKO. But at every time the action was rescinded.

Last instance occurred a week ago when the writer was supposedly through after the Soviet spy story at RKO was dropped.

Writer was called back immediately to work on 'Symphony of Six Million.'

# KATZ' STUDIO INFLUENCE

## New Columbia Line Up Favors Salary-Percentage for Talent

Columbia will be the first picture company to adopt the salary-percentage method with its new picture stars, directors and writers. Both Harry Cohn and Walter Wanger yesterday announced studio-worker participation in the box office receipts as a feature under the realignment of executive personnel and production policy.

In a joint interview these executives said the new Columbia will be the closest intermediary between stage and screen yet attempted in the film industry.

More money than has ever been invested by Columbia will be expended in its new production system. Latter will be determined as to number before Harry Cohn returns later this week to the coast where, as president he will maintain his headquarters.

Proof of the decided turn in story trend for their '32-'33 year was presented by Cohn and Wanger in their purchase of screen rights to 'The Washington Merry-Go-Round.'

### Favor Plays

Wanger will remain in the east to select story material and new legit talent. The company, according to the executives, will be partial to plays. In certain instances, they stated, they will not only negotiate for the rights to plays but will endeavor to secure the services of the entire original cast. All production will be continued in the Hollywood studios.

Columbia, according to both Cohn and Wanger, will do away with the long term contract system. The institution of Wanger that method became obsolete with the passing of silent pictures.

Stars, especially, and many of the writers and directors will be kept on a picture to picture basis. Wanger emphasized that Columbia will be partial to legit people and will endeavor to keep them fresh by using the average star not more than two features annually. In this way Columbia hopes to afford greater co-operation with the legitimate.

### Royalty

On the matter of royalties the executives stated that only artists having a conspicuous role in the picture will be considered. In such cases the immediate outlay of cash will be reduced, the remainder being substituted by the cut in the gamble on what the picture will gross.

Columbia also is abandoning the old practice of writing stories for people. The stories, it was stressed by Cohn, will be completed in the east. Cast will be fitted accordingly, where the entire legit lineup is not brought on from New York.

Wanger is of the belief that Columbia should make fewer and better pictures. Harry Cohn conceded the quality point, but wants to talk the number over with the sales force. Jack Cohn believes the company will turn out the same number as 21-'31.

Reports that Wanger bought into Columbia or joined with Harry Cohn in Cohn's purchase of Joe Brown's Columbia stock, are denied by the Columbia people. Wanger is now a Columbia v. p.

## Exhibs Rob Bank

Dallas, Feb. 8. And now it's in show biz, too. Reported here that two Texas indie exhibitors for bank robbery names are being withheld by local trade men. Robbery was staged shortly before the exhibs were forced to close their theatre.

## Woolf Sticks

Hollywood, Feb. 8. Edgar Allen Woolf will remain at Metro for another year. Woolf's option was taken up by Metro about 10 days ago.

## M-G WRITERS' WAIT

Non-Contract Men Off Salary Between Assignments—On Call

Hollywood, Feb. 8. Metro writing staff is suffering further pangs as studio economies are being pushed. All non-contract personnel unassigned to stories in work going off the payroll to the 'waiting list' with promise of preferential bids on future assignments as they develop.

In the past the waiting list has merely been those without immediate work, but still on salary for prospective needs. Now, when a writer completes a job he goes off the payroll until needed again.

## 3 MORE FOR MARLENE, NEW PAR AGREEMENT

Hollywood, Feb. 8. Instead of her projected visit to Germany in April, following completion of her next and final picture for Paramount, Marlene Dietrich has postponed the jaunt in favor of a new Par contract.

Star will do three additional features which will extend her stay here by about a year. Move may be related to the current ferment on foreign players in Hollywood as to whether they can return here if they leave the country.

## Extras' Pickup

Hollywood, Feb. 8. Pick-up of about 100 extras a day with an average of 534 busy daily last week. William Selter's dancehall set for 'Vener' (Radio) used 155 Monday (1) and 160 Tuesday. Next hot test spot was the 'Grand Hotel' lobby at Metro, where Edmund Gubey employed 128 extras Wednesday and 125 Friday.

There were 29 extras in production last week and eight more start this week.

## Radio Trains Andre With Bible Readings

Hollywood, Feb. 8. When Gwilt Andre completes her preliminary training for a picture role, Radio will give her a first chance in John Barrymore's second picture to be made at this studio. Film will not start until summer. Meantime, the Swedish girl is being coached by Irving Pichel, actor and dialog director, borrowed from Paramount, who has Miss Andre reading aloud daily from the Bible.

## Will Rogers Arrives

Will Rogers again reaches New York this time by the 'Europa,' which docks today (Tuesday). First thing happening to Rogers upon his return was to appear for a week at the RKO Palace. He hasn't decided.

## SCHORR STILL IDLE

Hollywood, Feb. 8. William W. Schorr, Broadway legit director, brought here some weeks ago by Paramount for a directorial job, is on the lot but still sans script. Will be put to work as soon as a suitable story can be found.

## NEW NAME FOR NORA

Nora Gregor, German import being put into domestics by Metro, has been rechristened. Studio didn't fancy her first name sufficiently dignified. She'll meet the public as Menora Gregor.

## COHEN AS DIRECT REP OF THEATRES

Speculation Over What Effect on Picture Making Theatre Domination May Have—New Angle in Production

## 2 WAY ARGUMENT

Hollywood, Feb. 8. It is felt in local Paramount circles here that Emanuel Cohen, as he will develop in interest and work at the Par studio, is a direct representative of Sam Katz, head of the Public Theatres. The Katz influence at the Paramount studio may give the theatre and of a producer-exhibitor company domination over production.

The theatres' heavy hand in the studio, if the reports Cohen are correct, happens for the first time in Hollywood. Heretofore the studios have been in a position to waive aside the eastern desire to more fully control the picture making end.

Cohen, recently appointed a vice-president without duty defined, and member of the Paramount-Public board of directors, is believed to have been sent into the new spots and titles at the suggestion of Katz. It will not be a surprise move if Cohen eventually moves to the top of Paramount production, if he is not virtually there at present.

### Schulberg

Rumors for some time and of increased intensity, lately, mostly from the east, have said that B. F. Schulberg, currently the Paramount studio chief, might move over to Radio Pictures. Locally that is doubted, through Hiram Brown, RKO president, on the studio has the past few weeks, having made overtures from reports to Ernest Lubitsch and Lewis J. Milestone, both leading directors, to handle unit productions for Radio. Nothing was concluded with the directors, both of whom are at liberty to make new connections.

The studio or the theatre as the mightier hand in film making has been a two-way argument. A theatre man will allege his information on the tastes and wants of the public are more accurate than the studio's, since the theatre is closest to the patron. A producer's counter-argument, amongst many more by either side, is that instructions from the theatre to the studio on what to make would be initiative at the studio and result in a machine-made product. While the producer also thinks that if the theatre is permitted to tell him what to make it will go farther and tell him how to make it.

### What Cohen Says

B. F. Schulberg met Emanuel Cohen at San Bernardino Saturday afternoon, took him to the Springs for a week end confab. Both are due back at the studio today (Monday). Cohen states he will maintain headquarters in the east but visit Coast regularly. He says he will not interfere with Schulberg's production activities and will linger here three weeks on this trip.

Watterson Robacker denies the reports he succeeds Mike Levee as Paramount business manager, saying he has no affiliation set with the studio.

## CANTOR CAL BOUND

Eddie Cantor leaves for the Coast today (Tuesday) after a long stay in the east. Around April 1 he goes into production on Sam Goldwyn's 'Ballyhoo,' by Herbert Fields. It's the first of two pictures he'll make this year.

## Coast's Contract Anticipators Flood Merchants with Orders; Then It's Double Anticipation

## \$6 Saves \$2

Hollywood, Feb. 8. Best clients of the pay-loan libraries are the studio reading departments. Some books are bought outright, but the majority are hired at 2c a day for examination. Studio readers and execs usually keep a book long enough to run up a bill of 66 or 76c as rental. If there's any interest in the book it is shunted from exec to exec, and, sometimes by the time it gets back to the library a \$2 book has cost the studio \$8. Paramount's policy is to buy books outright.

## MEXICAN ELOPEMENTS ILLEGAL, SAYS CONSUL

Los Angeles, Feb. 8. From the Mexican consulate here comes a doubt that those convenient Tia Juana marriages have any legality. Many of the ceremonies were performed in flagrant violation of existing residence, witness, and other legal requirements of Mexican law, it is pointed out. Not that it would matter in most cases, but where litigation arises there is an embarrassing possibility of an innocent party being guilty of anything from polygamy to abduction. Mexicans themselves have started tightening up. Dozens of film people, many celebs, have gone to Tia Juana route when seeking a swift knotting. Likely that the Mexican marriage will be a thing of the past in a short time as the word gets around as to the hazards.

## Radio Onits

Hollywood, Feb. 8. Frederick Latham, brought to the coast by Wm. LeBaron for Radio's attempt to operate legit four pictures last year, has been faded from the payroll. Writers out this week are Pete Milne and Humphrey Pierson. Louis Stevens will follow them when his contract expires Friday (12) and Bernard Schubert will go Feb. 23, when his term expires.

## Ben Lyon's Tour

Ben Lyon will play three stage weeks for Fox and one for RKO starting Feb. 13 at the Fox, St. Louis, on a Lyons & Lyons booking. The other Fox weeks will fall in Washington and Philadelphia. One RKO date will be Baltimore.

## RUTH ETTING TO COAST

Ruth Etting may leave for Hollywood around March 1 upon concluding her Fox picture house bookings to fulfill two tentative film jobs. Goldwyn wants Miss Etting for the Eddie Cantor picture and Radio wants her for three songs in a flicker.

## CAREW'S RADIO EFFORT

Hollywood, Feb. 8. Edmund Carew seems to be set for a one picture directorial contract with Radio. If he gets the assignment it will be his first directing effort in about 18 months.

## Dix Vacationing

Hollywood, Feb. 8. Richard Dix is heading east for a three weeks' vacation. Upon return he will do 'Toar of the Dragon,' Chinese story.

## Hollywood, Feb. 8.

Optimism, a disease peculiar to Hollywood, has its opposite in contract anticipation. While the former causes untold dread in the minds of picture people the latter fills them with a sense of importance and ego.

Contract anticipation never leaves its imprint on those affected. It comes and goes like a cold in the head. But it does work havoc with the merchants of Hollywood.

### Start on Cars

Picture people, when they have the slightest idea that they will be recipients of a term contract, immediately think of buying things. As a rule they start looking at automobiles. They don't look at cheap cars; nothing but the best. Stock models never interest them — it must be something flashy. So it is that all the models in Hollywood are known as 'actors' cars.'

They start off by giving the salesmen fast lines about their personal likes and dislikes in cars. Salesmen usually tails for it until they talk of color vibrations. Latter is a stock line with the anticipators and has become the tip-off. When the salesman wants to trade in the actor admits he has a 1924 crate with a bad paint job and a worse clutch, but with good rubber. He also later admits that he still owes \$75 on the car. He's chased out then, with instruction to come back when he has signed the contract. Just another head-ache for the auto salesman, but he's used to it now.

### Feathering Nest

Real estate people are also victims. They even go so far as to— (Continued on page 49)

## REQUESTED TO STAY

Radio Gives H. J. Brown Another 10 Weeks—4 Pictures

Hollywood, Feb. 8. Harry Joe Brown, whose contract with Radio terminates today (Monday), has been asked to remain on the job until he has, as associate producer, cleared up the four pictures on which he has been working. This will give him eight or 10 more weeks on the payroll. Brown has been handling all Pathé product for Radio, and practically alone since Charles Rogers left.

## INDEX

Bills .....	34
Burlesque .....	56
Burlesque Routes.....	55
Chatter .....	38-41
Editorial .....	43
Exploitations .....	17
Film House Reviews.....	32
Foreign Film News.....	13
Foreign Show News.....	46
Inside—Legit .....	43
Inside—Pictures .....	43
Inside—Radio .....	51
Legitimate .....	44-48
Legit Reviews.....	58
Letter List .....	44
Literati .....	49
Mus .....	53
New Acts .....	30
News from the Dailies.....	36
Night Clubs .....	53
Obituary .....	55
Outdoor .....	55
Pictures .....	24-25
Picture Reviews.....	15-19
Radio .....	50
Radio Reports.....	52
Sports .....	51
Talking Shorties.....	52
Times Square.....	35-36
Vaudeville .....	25-27
Vaude House Reviews.....	31
Women's Page.....	42

# Indies Think Budget Boost To \$50,000 Permits Product Worthy of Major Co. Release

Hollywood, Feb. 8. Farsighted independent producers, who feel that the most opportune time for them to come to the front is the present, are convinced that their only chance of breaking into the big money is through increase in budgets to give their pictures some semblance of class.

With this in mind, a number of them are about to boost production costs from the average \$26,000 indie cost to between \$40,000 and \$50,000.

**Small Overhead**  
Minus heavy overhead of a large studio, indie producers believe that with the increased budget they can turn out product comparing favorably to the more expensive major releases.

At Columbia, where production costs have always been held down, the average feature runs from \$70,000 to \$80,000. Even at this figure, Columbia now carries an overhead of from \$15,000 to \$20,000 per feature.

Tiffany has managed to turn out its last three features at an average cost of \$60,000. Overhead at the studio is small, with no one doing work on the payroll between pictures except Sam Elschoff, several clerks and a watchman.

**No Set Construction**  
Producers who are prepared to boost their production costs will have as overhead only their office and secretary. Most of them will eliminate the cost of set construction by shopping around for something appropriate already standing. Small cost of remodeling the set will be a material saving compared to building cost. Most of the additional production cost will go into cast, directing and dressing.

Increased budget would also permit an indie to lengthen his time of production from an average eight days to two weeks. With the same cast, story and direction as used on cheap pictures, the difference of six days of production means the difference between a quickie and an acceptable picture.

With all major release outlets, except Metro, in the market for additional features, the better indie producer is not feeling much sleep over release.

## M-G NAMED AS FILMING SENATOR DAVIS' BOOK

Hollywood, Feb. 8. Colony belief is that if Senator Jim Davis' book, "The Iron Puddler," is made into a picture, Metro will do it. Local supposition is based upon Davis having been a guest here of Louis B. Mayer.

Report is that the Bureau of Mines, in Washington, is responsible for selling Davis the idea that his book would make a film. The Bureau has an extensive moving picture department which has turned out hundreds of industrial reels.

## Agent Cops Girl While Waiting Test—U-Squawks

Hollywood, Feb. 8. Inviting Onslow Stevenson and Gloria Stuart, from the Pasadena Playhouse, to take tests, Universal agent Stevenson, who is waiting for Miss Stuart was waiting her chance an agent saw the girl and rushed her to Paramount. Latter studio then promised a fermor.

Universal protested the deal and the matter is being litigated by the producers' association today (Monday).

## N. Y. Stock as Legit Trial for Film Players?

Stock troops at the Riviera, N. Y., is apparently being used as a test ground for film players looking toward lower Broadway. Jean Arthur cast for "Lysistrata" there with Carmen Barnes current in "Broadway".

Both actresses were recently released by Paramount with a minimum of publicity used in either case for the stock engagement.

## Loud Still

Hollywood, Feb. 8. Buddy Longworth, still cameraman on Paramount's "Broken Wings," wanted to photograph a scene in which lightning strikes an interior. He was not satisfied with the lightning effect going into the film camera and asked for an extra dose.

Technicians doubled up on the juice and carbon for the effect, blowing out all lights on the set and knocking the generator off its base, causing a tie-up of production for three hours.

But Longworth got his still.

## Julian Saenger Dies on Way to Hospital in N. O.

New Orleans, Feb. 8. Julian Saenger, 58, for years one of the leaders in the film industry, died here Saturday night (6), from a heart attack.

During the day he had complained of not feeling well and left his office earlier than usual. While seated at home after dinner, while feeding, he suddenly became very ill. They rushed him to a hospital, but he toppled over in the car on the way.

Saenger was born in Norfolk, Va. His father, a Jewish rabbi, moved to Macon, Ga., and then to Shreveport, La., where Julian was reared. He was a graduate in pharmacy of Johns Hopkins University, and with a brother, Abe, engaged in the drug business in Shreveport.

Julian's entry into the picture field began with the arrival of E. V. Richards in Shreveport. Richards came into town with a touring company, met the Saengers and induced them to take a flyer in a small picture house on Main street.

They ran that nickelodeon into a big picture circuit operating in 11 southern states and central America. The story of Julian Saenger and E. V. Richards is one of the romances of show business. Through the years they have been born companions and pals. Right or wrong, they clung together and everything they ever handled was cut down the middle with never a scratch of the pen.

Julian Saenger was one of the South's show business men. He knew boxoffice values better and, right or wrong, he was ever truthfully sincere. He never cared for the limelight and preferred, as does Richards, to remain in the background as to publicity. He was retiring to a fault, especially in the matter of his many charities.

Through his many theatrical interests, Saenger was forced to interest himself in stocks as Wall Street came into the business. He was a 'bull' at the start and remained one to the end. The constant rise and strain of the market may have aided in undermining his constitution. Although he was supposed to have retired two years ago, when the Saenger circuit sold out to Paramount-Publix, his many interests kept him constantly engaged at the Saenger office. It was a personal compulsion, in a way, when Paramount retained Saenger as the name of its southern division.

Three years ago Mr. Saenger married Mrs. Marjorie Kent, of this city, and a year later they adopted a boy. Besides his wife and son he is survived by his brother, Abe, Los Angeles, who retired about eight years ago and a sister, Mrs. M. Ash, of New York. Interment will be in Shreveport tomorrow (Tuesday).

**Lee Kohlman's Picture**  
Lee Kohlman, legit character actor, leaves for Hollywood this week for a one-picture try by Paramount. Morris office placed.



EL BRENDL

Now playing in person at the RKO, New York.  
Next week, Fox, Brooklyn, N. Y.  
Person Director  
SIDNEY PHILLIPS

## HARRY WARNER SOUTH

May Meet J. L. There—Kane, Graham, Wilk Also Sunning

Harry Warner is expected to leave New York this week for Florida, where he will spend 10 days or two weeks. Tentative arrangements are for the WB president to meet his brother Jack down there, who may come on from the Coast for the visit. Other film men now in the alligator state include Bob Kane and John Graham of Paramount's foreign department, with another WB attaché, Jake Wilk, story dept. head, also briefly vacationing there.

## Warfare in Far East Hot for Film Plots, But Must Be Neutral

Hollywood, Feb. 8. Thunder in the east has all studios looking for Oriental stories. Not yet deciding which way to jump, studio call is for stories in which there's warfare, but the villains must be bandits and not identified with any particular country.

It's another phase of the recent story-picking scheme of obtaining ideas from the front page. Radio and Metro are in the van for such stories, also hoping to get on the band wagon following Paramount's "Shanghai Express."

Metro is reported to have offered Pearl Buck \$50,000 for "Good Earth," but the author is said to be asking \$75,000 for her Chinese story, plus a contract which would give her supervisory rights and agreement not to change the text.

A short time ago when Chinese stories weren't so popular, Miss Buck was reported offering her novel for \$12,000 without arbitrary strings and no takers.

## Hollywood Pan Taking Colored Legit Musical

Los Angeles, Feb. 8. The Pantages-Morehouse-Silber colored musical, "Lucky Day," which closed at the Mayan Sunday night, goes into the Pantages Thursday, replacing "Two Kinds of Women" (Par) and "Marches Militaire," Fanchon & Marco unit, which will lay off.

Show moves intact, but with overture and intermission cut to run one hour and 55 minutes, playing three performances daily, with four on Saturday and Sunday.

Possibility that it will move to Loew's State following the Pan engagement.

## Wheeler-Woolsey Want \$125,000—Studio Counters

Hollywood, Feb. 8. Bert Wheeler and Robert Woolsey, asking \$125,000 per picture as a team for two films, were given a counter-offer by Radio of \$30,000 a picture for four.

Test states collectively that if Radio doesn't renew, they will produce a musical out here.

**Robinson West**  
Edward Robinson returns to the Coast tomorrow (Tuesday). Warner-New York National star spent a week in New York after returning from a European vacation.

# Orpheum Bondholders' Ideas to Cut Down Losses on Dark Houses

## Always Something

Hollywood, Feb. 8. Eastern end of a publicity dept. was queried why some surefire stunt pictures had not landed with the photog syndicates in the east.

New York p. a. flashed back with the newest alibi—syndicates were holding off because of the Sino-Japanese war.

## Skouras Spending

**Two Mons. on Coast;  
Fox-Poli Deal Cold**

Spyros Skouras will spend the next eight or nine weeks in the west personally setting policy for the Fox West Coast chain over which his brother, Charles, will have immediate supervision. The two Skouras, along with Eddie Alpersen, who will operate the Midwest branch of F-W, and A. S. Krappman, Spyros Skouras' private secretary, leaves New York Wednesday (10) for L. A. The Skouras intend to visit every theatre in the F-W chain, it is said. This may necessitate their staying away from New York longer than anticipated.

Coast p. a. the Coast chain were the subject of discussion at one of the conferences of the brothers last week. It was reported afterwards that there will be no wholesale dumping of executives and that whatever paper is torn will be done only after an amicable adjustment has been reached.

Reports that Arthur Fisher, independent vaude booker, would tie with Skouras as the chain's booker of Fanchon & Marco stage shows, remained unverified yesterday (Monday).

Skouras admit abandoning, temporarily at least, thoughts of operating in New England. The deal for the Fox-Poli circuit, it is stated, is so far as the brothers are concerned.

Los Angeles, Feb. 8. Fox-West Coast is operating currently with Oscar Oldknow, Harry Arthur and Charles Buckley in the east. Arthur and Buckley, latter F-WC treas., are in New York. Oldknow is in Chicago with Earley Charles. Arthur stopped for a talk with latter on his way east.

One of the first moves anticipated when the Skouras brothers arrive is radical slashing of admission prices throughout the circuit. Stimulating theatre managers to pep business up by offering cash bonuses and prizes is also expected, since this is another phase of previous policy of the Skouras.

At present, H. M. S. Kendrick, personnel chief, is the top man in the local F-WC operations dept. Possibility of Alexander Pantages, a close personal friend of the brothers, entering the circuit's operation is also spoken of here.

## U's 4 Horrors

Hollywood, Feb. 8. Four horror stories are up for production at Universal with a fifth, "Wolf Man" back in the safe for the time being.

Test states that "Invisible Man," "Old Dark House," "Suicide Club" and "Cagliostro."

## Par. Elects Keough

The Paramount board, in meeting yesterday (Monday), elected Austin C. Keough, general counsel of the company, to the board. He fills the vacancy caused by the recent death of William J. Wrigley.

Keough, at the same time, was elected secretary of the corporation, succeeding E. J. Ludvig, who recently resigned.

## DeMille's Soviet Play

Hollywood, Feb. 8. Cecil DeMille leaves for the east shortly to produce a play, "Squaring the Circle."

Place is a Soviet work which William A. Drake is translating.

Chicago, Feb. 8. Holders of preferred stock in the Orpheum Circuit have worked out their own compromise to attempt to reduce the annual loss of \$165,000 the Orpheum is sustaining through having about 12 of its theatres dark. The Orpheum is a subsidiary of RKO, but is operated as a separate unit with all of the Orpheum's 31 theatres located from Chicago to the coast.

The Chicago group of stockholders is estimating chances of turning some of all, if possible, of the dark-Orpheum's back to their local bondholders. The bondholders will be informed they can have the houses at cost. Besides ridding the Orpheum of the unwanted theatres, it will save the weekly upkeep of the dark houses now charged against the Orpheum Circuit on the RKO books. With the Orpheum end of the RKO chain also actually saving, the Orpheum's net losses remaining open, the net loss of Orpheum last year, paid by RKO, was over \$500,000.

**800 Stockholders**  
Other Orpheum holding groups of preferred stockholders, 800 in all, may join the Chicago clique. In the Chicago group is represented around 14,000 Orpheum shares; on the coast is another 3,000 shares, and Boston also has its Orpheum faction. There is about \$7,000,000 outstanding in Orpheum preferred stock. It was to be paid 5% annually. Dividends were stopped about a year ago and have not been renewed.

The Chicago stockholders are rumored to be possibly wailing a promise made by Hiram Brown, president of RKO, to acquire a separate theatre operator for the Orpheum western houses.

## COAST MIXUP ON LOEB AS WESTERN FILM CZAR

Hollywood, Feb. 8. Story in the Los Angeles "Times" last Friday (6) that Edwin Loeb, of the legal firm of Loeb, Walker and Loeb, was to become western film czar amazed no one more than the local branch of the Hays office. The firm acts as attorneys for Metro, United Artists and the Hays office out here.

Loeb is understood to have telephoned the local Hays office that he had been interviewed by a "Times" reporter, but they thought nothing of it believing it simply a routine puff. However, the story as it appeared in each western paper over a flood of Loeb shares, the throne with Will Hays, long the czar of the motion picture industry. Included was about a half south of Loeb but no direct quotes from Loeb.

An official denial of such a perch was issued by Loeb through the Hays office and said in part: "Additional responsibilities assigned me by Will Hays constitute what is hardly more than an amplification of the work my law firm has been doing for the producers for years. Any talk of my being the arbiter or dictator in the west is ridiculous."

A Hays' producers meeting was called for 1 p. m. today (Monday) and Loeb expected to clarify his position.

Another purpose of the meeting was to chide delinquent studios for not filing complete lists of contracted talent in agreed under the recent arbitration pact.

Concurrent with the Loeb publicity it is revealed that the Hays' organization is not dipping into its own treasury to pay his salary as arbiter. Proposition was put up to producers as individuals and, as individuals, they were to remunerate him and abide by his decisions on the matter.

Front page the New York "Times" Feb. 5 carried a lengthy detailed story of Edward J. Loeb, in Los Angeles, becoming the western czar with Will Hays of the film industry.

Next day, Feb. 6, the "Times" carried a complete denial of the story on its obituary page.



# RETURN OF NICKELODEONS

## Distributors Quit Effort to Control Admission Slashing Among Chi Nabes

Chicago, Feb. 8. Local exchanges have ceased trying to enforce the admission price clauses in their picture contracts and are letting the exhibitors go as far as they like in the price slashing mania. At first the exchanges made some attempts to stop the practice of tariff shaving by refusing to deliver product, but they have decided that this method is merely cutting their own throats. Now they're sitting back, selling pictures and paying no attention how the exhibitors sell to the public.

Feeling among the distributors is that they've done everything they could do to halt the habit, and that the situation is strictly the problem of the two exhibitor organizations which are supposed to have some advisory control over their members.

**Under Contract Price**  
Practically every indie exhibitor in town is at present screening flickers at prices under the figures quoted in their contracts. Many are using various subterfuges to slip by the legalities, using the two-for-one ticket scheme or the "10c ticket and 5c will admit one person" gag. Other theatres which have no regular matinees are taking advantage of matinee admission clauses allowing cheaper prices by opening at 8 p. m. and calling the hour from 6 to 7 their early bird matinee. As a result, the exhibitors in the first and second week of release are showing pictures at 10c and 15c, leaving the third, fourth or fifth, run men without anything to offer their public. These subsequent week theatres are finding it necessary to break the 10c minimum agreement by issuing the special two-for-one tickets, so that a great many of these theatres are back in the 5c admission category.

It is these exhibitors in the subsequent weeks of release who are regularly howling to the exchanges, but the distributors have plainly stated that they've washed their mitts of the entire business and that now it's up to the exhibitor associations themselves to straighten out the mess among their own members. The exchanges, a few weeks ago, offered a plan for stabilizing admission prices, placing the admission charge for the first week of release at 15c, the second at 20c and the third at 15c, but none of the exhibitors have yet accepted this proposition.

## Tri-Ergon Picks Par as Defender For Test Action

American Tri-Ergon Corp., in which William Fox holds control, has selected Paramount as defendant in the test case of its action against sound licensees of American theatres. Plaintiff is coming to court on the case reaching trial in the New York Federal Court in April.

Actions of Tri-Ergon allege encroachment by American licensees upon two patents which it lays claim. These have to do with the sound printing process, or superimposing of the sound track upon the picture print, and a projection flywheel device.

As the licensee in the first case, it is understood that Western Electric will take the most active part in Paramount's defense since a decision one way or the other will establish a precedent for all major American electric licensees.

## Hays' Annual

Will Hays leaves tomorrow (10) for his regular winter visit to the coast. He will be absent from New York for a month.

While in Hollywood he will preside at a session of the coast directors. No revisions in the production code or special messages are anticipated.

Maurice Mackenzie, secretary, follows Wednesday.

## U'S PAR PRODUCT DEAL

Means Splitting of Pictures Between Par and RKO

Universal of this week is concluding a series of conferences with Paramount on disposition of its 1932-33 product.

Outcome, it was reported Monday, will probably be the splitting of the U product between Par and RKO.

## C. R. Hammer, from Radiator Field, as Par-Publix Official

An executive post in Paramount-Publix has been created for the purpose of combining the real estate, maintenance, construction, research, insurance and other relating departments. C. R. Hammer, non-showman from Detroit and reported brought in by John Hertz, will head this coordinated setup.

Hammer, an executive from the radiator manufacturing field, went on the Paramount payroll last week. Eugene Zukor has been in complete charge of maintenance and construction.

About two months ago, Morris Greenberg, in charge of maintenance and construction under the younger Zukor, had the country split between division managers. James C. Bolger was brought in three weeks ago from the outside to head the real estate department, succeeding the late Ted Young. Henry Anderson is in charge of insurance, and Dr. N. M. LaPorte heads the research department.

All will come under Hammer through the intended combination.

## Radio Completing Full Program and Adds Cheaper Line

Hollywood, Feb. 8. All production slated for both Radio and Pathe programs will be completed. With the current production year ending March 30, 16 pictures yet to be made plus four started on next year's program, will mean heavy activity at Radio during the next two months.

David Sciznick assured Hiram Brown, when the latter was here that he has enough Radio material to make unnecessary outside buys from independent studios to round out the required number of releases.

Not only will Radio handle its own programs, but it will put out supplementary and somewhat cheaper product to be called "Titans," which will be looked after by Willis Goldbeck, associate producer. The first production in this series will be "Lame Dog Inn."

Lee Marcus and Ned Depinet, Radio execs, left Friday (5) for New York.

## Quittner Action Against Par-Hays Due April 5

The \$1,180,000 action which Edward Quittner of Middletown, N. Y., has filed against Paramount and the Hays Organization, alleging block booking, protection and conspiracy have forced him out of the industry, will come up for trial in the New York Federal Court April 5.

Defendants' last week filed notice of substitution of attorneys in the case. Instead of Ezekiel Ludwig and Gabriel Hess, respectively, for Paramount and Hays, both these organizations are now represented by the Manhattan firm of Cravath, DeGersdorf, Swaine and Wood.

## 10c EXHIBITS ARE USING 2-FOR-ONES

Distributing Cos. Checking Practice—Stand May Be Necessary to Halt Spread of 5c Admissions—Fifty 10c Houses in New York

## UNDER COVER

The nickel theatre is looming on the horizon. Its return, according to sales sources, is imminent despite that no major distributor at this time permits an exhibitor under contract to play product at less than a 10c admission.

This will not act as a positive deterrent, however, it is believed. According to distribution information, a few exhibitors with 10c houses are already actually getting only 5c per patron through a subterfuge that may be difficult to check.

In these cases, with exchanges keeping watch, the exhibitors are said to be distributing cards which, along with 10c, will admit two persons to the theatre, thus making for the very only a nickel each. While some distributors are said to have proof of 5c operation, although the practice is not in the open, it is regarded as a question of whether knowledge of such situations will, in the final analysis, curb the spread of the low price method through threat of cutting off film service.

It has been commonly understood as law in the picture business that no exhibitor can charge less than 10c, or film service will be stopped. If enough exhibitors demand service for the levy only a nickel each, it arises whether the exchange lays itself open to legal recourse by the account.

## Remedies

These and other hypothetical aftermaths of a stand by distributors, under the 10c clause in contracts, are being seriously considered in the face of the probability that the nickelodeon may come back. The 10c minimum rule came into the picture 10 years ago, or more, upon the passing then of most of the 5c houses.

Refusal to keep rentals down, regardless of how subsequent the run may be, will be one likely means of holding down the 5c theatres. But in doing that the distributors will be holding down the film with admissions from 10c to 25c through scaling on runs.

Independent distributors would probably welcome the nickel shotguns providing they were ignored entirely by major companies and were sufficient in number to be worthwhile on rental.

The 10c theatre was almost unheard of up to less than a year ago. Since Sept. 1, in the Greater New York territory alone, around 50 or more of the 10c centers have come into existence, all playing double features and most of them claiming profits of more or less degree.

## HARRY ARTHUR GIVEN FOX CONTRACT OKAY

Fox's general manager, Harry Arthur, arrived in New York Saturday (6). Upon reaching the Fox offices, it is said Arthur, with four unexpired years as its gen. mgr., received the approval of Fox through a new agreement being issued to Arthur. His previous contract was one of the famous Fox 10 repudiated by E. R. Tinker, Fox president.

Arthur will probably remain in New York for a month or so. These Fox sales head, expected in town next week, W. C. Michel, a Fox vice president, is also reported on his way here, supposedly having left New York Saturday (6).

## With Three Cos. Reported Close To Sid Kent, Matter Standing Still

## RICHARDS IN DOUBT

Unsettled Whether He Will Be Attached to RKO—Returns Home

After five continuous weeks in New York City, an unprecedented stay for E. V. Richards away from his New Orleans home and family, the southern showman left Saturday (6). It was not settled at his departure whether he will associate with RKO.

Different reports spread last week. First it was Richards with RKO, permanently set. Later that was denied at the RKO offices, with Richards himself reported as stating he has no agreement to join the organization.

## BROWN REMAINS RKO PRES AND SAME STAFF

Reports following RKO meetings after Hiram Brown returned Saturday (6) from the coast are to the effect that Brown remains the RKO president. With that decision, following all of the rumors, it is also reported that Brown's chiefs of staff in the east, Joe Plunkett on theatres and Charlie Freeman on vaudeville bookings, will continue with the Brown regime.

Brown is said to have brought about this result with the multiplicity of negotiations concerning Sidney Kent and E. V. Richards as RKO possibilities. The dickerer entailed effect upon morale, it is claimed, and Brown insisted upon a showdown.

A frank admission reported made by the RKO president was to the effect that the sourness of RKO in its future depends. That the picture producing end having gone sour, according to the story of Brown's report to the board, did not fall in line with the new level. And it is said Brown stated he considered the Radio studio the only present RKO weakness.

## Publix Ad Budget Is Now \$200,000 Wkly., And Will Stay There

The Publix advertising budget is now down to what will remain the stationary figure. It stands at around \$200,000 weekly for the chain.

Reports that another advertising reduction is coming are denied. Question of advertising economy is now down to individual situations. Fox sales head has been dispatched to the field advising an examination of ad budgets with a view to checking whether there are any individual operational economies to be had. Fox sales head has been dispatched to the field advising an examination of ad budgets with a view to checking whether there are any individual operational economies to be had.

## Fox Exces East

Hollywood, Feb. 8. Two Fox eastern execs now here are heading for home. Richard Row, sales head, expected in town next week, W. C. Michel, a Fox vice president, is also reported on his way here, supposedly having left New York Saturday (6).

RKO, Warners and Fox, in that order, are reported having been quite close to Sidney R. Kent in negotiations for Kent to join them before the matter reached a standstill late last week. Stoppage came about through Kent announcing his departure, with Mrs. Kent, for Florida. They leave tomorrow (Wednesday) and are to be away around a month.

On the Warner and Fox sides of the Kent subject it seemed as though the Warner angle was the warmest. The Fox proposition to Kent, from accounts, sounded somewhat involved, taking in the possibility of a Loew organized crew going to the head of the Fox firm for its operation east and west with Kent.

Nothing very positive came out of the Warner end. Beyond the story that Harry Warner and Kent were in frequent conference, nothing leaked.

## Terms Interfere

The RKO cessation is said to have occurred when the downtown RKO's failed to see Kent's terms. Kent is reported predicating his terms upon the successful outcome of RKO, with himself in the organization. Question of Kent's salary was quickly approved. The matter of terms between Kent and RKO is reported to have been before David Sarnoff, with Owen Young the final arbiter.

Brown, RKO pres, hastily returned Saturday (6) from Hollywood. He had intended remaining west until about Feb. 15, attending to details of reorganization of the Radio studio there. Brown, while on the coast, is said to have been advised of the progress made with the new blood prospects for RKO.

## Pantages-Considine Film Production Co. Considers Pathe Lot

Hollywood, Feb. 8. Alexander Pantages' re-entry into the big biz is reported as a forerunner to the marriage of his daughter, Carmen, on Feb. 14, to John Considine, Jr. A new film producing company jointly financed and operated by Pantages and his son-in-law is the plan.

Pantages-Considine group has been approached by Radio to take over the Pathe studio in Culver City. Likely in sales event it would become a rental studio, as the requirements of the new company would not go beyond a few features annually.

Releasing arrangements now being talked over.

## Bamberger's Plan Aligns Him in RKO Distrib Post

Leon J. Bamberger, with Paramount 11 years and a member of the RKO sales staff, has been walked into an RKO-Radio distribution post. He was placed on the payroll last week after submitting a plan on sales promotion and exploitation for RKO-Radio pictures.

Plan is being kept under cover until the annual sales convention. Bamberger resigned from Par last year. At the time of his leaving he was manager of the sales promotion department there. He started with Par as exploitation rep in the Minneapolis territory.

## Sheehan in Hollywood

Hollywood, Feb. 8. Winnie Sheehan is said to have returned here. He is supposed to be stopping with his brother, Howard. Still not fully recovered from his recent near-breakdown, Winnie has not gone to the Fox studio as yet.

# Lo, the Poor Salesmen, as Firms Ride the Portfolio Lads Ragged

The life of a film salesman at no time has been so near that of the well-known dog. In the midst of the annual mid-winter lull on sales, the boys with the portfolios are being pushed all over by their bosses in an effort to bring in more money.

Major distributors are riding the salesmen as they've never been ridden before, according to some of the plagued playdate hunters. The usual contests and pep talks, bulletins, etc., including some effort to push accessories across for more returns have been relegated to minor matters compared to the many kinds of firecrackers now being thrown under the salesmen's coat tails to keep them on the jump.

Orders  
The salesman has lately been told that contract applications would be turned down if the terms were not oke with the home office, and hundreds of the applications have gone back. The salesmen, for their part, also have been exhorted not to forget the exhib after the contract is signed, but aid him in play-dating, pickup of availability, etc., meanwhile trying for preferential deals.

Whether or not they're enmeshed in the toils of self sympathy, the plaint of the film vendors is one long wail these days.  
"I hope something happens soon before we all go screwy," said one of the boys.

## ROACH MAKING FULL SHAKEUP

Hollywood, Feb. 8.  
Hal Roach is starting his spring cleaning early and conducting a complete shakedown of studio personnel. Purpose is new blood behind the camera and also new players for both the 'Our Gang' and 'Boy Friends' series.

Revision extends to the writing and directing staffs with whole-sale changes being planned. Studio is now busy interviewing prospects for replacements. Warren Doane, formerly studio manager, but more recently on a directorial job, is one of the first to leave and George Marshall is the earliest of the directorial replacements to show up on the lot. Charles Williams has been given a written contract.

Roach also is changing his production policy. Instead of sagging all stories on the lot he will work into his major films purchased ideas for shorts. First such buy is 'Not Harmony,' by Paul Gerard Smith, taken for Zasu Pitts and Thelma Todd.

### Weshner Up

David Weshner, in charge of Warner Bros. theatre advertising and publicity, promoted to a theatre operating post as assistant to Joseph Bernhard.

With the promotion Mort Blumentstock moves into the home office as Weshner's successor.

Lou Goldberg, just back from St. Louis on special exploitation assignment for Loew's, takes charge of advertising and publicity for the Warner New York houses under Harry Charnas. Changes are already effective.

### Cri Going Dark

With no picture in sight for a \$2 run the Criterion, New York, will likely go dark in a week or 10 days. 'Broken Lullaby' (Par) going out within that time.

Instead of playing one of the Public runs (Rivoli or Elstree) is customary with Criterion pictures. Lubitch film moves into the New York and Brooklyn Paramounts Feb. 26.

### Mike Marco Leaving

After a couple of weeks around New York Mike Marco is leaving tomorrow (10) for the Rensselaer and Marco studios in Hollywood.

Marco is travelling back with the Skouras brothers, who will assume charge of Fox West Coast upon their arrival out there.

## AUSTRALIAN COLOR

Film Men Investigating Claims for New Foreign Process

Because high cost has done much to retard the use of color, American picture representatives are delving into reports concerning an Australian invention. Information received here is that this color process, called Tri-Color, costs little more than the ordinary development charges of black and white. Photography is said to be in the ordinary manner, the colors being obtained in the development with regular single coated film stock used.

Inventors include a bacteriologist in a Wellington, Australia, hospital and two cameramen over there.

## Cashier for M-G Exchange Accused of Embezzlement

Milwaukee, Feb. 8.  
Rollie J. Sickles, 30, cashier for Metro-Goldwyn-Mayer's local distributing branch for the past six years, was named in a warrant issued Feb. 2 alleging embezzlement of \$3,525 of the company's funds.

John P. Donnelly, assistant district attorney, issued the warrant on complaint of Sam Shurman, branch manager, and Robert Long, New York, auditor for the firm.

Sickles, according to Long, obtained the money by juggling accounts. If a cash payment were made by a picture house, the cashier would keep the money, marking the account unpaid. If payment were made by check, his system was to credit the cash account with half the amount and the balance to the theatre man who had really paid in full. An account billed C. O. D. for a firm never known to do business that way proved the undoing of Sickles. He is married.

## Marcus Due in N. Y.

Lee Marcus is due back in New York today (Tuesday) from Hollywood, to take up his new duties in charge of the eastern scenario department.

It is believed Kay Brown, who wanted to resign last summer in expectancy of becoming a mother, but was given a leave instead, will become Marcus' first assistant.

### Rosenzweig Reeling

Hollywood, Feb. 8.  
Charles Rosenzweig did not return east with several other Radio Picture execs last week as expected. He is in Palm Springs for a week.

## 1st Runs on Broadway

(Subject to Change)

Week Feb. 12  
Paramount—'Wayward' (Par).  
Fox—'Business and Pleasure' (Fox).  
Capitol—'Emma' (Metro) (2nd wk).  
Mayfair—'Murders in the Rue Morgue' (U) (10).  
Winter Garden—'Hatchet Man' (FN) (2nd wk).  
Rialto—'Greeks Had a Word for Them' (UA) (2nd wk).  
Strand—'Hell's House' (B. F. Zeldman) (10).

Week Feb. 19  
Paramount—'Nice Women' (U).  
Capitol—'Lovers Courageous' (Metro).  
Rivoli—'Arrowsmith' (UA) (3rd wk).  
Winter Garden—'Hatchet Man' (FN) (3d wk).  
Rialto—'Greeks Had a Word for Them' (UA) (3d wk).

3d Pictures  
'Hell Divers' (Metro) (Astoria) (8th wk).  
'Broken Lullaby' (Par) (Criterion) (4th wk).  
'Man Who Played God' (WB) (Warners) (10).

## Van Beuren Will Double Radio Shorts Program

Hollywood, Feb. 8.  
Amidee Van Beuren, shorts producer for Radio, is here making arrangements to increase his program of releases from 30 to 60 one-reelers for the coming season. Besides the one-reelers, Van Beuren will produce 28 two-reel comedies. Six of these will be old Chaplin releases tricked up with sound. One-reelers will be novelties. Vagabond travel series will be continued with four other series of 12 each planned.

Richard Heermance, formerly in Van Beuren's New York office, has been transferred to the Coast and will supervise production.

## Final Pathe Pruning

Four Pathe executives and four salesmen were relieved of their posts last Saturday (6) in the final pruning which Radio is giving its former subsidiary.

Those out include Manny Goldstein, personal director; Tom Deleahanty, head of foreign sales; E. M. Ballentine, manager of Pathe exchanges; John McAlloon, western sales division head.

## Mike Newman East

Los Angeles, Feb. 8.  
Mike Newman starts east this week to replace Gus Rathner as operator of Universal's theatres. Newman has been in charge of Columbia's coast exploitation.



TAY GARNETT

Director of the much discussed picture, 'Prestige,' which opened February 4 at the Mayfair, New York. Garnett became famous during the past five years at Pathe, where he directed many highly successful box office productions. In 'Prestige' he has introduced to the screen an entirely new directorial technique.

## Hollywood

Briefly rewritten extracts from 'Variety's' Hollywood Bulletin, printed each Friday in Hollywood, and placed as a wrapper upon the regular '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.

## 3d Title Sticks for

### Par's 'Man I Killed'

Reported dissatisfaction in some quarters, said to be within Public, against 'The Fifth Commandment' as the new title for 'Man I Killed,' resulted in a meeting which finally settled on 'Broadway Lullaby' as final.

Original reason advanced for action in dropping 'Man I Killed,' even though picture had opened under that name at the Criterion, New York, was that either the word 'killed' or better picture was a gangster item was hurting.

Considerable money has been spent in building up the 'Man I Killed' title and in advance campaigns.

## New I.M.P.P.A. Campaigns To Kill 'Indie,' 'Quickie'

Hollywood, Feb. 8.  
Under the signature of M. H. Hoffmann, as president, the Independent Motion Picture Producers Association has sent letters to daily trade and fan publications, asking that the expressions 'indies' and 'quickies' be dropped.

Also offensive to the outside producers is 'Poverty Row.' These expressions, according to Hoffmann, stifle the prestige possibilities of the independent.

Hoffmann states that each of the I.M.P.P.A. members has pledged at least one outstanding achievement in production each year. That implies that the boys will shoot the bankroll for the general elevation of their product by one window dresser apiece minimum.

Expression 'indies' has not usually been felt to carry any odium, although 'quickies' and 'Poverty Row' by implication were understandably disliked.

## Schaefer's Meetings

Following ascension to the post of distribution chief for Paramount, George J. Schaefer is holding meetings in various exchange points. These week he will call a gathering in Cleveland to be attended by exchange men of the Chicago, Pittsburgh, Columbus and Cincinnati branches, Public district managers and house managers will also attend.

Later, Schaefer will hold a conference in Chicago at which the men in that and nearby territories will meet the new Par sales boss. Last week Schaefer made his first visit to the field, visiting Boston, Springfield and Portland, Me.

When convenient, Schaefer will probably make an entire swing of all exchange points in this country.

## Radio Buys Trem Carr Script for Tom Keene

Hollywood, Feb. 8.  
Radio has bought 'Sunrise Trail,' by J. P. McCarthy, from Trem Carr, indie producer.

Story will be used for Tom Keene's next western with Fred Allen megging.

### P-P LEGAL CHANGE

First change in the Paramount-Public legal department since the resignation of its chief counsel, Eliek Ludwig, occurred Monday (8) when John Wildberg resigned. Wildberg, it is understood, will later join Ludwig in private practice. Wildberg was with P-P for the past three years as assistant to Louis Swartz, copyright specialist.

### RCA CHANGES ITS MIND

For the convenience of its regular clients, especially Pathe newswreel, RCA Phonophone has decided to keep open its New York studio indefinitely. It was to have closed. The bulk of the Phonophone's business is now functioning at the RCA Victor plant in Camden, N. J.

### Phil Reisman West

Phil Reisman leaves for the Coast next week to confer with the Laemmles on Universal's 1932-33 lineup.

U's Horror Topper  
Making a pillar of Count Dracula, Universal contemplates a superlative horror film with the mythical character of Castiglione, jester to Louis XIV. will be a 1,000-year-old accumulation of evil.

\$5,000 for Mrs. Crowley  
Widow of the late Hugh Crowley, shot by bandits at Fox-West Coast's Village theatre, got \$5,000 from a benefit at Lowe's State.

Wolter Printing Co. is accused in a Federal action of violating copyright law through bootleg song sheets.

Joe E. Brown will be in a cowboy flicker for Warners. It's 'The Ten-Foot' Earl Baldwin writing the yarn.

Creation Film Off  
Harry Hoy's trick animal story is off at Radio City. He is negotiating to make the prehistoric opus himself.

Metro Exits  
Marcel de Sano exits at Metro in three-weeks. Nothing for him to do. Another Metro departee is writer Richard Well.

Feyder for Garbo  
Greta Garbo will be 'Black Oxen' at Metro by Jacques Feyder. That's months off.

Peacock Board Pres.  
Newt Jaeger returns to Peacock steps in, as president of the Film Board of Trade. Peacock is with Paramount as exchange boss.

Rudolph Friml and J. K. Brennan reported doing the score and book for the opera. Franklin Warner has announced for production at the Mayan.

Horton Awaits Hit  
E. E. Horton won't waste time or effort, not to mention bankroll, on anything less than a box-office draw. So he is temporarily without a play after closing 'Unexpected Husbands.' He wants 'Springtime for Henry.'

Griswold on Coast  
Glen Griswold, Fox v. p., arrived to join in those gabfests.

L. A. Grind  
Los Angeles theatre, classic downtown white elephant, will try again at 15 cents grand. 'Common Clay' will reopen by Joe Lee for William Fox.

Sam Costow goes east under Ed Scheuing's patronage to be an NBC megaphone yodeler. Adjusting his film contract here.

Miriam Hopkins' cold halted Par's 'Red Harvest' and prevented her broadcasting. Rain delays Par's 'Broken Wing' also.

Last of the cutting staff and equipment moved from the Western avenue Fox lot to Movietone City leaving only the lab, with all developing and printing to remain at the Hollywood plant.

Proposed navy background for the Laurel and Hardy feature is out because the fleet sailed for Honolulu. Roach studio must have a new story ready for April when the production starts.

Rainy Weather Cowboys  
Bronco chausure had a saturation week with rainy weather killing location scenes and saddle sagas. When the sun came up, ground was too muddy to do hard riding, as usually required by the pistol pageants. Meanwhile, the (Continued on page 37)

## L. A. to N. Y.

Richard Dix.  
Charles Buckley.  
Mike Newman.

Lee Marcus.  
Ned Depinet.  
M. D. Howe.

Ben Lyon.  
Bebe Daniels.  
George Levy.

M. H. Hoffman.  
Glenn Griswold.  
Richard Rowland.

## N. Y. to L. A.

Lee Kohlmair.  
Lester Kramel.  
Joe Krumgold.

E. T. Robinson.  
Eddie Cantor.



Bonds were likewise full of mixed influences, three liens being up 3 points and 3 down 4½. In like manner here the losses—such as more than 2 in Par-Public—were much more important than the gains.

Picture group had to take another consignment of bad news. This time it was the income statement of Metro-Goldwyn, showing a net profit of \$493,671 for the 12 weeks to Nov. 20, compared to net of \$1,377,064 for the same period of 1930, a staggering decline for the company which

(Continued on page 21)



# Shortage Juggles Chicago Films; 'Hatchet' Bad, \$8,500—'Morgue' Under Former Chillers, \$22,000

Chicago, Feb. 8. Acute shortage of screen material is worrying loop picture houses generally, forcing wholesalers and exhibitors to make do with the few flickers and the plummeting of week films to undeserved holdovers. Several pictures which B-K had previously rejected for loop showings are hastily being recalled for first-run duty.

'Shanghai Express', slated at first to open at the Chicago this Friday (12), has been postponed until Feb. 17, when it will go into the RKO. It was cut out, replacing 'Hatchet Man' (WB). The Robinson tunk war flicker is already sung at this small loop house, but it's being pushed for two weeks in the scarcity of replacement product. Picture couldn't get started.

'Passionate Plumber' (M-G), which B. & K. had canceled for any loop appearance, is being called back to the Oriental screen for this Friday (12), and 'Beast of the City', originally slated for this house will go into the Chicago loop. The picture, which the Hearst plug will give film sufficient strength to hold at this main arena. Story has been run originally in the Chicago loop.

Current business in the loop for most theatres is steady. 'Rue Morgue' at the pictures, 'Reckless Age', is getting by the way-billing. Pollan actress is drawing a fine play, particularly in the more matronly type who remember when she was the hottest in celluloid. Also noticeable is her particular appeal to her own nostalgia. The opening days pulling many of the 400,000 Poles in this town. The picture, which is being shown B. & K. is also playing another screen name, Charlie Chase, at one of its neighborhood deluxes, Paramount house which has been willing somewhat lately.

Smacking the big run McKivickers to be hearty take the picture. Gable-Beery co-piece. Gable and Beery are dividing interest, the air being drawing as many women in to see Gable as men for the air sequences.

'Mata Hari' takes the long prize at the United Artists, being pulled into its fourth and final week. 'Arrow-smith' (UA) next and has 'em how to tell the program. The maddest mob that isn't particularly interested in Nobel prize winners or microbe snooters.

Estimates for This Week Chicago (Publix-B&K) (4,000; 50-75-85). 'Tomorrow' (Par) and stage show. Not as powerful as hoped for, though indicating pick-up on comments; likely to finish strong enough for fair enough \$38,000. Last week 'No One Man' (Par) and B-K's 10th anniversary stage bill a moderate \$33,100.

McKivickers (Publix-B&K) (2,200; 50-75-85). 'Hell Divers' (M-G). Away at hefty gullion and possibly \$22,000 on opening session. Last week 'Emma' (M-G) finished third in Radio City, but \$12,000. Next is Lubitsch flicker, known in the east as 'Man I Killed' (Par); which finished third at \$11,000. Rembrandt, now stands as 'Broken Lullaby' here.

'Hatchet Man' (Publix-B&K) (2,200; 50-75-85). 'Reckless Age' (Par) and stage show. Pola Negri on platform and doing business; indicates picture will \$30,000. Last week (WB) eight days; for unexciting \$25,100. 'Passionate Plumber' (M-G) last week after having first been rejected for B-K loop and possibly \$23,000 on opening session. Last week 'Emma' (M-G) finished third in Radio City, but \$12,000. Next is Lubitsch flicker, known in the east as 'Man I Killed' (Par); which finished third at \$11,000. Rembrandt, now stands as 'Broken Lullaby' here.

State-Lake (RKO) (2,700; 50-75-85). 'Rue Morgue' (U). Chiller doing fairly, but not hitting the former horror flicks; adults only

## NEW HAVEN PERSONALS

Basquette-Etting Current—'Hatchet Man' Fair on \$11,000

New Haven, Feb. 8. Heavy competition in personals this week. Ruth Etting at the Polli and Lina Basquette at the Paramount.

Estimates for This Week Paramount (Publix) (2,353; 65) 'No One Man' (Par) and unit. Lina Basquette personal and probably more than \$11,000. Last week 'Reckless Age' (Par) \$11,000.

Polli (Fox) (4,400; 65) 'Lovers Courageous' (M-G) and vaude. Ruth Etting and headed for passable \$14,500. Last week 'Emma' (M-G) got good \$15,800.

Roger Sherry (WB) (2,200; 65) 'Hatchet Man' (FN) and vaude. Probable fair \$11,000. Last week 'Reckless Age' (Col) a disappointment, \$8,800.

Collegio (Fox) (1,655; 50) 'Ben Hur' (M-G) and vaude. On way to moderate \$2,500. Last week 'Dishonorable' (U) best in weeks, \$5,300.

Bijuju (Fox) (1,538; 50) 'Passionate Plumber' (M-G) and 'Silent Witness'. Looks like nice \$5,000. Last week 'Reckless Age' (Col) and 'House Divided' okay at \$4,100.

## 'Morgue'-Vaude \$13,000 In Prov.; Fay's \$7,000

Providence, Feb. 8.

Battle between the Albee and Fay's continues unabated with vaudeville the main weapon. Albee managed to break the news columns every day last week announcing current show. Ballyhoos was mostly on organization of Pat Men's Club here by Larry Rich.

In the straight picture class Loew's and Majestic will be the leaders. Drop in biz is looked for last half of week because of Lent.

Estimates for This Week Loew's (2,000; 20-50-75). 'Beast of the City' (M-G). Nothing to indicate that this one will bring much sunshine; house hit since beginning of vaude battle three weeks ago; probably not over \$15,000. Last week 'Courageous Lovers' (M-G) \$13,300.

Albee (15-50). 'Rue Morgue' (U) and vaude. House figuring on good \$20,000 on strength of heavy Plug-fing, despite Lent; last week 'Prestige' (Pathe) did \$13,800.

'Morgue' (Pathe) (2,200; 15-50). 'Hatchet Man' (FN). Disappointing at \$9,500; just so-so. Last week 'Reckless Age' (Col) and 'House Divided' (WB) off at \$8,500.

Paramount (2,200; 15-50). 'Tomorrow' (Par). Should do well at matinee; aiming for nice \$11,000. Last week 'No One Man' (Par) a solid \$11,000.

Fay's (1,600; 15-50). 'Silent Witness' (Fox) and vaude. Probably one of biggest stage shows this house has seen; last week assured on at least \$7,000. Last week 'Night Beat' and a slide to \$5,800, week.

RKO Victory (1,600; 10-35). 'Forgotten Women' (Mono) and 'Secret Witness' (Tiff). Oke for \$4,200. Last week 'Night Beat' (U) pleasant at \$4,500.

## Multicolor Contracts For Consolidated Lab

Hollywood, Feb. 8. All color print contracts here by Multicolor Laboratory have been turned over to Consolidated lab to be printed in the latter's Magna-color process, which is practically the same as Multicolor.

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from censors; \$22,000, good. Last week 'Panama Flo' (Pathe) will \$17,000. Last week 'Prestige' (Pathe) next.

United Artists (Publix-UA) (1,700; 50-75-85). 'Mata Hari' (M-G). Will round out a full month, aiming for \$13,000 on final session. Last week, third, held up buoyantly, a nifty \$17,000. Last week 'Prestige' (Pathe) next.

## DENVER ABOUT NORMAL

'Emma' Big at Ace House, \$20,000—8 First Runs With New Orph

Denver, Feb. 8. The Denver is in front on 'Emma' this week and Paramount is doing nicely on 'Hell Divers' for second week, but will yank it after six days. Other houses are just fair. At least there will be six first run houses here, the new 800-seat Orpheum opening Feb. 11.

Estimates for This Week Albee (Huffman) (1,800; 20-35-50) 'The Menace' (Col). A fair \$5,000. Last week same figure with nice \$3,000.

Denver (Publix) (2,300; 25-40-65) 'Emma' (M-G). Will show a fine \$20,000. Last week 'Jekyll and Hyde' (Par) took \$2,500.

Paramount (Publix) (2,000; 25-35-50) 'Hell Divers' (M-G) (2d week). A good \$8,000 on six days. Last week same film \$16,300, big.

Rialto (Huffman) (1,000; 20-30-40) 'Dishonorable' (U). Seems fair with \$3,000. Last week 'Delicious' (Fox) also \$3,000.

Tabor (Huffman) (1,900; 25-35-50) 'High Pressure' (M-G). Possibly \$9,000, moderate. Last week 'Guilty Generation' (Col) only \$5,500.

## Smart Figures in Frisco This Week; 'Arrow-smith' \$15,000

San Francisco, Feb. 8. Lively competition along the street is bringing life to drooping box offices, and some neat figures are anticipated.

Special publicity doing much for 'Hell Divers' at the Fox. 'Arrow-smith' at United Artists, and 'Taxi' at Warners. Warner management had a flock of special stunts on 'Hell Divers' and 'Taxi' and picture started nicely with strong \$13,000 indicated.

Reckless Age town is just fair. 'Jekyll and Hyde' disappointed and lasting but three days beyond its first week with about \$21,500 for the full 10 days. 'Mata Hari' following with a midweek opening.

Estimates for This Week Fox (5,000; 35-65). 'Hell Divers' (M-G) and stage show. Doing well at \$4,000. Last week 'Jekyll and Hyde' (Par) a fair \$29,000.

Golden Gate (RKO) (2,844; 30-40-60). 'House of Wax' (M-G) and 'Big House' (Par) a fair \$29,000. A poor \$12,000. Last week 'Guilty Generation' (Col) \$13,000.

'Panama Flo' (Pathe) (2,270; 25-35-50). 'Panama Flo' (Pathe). Very bad on \$5,000. Last week 'Woman Commands' (Radio) a bad \$6,000.

'Jekyll and Hyde' (Par). Last three days drawing \$4,000, totalling around \$22,500 for the full 10 days. Last week 'Mata Hari' (M-G).

United Artists (1,200; 25-40-60). 'Arrow-smith' (UA). Big campaign for \$15,000. Last week 'Three Wise Girls' (Col) bad, under \$5,000.

'Chance's Chance' (Fox) (2,672; 25-35-50-60). 'Chance's Chance' (Fox). Stage show. Pulling weak \$15,500. Eight-day week of 'Tomorrow' (Par) and 'Night Beat'.

Warners (1,305; 25-35-50-60). 'Taxi' (WB). Heavily sold and \$13,000. Last week 'Night Beat' (WB) week of 'Union Depot' (FN) held up well, \$8,000.

Seattle, Feb. 8. 'Hell Divers' is big at Coliseum and anticipates \$8,000, record under present policy. 'Mata Hari' and 'Taxi' strong but otherwise nothing hot.

Estimates for This Week Fifth Ave. (Fox) (2,400; 25-60) 'Tomorrow' (Par). Indicates \$11,000. Last week 'Night Beat' (WB) well exploited and fine on \$20,000.

Orpheum (RKO) (7,700; 25-60) 'Hell Divers' (M-G). Fine on \$20,000. Last week 'Night Beat' (WB) early, Northwest Civic Opera Co. for one performance each evening with 42 voices; fair \$18,000.

'Woman Commands' (Radio) failed to pull at all, \$1,100.

'Mouse' (Hamrick) (950; 25) 'Taxi' (WB). Will do \$2,500, bad. Last week 'Nice Women' (U), \$2,000. Last week 'Hell Divers' (M-G) 50—'Union Depot' (FN). Billboards used for this and \$6,500, bad. Last week 'High Pressure' (WB) not so good \$4,000.

Liberty (Jensen-Von Herberg) (2,000; 10-15-25) 'Lecturer Ladies' (TIF). May be very big. Last week 'Right of Way' (FN), \$5,400.

Paramount (Fox) (5,100; 25-35) 'Hell Divers' (M-G). Fine on \$20,000. Last week 'Woman Commands' (Radio) failed to pull at all, \$1,100.

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# 'Hatchet's' A.M. Trade Pushing It Over \$48,000 on Broadway; 'Arrow-smith' \$40,000 at Rivoli

## 'TOMORROW' \$11,000

Plus Vaude in Birmingham—'Sooky' Doing Well, \$4,000

Birmingham, Feb. 8. Grosses should come in a little stronger this week after a two week lull.

Current leader will be 'Tomorrow' and 'Tomorrow' helped by vaudeville.

'Sooky' will be best bet considering size of house.

Estimates for This Week Alabama (Publix) (2,800; 35-60) 'Tomorrow' (Par) and vaude. \$11,000, near okay. Last week 'Hell Divers' (M-G) \$11,500.

Ritz (RKO) (1,600; 25-40) 'Prestige' (Pathe) and 'Ladies of Jury' (Radio) and 'Taxi' to a fair start. \$4,500. Last week 'Panama Flo' (Pathe) and 'Nice Women' only \$3,900.

Strand (BTAC) (800; 25-40) 'Sooky' (Par). With low overhead probably best bet in town to make nice profit, \$4,000. Last week 'Surrender' (Fox), \$3,200.

Empire (BTAC) (1,100; 25-50) 'Lovers Courageous' (M-G). Bob Montgomery oke for moderate \$4,400. Last week 'Reckless Age' (Pathe) \$4,000.

Galax (BTAC) (500; 15-25) 'Sidelwalks of New York' (M-G). All alone now for a good \$1,500. Last week 'New York' (Fox) and 'Sidelwalks of New York' good, \$1,000.

## NEW K FAIR WITH 'HAR' IN LEAD AT BIG \$25,000

Newark, Feb. 8. Everything centers about 'Just This Week' with 'Mata Hari' just a little higher the gross will be hard to say, but not less than \$25,000. Nothing else will be big.

'Lovers Courageous' show at the Shubert on a break-in, expected to cut in to some extent, but the \$2 net will prevent its being real competition, probably \$4,000.

Estimates for This Week Branford (WB) (2,866; 20-35-50) 'High Pressure' (WB) and P-M unit. 'Lovers Courageous' (M-G) and 'Just This Week' seems to have the real b. o. c. k now; about \$13,500. Last week 'Lovers Courageous' (M-G) at \$12,000.

Capitol (WB) (1,200; 15-35-50) 'Woman of Monte Carlo' (WB) and 'Fife 113' (WB) first runs, but neither looks like a big house.

'Ladies of Big House' (Par) and 'Flying High' (M-G), both second, fine at \$5,000.

'Little' (Cinema) (299; 50)—'Seln Lebeles' (Asso. Cinema). Ought to do well. Last week 'Hampelmann' (Terra) pretty sad, \$750.

Local (M-G) and vaude. Looks \$25,000 or better. Last week 'Tonight or Never' (U) little better than fair \$15,000.

Mosque (WB) (3,281; 20-30-50-60) 'Ape for Love' (U) and vaude. Last week 'Tonight or Never' (U) \$7,000. Last week 'Nice Women' (U) bad, \$5,500.

Two Kinds of Women' (Par) and vaude. Weak show will hurt better picture, \$13,000. Last week 'No One Man' (Par) poor under \$12,000.

Proctor's (RKO) (2,300; 25-40-60) 'Terminal' (Shouras) (1,900; 15-25) 'Daphne' (Pathe) and 'Lone Trail' (Syndicate) with 'Stepping Sisters' (Fox) and 'Rock of San Francisco' (Syndicate) on split. Not more than \$3,800 hoped for.

'Frankenstein' (U) and 'Air Force' (Syndicate) with 'House Divided' (U) and 'Sally of Subway' (Syndicate), split, fell down second half, \$4,400.

## Photophone-Victor Combine on Coast

Hollywood, Feb. 8. RCA Photophone is moving out of its plant on Santa Monica Boulevard and hereafter will share space and facilities with its RCA cousin, the Victor company. Economic combines and slightly reduces the staffs.

George Hall and John Kientle will share the managerial duties under the combined arrangement.

Photophone has been maintained out here as a separate organization for about five years, or since the beginning of sound.

Business remains unimpressive generally with one or two exceptions, notably 'Hatchet Man', which looks to walk away with gross honors this week at the Winter Garden. Indications here are for a plenty satisfying \$50,000 and possibly an even \$50,000.

The Ed. Robinson draw, emphasized by a strong lure to the males, is piling up good business on late hour shows. It's the Robinson and Cagney center among the boys from First to Twelfth avenue that seems to be doing the trick.

Of the other runs, Rivoli is bright at a likely \$40,000 on first week of 'Arrow-smith', but a little bit of 'Rialto' is disappointing at a \$28,000 first week for 'Greeks Had a Word for Them'.

Deluxers are falling to hit a good stride, although the Capitol is doing nicely, 'Hatchet Man', which will be held over. While a smash, the Dresser item ought to garner around \$75,000 on the week. Paramount's 'Hatchet Man' is a holdover week, probably will show \$55,000, not bad for a second stretch there. Previous week the picture got a \$4,000 drop.

Roxo looks like a weak \$58,000 at the outside with 'Silent Witness'.

Paramount's 'Hatchet Man' 'Who Played God' tomorrow night (Wednesday) at the Warner for a \$2 try.

Estimates for This Week Actor (1,102; 31-42) 'Hell Divers' (O) (7th week). Still stalling with no success.

Capitol (5,400; 25-35-50) 'Emma' (M-G) and stage show. Not a smash, but a strong holdover. Second week of 'The Champ' (M-G) snared \$58,000, oke. Last week 'Hatchet Man' (WB) (4th week) \$58,000.

Killed' (Par) (3d week). Not the lure expected and departs within next 10 days.

Paramount (3,664; 40-65-85) 'Tomorrow' (Par) (2d week) and stage show. Doing nicely on second week. 'Hatchet Man' (WB) man in person also holding. First week a grand \$78,800.

Mato (2,200; 25-35-50) 'Greeks' (Pathe) (2d week). Strong holdover \$28,000 on first week, just moderate. 'Shanghai Express' (U) due Feb. 15. Last week final six days of 'Who Killed' (Par) (3d week). Not the lure expected and departs within next 10 days.

Reckless Age' (Col) (2,200; 25-35-50) 'Hatchet Man' (WB) (4th week). Not the lure expected and departs within next 10 days.

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**Millions  
are waiting**



**to see *her***

# MARLENE DIETRICH "SHANGHAI EXPRESS"

*Directed by*

**JOSEF von STERNBERG**

*with*

**CLIVE BROOK**

**ANNA MAY WONG, WARNER  
OLAND, EUGENE PALLETTE**

•

**DIETRICH!** The most popular star on the screen, bar none! In one of the biggest money-makers you've had in a long time. Love! Thrills! Excitement! Dietrich as the fans want her . . . in a new *love-warm* mood! Plus a timely story—leaping from the front pages every day! Plus superb direction of von STERNBERG. Get ready for big dough with Dietrich!

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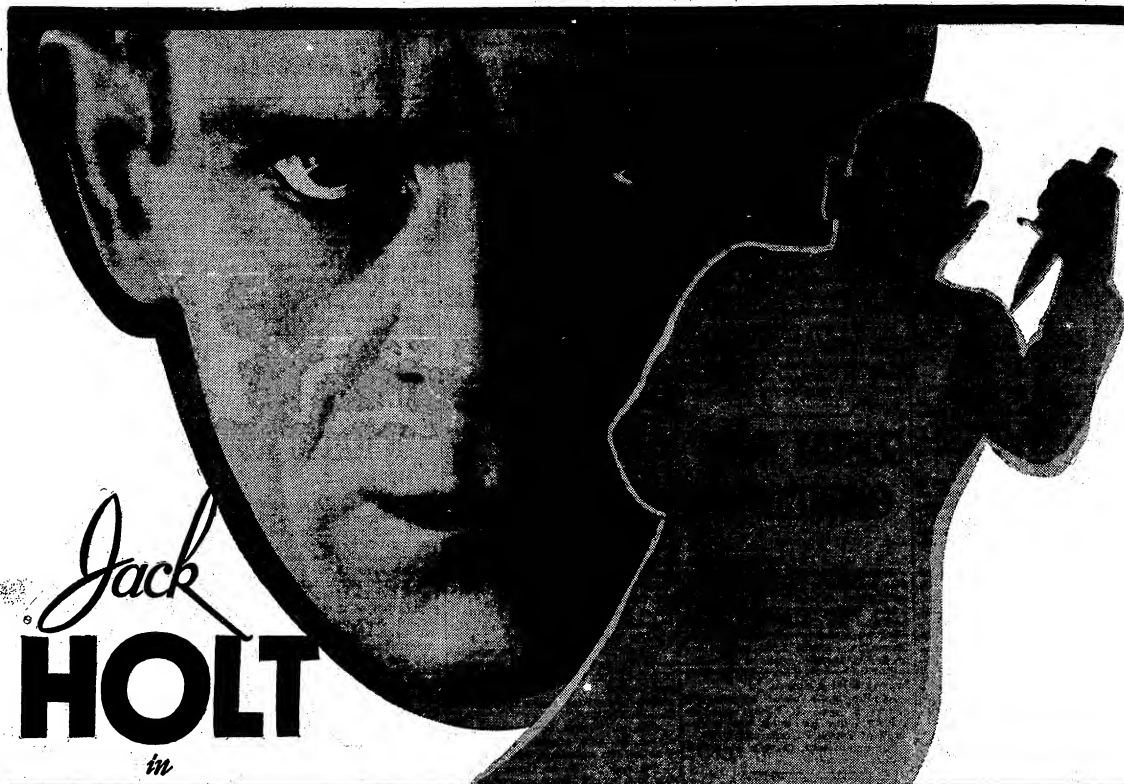


when her expected baby is born.

**Writer-Hermit**

Compton Mackenzie, the author and playwright, Fay Compton's brother, is selling his lease of the Isle of Jethou, one of the Channel Islands.

The writer has been doing the hermit act alone on the rock pile for years.



*Jack*  
**HOLT**  
*in*

# BEHIND *the* MASK

From the story  
"In The Secret Service"

with **BORIS** ("Frankenstein") **KARLOFF**

**CONSTANCE CUMMINGS**

Story, adaptation and dialogue  
by Jo Swerling

Continuity by Dorothy Howell

Directed by JOHN FRANCIS DILLON

Jack Holt, same dependable star as ever.  
In a role that fits him like the proverbial  
glove.

Boris Karloff, the man who made America  
"monster-minded."

Constance Cummings, lovely pawn, en-  
meshed in a sinister plot of stark horror  
by a madman's diabolical cunning.

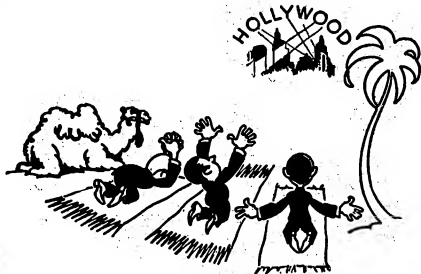
The last word in "shockers."

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rush to the nearest Fox Exchange—get your copy and . . .



## GET BUSY

on the exploitation natural of the year!

# SHE WANTED A MILLIONAIRE

with  
JOAN BENNETT  
SPENCER TRACY  
Una Merkel  
James Kirkwood  
Dorothy Peterson  
Directed by  
John Blystone

## FOX PLAY DATES ARE PAY DATES



# EXPLOSION

By Epes W. Sargent

## Apportioning Space

The most recent issue of the infrequent Fox Advising Bulletin takes up a question of apportioning space, using as text the actual layout for a theatre which is only a little better than usual with "delicious." Failure to equal other houses may be laid to the failure to smash the day before the opening, according to the bulletin.

In the original schedule, three days before opening, the coming attraction got four inches of a 10-inch space each day with 20 the opening day and 15 on Saturday, the following day, and Sunday. The feature got only two inches the three following days, which ended the run, but the suggests that a better use of the same space might have been the same four inches the first two days, with 30 inches each the day before and the opening day, with a drop to five inches for Saturday, 10 on Sunday and two inches for the next four days, which would give the same 96 inches of space, but shoots the gun on the day before the opening and the opening day.

It is that if it is not sold by Sunday no extra space will help later. It is more important to sell the day before the opening than on opening day.

## Silver Conscious

Denver. RKO's new Orpheum is decorated in silver and because of this Colorado congressmen and senators sent out letters calling attention to the opening. The state was reached at no cost. Bill for postage would have been over \$4,000 otherwise. Angled use as an attempt to gain Colorado citizens silver conscious.

Stories about the house have been on the wires of the press as the Orpheum appeared in all Colorado dailies. Lou Heilborn, manager, is still working close to 20 hours a day prior to the opening.

## Post Office Aid

Cincinnati. Trying in the post office with three sheets blurring Dorrah Minnich was extraordinary here.

Board spotted on Federal building, ace downtown traffic spot, because of late election, sign institutionalizing air mail, occupied for a week by RKO sheet telling of mythical saving of Minnich from castrating the Albee engagement through hasty replacement of lost harmonicas via air mail.

Value of location and prestige of Uncle Sam sponsoring high and rare because local officials shy off theatre stunts.

## Uses Classified Ads

Cincinnati. Classified ad gag, generally assured of ready newspaper acceptance if given new quick, got for the treatment Bill Dandiger hatched for 'Prestige.'

Clipped sections of classified page in silhouette of Ann Harding. Ringed letters in sector to spell 'Ann Harding in "Prestige" with Adolphe Menjou.' Different repertoire repeated daily for week in newspaper contest, with readers to work together letters to sentences and sentences to paragraphs dropped in accompanying stories.

## Came in Threes

A slant on 'Different Women' is reported by a western theatre which gave free admission to the opening matinee. To be different the girls had to present themselves in groups of three—blonde, brunette, and red head in each group.

## Church Plays

Last year three houses in widely separated locations made up the church element by loaning the auditorium for groups of players who produced religious cantata or plays crudely patterned after the Passion Play.

The trio will repeat this year and other houses on the same chain are planning to copy.

## Now It's Easter

This week ushers in Lent. Excursion in the far south March is rather too early for Easter and other forms of treasure hunts though the egg idea, where it is possible, is the best. A hunt will be held on the hill with parents if half the children develop bad colds from grubbing around on the damp ground looking for eggs.

Best substitute is to park the eggs after the fashion of a treasure hunt. From five to 15 stations are arranged for each with its supply of colored eggs. Locations are not made known in advance. At a stated time the location of the first nest is made known through the display of a large sign on the marquee of the theatre. The children race to this point, obtain an egg and

are told where to go for the next. When the route is covered they bring the eggs back to the theatre where certain colors or certain numbers are good for small prizes.

## Plugged for Milk

Hattiesburg, Miss. Getting behind a Rotary club due got the Saenger theatre the best single day take it ever recorded. Incidentally it helped the other days too.

Rotary discovered a few weeks ago that some of the school children were lagging in their work because of malnutrition. It started a drive to provide a pint of milk daily for each undernourished child. Matt Press, of the Saenger, is a member of the Rotary and made the offer of a split on a special performance. This was sponsored both by Rotary and the Parent-Teachers Assn. This gave ample publicity and even with a cut on the gross the theatre did average business.

## Inside on Midgets

Minneapolis. The RKO Orpheum here got plenty of publicity for Singers' Midgets by framing up with the Hennepin County physician to give a number of the little people a physical examination and write a lengthy article, giving the results and stating his conclusions as to why they are under-sized. The article, under his own signature and using a column was published together with sizable art, showing him in the act of examining some of the midgets.

Merle Potter, 'Journal' drama editor, interviewed the midgets at their hotel and to tell in a story how they live and get along outside of the theatre. A number of the sporting section of the paper showed two of the midgets boxing with Art Laskey, Minneapolis heavyweight pugilist.

## Money for 'Shanghai'

Los Angeles. Paramount home office got behind the opening of 'Shanghai Express,' at the local Paramount, to the extent of \$2,000 for assistance advertisement. It was used in one spread of five columns by 15 inches in each of the five local dailies. Film was released here 10 days ahead of the national break.

Theatre also plugged heavily, taking 150 boards instead of the usual 75.

## Question Marks

Local theatre, not having set upon following week's bookings, ordered the 'Next Week' sign, with question marks bearing large size question marks.

Remarks of patrons going in and out showed a marked interest over regular method of billing. No repeat, because the idea loses.

## German Night

Hamilton, O. A stunt which pulled from far and wide was put on by Harry MacDonald, manager, Public Palace, who staged a German night. In addition to a vaude bill composed of acts with a German manager, MacDonald set up an old-time bar in the lobby for free beer and free lunch, furnished by local merchants in return for the advertising.

A German band was stationed in front of the theatre to help attract.

## Ballyhooin in Amsterdam

The Hague. This week the Wagner Society produces 'Boris Godunov' at the Amsterdam in title role. Carlton hotel in Amsterdam arranged a Russian week there. It opened with a dinner and Chaliapin as star guest.

A very international gathering as a Turk served the coffee and an Argentine band delivered those at Argentine band.

## Train Calling

Dallas. For a preview of 'Union Depot,' the Melba lined up a Negro train announcer at a local terminal. Stunt planted as surprise prolog to the film. Man was known to everybody who rides trains hereabouts and was hailed as 'world's champ train caller.'

## Using Airplanes

The Hague. An original exploitation for Holland was used by Cinto and Cito in Rotterdam in Rotterdam day before showing 'Flaming Mountains,' a film of Isonzo battle in Italy during the Great War.

Advertisements in local papers announced flight of airplane over Rotterdam which would throw out showing 'Flaming Mountains,' those lucky enough to capture a red-colored bill (big majority who) had to deliver those at theatre and would receive prizes.

## With Whiskers

George Hamilton, of Smalley's theatre, Hamilton, N. Y., explains that he got his whiskers hook-up, recently referred to, from Colgate university, which has a beard growing stunt as a lark, offering prizes to the students who grew the longest beards in two weeks. Miller merely tipped off Paramount News, which made the shot, and got his when practically the entire student body turned out to see the newswear.

## Paper Buys Tickets

Scranton, Pa. A. Barkes Brown is selling tickets to a local paper and getting plenty of display to boot. He gives the sheet 50 tickets and the paper buys at least that many more. Has a photographer snap a picture of women shoppers each day and all women who recognize themselves and turn up at the newspaper office get a free ticket. If more than 400 tickets are used the newspaper pays for the additional tickets.

Picture it! It is a good circulation stunt and helps to loosen the advertising contracts from the merchants in front of whose stores the photos are made. No ringed faces. All in the group eligible for a free show.

## Building It Up

Recently 'Variety' reported use of the tug-of-war idea as a business builder. It is always a good stunt, but with a little build-up it can be made 'it' to something big and startling. If a woman is placed between the two teams. She takes her position in the center of the stage, with either hand grasping a loop in the rope on which each team will work, and apparently interposes her.

In point of fact it is done by an old circus trick and any quick-witted girl can make a man apparently strong woman. A quarter

inch wire cable, terminating in two small hooks is run across her back and down the sleeves of her jersey or jacket, the cable being just long enough to permit these hooks to be caught into the loops of the ropes on which the opposing teams pull. Instead of grasping the ropes, they are caught into the hooks, and while the girl may be shaken up a bit, there is no strain whatever on her arms. It's purely trick stuff, but it will make them go out and talk.

## Tailed the Cartoons

Williamsport, Pa. Sooky has been out of the Crosby cartoons for some time, but Harry D. Steers revived him by persuading the local sheet handling the character to add another box to the strips which was given over to Sooky and his location at Capitot theatre.

Paper was sold on the argument that the coming of the play would rouse additional interest in the regular cartoon strip.

Steers also used the milk bottle cap and a dime admission idea to get a local milk company to pay for extra advertising in addition to bannering its delivery fleet.

## Aliteration

Hazleton, Pa. Capitol offered free tickets to 'Ladies of the Big House' to those who saw 'Charlie Chan's Chance' at the Capitol and wrote the best five to ten word criticisms, commencing each word with the same letter. Sample is: 'Cleveland, catches Criminal.' Any letter may be selected, but all words must commence with the letter chosen.

To get the most of it house laid off the scheme to a music store, which gave him about six column inches in its own space to announce the stunt.

# BEHIND the KEYS

Phoenix, Ariz. Warren Krause, from Los Angeles, at the Fox Phoenix as publicity director.

Los Angeles. George Hanes got back the Fox Pasadena on a lending basis, giving him three houses there.

Des Moines Ia. Rialto, Grundy Center, Ia., owned by L. G. Slater, Des Moines, leased to C. E. Thrasher.

Akron, O. Sidney Dannenberg, mgr. of the Warner Strand here, to the Lake theatre (WB) in Cleveland. Succeeded here by Dick Wright, formerly of RKO.

Murion, O. Palace theatre, across from police station, robbed of \$1,100. Men with a revolver forced five employees in the manager's office and escaped with two days' receipts.

San Francisco. Mel Hurling joins Pacific Coast Exchanges as Los Angeles manager, leaving his former Tiffany prxyship to George Blumenthal. Abe Markowitz local P. C. E. manager.

Radio is shifting Mary E. Cory to Portland as exchange manager, succeeding H. L. Perry.

Pine Bluff, Ark. Arthur Swanke, manager of Malco theatre, Helena, transferred here to succeed S. E. Coffin as manager of local Saenger.

Atlanta. Roy Youngblood, former mgr. of Loew's Grand, to the Fox in a similar capacity, succeeding Carter Earron. Low White, former asst. mgr. of the Fox, takes Youngblood's place as mgr. of the Grand.

Dayton, O. Eddie Yarbrough, in charge of RKO publicity, transferred to membership of State theatre, succeeding Dick Wright. RKO publicity and as well as handled by C. J. Kennedy, formerly of Warners on the Coast.

Wooster, O. Arch H. Dico, has completed negotiations for sole ownership of the Wallace theatre here, acquiring interest of his partner, John Falk.

Pittsburgh. Granada theatre, Beaver Falls, Pa., was sold at auction for \$40,000 last week to the Anderson-Cook Co. of Beaver. Leachman, a fixture, likewise went to the same firm for an additional \$39,700.

What Cheer, Ia. Masonic theatre leased to Frank Green, Des Moines.

Grundy Center, Ia. Rialto being operated by C. E. Thrasher under lease of L. G. Slater, Des Moines.

Gardner, Me. Through the civic pride of Mrs. Henrietta Johnson, locally prominent, the Johnson Opera house, recently destroyed by fire, city's only first-class amusement center, will be rebuilt.

San Francisco. Dick Lucas from Warfield to Grand Lake, Oakland, (Fox). Bert Nauss into Warfield from the California, with Bob McElaine to that house from the Grand Lake.

Birmingham. Two small town houses reopened last week. They are the Pastime, at Dora, and the Star, at Payish, both in Alabama.

New York. Palace theatre, Washington Heights, long dark, renamed the Bridge theatre and reopens soon under Harding and Blumenthal. Markis films reentry into local exhib. field.

Bronx, N. Y. Bill Ceehan succeeds Emile Hart in charge of publicity for local Sioussas houses.

Hollywood. Dave Cantor, manager of Warner Bros. Mission, Santa Barbara, moved to Aberdeen, Wash. James Carey, at Aberdeen, to Salem, Ore., to take over the Capitol and Elsinore theatres.

Oklahoma City. George Y. Henger, former P. appointed zone manager for Warner Bros. theatres here. Succeeds G. D. Hutchinson, resigned.

Denver. W. T. Heston has sold the Auditorium, Oxford, Noh., to Rayburn & Bennie.

Sioux City. Announcement of the resignation of Richard Zeiler, manager of the Orpheum theatre here for the last year, and the appointment of Zeiler and Douglas, Omaha, as the new manager, has been made.

The retiring manager of the Orpheum theatre has been associated with the RKO organization for six years.

Loughs came here from Omaha, where he was on publicity for the Orpheum.

## Forbidden Peeps

Atlanta. Working with Ted Todd of Columbia, Geo. Steele, of the Ritz, on 'Forbidden' used the old peep boxes. Four of these were placed in good street locations with signs to the effect that peeping was 'Forbidden,' which made them more curious. Several peep holes permitted a view of stiffs with a little advertising copy.

## Sand Writing

Where police will permit, a sand writer is useful. The man carries a brush and a cornucopia filled with white or bright-colored sand. He carefully brushes out an area of pavement, getting a crowd to watch him, and then forms an announcement of the feature to be advertised.

If a large window is available a modification of the stunt can be worked in conjunction with a vacuum cleaner demonstration.

## Egyptian Dark, but

## Criterion Stays Open

Hollywood, Feb. 8. Egyptian theatre, Sam Grauman's original Hollywood flash, goes dark Feb. 13. United Artists and Fox-West Coast, joint owners, have decided to call it a \$4,000 weekly loss of features without complicating by operating. Rent includes stores and property.

Since the house returned to second runs with stage show, grosses were dolph. Al Kvale, Chicago m. import, was the last try for trade.

Fox-WC is also closing its Village at Westwood Feb. 10, until the stability between increased population.

'Freaks' (M-G) booked into the downtown Criterion, cancelled the closing notice there given house employees for Feb. 12.

# Only One Full Week House Now in Topeka

Topeka, Kans., Feb. 8. Admission price slashing, shorter runs for films and addition of stock as a possible draw, is the frantic bid of local Fox theatres for business.

Starting the week of Feb. 14 the Jayhawk, former deluxe house, goes to shorts a week at 35 cents instead of 50 cents and two bills. The Fox-State opens Feb. 18 with the Waddell Stock Company instead of films; the stock being offered at 25 and 50 cents. The Fox-Best abandons stock business and pictures at 25 cents and puts on three bills weekly for 10 and 15c.

Capital, independent, also quits week runs and splits its weeks from now on. Gremlin and the only week run house at 50 cents top here.

## Miss. Tax Amendment

Jackson, Miss., Feb. 8. Mississippi Legislature, in session here, is expected to pass soon on an amendment to the code on admission taxes.

State already has a law taxing theatres 10% on tickets of 30 cents and over. Mentioned amendment provides for a 10% tax on all theatres at all prices.

## Wis. Ave.'s New Low

Milwaukee, Feb. 8. Majestic, recently closed following the demise of Lou Kane's vaudeville attempt, has re-opened as a 15-cent grindhouse straight filmer. John Ludwig in charge.

This is the lowest price offered on Wisconsin avenue in many years. No advance for Sundays or holidays.

## PEACE IN MILWAUKEE

Milwaukee, Feb. 8. Following the second session within a week, outcome is favorable for an adjustment of differences between union and non-union houses.

Harry Bragagnick, volunteer mediator, states that concessions have been made by both sides and that a permanent peace pact will probably be signed at the next meeting.

Rudolph's 16m. Post. Jerry Rudolph has been awarded by 16 Photophone to head its 16 m.m. sales department. A campaign to introduce the sound on small film device will shortly be launched.

A fresh new spirit pervades the atmosphere of the picture business—the spirit of the new Universal! Everybody's talking about it! At first there was doubt. A Universal hit or two were called luck. Then hit piled on hit until it dawned on the wise showmen that hits have become a Universal habit.

THESE MONEY-MAKERS ARE ALL FROM ONE COMPANY  
—your new-old reliable boy friend—UNIVERSAL PICTURES



**FRANKENSTEIN**  
**STRICTLY DISHONORABLE**  
**MURDERS IN THE RUE MORGUE**  
**LAW AND ORDER**  
**RACING YOUTH**  
**HEAVEN ON EARTH**  
**NICE WOMEN**  
**RECKLESS LIVING**  
**HOMICIDE SQUAD**  
**RADIO PATROL**  
**WATERLOO BRIDGE**  
**AMBITION**  
**COHENS & KELLYS IN HOLLYWOOD**  
**BROWN OF CULVER**

**NIGHT WORLD**  
**IMPATIENT MAIDEN**  
**MICHAEL AND MARY**  
**STEADY COMPANY**  
**THE UNEXPECTED FATHER**  
**A HOUSE DIVIDED**  
**LASCA OF THE RIO GRANDE**  
**SPIRIT OF NOTRE DAME**  
**EAST OF BORNEO**  
**MOTHER'S MILLIONS**  
**ADVENTURE LADY**  
**BACK STREET**

Presented by Carl Laemmle

**JOIN THE REST OF THE TRADE IN CELEBRATING  
 CARL LAEMMLE'S 26th ANNIVERSARY JUBILEE!**





# ADVERTISE!

## 'Emma' More Than Trebles Take in First Key City Run

Total \$43,200 for 5 Theatres

PORTLAND, Jan. 17.—M-G-M goaled the natives here with "Emma," in the first key city run of the picture. The Marie Dressler vehicle more than trebles the gross of the United Artists garnering \$10,200 on the week in a house which averages \$3,000.

## 'Emma' High In Charlotte

## 'Emma' Will Lead Bids. on \$25,000.

## 'Emma,' \$11,000 in Cincy On Holdover Wk.; Sturdy

Cincinnati, Feb. 1. "Emma" in fortnight pull is standing up impressively. Otherwise the week will be very quiet along the Rhine. Weather cold and clear.  
Estimates for This Week  
(4,800: \$5-15)

Day by day, the head-lines tell the story of Marie's money mop-up! Get your share! Mats illustrated below are drawing the crowds. Write for them to M-G-M Ad Dept. 1540 B'way, N. Y. C.

## "Emma" Take Soars \$7,500 In Baltimore

Total \$66,500 for 9 Theatres

BALTIMORE, Jan. 18.—The high gross for the week went to "Emma" at Leo's Stanley, where it was estimated that the box-office took in \$7,500 over average.

## SMART PACE IN K. C.: 'EMMA' WINS \$25,000

Low's Midland (4,000: \$5-10)—"Emma" (M-G). Headed for another big gross: probably \$25,000. Last week "Mata Hari" (M-G) got some unusual and unexpected newspaper breaks and hit \$27,700.

## Ho, Hum! Leo Cops Off Another Record

PORTLAND, Jan. 8.—First two days of "Emma" at the United Artists equalled the house's full week average exceeding the "Mata Hari" intake by ten percent.

## "Emma" Starts on Clean-up in Ohio

AKRON, O., Jan. 17.—For the first in two years, Leo's Theatre departed from its split-week policy and held "Emma," the latest Marie Dressler starring vehicle, for an entire week. "Emma" played to double the average business during its week run.

## 'Emma' Nearly Doubles Take In Kansas City

Total \$69,000 for 5 Theatres

KANSAS CITY, Jan. 18.—Good old "Emma" sent receipts soaring at Low's Midland.

## Dressler Is Seattle Draw; \$16,000 Take

Total \$51,200 for 6 Theatres

SEATTLE, Jan. 17.—Marie Dressler in "Emma" proved her box-office pull here by boosting the take of the Fox Fifth Avenue to \$16,000 for an average of \$2,500. Other spots were average.

HERE SHE IS EVERYBODY!  
Laugh and Cry with—  
**MARIE DRESSLER**  
IN HER LATEST METRO-GOLDWYN-MAYER  
MEDLEY OF MIRTH AND PATHOS  
**EMMA**  
The masterpiece of Director Clarence Brown  
with RICHARD CROMWELL  
JEAN HERSHOLT  
MYRNA LOY  
Story by FRANCES MARION  
Screenplay and Dialogue by LEONARD FRANKLIN  
Additional Dialogue by ZELDA SEARS

ABOVE:  
235 x 6 Cols.  
BELOW:  
160 x 3 Cols.

## \$13,000 Year High to "Em" In Des Moines

## 'Emma' Beats Par by \$8,000 In Second Week in 'Frisco

## "Emma" Is Sensation in Los Angeles; Take Doubles Par

## Oklahoma City Gives \$9,000 To Leo's 'Em'

## 4 Weeks for 'Emma'

Portland, Jan. 25.—For the first time in the history of continuous runs here, a picture is to play four weeks. It is "Emma," which has been knocking over records at the United Artists since it started its run.

(Clippings reproduced from Motion Picture Daily and Variety)

## \$32,000 Week For Good Old 'Emma' at Chi

Total \$136,500 for 7 Theatres

CHICAGO, Jan. 22.—Grosses at local houses continued on the toboggan last week, the only signs of real excitement at the box-office being recorded in an enthusiastic mid-week opening at McVickers of Marie Dressler in "Emma," unhampered by outland-

## \$20,500 Big For "Em" in "Cincy" House

## "Em" Doubles Take in Third Portland Week

Total \$38,900 for 6 Theatres

## Don't miss MARIE DRESSLER in the greatest picture of her career

She makes you LAUGH She makes you CRY She makes you HAPPY!

The masterpiece of director Clarence Brown

**EMMA**  
with RICHARD CROMWELL • JEAN HERSHOLT • MYRNA LOY  
Story by FRANCES MARION  
Screenplay and Dialogue by LEONARD FRANKLIN  
Additional Dialogue by ZELDA SEARS  
A METRO-GOLDWYN-MAYER Picture





**IN 1927 WARNER BROS.  
ANNOUNCED THE FIRST  
TALKING PICTURE . . .  
IN 1932 WARNER BROS.  
ANNOUNCE . . . . .**

**GEORGE  
ARLISS**  
in  
**THE MAN WHO  
PLAYED GOD**

A MODERN DRAMA FROM REAL LIFE

It brings a New Prestige to Motion Pictures

Thousands who haven't been to your  
theatre in months will come to see it.

The Eyes of the Industry are focused on the  
World Premiere Tomorrow Night at Warner Theatre, N. Y.

**BOOKED FOR IMMEDIATE  
SHOWINGS AT: . . . . .**

Warner	(\$2.00—Twice Daily)	New York
Western	(\$2.00—Twice Daily)	Los Angeles
United Artists	(Extended Run)	Detroit
Boyd	(Extended Run)	Philadelphia
Metropolitan	(Extended Run)	Washington
Strand		Albany
Capitol		Springfield
Warner		Worcester
Great Lakes		Buffalo
Strand		Syracuse
State		Ithaca
Lyric		Cincinnati
Strand		Akron
Strand		Hartford
Strand		Easton
Warner		Pittsburgh
Warner		Altoona
Florida		Jacksonville
Tampa		Tampa
Plaza		St. Petersburg
Aladdin		Denver
Warner		Memphis
Warner		Milwaukee
Saenger		New Orleans
Strand		Shreveport
Paramount		Gulfport
Saenger		Biloxi
Keeney		Elmira
Branford		Newark
Stanley		Jersey City
Fabian		Paterson
Montauk		Passaic
Lake		Cleveland



A LOW PRODUCTION  
"MAKE IT SNAPPY"  
(Feb. 5), Paradise, New York

ROY  
**SEDLEY**  
with  
Miss ROSE MARIE & MR. LOU MANN

**BERINOFF and CHARLOT**  
International Dancing Stars

**HECTOR**  
AND FALLS  
A Dopey Idea  
"Let That Airdale Out"

**3 DODGE BROS.**  
Six Cylinder Speed

A LOW PRODUCTION  
"FROLICS OF 1932"  
(Feb. 5), Jersey City, New Jersey

**Chester Hale's**  
FROLICS OF 1932  
GIRLS

**PASQUALI BROS.**

**JOYCE COLES**  
"The Dancing Chamer"

**CARLOS PETERSON**  
"Cyrations Colors"

**NICHOLAS DAKS**  
"Twists and Turns"

Chester Hale's Frolic Girls

A LOW PRODUCTION  
Vaudeville Review 8th Edition  
(Feb. 5), Valencia, Jamaica

**BOB**  
**MURPHY**  
with  
DICK and DOROTHY

**AL and RAY**  
**SAMUELS**

**JOHNNY HYMAN**  
"Word Magician"  
Dir.: Lyons and Lyons

**DAVE TANNEN**  
"Kookoo Komic"  
Dir.: Joe Flum—Thanks Earl Faler

Chester Hale's Vaudeville Girls

A LOW PRODUCTION  
"STEPPING HIGH"  
(Feb. 8), Penn. Pittsburgh

**WM. and JOE**  
**MANDEL**  
"Quiet Please"  
Dir.: Demand Burre: Jack Curtis Office

**FLO MAYO**  
"Walking back from an Airplane Ride"

**MILES and KOVER**  
"Adagio Esotique"  
Dir.: Ned Dobson: Jerry Cargill Office

**LUCKY SEVEN TRIO**  
EVANS—WEAVER—SAUNDERS  
"Dino Novelty" Conceived and  
Copyrighted by Dick Saunders

CHESTER HALE'S STEPPING HIGH GIRLS

A LOW PRODUCTION  
"GET GAY"  
(Feb. 8), Palace, Washington, D. C.

**BERT**  
**FROHMAN**  
"The Prince of Pep"  
Per. Man. Chas. Yates

**THE GALENOS**  
"An Athletic Touchdown"  
Dir.: Chas. Yates

**MAUREN RIO**  
"Personality Girl"  
Dir.: Phil Tyrrell

**DUGAN and HADLEY**  
"A Cycle of Moderate Impressions"  
Dir.: Harry Pincus

Chester Hale's "Get Gay" Girls

## Hess Sees 5-5-5 Effective with New Sales Season

Gabriel Hess, general counsel for the Hays Organization, in speaking of the numerous reports and rumors concerning the new uniform contract and voluntary arbitration system, states that all distributors have approved the work of the 5-5-5 committee, and so far as they are concerned, will see the same through with the commencement of the new sales season.

Hess, who represented Hays during all sessions of the 5-5-5, which commenced on the 2-2-5 so that matters could be expedited, declares that Allied and MPTOA representatives sitting during the sessions have also affixed their signatures of approval to the work as it now stands.

That the new contract and arbitration method would already be in effect, had not the same been complicated by the legality query from the Department of Justice, is an assertion of the Hays counsel. At the same time, he emphasizes, the distributors are willing to go the roundabout way now required by the government. This requires distributors to make it optional with exhibitors whether they use the private or uniform forms of contract starting with April of this year.

### Minimized

Fact that the present Federal award makes awards under the new arbitration unenforceable, except in a handful of small states where the courts recognize such decisions, is conceded by Hess to have minimized much of the importance which was formerly attached to the new methods. As a matter of fact, Hess declares, the present legal situation gives the exhibitors the break over the distributor.

The benefits benefits by producers concessions under the terms of the 5-5-5 contract, in Hess's opinion, while the distributors, who aimed to have these disputes back to a workable arbitral status, find themselves only on a conversational basis.

## T.O.C.C. Skeptical of Allied's N. Y. Office

That Allied Exhibitors is endeavoring to thwart the state organization of exhibitors which commences functioning next week, is the belief of some T. O. C. C. exhibitors around New York.

A year ago, it is recalled, Allied made an effort to secure recruits in New York. Opening of Allied headquarters in Manhattan directly opposite that of the T. O. C. C. is responsible for the invasion talk.

### New Style Trailer

A new style trailer is planned for launching by Supreme Screen Service whose heads include Michael J. Levinson, independent distributor, Abraham Wax, exhibitor, and William Stoffman, advertising man.

According to Wax his company will not use any cuts from the features but will take the dialog and provide its own background through animation.

## Shea's Reaction

Buffalo, Feb. 8.  
Free previews held by picture companies, "for the trade and friends," are cut hereafter at all Shea-Public houses here. Last week United Artists held a midnight showing of "Arrowsmith" at the Buffalo. Imagine Mr. Shea's embarrassment when he entered the theatre to find over 2,000 otherwise perfectly good admissions enjoying the picture gratis. "Jeez," remarked Shea, "it's as many people as we show to all days."

## UNPAID LIGHT BILL DARKENS THEATRE

Oakland, Feb. 8.

An unexpected thrill was added to the presentation of "Frankenstein" at the Roxie here when the film suddenly stopped and the house lights were extinguished.

The Pacific and Electric Company, testy because its bill had not been paid, had shut off the power. The audience was dismissed and the indie house is shut.

This leaves United Artists without an outlet in Oakland. The releases go on the open market, with the State the only independent exhibitor left in the first run class.

## Sunday Victory in Ky.

Lexington, Ky., Feb. 8.

A 30-day war waged on Sunday stage shows by the Fayette county attorney apparently ended in victory for the Ada Meade theatre this week when the Fayette grand jury failed to indict members of a stock company playing there.

Sunday, for the first time since the prosecutor opened his one-man war on Sunday "vaudeville," as he termed the stage show, no arrests were made.

The Sunday "blue law" excepts work done on Sunday for charity, so after the first charges against Jacobs and Robert Allen, manager of the show, were dismissed, the theatre announced that 5% of Sunday receipts would go to charity in the future.

Sunday films have been shown here for years. A few attempts to close them several years ago failed because juries would not convict.

## Par-Pub Changes

Dallas, Feb. 8.

More shifts in P-P southwest division.

P. K. Johnston, Par branch mgr., succeeding Harry Sachs as booker. Sachs resigned, with no new connection stated so far.

Cliff B. Stiff, former district manager, assigned to the ace lemon, Worth at Ft. Worth.

Ray Beas divisional p. a. for the class B string, taking over the two houses in J. B. Lane, Tex.

Dick Potter, booker for Jefferson Amusement Co. of Beaumont, Tex. (P-P subid) added to Johnston's staff.

## Accept Cut Offer

Schenectady, Feb. 8.

The 10% cut for attendants and picture operators, granted to theatres all over the country last summer and refused by W. M. Shirley, head of Parash Theatres Corp., because "business was good," has now been taken by that corporation.

Agreement followed weeks of negotiations between the local unions, their international representatives and the theatre corporation.

Clark-Jim Kent Switch

John D. Clark, western division sales chief at Paramount's office, has shifted Allen Usher, Milwaukee branch manager, into Chicago with Jim Kent, Chi. exchange boss, given the Milwaukee territory. Change is effective immediately.

## Women's Federation Starts Move on Balanced Bills and Cleaner Shorts

To clean up risqué short subjects and to have exhibitors balance programs to their way of thinking is the basis of a campaign being launched nationally by the General Federation of Women's Clubs. Federation has a roster of clubs claimed to represent 30,000,000 women and is instructing its committees in all localities to make an issue of film programs with showmen. The committees are also being told to work with the theatre owner and whenever necessary to render suggestions which might be serviceable to the aims of the organization as well as the general box office patronage.

In its instructions to members the association is asking this question: "Why do local exhibitors ruin a worthwhile feature with a poor

short subject? Sometimes a double feature program has one very good picture and one with most questionable moral emphasis. What can be done about it?"

### What They Want

The organization advocates as follows:

"One of the first problems faced by a local motion picture committee is this one of unbalanced programs. Many exhibitors term them 'balanced' because such programs offer something for both the high brow and the low brow. They argue that, as both types make up an audience, each must be served."

"We realize that tastes differ and that all people do not enjoy the same thing. But we maintain that entertainment that leaves no bad after taste in what the majority of people want and should have. No program should be lowered in tone to satisfy a moronic element."

"A local committee working in co-operation with an exhibitor is in a position to point this fact out to him and show him that his so-called balanced program is not a satisfactory solution for the program. Insignificant criticism alone will not bring results. Co-operation—and most exhibitors are happy to have it—together with the support of worthwhile programs, have brought results in many centers."



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## KEEPING UP WITH F. & M.

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

### Publicity Natural

Timely indeed is F. & M.'s "Cherry Blossoms" idea, as title denotes. Echo Troupe, famous Japanese equestrians, and Jue Fong, foremost Chinese tenor, in it along with Sun-kist Beauties as Gelsa Girls. American slant and swell American dancing contributed by Dorothea, billed as America's premier control dancer. Idea now at Fox Theatre, Spokane, Wash.

### Best Ever

Some of the "Stars of Yesterday" went over to the Veterans' Hospital at Portland, Me., while that idea was playing Springfield, Mass., with result that George T. Hood has this note from Miss Knott, senior recreational aide: "Thanks for an hour of happiness that will linger long in the boys' memories. Voted the best show we ever had. Our hats off to the 'old timers'."

### Cast Changes

"Once Upon a Time" idea now has Kelly Wibur and his astonishing interpretations. The dinosaur is still knocking 'em cold. First time anything like that in Coast show attraction. Pressler and Kliss replace Eddie Lambert in "Tintypes" idea, at Paramount, Toledo. "Gobs of Joy in Bermuda," with Fut West, all set for Los Angeles opening this Wednesday.

### Aswell's Lore

James Aswell, Central Press ace, commenting on New York visit of Marco and Daughter Gloria and former's reliance on kid's show opinion, reveals Patricia Ziegfeld is helpful to Ziegfeld in like capacity. Aswell, who is said to have more theatrical legend at finger tips than any other Manhattan columnist, further reveals John Drew got costume tips from (then) little niece Ethel Barrymore.

### Tucson Opportunity

Tucson (Ariz.) Daily Citizen prints what: "Fanchon and Marco Ideas are passing through Tucson every week en route to a Phoenix Theatre." Citizen ought to find out, in our humble opinion, why Ideas must pass through Tucson instead of stopping off there. Praps Citizen and Chamber of Commerce can do something about it. Suggestion offered free gratis: stage attractions mark "live" town.

### Singer's O. O.

On arrival Harry Singer from Los Angeles, Chicago American and Balaban & Katz officials closed F. & M. Talent Quest. Singer gave selections the once-over, arranged to send the best of them to F. & M. Hollywood studio for training and inclusion in World's Fair idea. Lou Lipstone and the B. & K. Bills, Hollander and Pine, going to Coast to see completed idea.

### Jack's Debut

Jack Partington got on job at F. & M. Manhattan office yesterday. Planning several novelty ideas. His "Limehouse Nights" idea got whale of send-off from press in Seattle last week. Partington, Phil Bloom and Bert Adler sitting in with Larry Conley and Warner officials at selections of Warner F. & M. Talent Quest, Stanley, Jersey City, promoted by Allen Glenn.

### This Freedom

San Diego (Cal.) Union have one of those inquiring reporters who get local reactions on topics of the day. One query was: "Why Are the Nicest People You Know?" and one George W. Crowley, New Plaza Hotel, said: "I never met a finer group of show girls than those in Fanchon and Marco's 'Chain' idea, practically all attend some church, come from best homes." Bob St. John, A. P., take notice.

### Praise Broadcast

Atlanta Journal radio editor goes strong for Zelda Santley's song impersonations over WSB. Kirk and Lawrence, playing with Miss Santley in F. & M. "Vacation Days" idea, also heard. WSB broadcasts Fanchon and Marco artists every Monday night, and the period is getting to be an Atlanta institution, originally promoted by Lionel H. Keene, Loew Southern exec.



# AN OLD- TIME EVIL CORRECTED

## *F. & M. Centralizes Showing Dates in New York City*

For your convenience, Fanchon & Marco have arranged for showings of your act in the Academy of Music and the Audubon Theatre, playing a split-week policy to widely different types of audiences so that your act has every chance to click.

As far as possible, F. & M. will decide whether or not to use your act on these two showings. Which saves you the expense, lost time and bother of an out-of-town date.

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and  
MARCO INC.**

Offices

HOLLYWOOD SAN FRANCISCO SEATTLE MILWAUKEE NEW YORK



# \$5 INCOME AGENTS TO GO

## Kemp Heads WB Booking Office; Meyers Resigns

Walter Meyers handed in his resignation to Warner Bros. last week as head of the WB Artists' Bureau. It becomes effective March 1. Harold Kemp, the present Warner first string vaudeville booker, moves up to Meyers' position as head of all Warner stage booking in the east.

Kemp will have charge of WB stage bookings in addition to the WB and FX picture casting handled by the New York end. As he intends remaining active on the vaude books, it is unlikely another major change will occur in the Warner office. Balance of the booking staff comprises Steve Trilling, who becomes head booker, and Harry Mayer, Maxwell Arno, takes care of the picture placements and probably will so continue.

Meyers, formerly with the William Morris agency, became Warner's booking head upon formation of the circuit's own artist bureau two years ago. A short time ago the Warner vaude theatres were taken away from the RKO exchange, by which they were booked two years. Kemp, who booked the Warner string in the Keith office, moved over with the theatres.

Under Meyers the Warner bureau took second ranking among the principal vaudeville booking offices and lately, through an increase in stage playing time on the Warner circuit, the exchange commenced to pay for itself.

Warner is spending around \$50,000 in salaries weekly for about 150 acts in its 20 weeks of time. At its standard commission rate of 8% for maintenance, the booking office's income on vaudeville placements alone is said to be in the neighborhood of \$2,500 a week. That more than takes care of the office overhead with the commissions on film talent bookings extra.

Meyers has not made another connection as yet. He intends taking a vacation after leaving the Warner office March 1, until that time he remains in active charge.

## Theatre Depts. Will Delve Into Matter Of Bogus Benefits

Second meeting within a week on the alleged benefit gyp bill was held yesterday morning (Feb. 8) in Charlie Freeman's office on the RKO booking floor. Attending were Marvin Shenck, of Loew's; Walter Meyers, of Warners; Phil Bloom, of Fox-F.; and M. Harry Hollander, of Public and Dennis Tuttle, of NBC. CBS was invited to send a delegate to the first meeting, held during the week, but failed to comply.

Major circuit and network booking heads did not formulate definite plans for wiping out the phony benefit racket but were reported in agreement that the matter could be more easily handled by their circuit theatre operating departments. Due to the latter's greater knowledge of local political problems, etc., it is believed the theatre men are in a better position to determine the worthlessness of benefit requests.

It is claimed the current depression has added fuel to the benefit thing by giving the promoters more reasons for running the fake charity shows. They are accused of billing acts into working gratis for charitable causes that draw but a small share of the net, with the largest part grabbed by the promoters.

A suggestion at the RKO office meeting that a committee of three booking men should be formed to investigate was tabled. The bookers are reported turning the matter over to their respective theatre departments.

## DROPPING GIRL CRITICS

RKO's Private Scrutinizers Due to Exit March 1.

RKO's undercover girl critics may be dropped March 1, both for the purpose of further cutting the circuit's overhead and on the grounds of having outlived their usefulness, if any.

There are about 30 girls on the RKO payroll at \$5 weekly for private critical reporting on shows and theatres. They have been in RKO's employ around two years.

James Turner, Hiram Brown's assistant, installed this system, the women reporting direct to him on everything from acts to ushers' conduct.

## Lita 'Just Couldn't Be Disturbed,' Burns Up Syracuse Newspapers

Syracuse, Feb. 8. Lita Grey Chaplin found herself a person non grata to Syracuse newspapers after her arrival here Saturday (6) for a week at Keith's. Mrs. Chaplin's advent was heralded a day ahead by telegrams to local city desks advertising that reporters and photographers could meet her at the train for an important story.

The newsmen gathered and waited, but Mrs. Chaplin failed to show. Subsequent inquiries at the hotel disclosed first that the actress was at breakfast and could not be disturbed and later that she was resting and ditto. Result was the newsmen quit in disgust and there were no pictures in Saturday's papers, while no cuts or interviews went into the Sunday editions.

It took profuse apologies from Mrs. Chaplin's personal pals to smooth matters over. It was explained that railroad attaches had given the wrong arrival time in New York and that Mrs. Chaplin had made it a rule to be interviewed only at the train.

## NO PLAN SELECTED FOR '32 NVA DRIVE

Nothing accomplished in the way of drafting a plan for raising NVA funds this year by the manager-directors last week. They were asked to submit plans and suggestions during the week, but none was known to have been devised. In the past, when hat passing in the theatres prevailed, the NVA drives were usually held during March. If that date goes for this year, too, the NVA sponsors have less than a month to devise a collection system. Other than as a last resort, the plate passing among audiences is out of consideration this year.

Meanwhile, shrinking NVA funds are being consumed at the rate of around \$25,000 a month by the combined Saranac sanatorium and New York social and charitable phases.

## Siegal to Arizona

Al Siegal is breaking in a new piano player for Lillian Shade preparatory to his withdrawal from the act.

Pianist-arange-coach will not return to Connecticut this time. He will rest in Arizona.

## RUBIN HEALED AND OPENS

His appendix out and the stitches healed, Ben Rubin goes into the Franklin, New York, tomorrow (Wednesday), to be followed by a week in Newark.

No other dates set yet, with likely Rubin may be in the run show at the Palace starting Feb. 27.

## Mullers Drop Plates

Los Angeles, Feb. 8. Carl and Lil Muller have closed their restaurant on Hill street after six years of operation.

Former juggling act will leave for New York shortly and try vaude again.

## RKO DEEMS ITSELF OVER ON AGENTS

Base Rating on Comm. Collections for This Season—120 Agents on Booking Floor, or 3 Per Franchise—First Cut in Over 2 Yrs.

40 MAY DROP

Agents whose visible incomes average less than \$50 a week will be ordered off the RKO booking floor shortly in drastic shake-up of the agency lists. It will be the first RKO house cleaning of agents in more than two years. The booking office is now checking collections for the current season to determine the average weekly income of all agents.

It is expected that results may eliminate as many as 40 act salesmen from the Palace building sixth floor.

At present there are approximately 120 agents with booking floor privileges working under franchise chiefs held at office heads, or an average of about three agents per franchise. RKO plays around 250 acts weekly on a full week basis and spends in the neighborhood of \$150,000 a week for this talent.

The agents as a whole share at the rate of 5%, or \$3,000 a week. Were all the agents to share equally, the average income would be only \$75. But as some agents have more acts working, the others receive considerably less. Some unfortunate agents apparently work for nothing for weeks at a stretch if having no other means of support than RKO bookings.

RKO declares that in setting a minimum stop limit for agents it will be guided solely by commissions collected for the agents by the circuit. Whatever an agent receives in extra commissions, or on outside bookings, will not be considered. He must maintain an actual weekly average of \$50 a week or get off the floor.

## More Agents—Less Acts

The number of agents now attempting to sell acts to RKO is as high if not higher than at any time in the past. In the face of this, the circuit is playing less acts than ever. Another cause for less income among the agents is a general reduction in salaries for the standard acts and consequently a steep drop in commissions.

Since Charlie Freeman became RKO booking head about a year and a half ago, the agents' list has increased almost 25%. Prior to Freeman's inception as sole booking head in 1930, the RKO booking triumvirate of that time—Godfrey, Pizaza and Freeman—ordered the list agency clear-up. The franchise holders were reduced to 50 and the total number of floor men around 90.

Since that time 14 additional franchises have been issued and (Continued on page 30)

## Chic Sale, Called West, Cancels Stage Dates

Chic Sale was called back to the Coast Feb. 8 immediately after finishing his week at the Stanley (WB), Pittsburgh. He will commence work on a new armer film. Sale was forced to cancel a week at the Earle, Washington, where he was to play concurrent with 'Old Man Minick,' his latest picture.

## Revive DuFor Boys

Los Angeles, Feb. 8. Harry DuFor, operating a dancing school out here for the past two years, will revive the DuFor boys act, formerly a standard. Chuck Walter will replace Dennis DuFor, now singing in the hotel. Act opens at the RKO Hill Street Feb. 15.

## RKO Continues Its Probe on Bookers—Agents Shakedown; Police Guard Boston Office

### What Murphy Started

Joe Laurie, Jr. was considerably puzzled at Loew's Orpheum, New York, last week by a couple of kids in the front row who kept trying to heckle him. The management finally ejected the youngsters.

Three weeks ago the same kids got fresh with Bob Murphy, Murphy turning it into such a tough he later slipped each kid \$1.

The kids have been trying to break up acts ever since.

RKO's New York booking office is continuing its private investigation of reports of shakedowns of agents and bookers by racketeers who muscled into vaudeville under the impression that it's a cinch field. All information gathered this week will be turned over to the police, with the latter meanwhile working on the Boston extortion case.

While RKO inferred that from appearances Nat Sobel, New York RKO agent, was innocently implicated in Nick Jordan's alleged shakedown attempt, a reported conflict in Sobel's separate statements to RKO and the New York police is being probed.

When questioned by Detective Grizzi of the West 47th street station in the New York booking office, Sobel denied having previously advised Jack Connolly of RKO that he (Sobel) was Boston-armed into authorizing Jordan to be his Boston representative.

Sobel was also asked why he employed a Boston representative for his list of acts, since most of the acts were Boston-armed into consummated during Connolly's weekly trips to New York. No other RKO agent has a direct Boston rep.

Jordan, formerly with a vaudeville act known as Jordan and Thomas, according to Boston police, was working both for Sobel's acts and himself, with the reported backing of a Boston mob. He threatened Doc Breed and Connolly with violence on the mob's behalf if they refused to hand over 'tribute' besides giving immediate bookings to Sobel's list of acts.

Sobel admitted giving Jordan permission to represent him in Boston, but maintains complete ignorance of the violent method with which the former actor is charged. His dealings with Jordan were on a strictly business basis, he insists.

That RKO is not fully satisfied with Sobel's answer is apparent in its refusal to let the booking floor ban plans on the agent until the case is completely sifted and Sobel's status settled either way.

So far the other RKO agents have not been subjected to official questioning in regard to the reported extensive shakedown racketeering. But at a meeting last week in the booking office, the Boston affair has mentioned to those present. Letters included all agency heads and associates. The entrance of hoodlum methods into vaudeville booking was called a disgrace and a thorough investigation, it was stated, will be made.

## Boston, Feb. 8.

Following the arrest and indictment of Nick Jordan, former actor, last week, several threatening unsigned letters, described as blackmail notices, were received by Doc Breed and Jack Connolly of the local RKO booking office. These have been turned over to the authorities.

Boston police say that a member of the detective force was an eyewitness to Jordan's alleged extortion attempt. The detective was said to have been posing as a booker in the RKO office, when Jordan allegedly made his threats to Connolly and Breed.

Bail was set at \$25,000 when Jordan was arrested. The amount was raised to \$50,000 following the grand jury indictment five days later. Unable to raise the bail money, Jordan is in jail while awaiting a hearing.

Boston police made his regular Monday booking trip to New York the day after Jordan's arrest, he was accompanied by a Boston detective. As a result of the trip, the entire RKO lunch here is receiving constant police protection.

## Prepare \$18,000 Palace Bill with Whiteman Added

An \$18,000 bill which for salary would put anything ever played at the RKO Palace, New York, is a possibility for a run booking commencing Feb. 27 in the event Marilyn Miller settles her contract with Warner Bros. by that date.

With Miss Miller in at \$4,000, the other headline acts and their salaries will be Paul Whiteman, band at \$7,500 and Benny Rubin and Jack Haley at \$2,000 each. Remaining \$2,500 would be divided between support turns.

Miss Miller notified RKO that the Palace offer is acceptable, but she prefers to wait for definite word from Warners. She is attempting to work out a settlement of her WB contract.

For the two weeks between the current bill, which closes after this week, its fourth, and the Feb. 27 probable run show, the Palace may play a lineup comprising Sophie Tucker, George Jessel, Jack Whiting and all or part of Marty Forkins' all-colored Bill Robinson unit.

Whiting, singing juve from legit music, is on a direct booking at \$2,500. Tucker and Jessel were submitted by Jack Curtis. On the Whiteman band RKO holds an option with NEPC's artist bureau.

## Lombardo at \$6,000 For Publix Replacing Nancy Carroll Feb. 12

Guy Lombardo's band will play the New York Paramount week of Feb. 12 at \$6,000, set by William Morris. Booking is a replacement for Nancy Carroll, who notified Publix that she is not prepared to go through with her proposed in-person engagement.

The band booking may be extended to 10 weeks to take in the Brooklyn Paramount also on a rotating schedule.

Since he came east over two years ago for hotel and radio playing, Lombardo has consistently turned down all stage offers. He stated he was a radio name chiefly and that a chance on a Broadway stage would not be taken until he was ready to leave New York.

The Par date indicates a change of mind by Lombardo, since his current engagement at the Roosevelt hotel, New York, will extend through the winter and spring. Band is also doing a CBS commercial in addition to sustaining network broadcasts from the hotel. For the latter, the Lombardo name is not billed.

## F-M Protecting Acts with Own 'Show' Theatres in New York City

Currently the only Fanchon & Marco 'show' houses on the eastern seaboard are the Academy of Music, on 14th street; the Audubon, at 165th street, in Manhattan, and the Crotona, in the Bronx. These will continue as the 'show' theatres F&M will have to try out acts the firm contemplates engaging.

Mike Marco set the split week while on his present trip. Joe and Jane Kenna is the first 'show' act appearing at the Academy the last half of last week.

Reports that miscellaneous agents are misinforming acts concerning the Fox-F&M bookers and the F&M route have been about. Acts have been persuaded to appear almost in any nondescript house with the promise of a Fox booker and F&M look-over. Making it positive that the only F&M show theatres at which Marco is doing viewing are the Academy and Audubon, the turns only will be to blame if misguided by agents elsewhere in future.

Audubon and the Academy are

Fox deluxers in New York now under operation by the Skouras Brothers. They are booked through the Fox-F&M booking offices. Recently they became a joint split week. At present they have a couple of single men as respective features, each remaining indefinitely and also alternating in the houses. Ed Lowry is one, an m.c. who may be of aid to any act. Other is Russ Columbo, not a performer, but a recently freaked air singer.

Crotona went to 10 acts this week for the purpose of 'showing' prospective material. The two New York houses and subsequently the F. & M. road units.

F. & M's New York office now books around 85% of all specialty acts playing in the units, with fill-ins chiefly handled on the Coast along with the actual production and chorus training.

## F. & M. Is Entangled In Act-Agent Wrangle

Chicago, Feb. 8.  
Fanchon & Marco was last week shoved into the legal tangle involving Nicholas Agneta, New York agent, and Sherry Frayne and Gene Sheldon, one of the present F&M acts. Municipal court here has issued a conditional judgment for \$110.10 against F&M for failing to hold up that amount from the salary of the act when it played here at the Public-B&K. Tivoli some weeks ago.

Agneta sued the act for the \$110, claiming that, having agreed to be guarantor for Miss Frayne when she purchased a gown in the east on the charge plan, he was forced to pay that sum when Miss Frayne left town.

## Harvard Is Full Owner Of Keith, Philadelphia

Cambridge, Mass., Feb. 8.  
Harvard, the college, has become the sole owner of the Keith theatre on Chestnut street, Philadelphia. This was revealed by announcement of the recording of a deed covering the transaction.

After the death of B. F. Keith in 1912, the Philadelphia property passed to his son, A. Paul Keith, who died in 1918.

A large part of the latter's estate was bequeathed to Harvard and Cusum O'Connell of Boston. Later Harvard acquired the Cardinal's interest. The deed just recorded gives the university full title.

## CROSBY TO BROOKLYN

Bing Crosby shifts from the New York Paramount to the Brooklyn Paramount Friday (12). Crosby will remain at the Brooklyn house indefinitely.

## Gert McDonald at Palace

Gertrude McDonald of the legit musical stage, plays the Palace, New York, next week (13) as Jack Whitely's partner.

Whitely probably will work through the bill as m.c. in addition to the turn with Miss McDonald.

## O'Neal Girls East

Zelma and Bernice O'Neal are back in New York prepared to repeat their sister act, or appear in a miniature vaude production of 'Good News' with Gus Shy. Weber-Simon agency is handling the sisters.

Bernice O'Neal is the wife of Sam Tishman, the agent. It is said the O'Neal girls wired Tishman from the Coast asking what their chances were in the east. Tishman answered very good, whereupon the girls asked for transportation. Tishman neglected to reply, from the account, which explains the Weber-Simon agency connection.

## Commish Argument

Chicago, Feb. 8.  
While working at the Frolics cafe here the act of Lafayette and Laverne last week drew an attachment writ for \$150 on the order of A. S. Baum, who claims the coin due as his commission on dates played by the act at the Loop-End theatre and the Frolics.

Baum has a 10% mutual-agreement contract with the act.

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RKO VAUDEVILLE INTACT 76

(Week Feb. 13), RKO, St. Paul, Minn.

**VERNON RATHBURN**  
"The Prince of Rhythm"  
and Miss S&L-O-TETTE  
(Dir. Harry Ward-McGordon)

**EDITH BOW**  
With Her "MAN TROUBLE"  
Songs by Jess Paul  
(Direction of Lee Stewart)

**THE DANCING ADAMS**  
"Tripping the Gay Fantastic"  
(Direction of Harry Fitzgerald)

**DOCTOR ROCKWELL**  
MAKER OF FINE CIGAR ASHES  
SINCE 1888  
(Direction of Harry Fitzgerald)

RKO VAUDEVILLE INTACT 75

(Week Feb. 6), RKO, St. Paul, Minn.

**HAZEL MANGANE'S GIRLS**  
with ADELTA TAPALI  
4 SPEEDS—AND 2 BRAKES  
(Dir. of John Hickey-Jack Curtis)

**HOWARD—FINE—HOWARD**  
"THE THREE LOST SOLES"  
with JACK WALSH  
(Direction of Blondell & Mack)

**FRED KEATING**  
In Spite of  
"The Great Alexander"  
(Dir. Chas. H. Allen—M. S. Benham)

**ADELAIDE HALL**  
"The Crooning Blackbird"  
Personal Mgt. Nicholas Gory  
(Direction of Weber-Simon)

RKO VAUDEVILLE INTACT 74

(Week Feb. 12), RKO, Spokane, Wash.

**BOB STICKNEY**  
With LILLIAN AYLIN  
in "UP A TREE"  
(Dir. of Harry Fitzgerald)

**MAKER and REDFORD**  
"The Ear Bender"  
(Direction of Jack Curtis)

**THE WORLD FAMOUS SINGER'S MIDGETS OF 1932**  
(Direction of Wreden-Schultz)

RKO VAUDEVILLE INTACT 73

(Week Feb. 12), RKO, Vancouver, B. C.

**FORTUNELLO and CIRILLINO**  
"The Happy Hooligans"  
(Direction of Weber-Simon)

**HOPE VERNON**  
"Singer of Romance"  
(Direction of Jack Weiner)

**MARTY MAY**  
Friend of Thousands, Annoyed 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 Sailorettes  
(Direction of Chas. Morrison)

RKO VAUDEVILLE INTACT 80

(Week Feb. 13), RKO, Dayton, Ohio

**EBONY FOLLIES**  
"A Musical Comedy Romance  
from Alabama"  
(Direction of Harry A. Romm)

**WILL and GLADYS AHERN**  
with Brother  
"Arizona's Fox Spinners"  
(Direction of Milton Lewis)

**HEALY and CROSS**  
in  
"The Stage Saitamen of Songs"  
(Direction of Charles H. Allen)

**ARTHUR and MORTON HAVEL**  
in  
"Hot Water"—By H. C. Greene  
With Helen Lockhart, Denise Dooley  
and Bud Williamson  
(Dir. Jess Freeman—Chas. Morrison)

RKO VAUDEVILLE INTACT 79

(Week Feb. 13), Toledo, Ohio

**THE AVALONS**  
A Thrill & a Scorn  
(Dir. of Billy Jackson & Jeff Davis)

**HAL NIEMAN**  
"The Vagabond Rover"  
(Dir. of John Hickey-Jack Curtis)

**DONATELLA BROTHERS and CARMEN**  
in  
"Wait and See"  
(Dir. of Jeff Davis & Billy Jackson)

**CLARA BARRY AND ORVAL WHITLEGE**  
"He Doesn't Know the Music and  
She Doesn't Know the Words"  
(Dir. of Thomas J. Fitzpatrick)

RKO VAUDEVILLE INTACT 78

(Week Feb. 13), Milwaukee, Wis.

**CHAPPELLE—CARLTON**  
"On the Stray"  
(Direction of Marty Farkins)

**KRUGEL—ROBLES**  
in  
"DRUNK AGAIN!"  
(Direction of O. L. Os—Morris & Os)

**DON RUIZ and BONITA**  
The South American Dancers  
With Sultana and Vivera  
Marle Pair—At the Piano  
(Direction of Harry A. Romm)

**FRANK LIBUSE**  
The Colonel of American Nuts  
with Myrtle Lansing  
(Personal Mgt. Jesse H. Martin)

RKO VAUDEVILLE INTACT 77

(Week Feb. 13), Minneapolis, Minn.

**THE ORANTOS**  
"Heads Up!"  
World's Only Double-Perch-Act  
(Direction of Jack Weiner)

**MARTHA MORTON**  
The Darling of the 4 Mortons  
and **EDDIE PARKS**  
The Slick Soap Salesman  
(Direction of Theo. J. Fitzpatrick)

**"LIVING JEWELRY"**  
with **HOOVER and CAMP**  
Evelyn Singer and  
Stanley Symmon  
(Direction of Chas. Morrison)

**DON ZELAYA**  
The Philosophical Pianist  
(Direction of Weber-Simon)

RKO VAUDEVILLE INTACT 84

(Week Feb. 13), Syracuse, New York

**MADELINE PATRICE**  
Protagonist of the Late Enrico Caruso  
(Direction of Morris & Os)

**OLSEN and JOHNSON**  
The Mirth-Provokers  
of a Nation!

**"ATROCITIES OF 1932"**  
22 Nuts of All Kinds  
All With One Idea and One Purpose  
—To Make You Laugh—  
**BATA and BESSIE KAPPLE**  
"Two Beautiful Dances"  
The Right Miss-takes  
"Nothing in a Bouquet of Idiots"  
With Moore and Ehy, Geo. Moore,  
Joe Perry, Sidney Gibson, Gibson,  
Gibson, Gibson, Gibson and Gibson  
Also "Speedy" Nuts—  
Numerous to Mention!

RKO VAUDEVILLE INTACT 83

(Week Feb. 13), RKO, Rochester, New York

**ROSSETTE and LUTTMAN**  
in "Dance Stories"  
With ORACE & BEATRICE WYLLIE  
(Dir. of Max Tishman, Plunkett office)  
Bud Harris—(Dir. of Geo. Godfrey)

**DEVITO and DENNY**  
with  
DOT STEVENS  
in "Lady Harmer's Reception"  
(Direction of Chas. Wilsnis)

**LITA GREY and CHAPLIN**  
"The Charming Chantress"  
Personal Mgt. Nicholas Gory  
(Booked by Weber-Simon)

RKO VAUDEVILLE INTACT 82

(Week Feb. 13), Cleveland, Ohio

**GLORY E. LEE**  
and  
**HARRIS TWINS**  
TWO JACKS AND A QUEEN OF PEP  
(Direction of Sam Shashoon)

**VIC OLIVER**  
Europe's Gift to America  
with MARGOT CRANGLE  
(Direction of Phil Offin)

**CASS, MACK and OWEN**  
"On the Up and Up"  
(Direction of Sam Tishman)

**NAN HALPERIN**  
Tells You About Women Here,  
There and Everywhere  
(Direction of Jack Weiner)

RKO VAUDEVILLE INTACT 81

(Week Feb. 13), 16th St., Cleveland, Ohio

**ANN BETH**  
Representative  
Songbirds' Feet  
**JOY FINLEY** Revelation  
(in Rhythm)

**MARY DUNCKLEY**  
WALTER (Mouse) POWELL  
Benny's Bad Boy and  
"RED" PEPPER  
The Cayenne Comedian

The Three Playboys  
**DENNY LYNCH**  
**MYRL ALDERMAN**  
**RAY EHRRART**  
The Ultimate in Harmony

**BENNY MEROFF**  
and His Famous Orchestra  
Personal Mgt. George Wood  
(Dir. Bill McCaffery—Leo Fitzgerald)

## Marcus Loew BOOKING AGENCY

General Executive Offices

**LOEW BUILDING ANNEX**

160 WEST 46TH ST.  
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**J. H. LUBIN**

GENERAL MANAGER

**MARVIN H. SCHENCK**

BOOKING MANAGER



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NEW YORK CITY PARIS NEW YORK CITY

## COLUMBO ON STRAIGHT PERCENTAGE TERMS

Straight percentage terms only have been given Russ Columbo, the radio singer, for his current split week engagement for the Skourases at the Academy and Audubon, New York. Columbo splits evenly on all grosses above the overhead of each theatre.

Columbo is at the split week for four weeks with an option. Alternating at the two houses on either half, the other continuing single feature is Ed Lowry.

Unusual for an attraction in a variety theatre not to request a guarantee when playing on a percentage, Columbo's reps and himself are said to have been so confident of his drawing power no guarantee was asked. Columbo's last and recent engagement was a run at the Paramount, Brooklyn, costing the house around \$3,500 a week. He is not reported to have drawn unusual business and is said to have been asked by the theatre to cut his stage salary \$1,500. It's not known whether the freak radio singer, who is not a performer, reduced his salary.

Columbo is of the Bing Crosby flash in the pan style of other ex-halers. Both singers came east from the Coast.

## Denver In, Columbus Out; Intact Now 25%

After a brief attempt with vaudeville, Palace, Columbus, O., dropped out of the RKO intact route Saturday (6). Columbus joined the intact swing Dec. 26, playing a full week.

On the route between Cleveland and Dayton, an open week results from the drop out. Discounting Columbus and adding Denver, opening Thursday (11), the intact route stands at 25 1/2 weeks.

## Hitch Hike String

'Hop, Skip and Jump Circuit' is the new monicker slapped on the western time booked by Willie Berger in the RKO office.

Idea, according to the agents, is that for acts not caring for expensive train rides, the gaps between engagements are favorable for hitch hikes.

## WB Enright and Harris In Pitt Dropping Vaude

Pittsburgh, Feb. 8. Two more picture houses here will go off the WB vaude books the end of this week when the Enright and Harris revert to straight pictures. Enright has been playing five acts on a split with five acts also at the Harris, though on a full week.

Enright will continue on a split week policy with second run pictures. The Harris on a first run weekly change basis.

## F-M Activity

Los Angeles, Feb. 8. M. D. Howe, of Fanchon & Marco, left here Feb. 3 for New York and will stop off at eight spots on the way. Arrives in Manhattan Feb. 13 and remains east to buy talent until relieved by Marco.

Rolfe Newman is the new company manager for 'Five Races' and J. W. Hope takes out 'Cleanup' unit, for which special music and lyrics were written by Harry Stoddard and Maury Klabauer.

Glenn and Jenkins go into 'Five Races' at San Jose, replacing Jimmy Haddas, who is now in 'Cleanup.' Kikuta Japs join the 'Almah' idea in Chicago.

Gold and Raye and the Five Leelands spotted in 'Chains' at San Francisco. Larry Ceballos jumped to Butte, Mont. to whip 'Swiss Movements' into shape and is adding Wilfred DuBois and Joseph Pope Jones to the cast.

## Timberg's Billing

Washington, Feb. 8. Herman Timberg refused to open at Warner's Earle Saturday (6), when the theatre declined to change his billing. Timberg insisted on the top line, but the house split the billing between Timberg and Barto and Mann.

Monica and Ann Skelly were sent down from New York to replace Timberg.

## Coast Bands Out

Los Angeles, Feb. 8. Fox west coast has given notice to stagebands at the Boulevard, where policy was only a mild box-office stimulus under Rube Wolf, and at the Egyptian where Al Kvale was brought on a month ago from Chicago. Future policies in houses are indefinite.

## Camel's \$9,000 And % for 7 RKO Wks.

Seven weeks of RKO time has been laid out for the Camel period, which opens Feb. 19 at St. Louis. Upon the completion of the RKO bookings, the Camel period will play a week at Fred Schanberger's Keith's Baltimore, an indie house and probably three for Warners.

CBS' arrangement with RKO, also for the Warner and Indie houses, calls for a weekly guarantee of \$9,000 with CBS to share 50-50 on everything above average gross, plus the guarantee.

The RKO route for the Camel period will include Cincinnati, Chicago, Cleveland, Detroit, Albany and Boston, besides St. Louis.

The Camel layout, which includes Morton Downey, Tony Wons and a 16-piece band under direction of Jacques Renard, will do a 40-minute act instead of the 60 minutes originally intended. Two additional acts will be booked with the radio unit by RKO.

Warner is negotiating for the radio unit for Philadelphia, Pittsburgh and Washington. Unit will not play these three cities for RKO, due to latter circuit not having the theatres large enough to play the entire unit.

Difficulty which CBS had with the unions in the cities where RKO will play the Camel unit, due to some locals insisting that an equal number of its musicians be paid union scale during the broadcast from their towns, has been ironed out. CBS will not have to take care of any local musicians for the broadcasts with the exception of one city.

Innis Harris, of the Erwin, Wasey advertising agency, will be sent ahead of the period on publicity.

Camel people will be expected, under intentions, to spend around \$20,000 in towns played with a view to building up intake for both themselves, under the percentage booking, as well as the theatres.

The cig company is also considering a special sound trailer for use by the Camel Hour act at the suggestion of RKO. It will be the most expensive trailer ever used by any vaude attraction.

## SONG TEAM'S ACT

L. Wolfe Gilbert and Abner Silver, songwriting team, open for Loew's Feb. 13 at the Orpheum, New York.

## RKO's L.A.-Frisco Film House Dates for Acts

Opening dates for RKO's Los Angeles and San Francisco picture house stage bookings are Feb. 19 for the Duke Ellington band at the Orpheum, Frisco, March 11, for Thurston at the Orpheum, L. A. and April 4 for Ted Lewis in L. A. All three will play three weeks in each town on a guarantee and percentage basis.

The Lewis and Ellington band guarantees will be \$5,000, and Thurston's \$4,500.

William Morris office, which suggested the policy to RKO's operating department, along with the three attractions, will split commissions with the acts' regular RKO representatives. These are Morris & Oz (Ellington), Richards & Lenesska (Thurston), and Charlie Morrison (Lewis).

## Ohio Sunday Acts

Stuebenville, O., Feb. 8. New Publick Paramount here has adopted a vaudeville policy for Sundays in opposition to the Warner Capitol. House is using four RKO acts from the Sheridan Square in Pittsburgh, where they are competing to lay off Sundays. Rex, another film house here, has also started independent stage shows Sundays.

Youngstown, O., Feb. 8. Hippodrome, for many years burlesque and tab house, and now films, takes on Sunday vaudeville. Five acts at 25 cents top. House is first opposition to the RKO Palace, only other stage show in town.

## Denver's Dual Premier

Denver, Feb. 8. New 2,800-seat Orpheum, that Denver has waited for so long, will open Thursday (11) with 'Peach o' Reno' (Radio) and RKO vaude. Nick Lucas headlines the vaude end.

Two shows will be given opening night proceeds from opening show to be given to the local unemployment committee. Seats will sell for 65c. Prices thereafter will be 25-40 and 65.

## Felix's F&M Unit

Hollywood, Feb. 8. Fanchon & Marco booked the following for 'Cleanup' idea: Milla & Shea, the Rythmettes, Alexander Callan and Vera, Sylvia and Ruth. Seymour Felix is staging. It's the ex-Fox director's initial unit for F&M.

## ST. LOUIS FILM HOUSES' STAGE NAME FEVER

St. Louis, Feb. 8.

The Fox and Ambassador, film houses, have caught the stage name fever.

Ambassador (Publix) has Pola Negri in person this week and Jean Harlow on the way. Fox has Jack Haley and Blossom Seeley on current week's bill with Ben Lyon and Gladys Baxter booked next week. Also, Ruth Etting and Eddie Fabbady to follow.

Reeves Espy, of the Ambassador, was in Chicago last week conferring with the William Morris agency on other name acts.

## Opposish Brings Competish

Glens Falls, N. Y., Feb. 8.

Empire, an independent house, is playing last half vaudeville, using five acts, following opposition brought to the local sector with recent opening of the Paramount, new Publick house.

Empire formerly booked by RKO out of New York, is being presently handled through the RKO Boston office.

## RED BANK SPLIT

An independent in Red Bank, N. J., is restoring vaudeville after two years. Publick, which went into Ashbury Park and Perth Amboy, considered acts also for Red Bank. It is said, at that time (December), Herbert Schusterman, operating the Strand, inaugurated four-act bills each half Saturday (Jan. 30).

Since he played vaude, Publick entered the town through takeover of the Walter Reade chain.

A. & B. Dow is booking the indie.

## VAUDEVILLE HEADQUARTERS

New Hotel Van Cortlandt  
142 West 49th St. at B'way  
\$1.50 • \$10  
up-Daily up-Weekly  
New York City

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INDEPENDENT-RKO

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WORLD'S FASTEST ACROBAT

JIMMY HYRTLE  
**CONLIN and GLASS**  
Enroute RKO  
Direction, TOM J. FITZPATRICK  
Palace Theatre Bldg.  
New York City

**TAFT HOTEL**  
250-210 So. 6th Street  
PHILADELPHIA, PA.  
Subway connection to all theatres  
110 rooms newly remodelled  
Rates positively lowest in Phila.  
Double (with bath)....\$12.00  
Three in room.....15.00

**BOBBY MAY**  
"Doing Something New"  
With JOE HOLMES  
Edw. S. Keller on R-E-O

# ADA BROWN

RKO INTACT NO. 64

"ON THE HOME STRETCH"

Direction-MARTY FORKINS

## SAMUEL BAERWITZ

Takes great pleasure in announcing to the profession that he has been granted a franchise with RKO and their affiliations.

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"One of the most entertaining film productions The Rialto has housed in some months, offering a snappily concocted, splendidly enacted, fast-moving romantic farce . . . holds interest through every foot of its unreeling. And it is hereby recommended as a diverting movie . . . The clothes the women in 'THE GREEKS HAD A WORD FOR THEM' wear are something to write home about. It will hand you hilarious surprises. Beautifully mounted film, with Sherman supplying the masculine touch of sophistication, as well as taking the directorial bows."  
—N. Y. Evening Graphic

"Ina Claire contributes a sparkling performance . . . she puts it over with her superb comedy sense . . . Joan Blondell is grand as Schatze . . . It's smart comedy, replete with clever lines and consistently diverting. Fast-moving tempo. You'll enjoy it."  
—N. Y. Evening Journal

"Zestfully acted, cleverly directed, handsomely mounted . . . Miss Evans plays her role with charm, creates sympathy for the character . . . Ina Claire plays with impertinence and skill. Joan Blondell most appealing, genuinely amusing. The girls' clothes, designed by Chanel, are lovely and interesting. This is first rate fun."  
—N. Y. Daily Mirror



INA CLA

MADGE EVANS

HERE THEY ARE! THE  
GOLD-DIGGERS WHO  
TO HAVE THEIR "I

## The GREEK WORD FOR

Gloriously Presented by  
**SAMUEL  
GOLDWYN**

who gave you "WHOOPEE", "PALMY DAYS"  
"STREET SCENE" and "ARROWSMITH"

Directed by LOWELL SHERMAN

AS ZOE AKINS' PLAY  
ROARING FOR A YEAR  
BEEN PUBLICIZED  
NEWSPAPERS, FROM T  
AIR! HERE'S THE MO  
IN THE WORLD. SH  
WORD FOR IT—

# UNITED ARTI

# d For Them—"PRAISE!"



JOAN BLONDELL

THOSE THREE FAMOUS  
CAME TO BROADWAY  
SHAKES" RE-LINED

## SHES HAD A FOR THEM

IT HAD BROADWAY  
AS A PHRASE IT'S  
TO MILLIONS IN  
THE STAGE, OVER THE  
T ADVERTISED TITLE  
WOMEN HAVE A  
'BOX-OFFICE''

"The exquisite Chanel creations and the stunning Richard Day sets certainly make it worth your while seeing 'THE GREEKS HAD A WORD FOR THEM'. But that's not all! Zoe Akins is a wiz at writing gold-digger plays, and Sidney Howard is as fine a movie adapter as the talkies boast. He has turned out a... flicker which should give the folks plenty much eye-ful and ear-ful during its run. Eighty minutes, polished, finished, that is a pleasure to behold and joyful to hear... You won't want to miss this picture."

—N. Y. Daily News

"The Chanel clad version of Broadway's glorification of gay, gold-diggers proves ace entertainment as brought to the screen in Sam Goldwyn's handsome production... Miss Claire coquettes exquisitely through the major portion of the footage and the other girls share histrionic honors... The costuming is the last word." —N. Y. American

"A riot of fun emanates from the screen shadows. There is beauty, too, lavish settings and good acting... Miss Evans is pretty and capable. Miss Blondell and Miss Claire keep the merriment bright. Mr. Sherman gives a smooth performance and Mr. Spially adds to the general gaiety of the piece."

—N. Y. Times

Every woman in America has read  
about the gorgeous gowns created  
especially for this production by

**CHANEL of PARIS!**

Every man in the world has heard  
about these three Loreleis who  
STARTED OUT AS WORKING GIRLS  
BUT ENDED WORKING MEN!

# STARS PICTURE

















# L. A.'s Olympic Nuts See \$50,000,000 Cash Influx; Biz Heads Say \$1,500,000

Los Angeles, Feb. 8.

Professional boosters out here blithely claim the Olympic games will bring \$50,000,000 in spending money to Los Angeles and environs. As the games last only two weeks, July 30 to August 14, this figures out at around \$2,500,000 a day-over and above the regular resident trading. That again figures out at \$5 a head for 700,000 persons.

But those who know the type of people who form the bulk of visitors to these parts figure that \$10 a day per capita is crazy and \$5 a day princely.

An executive of one of the civic bodies with a complete lack of Rotarian enthusiasm sanely figures that if \$1,500,000 extra coin is left behind after the Olympiad it'll be fair enough.

## Transportation?

What troubles the statisticians is how any army of people running into hundreds of thousands is going to be brought here for that busy two weeks. Assuming that most people would stay only a few days, or if staying the full two weeks would want to arrive much before the start, how are the Santa Fe, Union Pacific, Southern Pacific, et al., to bear that terrific sudden, and temporary strain? Obviously private automobiles will carry the nearby population.

Many, perhaps most, people have the idea that the Olympic games run all through the summer similarly to the World's Fair which will be a 150-day attraction in Chicago in 1933.

One way they figure the tourists out here is through the volume of temporary bank accounts opened on the letters of credit on deposit. They're markedly off this winter with the bankers figuring these more substantial folks are holding back for the Olympiad and will show up in the summer.

## Conventions

About 30 of the 114 conventions scheduled for 1932 in Los Angeles are booked during, just before or just after the games. Shirlens went to San Francisco, feeling Los Angeles couldn't accommodate them with the athletic influx.

Hotels and restaurants have promised not to raise their rates, but they haven't put it in writing.

## Synthetic Studio

To give the Olympic games a new picture-novel come-uppance, proposition of leasing a vacant studio and turning loose idle personnel from the regular lots for exhibition picture making is under consideration.

Games committee wanted all lots open for visitors but that's out flat. If the synthetic studio idea doesn't go through, visiting firemen will be routed through the city and office for a one-open-house day. Advantage of the prop studio was two-bits admission charged for the benefit of the MP Relief Fund.

## TACOMA'S 2D-RUN WAR

Japs and Chinamen Go to Boycott and Fisticuffs on Own

Tacoma, Wash., Feb. 8. Town is having its own Jap and Chinese war. The pig tails have declared a boycott against the Japs on foods and every kind of product which they handle.

Most of the fruit and produce stands here in markets operated by Japs. A large number of chow joints and beaneries owned by Chinamen. The Chinese gambling joints patronized by the Japs are nervously deserted and the dealers and operators with the thing would cease.

Had one or two Chinese and Jap fights here but nothing serious.

## MARRIAGES

Peggy Prior Van Eltz, actress, to Joseph Moncreur Clark, writer, in Hollywood, Cal.

Jack Waldron and Harriette Garat in Chicago, Feb. 8. (Good news is at the Frolic cafe and the bride of vaude.

Fanchon Royer, independent producer, to Jack Gallagher, her biz manager, Feb. 2, in Hollywood.

## WALDRON'S MARRIAGE

Told It to Bernie — A Secret No Longer

Chicago, Feb. 8. Jack Waldron and Harriette Garat slipped over to the City Hall last Thursday (4), and got married. Waldron is m.c. at the Frolics, while his bride formerly worked in vaude with her husband as Miss Harriette.

Romance between the pair has been on for five years, Waldron wanted to keep the whole thing quiet. The bride, however, about it and the maestro obligingly broadcast the item over the air.

## RENO RETAINS ITS SHARE OF DIVORCES

Reno, Feb. 8.

Stage and screen celebrities, finding their marital difficulties too troublesome to bear, have furnished most of noise in the local divorce court during the past few weeks. There are still a few girls and boys here waiting for decrees.

Lucy Cotton, Thomas Ament, Hann, who in active life craves an audience, ducked the kibitzers when she got a decree on Feb. 2. She requested the court room doors be locked, and they were. Then she told the judge that Charles Hann, Jr., her attorney-husband of New York, disapproved of her friends, ignored her relatives and had no sympathy for her ideas. She got a decree and her name of Thomas restored. This was her second Reno decree within year. On her first visit she secured a divorce from Col. Lyton Gray Ament, war time aide of Herbert Hoover.

As Lucy Cotton was a stage celebrity a few years ago and the wife of the late Supreme Court justice, her first husband, publisher of the New York "Telegraph."

## Miller-Wagner-Webster

Celeste Crosby Miller, sister of Julius Rosenberg, stage and screen actress, has filed suit against Ralph G. Miller, United States vice consul at Buenos Aires. Mrs. Miller is the daughter of Oscar T. Crosby, explorer, who was director of Belgium relief commission in 1915. Countess Caracciolo is sister.

Marian Wagner also filed suit against Dr. John Hubert Wagner, Pittsburgh surgeon and former University of Pittsburgh grid player. George Walton Webster, Jr., son of a wealthy Boston wholesale grocer, won suit for divorce against Nina Webster, former show girl. She countered with separate maintenance demand and then filed a divorce suit cross-complaint asking \$2500 a week alimony.

The Webster suit, however, may upset the traveling feature of Nevada the divorce law as Mrs. Webster's attorneys will attack validity of the act on ground that Webster claimed Nevada residence and filed divorce action at Carson City where he had no residence.

## These Piano Players

Pittsburgh, Feb. 8.

The \$100,000 alienation of affection suit brought by Mrs. Bertha Williams against her former husband, William Williams, music teacher, was settled out of court here last week. Louis Little, counsel for Mrs. Jones, refused to name the amount of settlements.

Action arose over the alleged theft by Miss Williams of the affections of Alan Jones, former Pittsburgh cab driver, but now a professional pianist on the road with the California Collegians in "Three's a Crowd."

Miss Williams in her answer declared the couple had separated three years before the public acknowledgment of her love. Since then, however, she changed her mind, eloping with Lester Clark, another musician, last April.

## Dance Teacher's Tragedy

San Francisco, Feb. 8.

Herman Wisler, Berkeley, Cal., dancing and dramatic teacher, shot and killed his wife, Leah, and then killed himself in his studio Feb. 2. Business worries caused the tragedy.

# 'Celebrity Nights' Just a Racket, but Actors Are Cinch Chumps in Chicago

Elephants' B. O.

St. Paul, Feb. 8.

Elephants are out for stage here, following trouble the RKO Orpheum had with the trio of pachyderms here with Shiner's Aldridge.

Billed in a garage over the week end, animals were kicked out when owners of cars studied, then asserted the tropical scent transferred to their mohair cushions. A vacant store tried next proved a dud on the same grounds, while a second garage on account of fire ordinance wouldn't allow straw to be spread on the floor.

Bodded down one night backstage, the beasts nearly forced closing of the theatre and were out of the intact remaining three days while they munched their hay in a railroad freight car, latter because of the cold wave, was too far for a march to the theatre.

## That Sunday Night Affair Cost Solomon A \$1,400 Booking

Due to Sidney Solomon's verbal jashing Jan. 31 at his Central Park Casino, administered to newspapermen present and others not among the party, Solomon lost a \$1,400 booking with Lucky Strike.

Ed Galt's band was all set to go to the Lucky NBC broadcast Thursday (4) from the Casino for about the same price the band received during its former clegle tour. But the Sunday night fracas, Lord Thomas & Logan, agency handling Luckies, cancelled the booking.

Reason for the cancellation was not only that Walter Winchell was among those reported insulted, but because Solomon was said to have let loose on other grudges, including one against Lord Thomas & Logan exec.

Solomon's feelings against the agency exec and MCA dates back to Dughin's first booking on the clegle account. At that time Solomon asked \$1,400 net for the band, with no understanding reached as to whether it would be net or otherwise by the time the band went on. After the band broadcast with Winchell from the Casino, Solomon reclaimed a check for \$1,550. MCA had deducted its commission.

Vincent Lopez band was booked to substitute for Dughin.

## Backstage Battle

Philadelphia, Feb. 8.

A backstage bout Friday (5) between LeRoy Prinz, stage producer at Warners' Mastbaum, and Cy Bartlett, manager of Alice White, current headliner there, made page one in the local dailies. Prinz did the talking, but Bartlett denied being the aggressor.

It happened before the opening show.

## Peggy Leaf Unchained

Chicago, Feb. 8.

Peggy Leaf, of the Chicago "Girl Crazy" chorus, danced her way out of matrimony by obtaining a divorce from Theodore Klasen, with whom she eloped in 1928 only to be deserted last March, she claimed.

Among other things, Miss Leaf charged non-support although asking no alimony. She requested and was granted permission to use her maiden name.

## EDDIE CASEY'S BREAKDOWN

Eddie Casey, legit producer, left New York for Saratoga Thursday (4). He suffered a breakdown after producing "East of Broadway" at the Belmont, N. Y.

Before leaving he arranged with Halobrook's agency his show for another three weeks.

Chicago, Feb. 8.

Celebrity nights, not a new wrinkle, but still a high pressure promotion in town, is pushing business around and actors are helping the cause. For the price of a cup of coffee and a sandwich performers break their necks to "go on" for this place and that.

While the idea of special nights at cafes and hotel rooms is by no means a novel one, it has reached such proportions as to have become an institutional thing around here. Perfect for hungry press agents, running out of ideas and stunts to otherwise crash the limelight. Usual procedure is to extend a cordial invitation to an actor, and the bigger the name the better, but always with the innuendo of 'don't forget to bring your ukelele along.'

Newest form of invite is by telegram and always looks personal and important. Performers from out of town, playing a week's stand, take these wires seriously. No matter how tired they are after four or five shows they fall for the 'personal touch' believing it came direct from the sender, who nine times out of 10 doesn't even know the actor. It hardly occurs to the performer that it's strictly business.

From small and unimportant beginnings the celebrity night thing here has grown into a come-on proposition that has yet to be squashed anywhere else in the country. Talent amounting to as high as a million dollars in quality and quantity has appeared at one time and showing at these celebrity nights. With the attempt to get actors from exploiting themselves for nothing that have been made by theatres from time to time have usually proven half hearted efforts. Theatres employing these altruistic performers are more than often sold on the publicity angle.

One of the standard selling routines used by the celebrity night purveyors, is the theatrical interludes in the Loop, is that the advertising and plugging of these nights bring more people downtown earlier in the evening in order to attend the big event later. Now people go for everything and this sort of glib chatter makes 'em fall easier.

In the final analysis the actor is always the party. He overvalues realizes he is being used as a sucker, but somehow or other he never learns.

## Vera King's Cleve. Ex Says He's Clean Broke

Cleveland, Feb. 8.

Vera King, former show girl, is trying to collect \$25,000 in alimony from her ex-husband, but Morris T. Lederer, Cleveland steel and iron man, answered her law suit last week by singing the alimony blues in a theme song, "The Bankrupt Blues."

Miss King, who won her divorce in 1930, claims that he agreed to pay her \$5,000 in installments of \$75 weekly, but that he hasn't paid since Jan. 15, 1931.

Lederer, in defense of a contempt of court charge, declared his biz is so bad he hasn't drawn a salary since the end of last year. Since marrying again in Jan., 1931, he says, his second wife has been paying for up-keep of their home. Also that he owes a maid six weeks' back pay.

Miss King, now living in New York, complained she needed alimony dough for an operation. Her ex-hubby's business ledgers are being checked to verify his financial troubles.

## JOHN HEINZMAN III

John Heinzman is 31 in City Hall; John Heinzman has been connected with the music business for a number of years.

## BIRTHS

Mr. and Mrs. Frank Stever, son, Feb. 1, in Richmond, Cal. Mrs. Stever was formerly Bernice Otten, actress. Father was a radio star. Anita and Robert Little, New York, Jan. 31, son. Father was formerly drama critic on the "World." Mother is daughter of Walter Winchell. Child arrived on Dr. Danoroff's birthday.

## News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and other cities. It takes no credit for these news items; each has been rewritten from a daily paper.

### East

**Dorothy Knapp** suit emitting sparks. Mrs. Knapp submitted an affidavit last week, the exact contents of which were not made clear to the spectators in court, but which referred to Miss Knapp as "a more or less nude chorus girl." Paper said to be a holdover from a suit started by Mrs. Evelyn Hubbell, Mrs. Penfield's ex, for \$250,000 against Carroll, which faded before it reached the courts.

Rehearsals of "Sein Is Believing" for 10 days or so when **Bertram Harrison**, stage, goes to Balto. hosp. for auto hurts.

Grace George has bought French play, "Mademoiselle" for her own use over here. By Jacques Duval, who did "Un Fable Femme." Miss George will make her own adaptation.

Robbers forced Clarence Martineau, of the Tuxedo, to get out of the boiler room at an adjoining apt. house and took \$2,240 he was carrying to the bank last Monday night (1).

**Alma Clayburgh**, former op. singer, dropped her divorce suit against Albert Clayburgh. She compromised on a separation and a substantial alimony allowance.

About 200 drawings by Nijinsky, Russian dancer, on exhibition at the Waldorf-Astoria under supervision of his wife. He became insane when imprisoned for 18 months during the war and is confined in an asylum in Switzerland. Has a mental kink that sad subjects are funny and vice versa and most of the drawings are highly fantastic.

Treasurers' Club to hold 42d annual benefit at Erlanger's Sunday. 21. Treasurers used to count on a two weeks' sick benefit annually, but now the money goes to needy members.

Living Theatre Productions, Inc., the newest. Aim as announced is to give unusual productions at low prices with a policy of "extreme courtesy to the public." Now working on "Near to the Stars."

**Louis Birnbaum**, Jewish actor, takes over the Liberty, Brooklyn, and will drop the star system, offering drama and musicals.

Glady's Unger, who adapted "Experience Unnecessary" from the German, now working on a novel from the play.

Pauline Lord, of "Distant Drums," will be guest of honor at a tea given this afternoon (Tuesday) by Mrs. Samuel Marks to the Actors' Dinner club, at the Plaza.

Bill now in Congress would put radio under the newspaper category in punishing libel laws. Would punish both the speaker and the station.

**Eddie Prinz**, producer, was sloughed by his wife, Texas Rayne, in Brooklyn Wed. (3), when she had married him. She killed him on the grounds that he was only in it when he married him. She's older now and knows better, she says. Has a new short and was with Tex Guinan's Out-of-the-French-Trenches-by-Xmas expedition.

'East of Broadway' with its trunks all packed to move out last week will stick around the Belmont for a while longer.

**Linda Watkins** back on B'way with a load of lowdown on Hollywood. Says she's a stage actress.

**Harry Langdon**, film comic, planning to make his own productions in Grandwood, N. Y. First, "The Show Goat."

**Richard Nicolai** Bellings, of an acrobatic family, was born in China, the Chinese regard him as an American because of his father's nationality, but the U. S. claims he is a Chinaman because Bellings' father was born in Paris, and regards the younger Bellings as a Chinaman. Bellings was married, because this is denied Chinese, so neither the U. S. nor the Chinese Consul will give him a passport. His sister was born in Denmark and another in Rungary, while his

brother was born in Manila, all during the course of the acrobatic family's travels, and none of them know just where they stand as regards citizenship.

**Ruth Gordon** and **Doug Fairbanks, Jr.**, discussed as possible leads in **Guthrie McClintic's** "I Was Waiting for You."

**Robert Garland**, of "World-Tele," bet **Julia Hoyt**, of "Hay Fever," would not last two weeks. So he's buying a dinner for 12.

Eight employees and an office mgr. of Consolidated Film lab. walked out at the Ft. Lee plant last week (3) when they were asked to sign papers authorizing the company to refund contributions to Consolidated Associated, benevolent club, in stock instead of coin.

**Syd Turner** and **Oscar Borden**, who authored "Men Are Beasts," working on a drama based on the Allen murder case. Psychological study.

"Whistling in the Dark" will have an actress who is heard but never seen and another who is seen but has no lines. **Martha Mayo** is the speechless one of all work and **Laura Harding** will do the offstage voice of a telephone operator.

**Cinema Patents Co.**, charging **Warner Bros.** and **Duplex Co.** with infringement of the Gaumont patents, loses when the suit court, holding that Gaumont did not invent the devices he patented. Suit is on processing machine and not sound patents.

**Francis X. Bushman** suing **Albert E. Hamilton** of Toronto for \$10,000 damages for injuries in an auto crash in that city.

"Fourth Little Show" which did not look so hot, is on again, with **Dwight D. Wiman** looking around for sketches. Due in the fall.

**Helen Warady**, 27, taxi dancer, killed herself by gas Wed. (3) owing to the desertion of her husband, **Theodore**, whom she married only six weeks ago.

**Ned Jakobs**, costume producer, in court to protect over recent award of \$15,000 to Mrs. **Beatrice Barry**, one of his backers. **Jos. Yarbrough**, who kept the books, gave the Supreme Court some side-lights on Jakobs' backers. He got \$4,000 from Mrs. Barry, \$1,000 from (Miss) **Leslie Gross**, \$2,500 from the latter's brother, \$10,000 from Mrs. **Charles Thompson** and \$500 from **Miss Lifshay**. All went, more or less to finance Jakobs' theatrical ventures.

**Peggy Woods** got \$300 from **Ray Goetz** when "Star Dust" failed to shine. Others in projected cast still aching.

**Alma Clayburgh**, singer, drops her divorce suit against her aged husband at the urge of her daughter.

**Morris Cass** gets two weeks' salary from **Ben Stein**. Bounced from "Black Tower" without the formality of a notice and Equity arbitrators give him the award, though Stein contended notice had been given.

**Dorothy Knapp** quits her suit for ouster from "Floretta" when told by the judge that the best she could hope for was the nominal six cents.

In November 1928 a grand jury indicted **Julius Rothstein** murder case. They were discharged last Wed. (3), officially closing the case.

Remainder of the music library of the late **Anton Seidl**, including 85 operas, scores, presented by Mrs. **Seidl** to **Columbia University**. Conductor was brought over here in the "S" to write "Warriorian op. 6" to the Met and remained to conduct Philharmonic 85.

Booze cruises so numerous that the s. a. agents have to cut rates to all their boats.

Tour of **Maud Adams** and **Otis Skinner** extended to include the coast. Will close there.

**Jole Ray** loses that Newark marriage suit. He had to get the help of a hand to adjust a curl. Under the elimination rules that was an error that cost them \$500 since they only received the second prize.

"Soul of Mexico," amateur made picture with story based on Mexican revolution, given a private showing

at Roerich hall Thursday. Mexican ambassador, whom they present. Picture is silent with musical sound track.

**Howard Hughes** one of the few bidders for the ship **Los Angeles**, which the Navy plans to sell. Wants it for a picture.

**Ben Greut** abandons his American education because his college has no money for extra curricular features.

One of the freak bills in the N. Y. Legislature is to empower villages to spend \$1,200 annually for outdoor amusements. Nothing said about projects.

**John Jean Burns**, former female impersonator, gets a year for sale of narcotics. Goes to Leavenworth after three trials.

**Pauline Lord** made her air debut Sat.

**Thos. Wananaker, Jr.**, grandson of the late dry goods merchant, suing backstairs at the Riviera to learn the theatre business from the bottom up.

**Lincoln theatre**, Union City, N. J., held up during performance. Bandits got \$525 without disturbing the audience.

**Jerry Jarnagin**, pianist and husband of **Irma Franklin**, in the Neurological suit, with non-serious ailment.

Meeting of the **Roxy Theatre Corp.**, told that the theatre had taken a loss of \$15,571 in 1931. Reported suit against **Robert W. Fox** for \$150,000 annual salary, the house has been operated by the Fox Theatre Corp. since the contract was made by the latter took 5% of the gross, but not to exceed \$3,000 in any one week. Fox corp. owns a controlling interest in the common stock. It was also revealed.

**Col. Fredk. Pope**, C. Chandler and **Francis L. Hobbs**, elected to the board to represent the Class A stockholders. A. C. Blumenthal, W. J. McNeil, S. E. Burns, Felix A. Jenkins, C. A. Cabalerio, Ernest W. Niver, Rich. Rowland, Harley L. Clarke and **Frederic Arthur** represent the common share class. No contests on the latter nine, but other nominations for the Class A list.

Catholic and Protestant churches in White Plains uniting to bring **W. E. B. DuBois** Passion Play, Feb. 11-13.

**Edna Musee**, Coney Island, which contained many of the figures from the original Musee, partly destroyed in a fire last night. The fire destroyed (6). Owned by **Sam Gumpertz**, who has many concessions on the old Dreamland site. Lost not station **Webb**. Also one for **Fred Astaire**.

**Bela Blau** has wrapped up **Arthur Richman's** "Giants in Our Midst" and put it back in the safe. Was all set to put it in work.

**Butler Davenport**, who has been running the **Branthall Playhouse** in East 21st street, a free theatre for the last nine years, has put in a box office. Has been supporting the project by passing the hat.

**Harry B. Smith** recalls in the "Herald Tribune" that the original production of "Robin Hood" cost \$109.50. Old scenery and props and **Robin Hood** wore the costume he had previously used as **Maricco** in "Trovatore."

**Shaw and Lee** are planning an intimate revue for E'way.

Announced by **Philharmonic** orch that **Toscanini** has made so little progress with his arm that he will be unable to return to the post of **Beecham** and **Ottorino Respighi** will guest conduct.

Arrested Dec. 29 on charge of mailing threatening letters to his wife, **Clarence Rose**, formerly an affluent advertising man, was unable to furnish bail and stuck in jail until Feb. 7, when he was sentenced to 90 days out on probation under suspended sentence. He threatened Mrs. Rose's life when she entered a \$100,000 divorce suit against **Katherine Burke**, showgirl, who posed for ads for **Robinson** and **Ward** and was depending as well as a divorce action against **Rose**.

**Laurette Taylor** will return to the stage under **W. A. Brady**, appearing in two Barrie offerings.

**William F. Cox** and **Television, Inc.**, sue **Television Laboratories**, which is a corporation of alienated corporations, charging breach of contract between Cox and the laboratories, whereby he was to be given the use of the television patents of the laboratory. Charged that **Int. T. & R. Mackay Radio**, **Securities Corp.**, **P.C.A. Wire Radio**, **Inc.**, and **Phila. Storage Battery** had given **Television Laboratories** to breach the contracts

made with Cox between Nov. 1830 and March, 1931. Wants \$25,000,000 damages.

**Wm. Harris, Jr.**, announces the engagement of his niece, **Miss Phyllis Harris** to **Edw. E. Epps**, of Great Neck.

**Jos. Verner Reed** goes to **Hobe Sound, Fla.**, for what is being referred to as the winter.

Members of **Junior League** and finishing school fash organize the **Lily Pons Fan Club**.

Appellate court on Friday (5) ordered **Otto Kahn** to appear for questioning before trial in the suit brought against him by **Rosellin Morini**, soprano, for \$250,000, for statements alleged to have been made by him and published in a musical magazine.

**Zelma O'Neal** to pay **Martin Sampson** \$100, which he claims is commission. Court gave judgment in that sum in **Sampson's** favor. **Sampson** had been paid out of his small time vaude and signed as her manager. Has been suing for two years.

**Dorothy Gish** in hospital. Her husband, **Jas. Rennie**, new here from Boston. Cause of illness not revealed.

### Coast

**Wallace and Rita Beery** have filed papers for adoption of 16-month-old **Carl Beery**, orphaned daughter of Mrs. Beery's aunt.

**Edith Dillon**, wife of **John Dillon**, director, was held up by two men and robbed of \$10,000 in jewels and \$500 in cash in her home.

**Amber Deane**, ex-show girl, seeking annulment of marriage to **Edgar Darby** on charge of bigamy.

**Carmen Pantages** will wed **John Considine, Jr.**, on St. Valentine's Day.

**Leon Leonidoff**, **Fanchon & Marco** stage, ordered to pay \$75 weekly alimony to his wife. She is suing for separate maintenance.

**Maurice Chevalier**, sued for \$500,000 by **Charles Lasswell** for use of the song "Right Now," Lasswell's composition.

**Eddie Gribbon** and wife arrested on charges of drunkenness. Released on \$500 bail.

**Vincent Liggett**, actor, arrested on charges of drunk driving.

**Lucille LaVerne** seriously injured from an auto accident. Suffering from five dislocated vertebrae.

**Mary Duncan** had her marriage to **Lewis Wood**, business man, annulled.

**Prince Serge M'Divani** must pay \$6,000 to **Morton Kaye** for lost Persian rug.

**Lorena Layson**, actress, granted divorce as a **second Layson** on grounds of negligence.

**Hoot Gibson** sued for \$80,385 by Mr. and Mrs. **Hobbs** over an auto accident last Aug. 7.

### Mid-West

It took five bandits to stick up the **Berwyn theatre**, **Berwyn, Ill.**, and all they got was \$25 in coins. Show was on during the job, but no commotion.

**Albert Krader**, usher at the **Piccadilly**, Chicago, risked his life in catching a spitting bomb about to go off in the rear of the house. It exploded later, wrecking two steel rods of the theatre, shattering windows in the neighborhood and causing about \$1,000 damage. Police couldn't find a motive.

**Sylvester Sammons**, 55, publisher of the **Morrisonian (Ind.)**, Sun, weekly paper, leaped to death from the **Indiana Soldiers and Sailors Monument** at **Indianapolis**. Friends claimed he had been in poor health and since.

**Jacob J. Gummshelmer**, 70, former newspaper editor of **Belleville (Ill.)**, was killed when struck by an **Illinois Central train**. Police set it down as an accident.

**Zurh Shrine Temple**, **Minneapolis**, has staged a circus at the **Auditorium Feb. 22-27**.

**Alexandra Tolstoy**, daughter of the Russian author, lecturing in **Chicago**.

Falling to negotiate a settlement with his wife **Annette**, **Capt. Billy Fawcett**, fan mag publisher and motion picture, filed suit for divorce at **Brainerd**, Minn., on statutory

grounds. He also filed answer to his wife's cross-complaint, claiming him with cruel and inhuman treatment.

**Extortionists** threatened to kidnap **Rosa Raisa's** baby unless the opera star comes through with \$500. Police are guarding the Raisa local sulpa.

**Ellis M. Clarke**, 43, columnist and reporter for the **Ottawa (Kc.) Herald**, died of heart trouble there. He was said to be the oldest newspaperman in **Kansas**.

**Pola Negri** insisted the **Chicago press** the arresting info that she was going to marry a local boy. But she refused to name him.

**Harry Moir, Jr.**, son of the **Morris**, hotel owner, was nabbed by police in connection with a gang of swindlers, station thieves. Young Moir was arrested in his apartment along with six others.

**Janet Reade**, vaude singer, reported a holdup to **Chicago** police, claiming to have lost three rings valued at \$1,800. Bandits followed her home after she closed at the **Oriental**, but neglected to grab \$500 cash she had with her, **Miss Reade** stated.

**Illinois legislators** passed a bill legalizing 15-round boxing in that state, with the measure coming up for the governor's signature. If signed, it will mean possible heavy-weight championship bouts in **Chicago**.

### Flop Olympics

(Continued from page 1)

from the **International Olympic committee**. Incidentally, the games have been a flop. The crowd drew some nifty debutantes and a number of spenders to the club this winter, using the games as the big ballyhoo. The cash spent by these big game players has been so small that the club is almost a village in itself that remains somewhat aloof from the town proper. They have their own stores, etc., right on the grounds.

The shops in the main part of town that depend on the poorer crowd which seeks accommodations in the cheaper hotels and boarding cottages, have failed to do a rushing business, and are starting at all sorts of tricks. The smaller income vacationists are very scarce, and if not scarce, just hanging on.

**Delaware** and **Hudson R.** constructed two miles of siding just outside the village, to accommodate all the guests that supposedly wouldn't be able to find accommodations in the town. The idea was to have a little village on the siding, but it has turned out to be a deserted village.

### Big Does Well

One hotel is doing well with a bar installed especially for the Olympics. Most of the sports writers keep themselves warmed up there.

**Lake Placid's** alibi for the small crowd that the unsportsmanlike winter, which made everything springlike, just prior to the games, but the biggest cut into profits is tight money.

The natives feel that even though the games are a financial pain in the neck, they will reap plenty of publicity from the newsreels which are all on hand, and the daily reports of the newspapers which have been the success of the event. Boy, son of the town butcher, **Jack Shea**, who has won both of his races from the **Norwegians**, who hitherto dominated the games.

When the cheers have died down and the deficit looms larger, it will be time for the taxpayers' lament.

### Publix' Stripper

(Continued from page 1)

ports of police censors and members of its local staff who caught the act at the **Green Theatre**. The censors in effect that **Miss Wausau** performed the near-nude and strip dances so "artistically" as to render them unobjectionable. However, the burlesque men, who are sure to be certain of avoiding police interference, had the stage so dark during the numbers that **Miss Wausau** was hardly visible, so the mystery was lost. The censors and Publix's lads could report on the artistic angle.

**Publix** plans a big exploitation campaign for **Miss Wausau** who has been the advertising spurge and lots of customers' talk.

# 'Round the Square

## Beer Not Near Enough

Attempt to sell Broadway and its environs 10c beer has two-thirds failed. Indicates the sector's suds blowers still want their ether. One of the chain orangejuicers added extra space to three outlets recently and installed beer taps, miniature bars and pretzel bowls. Also, for a time German beer tenders.

Two of the spots yanked the beer parts out within a fortnight.

## Cohen Bros' Spelling

Harry and Max Cohen, brothers operating a floating ticket agency, stepped into a new career recently. Opened a "popcorn joint, keeping in style by tarring the stuff with molasses. A chain outfit has lately invaded the Square with a number of such spots. Cohen boys advertise their product with a slight change in spelling, using a "K" instead of a "C".

## Reason for Cheap Berries

One result of the Florida land boom several years back is an abundance of low priced strawberries. Fluctuated along the streets at 15c. the basket in the middle of winter seems astonishing. There was a time when the berries had a winter retail price of \$1.50 and only offered in the class cafes.

It seems that many people who bought Florida land didn't know what to do with it when really prices dried. Not a few settled in the state and went in for strawberry culture.

## Mulrooney's Tardy Tip-Off

Police Commissioner Mulrooney visited the Friars recently and looked up Steve Reardon, who was a fellow roundsman in their early days on the force. Several witty remarks were exchanged, then Mulrooney warned: 'Don't play poker with Steve. He's a mind-reader.'

Said Benny Flernont: 'Commissioner, we found that out; you're 20 years late.' And Steve doesn't play any more.

## British Gentleman-Sportsman

Sir Malcolm Campbell, the speed marvel who was knighted last year when he established the world's speed record for motor cars by dashing his Bluebird along Daytona Beach, at the rate of 246.77 miles per hour, is the typical British gentleman-sportsman. He arrives this week and will leave almost at once for Florida, believing he can better the record by 10 miles more per hour, despite the fact that no other driver has approached his record.

Campbell's trip and try will cost about \$25,000. There are certain gratuities, but doubtful if they total the expense and certainly there is no profit. Biggest gratuity is on the oil used, sponsors paying \$15,000. Money from the tire makers and on the petrol (gasoline) is smaller.

Campbell's party includes four mechanics from England and his American manager, Bill Sturm of Indianapolis, who also represents Kaye Don over here.

Speed driving is hardly a hobby, but Campbell has one. It is searching for buried treasure. Last year he spent six months on Cocos Island, off the coast of Panama digging for buried gold. Plans to make a second try.

## Hollywood

(Continued from page 6)

picture pilots are airing their tonks in an attempt to crash the milk as cowboy crooners.

**A Rap for a Plaster**  
When Associated Film Enterprises filed suit for \$1,975 alleged to be due on lab bill from Hollywood for a picture for the late Samuel de Groot, syndicate's trustee, cross-complained, asking for the return of \$2,212 already paid and claiming inferior work.

**Sound Stage Suit**  
Reality company is suing to evict Standard Sound System from two of its three stages. Lease term trouble.

**Wesley Ruggles in Cedars of Lebanon hospital to lose an appendix.**

**Laemmle Lot Busy**  
Seven units active last week and this week at Universal in the lot's high tide in over a year. 'Jockey Kid', due to come on this week, leaving only five to go on the season's 26. Payroll currently has 950 names.

**Academy increased its conciliation panel to 15 names to better the chances of getting five together for speedy action on industry company.** Al Kaufman takes Joseph L. Schnitzer's place on the committee.

**Schnoz in 'Parado'**  
Jimmy Durante has been written into Metro's 'The Road to Reno', a character that didn't occur to Upton Sinclair.

**No 'Marriage Interlude'**  
'Marriage Interlude', which U was to make with Tala Birell, is off. William Wyler was to direct.

**Spanish Talker**  
Miguel Torres, N. Y., will return here in two weeks to produce his second Spanish talker, 'Her Night of Pelly Medea de Mory' cast in the lead.

**Cashier Killed**  
One of the pictures of the ill-fated Century Air Lines plane, which crashed near here two weeks ago, was made by Mary Swann Combs, assistant cashier at the Studio theatre. She was returning from her home in Bakersfield where she had gone to recuperate from an operation.

## So. Africa Rival?

(Continued from page 13)

business. Some have found it otherwise.

**Kinemas, Ltd.,** have to pay Abraham Berman plus costs on a Supreme Court judgment for breach of agreement to appoint him as manager of the long play theatre in Pretoria (Transvaal). Kinemas denied the agreement, which stated that on completion of the new theatre Berman was to be appointed as manager for five years at \$175 a month, plus a commission of 5 percent. Notice of appeal was given.

**E. H. Bostock,** proprietor of the famous Bostock and Wombell's Circus and Menagerie, is over here for health reasons. His show is dismantled, owing to the new theatre being unable to carry on the management, due to advanced age and ill health. All his animals have been sold to the London Zoo.

**The African Theatres 'Folies Bergeres' Revue** has been doing big business at the Opera House, Cape-town. It is undoubtedly the best show seen over here in years. The principals, chorus, scenery, singing and dancing carry the stamp of a perfect combination.

If a bill passes at the next session of the South African Parliament of course, the inevitable advertising harangue, this one for the Willys-Overland autos being displayed in the hotel lobby.

**The Dresden Opera Company** wants to visit South Africa. The German Club in Johannesburg is asking the prospects for a tour in 1932. German over here would like the idea, but the financial side of the business is out of the question.

**The construction of Metro-Goldwyn-Mayer's Johannesburg theatre** has started. Contract price rates like the idea, but the financial side of the business is out of the question.

**Schallin's Broken Arm**  
Sidney Schallin, actor, knows now that Friday is unlucky for him. In an auto mixup Feb. 5, he emerged with a broken arm.

## Empty Victory

Los Angeles, Feb. 8.  
Sheriff is returning a number of slot machines confiscated from various merchants. County counsel advised the sheriff machines couldn't be seized as long as merchants decline to honor checks won from them. Merchants who exchange goods for the checks are being prosecuted.

## Loop Getting Loud Speaker Slug—Nutt

Chicago, Feb. 8.

Chicago and surrounding burghs have gone loudspeaker nutty. Every shoe shine parlor and barber shop has an amplifier tacked up over the door to entice the notice of the passers-by with song and spiel. Show business, which started the idea, is busy increasing its loud-speaker appropriations and voltage, the marquee all over town getting horns to broadcast vocal trailers.

Lay-offs with good radio pipes are finding some by-the-way shekels in this new angle. Many performers getting comfortable salaries by crooning and singing over individual mikes. Many recognized establishments are using this public address system, feeling that they can grab as many listeners from the crowds on the streets as they can over the regulation radio channels, and at a cost that's a giggle in comparison.

Public-R&K has taken the notion up sharply for its Oriental loop spot, getting particular use of the amplifier every time there's a name band on the stage. They slap a photograph record on the loop an hour or so, the interval giving the impression that the music is emanating direct from the stage. To increase the illusion there's hearty applause-noise after each number.

Legit has also lent an ear to the wire system. At the Erlanger, the 'Chocolate Soldier' current musical, is getting continuous plugging from the horns on the marquee each day. The theme song of the operetta is played continually. And after the melody comes a long spiel of the merits of the show as they can advertise. House is finding that this type of plugging is making its mark as 'direct selling.'

Nutty as the Hotel Sherman is another booming megaphone, and in active competition with the other dozen or so yelling radio-tubed amplifiers spouting all through the loop. The Sherman's howler is giving the passing mob a continuous series of regulation radio-style entertainment, crooners, instrumental concertos and, of course, the inevitable advertising harangue, this one for the Willys-Overland autos being displayed in the hotel lobby.

## Denver's P. A. Job

Denver, Feb. 8.

First intimation that Denver wanted a press-agent came when bankers and business men held a banquet, offering the job to Ben Serkovich, exploitation specialist for RKO.

Desire of the locals is to put and keep Denver in print as a commercial and vacation center. Business group offered to deposit two years' salary in a bank for Serkovich, but he turned it down.

Serkovich had exploited the opening of the new RKO Orpheum theatre. He showed a variety of new publicity tricks that startled the town.

## Bike Grind Cut-Rates

Chicago, Feb. 8.

Cut-rate bug has even hit the six-day bike race at the Stadium. First time the pedal event has issued half price tickets here.

Relays are being broadcast over WMAQ, on a local phonograph, with two pickups a day at 3:15 p. m. and 10:30 p. m. Hal Totten doing the announcing.

## Wallpaper Bandits Now Peddling Phoney Stills, New Fool Proof Gag

### RUGGIRELLO CINCH PUSH FOR SCHAAF AT GARDEN

By JACK PULASKI

For the second consecutive week the Garden offered a mediocre card, drawing mediocre attendance. About 7,500 in the house. Ernie Schaaf had no trouble stowing away Salvatore Ruggirello, an import from Italy, early in the fourth round Friday (5). Balance of the show would have better suited the armories, where most of the fighting came from.

Fault not entirely that of the Garden's. Paulino Uzcudun was matched to meet Schaaf, but Uzie cracked a rib or something and was forced to cancel. Ruggirello was slated for the semi-final and was moved up to the main event.

Ruggirello has a vicious right, a wild haymaker that does the job when it lands. Sal took the bulk called Walter Cobb out of the heavyweight picture recently and did the same thing to the then likely Stan Persky. But his handlers were in a quandary in letting him go against a man of Schaaf's class, a boxer and hitter who ranks well up in the heavyweight title contention.

Schaaf, who had Jack Sharkey in his corner (Sharkey has a hunk of Ernie), easily evaded the wide sweeps of Sal's right and chopped him up the clinch. Ruggirello has no idea how to tie an opponent when close and little about infighting. However, in the second round, the foreigner's friends yelled when he was in a corner. He was merely a flurry, for Schaaf, after taking it, continued to batter the bloody man of Ruggirello and nearly sank him with left dents to the temple.

Ruggy Hears Birdies

In the fourth fight after the bell Schaaf cracked a left hook off Sal's chin and the visitor heeled back to the ropes. That started the finale. A right chop to the whiskers sent Ruggirello down for a nine count. In less than a minute and he was getting such a smacking without retaliation right after that, that Arthur Donovan, the referee, stepped in between. It was just a workout for Ernie.

In Ruggirello's place, Arthur Huttick, a butcher boy from the West Coast, was sent in against Edulis Benson from the north club. Benson is one tough guy who can take it, and he did. Huttick gave him little chance to steam up things, keeping on top coolly and doing most of the leading.

## Canada Hearings

(Continued from page 13)

you. I have asked you to come in.' The Fox distrib had turned him down. He had signed a contract for Warner Brothers pictures but had heard nothing further, witness claimed. Freedman said F. & B. theatres in his zone had reduced picture given double bills, had included vaude and had taken out the streets advertising this. Freedman said he refused the offer to buy his lease.

No Vaude

Harry Harris, vaude booking agent for B. & F. was called but denied argued that vaude did not enter into the charge. Harris was dismissed.

McConner, former buyer for the indie, chain run by Billy Summerville, ex-member of the city's board of control and now on the staff of the Ontario Motion Picture Bureau, claimed that he was unable to get the better films.

McConner's first difficulty was in trying to get films from First National, he claimed. He said he was told could get some pictures at increased prices but there was one picture I could not get at all. I had to buy 24 second-run pictures at increased price in order to keep the house open.

'When I asked for certain pictures, I was told that they went to Famous Players. I was able to buy some Vitaphone films, but they were not very good. I was only able to buy Fox films from what was left over.'

Witness felt that a picture was

Closely following the promotional methods generally pursued by shoestring legit producers, a group of former wallpaper (phony stock) salesmen are now peddling pieces in stills to the gullible welsenhelmers around New York and New Jersey. Like the sharpshooters in legit the still promoters are selling quarter interests to 10 or more investors.

It's a law-proof racket and the boys are cleaning up in new broom fashion. None of the victims has as yet let loose a squawk and since a beat on the part of chumps is self-incriminating there won't be any 'coppers' bills.

The method of procedure in building up a prospect is to tell him that for \$2,000 he can buy a 25% interest in a still located on the outskirts of the larger New York or Long Island towns. Once the prospect's curiosity is aroused he is taken out to the alkemy manufacturing plant and shown the apparatus. He is then told to be honest in his operation. 'The sale is usually clinched when the sap is told that it costs about 80 cents to make a gallon of alcohol which is sold to the water makers for \$2.00 a gallon, giving the combine a \$2 profit per gallon. On that he is promised his investment of \$2,000 will be returned in four ways.

The still shown him costs \$4,000, has a capacity of 500 gallons a day and the chump is sold on the proposition when he is told that after his initial investment is returned he will draw down his water maker for 10 shares. He further instructed that alcohol made from sugar and yeast takes about 72 hours to ferment and that his \$2,000 will be used to buy a load of sugar at start of the 10 barrels per day production. The toughest job the still promoters have is to keep their 10 or more 25% owners from mingling and checking up. The average chump of a place in a still knows nothing about its necessary equipment and operating detail and as a result the props shown him in the barn-like structure are in such condition as to be incapable of producing even if the boys ever intended operation. Just to make it look real the promoters even use a prop truck load of sugar as a convincer.

Once enough pieces have been sold the racket boys tip off the prohibition agents that a still is being operated in their territory and when a raid on the plant is made they inform the newspapers that the news gets the proper publicity. The following day the chump is shown the newspaper clipping of the raid.

The real estate agent who rents them the location often assists in supplying the names of prospects.

ruined after six months' protection and that two weeks was sufficient.

Louis Feigen testified that he had been able to get first-run pictures prior to the operations of the B. & F. indie group.

### Stench Fine Paid

William S. James, another indie operator, charged that stench bomb attacks had been staged in his theatre. The offender had been caught by police and had been fined \$50 or six months in prison. A Famous Players representative had paid the fine, claimed witness. James said he had refused to go into the B. & F. combine.

John Stapleton, another indie, claimed that Regal Films (of which Nathanson is head) had had trouble with him because he had not bought the Joan Crawford pictures.

James Starkman, indie operator and a surprise witness called by the crown, drew a general protest from all of the defense counsel. Presiding judge upheld H. R. Green, prosecuting crown counsel.

Starkman testified he was called to the Film Exchange Building after, he had contacted for 14 United Artists pictures. He was sent to the B. & F. offices, he claimed. Bloom said: 'You have to release these United Artists pictures, or else we'll sue them. If you don't give these pictures to us, you won't see any pictures.'

Starkman turned the pictures over, he said.



## Miami Beach

By Beachcomber

John Charles Thomas will warble for the natives Feb. 16.

Don Lanning has ended his engagement at the Frolic club.

Cameron McLean, baritone, will run a singing school in Miami.

Zona Gale is in town for lectures at a series of the two baguets.

Helen Morgan packed them for a week at Club Lido in Miami Beach.

Myrtle Clark, crystal gazer, is doing his stunts at the Tivoli theatre in Miami.

Zemaysa Continentals are doing the playing at the Hollywood Beach hotel this winter.

Paul Graham's orchestra is the whole works at the Floridian night club in Miami Beach.

Ray Teal and his orchestra played for the Burdine Sunshine Fashion Show at the Roney Plaza.

Marlon Anderson, negro singer, gave a series of programs at the colored schools in Miami during her stay here.

Walter C. Kelly is wintering at the King Cole in Miami Beach.

George Ade, Jess Andrews and such.

The original platinum blondes formed a Gray Hair league here this winter. It's a membership until you die or die.

The "Miami Beach Little" Guild opened the theatre in on top of the roof of the Fleetwood hotel, Highroad drama.

Sebord company has acquired the Coconut Grove for the year, and will open it as a season around film house.

New bill at the Olympia theatre lists Olive Fay, Harvey Bell, singers; Perrell and Lane and Rosamond and Revello, dancers.

The Trade Commission of Teachers' association takes a look at the pictures and recommends them as it or unfit for the kiddies to view.

Widener opened his winter home for the trick lake in his Hialeah park race plant, but they flew south to the West Indies two days ago.

Deauville, once the favorite spot for some of Broadway's playboys—Miami, won't open this winter in Miami Beach. Furnishings sold at auction.

Helen Morgan did a specialty for a new reel—she will never be released for she sang a copyrighted number and the copyright owner was \$1,000.

Willis Sharpe Kilmer changed hotels because the one he was in last winter didn't have steam heat. This winter it had been under \$5 more than six minutes.

Somebody dug up one blue law which stated that it was illegal to operate any moving vehicle after sundown unless it was preceded by a lantern at a distance of 14 feet.

Mrs. Larry Schwab, who has been into a golf tournament at the Miami Biltmore, but had the misfortune of qualifying in the championship flight and got out of it quick.

Some of the night clubs here change the costumes of their chorus girls at a new rate. The girls are stuck that way because they started the season without costumes.

Some of the night clubs in Miami takes off the covert change except on Saturdays and Sundays. Dancing girls in Miami Beach must be changed with taking off cover on some other days and nights.

Black Wells is reciting the new show at the Frisco club. Etta Reed, blues singer, Wells, Winthrop and Stanley, dancers; Jack Burnett, who came from Chicago to do the show; Manny Landers orchestra.

A couple of the Miami political factions got into a row and one sheriff and county solicitor hounded out with a threat to enforce all the old blue laws on the statutes. They curled up six hours before their own deadline.

Vernon Seaver and the Biscayne Theatre, Inc. are the co-ops over which shall run the Biscayne Plaza in Miami Beach. Seaver and his partner, George Borders, bought the house from Mrs. E. J. Seaver, but can't get possession because the Biscayne Theatre, Inc. has a lease, which runs for another year.

## Hartford

By M. H. Hammer

Java now may be had 'all you can drink for a nickel.'

Miss Carmody keeps up with her Joyce's chuckle regardless of his.

Ruth Roland sang the first cross one night at the Capitol, Reason, unknown.

Harvey Cocks adds 15 pounds, loses a few front teeth but looks healthier than ever.

Automobile Shave at Armory this winter, drawing \$5,000 to \$6,000 daily attendance at two bits.

Errata—E. X. Callahan, held up by police for a few minutes, but a few passers fixed up the affair.

Wrestling shows pulling big in town. Zarnoff and Sonnenberg got the best gate years.

Basketball games here are nothing like they used to be. Small at all times at the best games.

What a grand time the teams played are having. Two big feature

pictures for a dime at the Princess, a downtown theatre.

Tom Dunn, brother of Philip Dunning, former local newspaper man he has completed work on a piece called "Savior's Fate."

Gasoline stations at war hereabouts. Prices ranged from 13 cents to 17 cents a gallon. Take your pick of the scores of brands.

William Courant, theatrical columnist, making frequent trips to New York. He seems to be on a dude ranch over the week-end.

Radio reception throughout state in mighty bad condition with fade-out, static and, in some cases, just poor program, and tubes selling for fifteen cents.

Maurice Cronin, John Reimeyer, R. Tom Kelley doing duty on different shifts as city editor of the "Hartford Courant," America's oldest newspaper.

The Hartford Board of Finance has reached the stage where it is repeated—the entire payroll of officials, including the mayor, will be cut 10%, starting April 1.

Capitol theatre breaks house's record with Ruth Roland, F&M and "Hell Divers" on bill. Airplane manufacturers took in the ring and work out a few stunts with the theatre.

Ignace Padewski goes into seclusion, remaining in his home on wheels before concert appearance at the City Musical Memorial. Refusal to give interviews got newspaper boys all het up with resultant riot.

Connecticut shore resorts usually deserted during the winter and refreshment places closed tight are doing an unusual business this winter. Wide open houses frequented by thousands who are making money off the winter over these warm weather week-ends.

## St. Paul

Shrine circus Feb. 15.

Jan Garber band at Hotel Lowry. Morgan Ames here on a fast trip. Auto show editions of the dailies was off.

Ray O'Connell looking for a coffee route.

Miss Kilo will cut vaude in Twin Cities.

Mike Frisch victim of the Empire Builder wreck.

Jan Garber band succeeds Henry Hainer at every house this winter.

Jack Nonnenbacher chiseling space ahead of the midgits.

"Bridge" instructors are teatime draw at Tivoli.

Even crying towels froze when mercury hit 16 below.

Edna moved to Sioux City to manage Orpheum.

Stagehands on six-day week to spread coin more equitably.

Police bus chiseling. Managers can't crank their cars in cold wave.

Trolley system called fastest in the world.

Joseph Kilbride, Orpheum ast, goes east. Succeeded by Stan Krueger.

Paramount back to Friday opening, making loop unanimous except RKO.

George LaVictoire, local operators' head, on vacation in Florida this month.

Paramount "Blue Bird" revue turned a profit in three-day stand at Met at \$250 top.

Dora Mackin on sick list with Ivy Barlow now asking "How many?" at Orpheum.

Auto show hurts theatres, giving Ben Pollack's band for free dancing and a free car every night.

Dog races staged at local park by one of dailies killed the kid trade at Orpheum.

Singer Midge booked one night stand at Billings. Butte and Missoula, Mont., to break the five-day jump.

W.D.G.Y. Mpls. radio station, opening St. Paul station Feb. 11, with Adelaide Hall. RKO feature, the featured attraction.

Marty May bought an old salmon brass rail while here to install in his new home at Long Island, rattleskilled for Chin. Lee Freeman to park his dogs on.

Paramount scooped town and closed it with "The Sign of the Cross" installation of John Gregory Murray as new archbishop of St. Paul diocese. Crashed in in loop and nabes.

What a grand time the teams played are having. Two big feature

Old friends getting a kick out of the new Clem Bond, former theatre man here, appearing as extra in "Forbidden."

Jack McArthur, veteran stagehand, crashed the dailies with his memoirs of the stars here in his 27 years service.

Carlisle Evans moved here from Minneapolis for publicity post, vice Don O'Neill, who becomes Bert Nix's stand at Alhambra.

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## Hollywood

Joe Donahue, maiming Sennett shorts.

Joe Collins, Charlie Rogers' sex despatched.

Troy Orr, Fox-West Coast p.a., now in the home office.

Tom Eddy and Peter Lieber on a dude ranch over the week-end.

Tom Gallery back in town from Florida. Framing an open air light.

Rabbi Madini a technical expert on Radio's "Symphony of Six Millions."

Erlie Fineman and Robert Coogan at Palm Springs getting rid of colds.

Laird Doyle writing continuities for both KNX and KPWB, Hollywood.

Jack Reeve has gone for two said ade horses for his Santa Barbara ranch.

Joe Carrillo and his Chinese valet, Murphy, getting laughs at Paramount.

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cause of throwing bombs at party.

H. T. Nolan, manufacturer representing the advertising room with Universal equipment. Renting it out.

A. M. Oberfelders' daughter Bobette, now on tour in the girls riding circuit at the Western National stock show.

Masters now organist at Tabar. The Mayan, where he has been for several months, has discontinued the organ.

Ben K. Erikowitz hung Old Man Depression to the marquee of the new Orpheum theatre and crashed both dailies with three columns.

Geo. Taylor, western div. mgr. Col. here. Thos. Thornton and Don Conley, salesmen out, and Wm. Matthews, formerly manager S. F. RKO exchange, made salesman for Col. here.

Universal putting on selling campaign. Imports Sam Henley, Barney Rose, John Fry, Leo Block, who with Wm. Matthews, western vision manager, are added to selling force for few weeks.

These out of town exhibitors were: Mr. and Mrs. Frank Kelly, Sal. Col.; Dave Hess, Mont. Vista, Colo.; Chas. Kline, Deadwood, S. D.; Wm. Matthews, Denver, Colo.; Springs, N. M.; R. D. Griffie, Hotchkiss, Colo., and Wm. Menagh, Boulder.

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## Reno

Temp drops to minus four degrees and six inches snow on ground.

Scott Sprague, who has snowed in and packing in supplies on his Jack Dempsey, on way to Chicago, will not be back for two months.

Tahoe Tavern reopened for few weeks to entertain sport enthusiasts at Lake Tahoe.

Newest barred-door bootlegging joint opens in building adjoining U. S. commissioner's office.

Judges Moran and Currier enjoying brief rest as divorce mill has brakes on with clients hard to find.

Ben and Fred Williams resort still closed and being rebuilt. Only one resort open and doing no business.

# Broadway

S. Byrjalla's arm okay.  
Gene Buck in Palm Beach.  
Charlie Beahan over a cold.  
Peter Arno never shakes hand.  
Lent starts Feb. 10. Ends March 1.

Leo Bulgakov on the verge of a show.  
Fred Allen now calls him Marx Gordon.  
Al Friedman admits a crush on Sylvia Frook.

Tom Gorman left for the west with Pat Casey.  
Joe Pinchus tried to stop a taxi at Broadway and 57th.

Dick Pittman to Havana next week for an order of sun.  
Abe Hallen, manager of Hollywood, now vaudeville.

Bing Crosby up and down Broadway with make up on.  
Bill (RKO) Adler recuperating at home from a kidney operation.

The Sid Skolsky baby will debut on West 76th street in June, they hope.  
Sol Bornstein and Nathan Burkan have a date in Havana, and will keep it.

Sam Berman displaying his caricatures of main event celebs at Rubens.  
Charles Schmertz ill at the hotel, leaving Jack Patterson without his assistant.

Al Jolson is reported having sent a figure of \$10,000 per for any Jolson broadcasting.  
Frank Capra switched his honeymoon from the south to the Olympics at Placid.

Hub Parnum returns west this week, but goes via Florida, Havana and so by boat.  
Morris Green states he is not interested in "Columbia" nor any other Louis Gensler show.

The Les Huffmans of Jackson Heights are expectant.  
Ben Bard wears a raccoon coat and goes hatless to near incognito in the subway.

Louis Berger, formerly in the Carroll book office, has opened a bridge club at the Belvedere.  
They call the projection room in the Big U exchange "Carl Laemmle's Little Sound Theatre."

Jim Barton likely for one of the two vacant "Varieties" spots when Mahoney and Demarest wamp.  
Leon Netter, Public's booking chief, who's been ill at his home in Brooklyn, expected back soon.

Benny Rubin hoped north to look over the Olympic contestants prior to resuming his act.  
V. Frainor in hospital at Tanenck, N. J., as the result of an accident which necessitated amputation of a leg.

Collette Lyons, who split on and off with Joe Weston, has found a new partner, but Joe is still shopping.  
They tossed a birthday party to Johnny Cassidy at his Jackson Heights, L. I., mansion the other night.

Norma Terris now has Harry Besty as her manager. Besty resigned. Dr. J. Wagner, Miss Terris' husband.  
Blond Johanson, now that she's creating a Jersey film house on the side, contacting the New York exchanges.

Zelma O'Neal was in the new Ziegfeld show about a half hour last week. She went in when Marjorie Winick suddenly dropped out and left when the show resumed.  
Joe Krungold, Paris' foreign publicity man from the Coast, pulling a gag in New York that's nearly two years old, eastern standard time.

The Warner gold coin passes are passed at the Warner and Hollywood shows. New, New York, while the old shows are running in either.  
John Dowd of RKO worrying about his fiancée coming over on the Coast and Johnny read of one of the air machines being lost out there.

Among the show people mixed up in the Shanghai fuss is the former Bert and Ernie man, who's attending a dancing school in that city. Her husband is believed to be a newspaper man here.

Since the opening day's show-down when the booking office told Fin Dorsey she could walk if she would, Dorsey has been a work on a temperamental flash backstage at the Palace.  
Walter Winchell has moved back to the Hotel Lincoln where he formerly had a \$3 a day suite. Now his space is more extensive with the numbers of the doors and special phone service.

Secretary for a gossip columnist called Walter Winchell, who asked him if he knew any prattle her boss could use. Producer started reading the columnist's arch rivals' columns to the sec.  
Jerry Jarnagin is at the Neurological Hospital in a serious condition. He's been in the hospital for a week.

Book of the Life of Bill Fallon. Thinks Gene Powel's "Great Mouthpiece" doesn't cover enough territory on the late lawyer.

# Paris

J. Talbot Taylor sick.  
Polina of revues dead.  
The Audin Parkers to Egypt.  
Mary Glory back from Berlin.

Irvin Marks at the opening night of his play.  
Chauncey Olcott itching for his biography.  
Dagmar Godowsky anchored to the Riviera.

Eddie Peabody forgetting Europe for a while.  
Gaby Morlay back for rehearsals on new play.  
Frada out of Casino show and into pictures.

Eddie Peabody and his guitar goes Riviera.  
Katie Dahlberg of Chicago selling first editions.  
Rex Ingram at odds with the French army.

Tulash Bankhead's sister here from Majorca.  
Disc fans forming a "Duke Ellington Club" here.  
Natcha, Rambova still wears those small hats.

Sam Putnam translating some more fairy plays.  
Ronny is a complete lift on "The Smiling Lieutenant."  
Henry Darrow, raving over "Palmy Days" beauties.

George Kann through with his first act at Metro.  
Jeanne Hebling on four Paris screens at the same time to have a play in New York soon.  
Frank Scully ordering photo enlargements for his publishers.

Henry Darrow, raving over "Palmy Days" beauties.  
Grand Duke Alexander giving Valentin Falalev a medal.  
Matthews of New York "Times" trying to understand Cocteau film.

A lot more of the best restaurants going to have to reduce their prices.  
English chorus girls given tips for their costumes by a local lawyer.  
Ham Whitman lonely and waiting for his wife, ex-Trudy Kruger, to return.

Rachel Berendt playing "Maya" in French. She did it in English two years ago.  
Irving Marks' moving to the Coast. V. from the Scribner left last month.

Anglo-American Press Association told all about it at luncheon by Will Rogers.  
Max Schaezel of New York has one of those apartments overlooking the river.

French men nosing into local film business as much as their American brothers.  
Frank E. Wood, N. Y. "Herald Trib", guest of honor of the American Club of Paris.

Phil Harris and wife and two children, lingering around town and then to Cannes villa.  
Jack Campbell giving a free lecture to the American Women's Club on French drama.

Jack Pickering telling a gal in Paris that the acts of a current French play are "Maurice Rostand on fan mag assignment."  
Wilfred Hoare waiting for word from Willie Kershaw and managing a French company.

French tourist office worried at vulgar propaganda acts of a current French play.  
French press writing up Charles K. Gordon as an altruist for folding "Papaver" and substituting "Hector."

Maurice Rostand and his mother at the first night of a play produced by M. Lehmann, who is suing them for 1,000,000 francs.  
Charles K. Gordon, who is suing them for 1,000,000 francs.

Comedie Francaise play, a phonograph offstage plays Russ Columbo's recording of "You Call It Madness."  
Baron Gourgaud showing "The True Face of Africa" to shielded eyes.

Rosie Dolly, Kathryn Carver, Charlie and Syd Chaplin up in St. Moritz.  
Lincoln, Neb.

New city jail.  
Everybody talking war.  
Blacking near beer trucks.  
Augustana Choir touched here.

Johnny Peasek wants to wrestle with the champion of Frankenstein.  
Fights draw money, wrestling in. Vaude not reviving the box office.  
Wally Marrow may open a night club.

KFAB moving studios to Stuart blvd.  
Vaude troupe howl about our weather.  
Eddie Jewell had alimony trouble over a divorce.  
Panhandlers put on municipal wood pile.  
Two dancers are furnished by local dancing schools for between

halves entertainment at basketball games.  
Ovillie Andrews, local boy, singing with Jimmy Joy.  
Vaude makes daily radio tieups for quarter-hour programs.

Tilden and his swatters booked for the Coliseum March 10.  
Polina of revues planning theatricals, but who made 'em dark?  
Jake Schlenk trying to interest locals in hour-long football pictures.

Fatona no longer has her hair.  
Bernard Ferguson and John Charles Thomas, guest soloists for concert symphonies.  
Likeness of 'Ernie' Brown's likeness plates to those of a stolen car caused him some embarrassment.

Amateur skipper pushed rod in Stuart box and scrambled with \$75. Covered by insurance. Granada, Norfolk, N. Va., netted \$1,000 for a couple of hard up farmer boys.

# London

Iris Hoey in town again.  
Gita Alpa' getting \$2,000 per.  
Alexander Korps still sick with flu.

Gate crashing at Lady Hadfield's party.  
Bridge tournaments proving b. o. draws.  
London Symphony Orchestra may disband.

It cost a grand to put a new bow on Alfred Rode trying to sell his car.  
Clive McManus now a director of P. D. C.

Edwards, Robinson liked "White Horse" inn.  
Michael Arlen writing a 150,000 word opus.

Henry Darrow next plays the part of an exchange.  
More rows going on up at Collins' music hall.  
Marion Harris returning to London cabarets shortly.

Henry Kendall accompanies his mother at first night.  
Rowland Leigh long-distance John Murray Anderson.  
Henry Darrow, victim, with Val Parnell at his bedside.

Ted McLeod ends in England at the Trocadero, where he started.  
Harriet Hilling joining Foster's Agency, replacing George Millett.  
Gunmen hold-ups in London so frequent, Chicago now looks same.

Erik Charell over shortly, to begin casting "Casanova" in earnest.  
Twenty thousand fans up from Devonshire alone for one football cup.  
Greile Fields addressing film audiences by amplifiers from dressing rooms.

Donovan Pedely now columning from Hollywood in the "Sunday Dispatch."  
Stanell and Douglas, now leading the orchestra at the Cafe Anglais.  
James Agate, once chess champion of the world, now trumping his partner's.

James Agate, ritz English critic, talking about West End musical being a "wow."  
Ricardo Martin, American tenor, married to Beaumont.  
It cost £12,000 to redecorate the interior of the smartest theatres in town.

Collins music hall, North London, closed again. Stronghold of melody at times.  
"It's a Girl", costing £2,000 to produce, got its production cost back in two weeks.  
Gwen Farrar and Norah Elancy to make their last appearance as the "Two Girls."

The "Come to Monte Carlo" flash sign in Leicester Square may go, as being anti-Buy British.  
Listen to the "Two Girls" with eyes shut and you would imagine Charles Laughton speaking.

Carson Todd, a new and exclusive Mayfair spot, and immortalized by Jean Brummel, closes this week.  
Then an idea that one way to brighten the British Broadcasting programs would be to burn down Savoy Hill.

Next of English Circuit made changes in staff in one hour to effect a saving of \$350 per week.  
Norah Blaney and Basil Hughes are to be married Feb. 20. Hughes is a surgeon and met the actress when he operated her leg.

"Victoria and Her Hussar" playing fortnight each at Golden's Green and the Strand.  
Over \$38,000. Show was in for \$24,000 guarantee for the four weeks.

# Riviera

By Frank Scully

Natcha, Rambova to Cannes.  
Mary Garden winter-visiting.  
George Thill thrilling peasants.  
Morrie Ryskind won at Monte by mail.

Irry Worth around again: after stroke.  
Ferry call him, Moscor, Marc Klauw.  
Hans Schwartz and Baron von Schlegel split.

Exhibitors huddling with mayor over tax miseries.  
Phonetic sounding title is the "Marquise d'Argent."  
Sokal has opened another hotel for nobody to go to.

Rumba rally with \$500 in weekly prizes drew mob to Gould's Casino.  
They gave Eddie Peabody away at the Negroes with a cup of tea.  
Franco Film closes its studios in Nice after busy for half a year making two pictures.

Amateur hoofing contest has followed the lead of them, for molasses, cleaned up for Harold Ross.  
Gamblers keep committing suicide, but not often enough for the news-bounds on space rates.

Only six clumps in swank hotel just opened for ski-jumpers at Chamonix.  
Sokal's hours here for half a year making two pictures.  
Sid Chapin at St. Moritz, where Chita Alpa' and other lady-o's are laughing at each other's cute antics, the best teases.

After 30 years, here, Eddie Peabody quits Europe Feb. 6 on the "Saturnia." Going on air in New York on Fleischmann Hour with Rudy Vallee.  
Bob Brown, who has invented a reading machine which can unroll any length novel on a typewriter ribbon, has got out his first vol containing plenty of blue gags.

Rex Ingram's "Baroud" is finished after nearly seven months shooting. Last insult came when he borrowed a lot of guns, but not the money to buy them, for movie scenes. Blue Devils had to drill without guns, and Gen. Ingram, "em grouting" the parade, learned the junior officers, ordered all guns back to barracks from studio and tied every shotgun iron from Nice to Paris, leaving Ingram up to his ears in grief.

# New Haven

By H. M. Bone

Jack Devine can't take it.  
Tony Acuaradio did a "Peanut Vendor" bit.  
Floyd Stuart no like after dinner speeches.

"Blessed Event" having an airing at the Yale Y.  
Zion players offered "East Lynne" in Branford.  
How does Perry Drink like it up at Lake Placid?

Kearney Walton has that insurance fixed up.  
Trixie Wells in West Haven Opera Company.  
Don Cavallaro's suppressed desire is to be a columnist.

Ken Millard, whose father died last night Feb. 3.  
Congrats to J. H. Hoffman, boosted to eastern div. head of WD.  
Eddie Wallace, now stage doors, so long he's almost become a prop.

Taddy Carter must have the bridge on Deitch's paid off by now.  
Town is going dizzy. Dry cleaning competition offers two suits for \$1.  
Ben Hard still writes poetry to Ruth Roland, despite fact they're engaged.

Cinderella Ballroom trying to drag 'em in with dancing and vaude for \$1.  
Henry Lawrence is so big he wouldn't rattle even in the Graf Zeppelin.

How Yale News has the fever with 44 teams entered in bridge tournament.  
With that Pol interest paid off local Fox employees are breathing better these days.

Producers want those Paramount musicians are going to take down those Xmas cards?  
Prodigious new restaurant to town when Nikolai Sokoloff conducts Cleveland Symphony at Woolsey Hall 12.

Albert Johnson, Yale Drama School, will be married to Bertha O'Brien, graduate musical instructor, a week ago.  
The Yale News here, G. R. Andrews, author "King of Kings," predicted every home would soon be its own theatre through television.

Cherish the washing machine firm has window display showing more-covered grave than the last. Here, the Mrs. Housewife who did her own washing.

# Berlin

By Max Magnus

Karl Jokeh with his wife off to Switzerland.  
Sigfried Arno with his ensemble on guest tour in Germany.  
Rotter Brothers has Walter Fichelscher as business manager.

Julius Bernheim end of February off to Hollywood.  
Erich Schmidt-Elmar engaged by Jules Marx for Scala vaudeville.  
Carola Neher, wife of late poet Klabund, to wed Conductor Scherchen.

Fritz Massary to play again in an operetta this fall at Rotter's Metropol theatre.  
Friedrich Franckel writing comedy together with Rudolf Kurz, entitled "Die Rueckentlinge."

Predominant collection of art and pictures of late film reviewer Kurt Muehsen sold on auction.  
Selma Hardin, widow of late famous author and Publisher Maximilian Harden, died at 68.

Carl Becker-Skala expects to take over in fall of 1932 the "Friedrichsdamm" for opera performances.  
Arbort Wasscher, actor, followed Nolde's ex-wife and wrote "Goetter unter sich" (Gods Amongst Themselves).

Max Goldschmidt and Hubrich of Suedfilm negotiating in London with Maxwell re financing of new production.  
Friedrich Franckel assigned as manager of Komische Oper theatre and will direct a picture for German Republic.

Cesare Livio Faynelli, Italian actor, for many years worked here as a much liked, going back to Rome not having seen it do.  
Asta Nielsen and Tony van Eyck play leads on Alfred Savoir's play, "Katharina" (Little Catherine) at Theatre am Kuertuerstendamm.

Vernell's "Nemobank" a flop here. Max Pallenberg, who had 50-50 contract with Max Reinhardt, may even for the last performances.

# Honolulu

Joan Napier, stop over visitor on her way to Shanghai.  
Chiyoji Mori, Japanese, assisted at the Jommell benefit.

Columbia Broadcasting System, rumored, to be entering Honolulu.  
Wes Louden, Seattle drummer, joining Johnny Noble's band, at the Jommell benefit.

Rudolph Friml, remaining over a week to join the Mariposa, on a tour of the Pacific.  
Hawaii Daily Bulletin pulled the gangster feature, "Public Enemy," and substituted with "Shipmates."

Henry Carr, of the "Los Angeles Times," here to cover the Masie trial. Mrs. Carr, came along.  
Fritz Hart, Australian musical director, has arranged a series of symphony concerts, first one was sold out.

Mrs. Tam Yui Lam and Kwai Mung Yung, of Southern China, gave a series of Chinese plays at the Liberty.  
Dorcas Noel Rio and Joel McCrea, and company arrived on the Maui. Expect to be here about the end of the month.

King Vidor, Wells Root and Clyde De Vinna, arrived on Malolo, to look over the location for the "Bird of Paradise," RKO production.  
For the benefit of Madam Jeanne Jomelli, professional, and her friends, an afternoon concert. Jomelli, has lived here for years.

Many prominent newspaper men from the key cities on the mainland, are in Honolulu, to cover the coming Fortescue and Masie trials.  
Homecoming here, Mr. and Mrs. Harris of Pittsburg, Warner Bros. manager, Mrs. Harris, was Lucille Williams, leading woman to George O'Brien.

The Pacific Fleet here, and Liberty granted on all other islands, except Hawaii. The largest city on Oahu, or in the islands, and business men, are hoping this order will be rescinded.

# Fort Wayne

By Robert Baral

Son bachi popular.  
What is Marlon Wells' address?  
L. E. Nye, former Paramount man, to Anderson.

Lots of people have been trying to get that "Temperament" number with Henry Thies features over the air.  
Town has several hot piano players with Prof. Tanceman, Connie B. Baker, Duke Porter, Louis Harry Swift and Marguerite Hitzman.

Henry Carey now resides in a northwest trading post in its new park. Frank Blumer, former Maestri, and Shirine manager, holding forth in the Black and White.  
Plenty of colored shows here recently with Frank Randolph on the Embassy stage, the Black and White, and the opening of the new Lixiana club.



## Cleveland

By Glenn C. Pullen

First heavy snow Feb. 4.  
University Players is newest local dramatic group.

Virginia Walker is name of Hipp's new Monday comedy.  
Gene and Glenn celebrating second Spang anniversary.  
Oster's and O'Loughlin's dance schools merging Feb. 15.

State parkway in Cuyahoga pulled off streets. Police orders.  
Sidney Dannenberg is new pep and publicity man at Lake.

No passes given out by RKO Palace during Feb. 10th.  
Myron Roman getting a rep as a stage clown, but unintentionally.

Sam Braden's committee coming to Chicago weekly to direct shows there.  
Peaches Browning at burlesk house not given a tumble by cricks.

They're saying Phil Seiznick may be given that baseball announcing job.  
Addie Addison playing off meats to get in training for Jean Harlow's visit.

Ed Manning announcing rattle crickets, fights and radio at same time.  
Anton hotel seeking new name, but all suggestions so far got turned down.

Jack Jerome, ailing here in hospital, off to California for rest of season.  
Jack Little going Columbia airways for a.m. broadcast Feb. 15.

Lynn Farnol got plane ticket to New York, spotted blizzard and got cold feet.  
How do those theatre boys find time to go to polo and yet still about long hours?

State's new expanded curtain is featuring chorines' arms and other exposed spots.  
Ben Williams, in Hal Kemp's band, headed here to Jerry Brown of Dallas, Tex.

Karl von El, town's Richard Halburton, back from trappings with some tall tales.  
Mildred Bailey, the torch singer, dropped ten pounds to keep up with Paul Whiteman.

Channing Pollock, Elmer Rice and Bugs Barron among celebrities giving a look over.

Musicians' union officials refuse to talk about black-balled Griff who does not want to be named.

Robert McLaughlin's squelching letters are invariably featured by papers in his home town.

New speak given go-by sign by scribblers since it gave out near here area opening night.

Morgan Kaufman, ex-'Peedee' reporter, comes out with new scorch novel called 'Heaven in a Hat.'

Gunman clipped Charlie Garfield, manager of Union Square, for \$500, making him open safe.

Samuels, burning because Eleanor Wittenberg, localite in her act, grabbed so much space here.

'Parade' reviewed by invited Melnick for backstage story, but entire staff showed up—four of 'em.

Bill Stock, Fred Bukey, champion clown crasiers, are giving Louis Yuka to mag story on how they do.

Louis Yuka, Loew musician, is steaming about broken mirror and impending marriage to Thals Frederick.

Elsie Loeb now holding half dozen public jobs, besides grabbing new Art Cinema, making 'ile D's a burn.

Reinold Werrenath, booked in late minute by Monday nominator of Re Samuels, whose sore throat canceled act.

## Baltimore

Local newspaper fraternity is grieved over death of Joseph P. White, star political reporter of the 'News.'

After an illness of several months, David N. Finck, director of the Washington of the Drama and Young Women's Hebrew Association, back on the job.

Europa, town's caviar cinema, gave much to Monday nominator week. This is first break in ranks since all first-run houses flopped over week-end last fall.

Mr. and Mrs. Lionel Atwill (former Mrs. Brooks nee Stotesbury) will pull a big costume ball for Mrs. Atwill's nephew, Drama Louise Brooks, on G. W.'s birthday.

Harry Van Hoven, pa., took down his coat and hat from a wall peg at the Inn, his office at Carlin's Park, other week-end, and entertained for Brooklyn. He's interested in a dance marathon.

Elmer Greenfelder, receiving contracts these days in his prize winning play, 'Broomsticks, Amen,' which topped the national Drama League long play honor, plus a certified check for a half a grand.

Thomas D. Goldberg has resigned from board of the nominator, Maryland Motion Picture Theatre Managers' Association. Understood he was to name to the nominator committee's list of proposed officers.

Jim Sheiman, picture ed. of the 'Sunday Sun,' has just taken title to a new big Turbine mansion on upper Park avenue. He and his fam-

ily will go into residence at their new town house within the next few weeks. Who said depression?  
Emma Redell (Mrs. Emma Marcus Redell), Baltimore's operatic oriole, claims that she is the victim of a local black-balling conspiracy. The House Immigration Committee is investigating her charge that she was forced out of the City of Baltimore in favor of an alien warbler.

## Milwaukee

By Frank J. Miller

Marian Nixon is from Superior, Wisconsin.  
French talker at Pabst, long home of German stock.

Jim Gleason was once part owner of a local stock company.  
Green Pastures' first legit to stay two weeks for several years.

Ei Brendel and Sophie Tucker were guests of Press Club.  
Y. W. C. A. offering courses in charm and the girls are going for it.

C. Sharp Smith, supposed to have been killed on the coast, is back in town.  
Forty-three Milwaukeeans died jawawling in 1931, according to safety commission report. Ten less than 1930.

H. P. Scott, Jack Hanrahan and Al G. Gough have formed an advertising company specializing in window cards, etc.

Seven hundred fifty thousand dollars in auto sales reported at annual auto show; 91,128 went past the car. A car given away every day.

Co-author of 'Whistling in the Dark,' now on view in New York.  
Local furniture buyers for Boston store. Refused to pose for pictures.

Mrs. Peggy Beckwood, matron at the dance marathon, awarded an \$85 judgment in civil court against the dance committee. Claim was for salary due.

James Schneider, 32, tried to get caught with a lad at his place in a downtown movie theatre, but it happened to be a police woman and it set him back \$50 and costs.

Local authorities are framing an ordinance to do away with all-theatre smoking. Recently a number of neighborhood houses have been permitting fags in the balcony but it won't be for long. Fire Chief Steinkeller objects.

## Tacoma

By Harry Smith

Golf courses as empty as theatres.  
Some nabs are trying double feature each night.

The out-of-town spread in the coming city election.  
Big gas boys cut the price again. Now 12 pennies a gal.

Gritters using entrance to former Palace theatre as peddle shop.  
Petitions for referendum on prohibition signed here at the rate of 200 a day.

Flower girls open again to low gate on main stem. Flower girls selling posies.

Joe Morrey, popular band man, B. A. Rolfe, most pop band man, isn't giving fine music.

Former hi-bank society dames live in the well financially, trying to keep their heads up.

Several grand dads and mas that started in walkabout get charlie horse and hospital beds.

Ardent woman wrestler fan pre-acted his own show, bought his brassiere. Went over big at ring-side.

Local soc voters asked county commissioners to scrap Judge holds pettious imperfect and poor dubs who pay bills are burning up.

Local soc players in trouble, thinking of trying stunt. Local mayor doesn't play.

Billy Townsend, who was bumped out of his job by Monday nominator, by Petrolie, visitor here. He says he's got another date with Petrolie in '32.

Ed Morrey, former junior lightweight fight champion of the world, defeated here by Don Fraser, clever local slug at the sidewalk. They tipped through the tulips.

McCormack's once big shot dept. store, which tapped here, bought back from receiver by former owners and will try again. Paid 20 cents on the wheel.

Victory bandman, trying the mayor racket in Seattle, has been asked to come over here. Local mayor, however, is thinking of trying stunt. Local mayor doesn't play.

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## Pittsburgh

By Hal Cohen

Dick Powell putting on weight. M. c. tipping beams at 180.  
All the actors in town were after this season's lease to 'Gee-Go'.

'Band Wagon' only second show here this season to get a \$4.40 top.  
Lynn Farnol and the Wrights will leave the drums for Arrow-smith.

Joe Burns sings when he plays poker and gets his opponents screw.  
Terry Turner bringing his Ubangi tribe to Motor-Square Garden for a fortnight.

Cost George Tyson \$130 to speak of Johnny Harris in Honolulu the other night.  
Conrad Nagel at the Pen and Ted Lewis at Stanley this week's rival attractions.

Don Silt raised a three-day beard for a publicity stunt with that WB unit named 'The Night.'  
That Chinese-Japanese fuss has Lew Joseph worried about his pal, Harold Dunn, in the Orient.

Adelle Austin Harris, on coast for Williams-Harris wedding, may join her father's act there.  
Seven hundred fifty thousand dollars has been around the world two and a half times in seven years.

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taken from attics for a series of old-time music clinics.  
Former Safety Commissioner James E. Foubister is Duluth's best thing, being member of more than 30 lodges and civic groups.

Leland McEwen, former Garrick organist, took a month in the States to make a vaudeville to augment films. Excellent returns in patronage.

Twenty-third annual noonday sermon series under auspices of Duluth Council of Churches drew capacity all week at Lyceum theatre.

Housewives are looking anxious at hamburger since a Duluth boat-egger bears his common-law wife to dinner when she brought that kind of meat home two nights in succession.

## Toledo

By Dick M'George

Showboat folds.  
Empire goes court buyery this week.

Roy Wirt, Toledo, joins Paul White contract with May.  
Earl Estes plays too fast to enjoy singing.

Plenty of raiding with houses on the corner.  
Doc Rockwell columned for the 'N-B' last wk.

Beer sausage, still mumble act, clicked with Lewis.  
Rivoli setting up an imposing array of attractions.

Becky Laury, Florence Holwinkle drifting back this way.  
Princess giving a second rate array of attractions.

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## San Francisco

Carl Conway joins KJBS staff.  
Jack Gross watching that waistline.

Johnny Toffoli, NBC accordionist, pappy.  
Maude De Shone back to Capitol burlesque.

Clarence Kolb's original family name was De Kolb.  
Joe Tucker to Honolulu to newsmen in Mass.

E. B. B.'s schneider winning a mess of pooch prizes.  
New York's office is big enough to quarter a regiment.

Dinty Doyle homeback for China now that the light is on.  
Cy Trosbe away from KPO musical director duties, illness.

Reg Travers' little theatre to do 'Green Grow the Lilacs' Feb. 22.  
Benay Venuta into the Warfield with Paul Ash, doubling from KPO.

Tom Barr's popular hour with his semi-nudes of 'Crazy Quilt' gals.  
N.B.C. drops 'relations' from 'press relations' dept. Just 'press dept.' now.

Ted Lewis band rumored possibility for Hotel St. Francis after Lester Harris leaves in May.  
Newsreel clips of protests smashing in legs of Ch. beer drew hisses and razzes for one cop.

Dolores De Rio, Joel McCrea and others of FN's 'Bird of Paradise' cast, sailed from here for Hawaii.  
Will Combs, 'News' while Claude LaBelle still away with a recalcitrant appendix.

W. J. Conner, 'News' while Claude LaBelle still away with a recalcitrant appendix.  
A dozen different spot acts since opening at Loew's State, Los Angeles.

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## Louisville

By W. M. Hall

Toulsville got a laugh out of the Alamo's marquee sign: 'Two Kinds of Women—Miriam Hopkins and Phillip Holmes.'

Friction between Credo Harris, WHAS mgr. and his assistant, M. B. Campbell, Result—M. B. ex-posed to be a factor.

Major Blake, owner of the Savoy, changed to new policy by importing Virgil Siner's Synopacted Steppers. All stars, with boxes going at two bits.

Bob Steiger, H-M cameraman, took the stage at the Louisville theatre, billed for Walter MacDowell, Loew's manager, to be used on the west coast in 'West Parade.'

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# Oakland

By Otis Soanes

Low Estelle out at Rosie Fox-West Coast shake-up! George Roesch in charge of publicity at Fox-Oakland.

Dick Henderson, English comic, has settled here with family. Dick Lucas from S. F. to Oakland as assistant manager Grand-Lake.

Probability that Fox-Oakland will drop stage presentations for straight films.

Charles Huey managing Grand-Lake vice Robert McHale, who moves to S. F.

General throat-cutting with all picture houses offering bigger bills at reduced prices.

Lou Kosloff's wife in town visiting spouse who is handling orchestra at Paramount.

Ralph Pincus over from S. F. trying to find house to handle Erlanger shows. No go.

J. Redmond Flood engaged by St. Mary's College to direct little theatre and handle voice culture.

Owen Sweeten's frat was victim of attempted hold-up on her first night in L.W.N. but has stuck it out.

"A Woman Knows" is new play tried out by amateurs called "Dramatic Arts Guild." Norman Field, former stock lead, is director.

Argonauts decides to start a little theatre at the Women's City Club with Norman Nesbit at the helm.

John Sheehan week-ending here. Left sunny New York in search of the warm weather.

Edwin Duerr, University of California director, announces "Hedda Gabler" to start season, with "The Universe" and "Tartuffe" to follow.

Shows are given at International House, near campus.

# Kansas City

By Will R. Hughes

Ethel Barrymore will be the fifth of the Dramatic League's offerings in March.

Richard Irving replaces Don Burroughs, lead with Woodward stock at Orpheum.

Better homes show drawing heavy crowds at Convention hall. Will show to around 100,000 on the week.

Walter Hampden makes little old K. C. a three-day stand, last three nights of the week at the Shubert in "Cyrano."

Wally Erickson and his Minneapolis orchestra has followed Bernie Kane and his Chicago musicians at the Pla-mor.

The Bride of Baghdad, original opera and ballet by Dr. Andress Bard and Julius Osiler, of this city, was given for two performances.

Women's civic and social clubs are becoming interested in employed married women and there is agitation towards ousting them, especially those employed in city and county offices.

Burton Holmes is starting on a five weeks' cruise tour in this country during which he will be on a train nearly every night. He lectures here on Sundays, Mondays, St. Louis, Tuesdays in Detroit, Wednesdays in Chicago, Thursdays in Milwaukee and Fridays and Saturdays again in Chicago.

# New England

Congrate to Ed Cuddy.

Experiments with vaude in film houses proving successful.

James P. Linnehan, theatrical censor for the Lynn, Mass. police department, died last week.

Oh, where or where, have the press agent jobs gone—the easy money sideline, wail the newspaper laids.

George Brinton McLeellan, London theatrical manager, who died recently at the age of 65, was a native of Bath Me.

Daniel Murphy, orchestra leader at Sioux City, Iowa, flew from there to Haverhill, Mass., to attend the funeral of his father.

Cooper Gurn, in his New Bedford, Mass., "Standard" column, predicts that lack of legit shows is sootier or later to be corrected.

Rapid growth of over-night tourist camps feared by real estate men as tending to make Cape Cod a Coney Island type of resort.

Thomas F. Galvin, ex-actor, now in Boston, Mass., commissioner of public safety. Returns to local stage to play lead in "The Fool" for benefit.

Brookline, Mass., may at last have a film theatre, despite the dropping of two such projects.

Daniel Murphy has applied for a permit to build one.

Fawcett, R. J., Chamber of Commerce asked by film company to locate one Alleen Aalbu, declared winner of contest for funniest looking girl. No can do.

Shooker for Charlie Hodgson and not on the screen either. Found safe in his Wakefield, Mass., theatre broken open and \$29 missing.

The theatre office is only 75 yards from the police station.

Middleboro, Mass., church deacon complains to the town officials against the type of Sunday motion pictures shown. Referring to one in which there were drinking scenes, he says antics of a drunken man are not comedy, but tragedy.

# Columbus

By Walt Harvest

E. M. Masters getting acquainted. Buzz Holah takes on title of Ohio's Jester.

Doris Agler off to Florida for long delayed vacation.

Ray Turner is now featured organist at the RKO Palace.

Jack Treitch, radio's first representative in the Variety club.

Slim Bozman way in front for that best dressed man title event.

Ann Corio invites newshounds to special midnight show during convention week.

Senator Joe Ackerman of Cleveland dines with his friends in show biz here on several days' stay.

Harold Eckert so busy even the boys trying to sell him publicity material are getting to feel sorry for him.

RKO new lobby artist is Ann Breckenridge, one of half dozen

femmes in this biz throughout the country.

Mort Brennan, localite, and band now headlining RKO, and how the local boys hit the roof when talking of it.

Kay Kyser named to play the Ohio State U. brigade poem. And the turnout almost doubled because of it, they say.

Variety Barkers stage nights of '49 party with special bills—and they range up to \$10,000. No depression this way.

# Cincinnati

By Joe Kolling

Cliff Adams studying law. Slim going for native tabs.

John F. Royal a brief visitor. RKO cut spurs nudist cult talk.

Brief visit by John E. Firnkoes. John Buck healing from auto mishap.

Sun-lamping fever among theatre frat.

Henry Thies is 'Heine' to WLW staff.

Tom Rockwell in and back to Broadway.

Jack Snow doing continuity for WCKY.

The heart plugging for Miller Music, Inc.

Bill Danziger has Sinton's sole kitchenette.

Joe Cherniavsky whacking at movie scensarizing.

Heavy equipment replacement planned for WCKY.

Herman Bernfeld is village's ace radio studio wrecker.

Palace Bldg. night cleaners an ace blackface femme comedy duo.

Troupers supplanting Christian Science with massage treatments.

Jack Edwards, switched here from Texas by RKO, is double for Ike Libson.

L. B. Wilson has heaviest billing in phone directory; five consecutive listings.

No SRO sign needed at many lodging hall, where baths come before beds.

Frank Karch and four guitarists sat in with Cincy Symphony for pop concert.

Recreation Commission teaching dancing in public schools to girls over 16.

Gene Segal getting guffaws for his story on Whiteman's Kentucky Colonel commish.

Al Lever and Manny Shure rivalled with singing canaries in Zoo and Palace lobbies.

After 458 tries, the Save-the-Albee Committee has hit on a plan to make good its name.

Anthony Mastroni, of Henry Busse's band, current at Netherland Plaza, dry cleaned via bankruptcy.

Home-brew spots having 50c-a-can price and giving pretzels, with heavy lunch-hour play from offices.

Liberty theatre, Covington, Ky., in 80th week for Plymouth giveaways.

Slogan of house is "Walk Down and Ride Home."

John Javorek and Gus Strauss, mute actors, present comedy skit.

"Who Wins" at card party of Adult Deaf and Dumb Center.

# Des Moines

By R. W. Moorhead

Dance hall admissions cut. Geo. F. Clarke conveincing. RKO Orpheum prices down to 40c top.

Leo Keyser back from Mexico and Calif.

Bath parlors being raided by vice squad.

This is Marty Mullins' first visit in town.

Walter Moore didn't go to Fla. after all.

Paul Roberson for Hoyt Sherman Place Feb. 4.

Doe Lawson's orchestra broadcast "WHO-WOC."

Evo Marie Leonard under contract to solo with U. S. naval band tour.

Supper shows get volume on matinee admissions. Users get home early.

Central States closes Iowa, Fort Dodge and Rialto, Clinton, temporarily.

Big regional meeting in P-P of Feb. 10.

Wm. Elson from RKO Chi present. One department store has put employees on commission basis, another is bankrupt and a third one has hague.

Central States probably won't rebuild Grand, Iowa City, immediately.

No settlement yet with insurance cos.

R. D. Kimmel, formerly with Nat. Theatre Supply, now retail salesman here for Victor Anamograph and International Photograph.

# Philadelphia

Artie Cohan, manager of Earle, on leave of absence.

Doc McKeown back with the Stanley-Warner company.

S-W key neighborhood theatres now planning to put in vaudeville.

"Speaks" figuring on opening up as soon as new administration gets set.

Bellevue-Stratford Hotel now competing with Ritz with floor show.

Little Theatre open as 'art house' with California-Notre Dame pictures.

Lincoln, colored house on South Broad, gave up the game. Back to film grind.

Acadia is inaugurating extra newsreel showings along with regular features.

Boys on the dramatic and film desks all taking shots at radio and club speaking.

Evening Ledger now has a full picture page. H. T. Murdoch, drama and film critic, conducting.

Al Boyd rammed at locker for Keith's, which S-W, according to story, won't try to keep open.

Bunch of Broadway-likes over "Face the Music" opening. Looked like old times on Broad street.

Philly's ticket agencies on their last legs with plenty of dough being lost, due to infrequent bookings.

Philly's road show house at 19th and Chestnut, would open. Nothing official.

Plenty of money in legit box offices this week, but house crews are figuring on lean picking after the 14th.

Keith's holds open one more week under M-G management, despite reconciliation with S-W. That's on account of "Arrowsmith's" hit, "Emma," scheduled to follow, at Boyd instead.

# NEW YORK THEATRES

## THE DEVIL PASSES COMEDY SUCCESS

with this great cast: ARTHUR BYRON, BASIL RATHBONE, ROBERT LOHANE, MARY NASH, GLOE THAYER, GEORGE LOFTUS, ERNEST THESIGER, ERNEST COSSART, "Altogether" Every heart will receive something joyous and exalting from this play. Channing Pollock. 3 MATS. Thurs. Wed. Sat. 2:30, 5:15, 8:15. Extra Mat. Sat. 2:30, 5:15, 8:15.

## THE CAT AND THE FIDDLE

By JEROME KERN & OTTO HARBACH "Broadway has not heard lovelier music in its life."—Gaiety, American, Globe, Theatre. Thurs. Wed. Sat. 2:30, 5:15, 8:15. Extra Mat. Sat. 2:30, 5:15, 8:15.

## HELEN HAYES

IN MOLNAR'S New Comedy "THE GOOD FAIRY" "One of the few triple-acted, immediately recommendable entertainments in town."—Gaiety, American, Globe, Theatre. Thurs. Wed. Sat. 2:30, 5:15, 8:15. Extra Mat. Sat. 2:30, 5:15, 8:15.

## LESLIE HOWARD

IN PHILIP BARRY'S New Comedy "THE ANIMAL KINGDOM" "The season's most gratifying adventure."—Perry, Tribune. Staged by Gilbert Miller. Thurs. Wed. Sat. 2:30, 5:15, 8:15. Extra Mat. Sat. 2:30, 5:15, 8:15.

## EARL CARROLL VANITIES

5th Month with WILLIAM MITCHELL, MAHONEY & DURAND Company of 100-60 Glittering Voices: Night, 10:00-11:30. 50c to \$2. All night party. Thurs. Wed. Sat. 2:30, 5:15, 8:15. Extra Mat. Sat. 2:30, 5:15, 8:15.

## LESLIE BANKS IN SPRINGTIME FOR HENRY

Denn W. Levy's smart farce "It is a spontaneous and tremendously funny."—Atkinson, Times. Staged by Chandler Bruce Inescort. Thurs. Wed. Sat. 2:30, 5:15, 8:15. Extra Mat. Sat. 2:30, 5:15, 8:15.

## 5th MONTH — COMEDY HIT A Church Mouse

with BERT LITTLE, RUTH GORDON PLAYHOUSE 48th, E. of Broadway Thurs. Wed. Sat. 2:30, 5:15, 8:15. Extra Mat. Sat. 2:30, 5:15, 8:15.

## LOEW'S 25th MON. - FRID. 10 AM - NOON

Wallace BEERY Jackie COOPER "THE CHAMP" Thurs. Wed. Sat. 2:30, 5:15, 8:15. Extra Mat. Sat. 2:30, 5:15, 8:15.

## RKO

## MAYFAIR Broadway and 47th Street

## ANN HARDING

Glorious story of "Holiday" and "Devotion." "PRESTIGE" RKO Radio Picture, with MELVYN DOUGLAS ADOLPH MENCJOU

## PALACE 34th and 47th St. Radio City

4th Big Week! Premier Vaudeville in Revue with LOUIE LILLIE GEORGE OLSEN and MUSIC AT SIEGEL & LILLIAN SHADE and the MILLS BROTHERS

## 81st ST. On Broadway Continuous Shows

Wed. to Friday, Feb. 10 to 12 RICHARD DIX in "SECRET SERVICE"

## 86th ST. Bat. Lex. and 34 Ave. Continuous Shows

Wed. to Friday, Feb. 10 to 12 RICHARD DIX in "SECRET SERVICE" 6-RKO ACTS-6 BELLE BAKER 4th N.Y.

## MARIE DRESSLER AS "EMMA"

On Stage Show & Les Bunch—Orch. Capitol Features at 11:35 A.M. 1:25, 3:35, 5:50, 10:10, 11:50 P.M.

## ROXY SEVENTH AVENUE AT 60th STREET

"THE SILENT WITNESS" LIONEL ATWILL On stage: MICKY MOUSE and song — EL BRENDEL in prison and FRED WARING's sensational arches

Original play-day and Rodgers in "BUSINESS AND PLEASURE"

# Who Lives at The Park Central?

AMONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and railroads terminals.

Radio outlets... Electric refrigeration... Period salons and roof patio for private functions... Swimming pool... Golf... and other features equally unusual and desirable.

Largest Single Rooms in New York

PHONE CIRCLE 7-8000

# The Park Central

56 St. at 7th Ave., New York City

H. A. LANZNER, General Manager



## Going Places

By Cecelia Ager

Three's a Crowd  
Ina Claire, Joan Blondell, Madge Evans. The sensitively cast, robustly effective collective pronoun of The Greeks had a Word for Them! Three predators, blondes following the same vocal line, decorated with the same flamboyant make-up, wearing the same spectacularly expensive clothes, yet, since girls who rate the abiding classification at all must be individualists, each with her own specially developed technique.

Miss Claire is an orchid, obvious symbol of luxury—and as blonde the less so. Miss Blondell is a sturdy perennial daisy, Miss Evans a forthright forget-me-not. Dissimilar personalities compelled by common problems to stick together. Questing generous males is their livelihood as well as their genius, and they do their hunting in a pack of three. The story points to it; it's the same, strikingly hep to femme behavior, its cause and effect.

There's the keen observation, for instance, that three girls, no matter how devoutly they observe allegiance to one another, must always split up into a pair and a singleton. That's because three girls can never be found in a favorable chain. One is always ahead of the other two, which two therefore instinctively band together against their common enemy. Here Miss Claire is superior. It isn't, that she's so much prettier, it's because she's lucky enough to have a way of taking whatever she wants without being bothered to question previous ownership. Miss Evans and Miss Blondell secretly admire her quality of conscienceless grabbing. They wish they had it—but they know they keep her around the better to watch what she's doing and thereby protect their own less easily acquired belongings.

Attachment founded on so combustible a basis has its flare-ups, yet nothing since Miss Claire's bland self-possession. She's wholly undisturbed by the unmasking of her acquisitive strategy. Miss Claire, Miss Blondell, and Miss Evans, all slyly enjoying the feline in womanhood, make full flavored entertainment out of an extravagantly set, appropriately dressed comedy perfectly suited to their engaging talents. Audience ladies will relish its agreement with their own convictions about what vixens other women are.

### Pays To Be Bad?

Pictures' credo—that good girls are pretty but wicked ones are fascinating—has another staunch believer in The Silent Witness. The rewards for virtue are getting skimper in film stories; in this conservative murder mystery the wicked gal is choked to death, but certainly that is better than the sad lot of the good girl who just stands around unnoticed all the time.

Heleen Mack, the marrying kind, simply can't get anyone to agree with her ideas. Grete Nielsen, on the other hand, who thinks ceremonies are a lot of unnecessary bother, is forever being persuaded to change her mind. Her grumpy little fat avatars with men; she has to hide the overflow in closets. Miss Mack, in order to encounter a man, has to go over to his home, and then finds her visit unwelcome.

Miss Nielsen is right good at the business of fascination. She has all the natural coquetry. Negligence become her. Her blonde hair clusters in soft little curls all over her head, the interesting slant of her eyes is bewitching, her voice is low, throaty, enriched with a vibrant accent. She moves with sinuous grace. There's a minimum of self-consciousness about her acting and a maximum of showy allure.

Miss Mack remains polly in the background, modestly decorative for the rare moments when earnest sweetness is needed. Mary Forbes is a properly tragic figure at her husband's murder trial, and most awfully elegant in her drawing room in a lame dress whose irregularly jutting flounces give her the silhouette of a stately Christmas tree.

### Contrasts at the Roxy

Mickey Mouse with his skitterish ways and implish imagination has taken over the Roxy stage show this week. Under Mickey's enchanting influence the production

goes quaintly charming. The ballet corps twinkle as cunning little black and tan kittens, fascinate as toe dancing goldfish. The Roxeyettes, grotesque replicas of Mickey and Minnie, are wholly bewitching. Their huge yellow flannel gloves and shoes contrasted with their black cotton tights form modernistic dance motifs, yet simple enough to be gay and amusing.

In Minnie's boudoir the furniture comes to life. The piano dances, the bed separates into sections; each begins to frolic blithely about. The row of books on the table becomes a mysteriously played accordion, the standing lamp scampers. Patricia Bowman, a golden haired French doll in a pretty white frock with blue ribbon ruffles, jumps up for a doll dance that happily is not patronizing. Mickey makes the stage show colorful, imaginative, sweet and clean. It has novelty and pantomimic comedy. It is precisely the right sort of stuff for children. It has all the ingredients to entertain the littles ones, and nothing to cause them to ask their parents alarming questions. So, perhaps because it is so rarely perfect for youngsters, El Brendel is interpolated to tell off-color jokes and make sly inferences. His type of humor is largely amusing for adults. It seems, and they're the ones who buy tickets.

### Ann's Reproachful Look

Some women reproach the men they marry with angry words and stormy scenes—Ann Harding does it with a look. Both systems achieve most gratifying results in

harrassing their objects, but Miss Harding's style of faultfinding has this advantage over the other one: it creates sympathy for the lady instead of for her miserable victim. It is a technique more completely unfair, more delicately tormenting, more worthily civilized womankind.

As 'Prestige' so aptly proves, the victim can't fight back against Miss Harding's type of nagging because she herself is too splendid to fight. He's got to skulk around like a loathsome cur under the silent accusal of her hurt glances. It denies him the pleasurable relief of a well-planted kick, the joy he has a chance at when ladies are at least sporting enough to raise their voices. Miss Harding's unshakable composure wins her the title of martyr, whereas those ladies less righteously restrained merit only the opprobrious name of shrew.

Miss Harding has been too busy being a 'serious' actress with a beautiful voice and a madonnal coiffure to have noticed that in Hollywood jungle film it is a big mistake to play the piano or turn on the phonograph. Nor does she understand the jungle beast, which dampens the faces of all others in the cast, have any effect on her saint-like appearance. She remains cool, untrifled, respectable, a lady with a goodly supply of decent rice powder but no frivolous mascara to insinuate its alluring offices on her so worthwhile naturalness.

Miss Harding is cast as a Parisienne in 'Prestige.' Her costumes, however, have successfully dodged Parisian chic, since accuracy of characterization denies this to the gal who goes about committing the boy scoutisms of 'Heads up!' and 'I'm going to be awfully proud of you!' In nobility of bearing, splendor of attitude, grace and inability to master the wearing of

## Uncommon Chatter

By Ruth Morris

### Marie's Full-Length Monolog

If heroines are as interested in motherhood as recent films would indicate, they might all take lessons from Marie Dressler on the best way to hold a baby. Miss Dressler approves of the old-fashioned technique rarely seen on the screen. She doesn't regard the infant as an itty bitty precious, terrifyingly prone to breaking in two. She refuses to consider the baby an accessory to her own maternal charm. With one vigorous, matter-of-fact gesture she sweeps it to her substantially calicoed bosom, experiencing no ouch surprise at finding a little bit of life cradled comfortably in her arms.

That directness of manner is probably the secret of Miss Dressler's success with cinema audiences. A finished low comedienne and a sturdy trooper, she rids emotion of well-known artifices. Her mannerisms—and few actresses can be successful without the little tricks that build up individual personalities—never obtrude to steal sincerity from the emotion they help to protect.

As 'Emma,' a warm-hearted housekeeper martyred by the

script's determination to direct sympathy toward its star, Miss Dressler performs solidly, heroically sustaining interest in a part that is an almost unbroken monolog. Determined to give its star a substantial part, film forgets that personalities are best built up by what the other members of the cast say about them. There are moments when even a star is expected to be outside camera range, while supporting actors work up audience eagerness for her return. Myrna Loy, Barbara Kent and Kathryn Crawford, as snobbish, ungrateful youngsters, could have relieved Miss Dressler of the burden of an evening part that concentrates on homely, domestic problems. But the script cuts their roles down to minimum. Inhuman to the point of incredibility, their only excuse for existence is to prove Emma's self-sacrificing devotion.

### Loretta Goes Mot St.

The East that is China and the West that is Hollywood are merged in Loretta Young's interpretation of the Americanized Chinese girl in 'The Hatcher, Man.' Without the wizardry of make-up, Miss Young would have contributed another adequate performance, a duplicate of the best, agreeable heroines of other films. Her speech is Hollywood-English, taking no notice of the syllables that defeat Chinese pronunciation of an alien language. Her make-up, devoid of Oriental caution and subtlety, is that of a frank, eager American girl.

But make-up succeeds where acting devices fail. Eyes painstakingly drawn into slanting almond shape transform an open American face into one of Chinese inscrutability. A well-made wig that defies the detection of the camera, completes the illusion.

A Chinatown belle, Miss Young's wardrobe includes expensively showy American frocks and modish turbans that settle naively on her straight, quality-banged, black hair. Heavily sequined pajamas and enthusiastically over-decorated ceremonial robes are the sort that an Americanized Chinese maid might substitute for more authentic native costumes. If not that, then they're Hollywood's conception of the genuine article.

### Life's Mystery Explained

This week's Capitol unit, more philosophical than usual, wants to know 'What Is This Thing Called Love' and straightaway finds a definition for it: tender passion throughout the ages.

Caveman love is an adagio dance, a rough and tumble courtship in which a groveling lady vainly tries to win the favors of her adorer. Indian love is a 'whoopie, stomping over the Western plains. Empire love is a minuet, grace and artifice clothed in courtly costumes of gold cloth and rose velvet. By 1860 love becomes a waltz, a modern pas-de-deux in which the taffeta clad heroine leaps to adagio postures. And now, concludes the Capitol, love is a jazz dance, a primitive throwback to caveman days—the only difference being that the matinee makes the beating. Finished with its research, the unit merges past and present in a finale tableau that ties up the loose ends of a production idea with unaccounted proficiency.

When it is not delving into history, the presentation substantiates its title, 'Whirligigs,' by permitting the Chester Hales, costed as is Fred and Adele Astaire, to roll large white hoops in dance-line formations. Then they become cellophane lamp shades, spinning giddily for a whirling finish.

### RKO's P-P 1-Dayer

A Public House, Paramount, Stuebeville, O., will take four acts of vaude for one day only (Sundays) from RKO's reviving family dept. booked by Jack Dempsey. House used its first bill Sunday (7).

### Twins on RKO

San Francisco, Feb. 8. Hilton Twin Sisters pair go vaude Feb. 12 for RKO when they open at the Golden Gate, with Oakland and possibly Los Angeles following. Bern Bern booked. They've been working out here on M-G-M's 'Freaks.'

## Women on Percentage

A condensed review in points on the women of the stage mentioned hereunder.

None can rank over 100 points on a single item, nor over 100 points in total.

There are 10 items covered by the reviewer, with the named points opposite each player's name.

Slight comment is added.

	Mathematics	Naturalness	Make-up	Costumes	Living	Personality	Diction	Reaction	Originality	Appearance	Total	Comment.
<b>STATE</b>												
Ethel Devoe.....	6	7	10	7	7	6	7	7	0	5	62	Smart appearance lends tone to a strong comedy act.
Har't Hector Girls	4	7	7	9	8	4	6	5	1	6	57	Personable dance line-up. Only one of three routines comes up to the Harriet Hector standard.
Sis Brio.....	1	8	6	10	5	7	6	6	0	5	64	Eccentric dance specialist with the Hector Girls.
Adeline Bendon.....	6	6	8	9	5	1	7	6	0	6	54	Well-trained ballerina of the Hector corps.
Helen Medlyn.....	5	10	8	13	5	2	3	2	9	3	48	Voice and delivery more appropriate to hot numbers than ballads.
<b>86TH ST.</b>												
Olive Olsen.....	4	8	8	6	6	6	7	7	2	7	63	Applause curtailed by prolongation of amusing personality numbers. Costumes could be smartened.
Jean Renee-Alice Logan.....	2	8	7	8	6	3	8	9	3	8	61	Facile execution of adagio tricks increases audience response.
Marie Merrill.....	6	7	6	6	5	4	8	8	0	3	58	Demure coloratura whose clear tone sells a shyly delivered solo.
Lucille Kemp.....	7	5	4	7	5	2	6	8	0	7	52	Piano-tap specialty needs more precision to draw merited applause.
Rose St. John.....	6	5	6	6	5	4	5	6	0	7	48	Prima donna tactics apt to estrange audiences.
Pat Morley.....	2	3	3	4	5	6	6	7	0	4	45	Knockabout comedienne performing self-consciously with West & Stanton.
Sondra Ward.....	2	4	4	3	5	6	7	7	0	5	43	Wardrobe below the standard of a capable songstress and graceful dancer.
Carol Collins.....	3	5	5	5	5	5	5	5	0	4	40	Adequate dance team.
Patricia Sittins.....	2	6	6	3	5	2	5	5	0	4	38	Tappit and comedy foil.
<b>HIPPODROME</b>												
Jeanne Upham.....	6	7	6	5	6	3	3	4	1	3	44	Style of costumes lessened by careless matching of colors.
Lorraine Sisters.....	4	4	6	5	5	3	3	2	0	2	34	Dance routine lacks precise unison.
Kiki.....	2	8	7	6	5	1	1	1	0	0	31	Sleek young woman, conscientious and negative.
Gladys Head.....	0	2	4	6	5	5	4	1	0	1	28	Piquant personality but slight opportunity to prove it.



# VARIETY

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## 15 YEARS AGO

(From 'Variety' and 'Clippie')

American actors belling because Oliver Morosco hired an entire English cast to support Emily Stevens in 'The Fugitive.' Smaller salaries supposed to have influenced the move.

John Charles Thomas quit musical comedy to study for opera.

Walter Wanger was active in dramatic affairs. Handling Nazimova.

Actors back from England were predicting that in a few months alien salaries would be taxed 50% by British govt.

Adele Blood in a vaude sketch was wearing a \$50,000 ruby necklace and a \$15,000 ermine coat at each performance. Played a mannequin.

Harry Mountford, at a White Rats meeting, told that the treasury was empty and that he and Fitzpatrick had financed affairs for the last three weeks. Appeal for funds brought \$7 from 58 members present. An assessment of 5% on salaries of working Rats was a flop.

'Old Homestead' was given its first film production. Made by international with James O. Barrows as Josh. Later made by Paramount.

Sale of the personal effects of E. H. Sothern and Julia Marlowe brought \$53,000. They were planning to retire and live in England. The late David Belasco was a heavy purchaser.

Jazz bands working in fragments of the national anthem were told by Chicago city council to play it all the way through or not at all.

Coney Island was asking for a boardwalk again.

Latter Day Saints were protesting proposed showing of film, 'A Mormon Maid' as a slam.

## 50 YEARS AGO

(From 'Clippie')

'Clippie' discussed the still prevalent failure of critics to agree in their opinions of the same production. Arrived at the sapient conclusion that the critics had different mental processes—when it wasn't a grudge.

Laverly's theatre, Chicago, was installing a 'hydraulic apparatus' to flood the stage in the event of fire. Boston beat them to it.

One of Barnum's elephants gave birth to a new myhydium in winter quarters at Baysport. Said to be the second born in this country. First was owned by James A. Bailey, who was then on his own. When Barnum wired him an offer he made the telegram into a poster with 'see what Barnum thinks of our baby elephant.' Stunt resulted in the partnership of the two. Barnum could appreciate showmanship in others.

Guiteau, assassin of Pres. Garfield, was to be hanged in June. The family had already been offered \$5,000 for the body.

Heavy snowfall reported and those who had money for theatre tickets were spending it for sleigh rides. Always something.

Augustin Daly changed his bill at his theatre. The cast included Henry Miller who played second to John Drew.

Park theatre, Boston, was considering substitution of electric light for gas. 'Clippie' said that 'The electric light craze was never more violent in Boston than now.'

## Inside Stuff—Pictures

Battle between B. & K.'s new Southtown theatre and one of the Chicago's neighborhood rags, 'Southtown Economist' has been settled, following a hard rap taken at the theatre by the publication. War is reported to have started over advertising.

Paper had given the circuit much space for the opening of the new spot, but after the premier the circuit is understood to have proposed a cut in advertising appropriations for that sheet.

Sheet ran as a regular yarn a story headed, 'Movie-Goers Hit Show at Southtown.' In the story were these lines: 'the new Southtown...is fast winning a reputation as a million and a half dollar showhouse with a 10 cent show...the interior screen fare at the new Bialaban and Katz film palace boasts admission rates to exorbitant levels...the absence of a stage show in a theatre so adequately equipped as a background for vaudeville has also been protested...other theatres satisfy their patrons by booking features that far surpass those offered at the Southtown.'

New RKO Orpheum, at Denver, is to be the last word in safeguarded theatres. Extensive use of the electric eye and the microphone will be made with the idea of automatically sounding an alarm in the event of an attempted burglary or holdup.

The ear is attuned to react to violent commands, such as stick-up men are supposed to issue and will sound an alarm on the theatre marquee and also in police headquarters. The eye device will be so placed that anyone working over the safe will intercept the light beam and similarly start the dual alarm. Only the confidential house employees will know how to shut off the device while legitimately approaching the safe.

Devises, which are the invention of L. M. Rubens, of the midwest theatre circuit which once bore his name, and who also is a member of the Int. Assn. of Police Chiefs, was given a test last week.

'Manhattan Parade' (WB) was permitted to play only one day of a three-day engagement at Fairmont theatre, Warner Bros. house in Fairmont, W. Va. 'Dance Team' (Fox) was substituted. Newspaper reader said management did not feel 'Parade' was up to standard set for entertainment at the house.

Following morning the Fairmont 'Times' commented editorially as follows: 'We believe this evidence of sincerity on the part of a local theatre manager, even if the theatre does happen to be a part of a chain that sometimes seems to be cold to the wishes of Fairmonters, is worthy of commendation. Fairmont is more than ordinarily fond of its theatre entertainment. We believe this is true because the local theatres have tried to stay close to their own patrons and to cater to their likes and dislikes.'

Curious oversight had Metro doing business in France for about seven years without being an incorporated company. Metro's original French company, incorporated in 1926 for five years, officially expired in August with no notation of it. Oversight was caught early in January and a new company was formed immediately.

Firm is incorporated for \$120,000 as against \$10,000 in the original company. Money is divided into 3,000 shares of \$40 par value each, with none of the officers of the concern Americans.

Because Paul Short, Publix-Melba skipper in Dallas, couldn't dodge 'The Guardsman' (M-G), the Rialto there got its first taste of a double bill last week. Short tried to sidetrack the feature to one of P-P's weaker stands. We believe this is true because the local theatre has specified the Melba and stood pat.

However, it didn't open until Metro agreed to pitch in 'Beau Hunks' (Laurel-Hardy) to help out. Films were billed equally as a double-header, a local precedent.

The lengths to which some film-struck young women will go to obtain publicity, which they think will help them to further their ambition, was illustrated in Minneapolis when a 20-year-old miss, returning from Hollywood, summoned a newspaper reporter and informed him, among other things, that she had signed a three-year contract with Paramount.

The city editor, reading the story, became suspicious and checked with the Public office there. Telegraphic inquiry to the Coast brought the reply that Paramount had never even heard of the girl.

Although Robert E. Sherwood is credited as co-author of 'Cock o' the Air' (UA), inside it is he didn't contribute anything to the story. Sherwood, from accounts, was at the United Artists' studio at the time 'Cock o' the Air' was being planned and indicated he would work on the story if finding time. He never did, yet his name was tacked on it. Charles Lederer wrote the entire story, including dialog.

Censors took out much of the matter. Reports vary on the slicing from around 500 feet to two reels.

Theatre circuit head visiting Hollywood was being entertained by the head of another company. Taking his guest to a 'speak' noted for its food, the host discovered a new doorman who didn't know him. Doorman sent for the head waiter, also new, who turned down the host. But getting a look at the guest and recognizing him as a former resident of a golf club where he had formerly worked, the waiter ordered the guest, who in turn okayed his host.

Western Electric says there are no prospects of a battle with RCA, or the violation of any understanding, in its marketing through Graybar of radio receiving sets.

At present 17 Graybar points of distribution in the U. S. have the radio equipment on sale. The total number of installations so far made in hotels throughout the country is described by Western Electric as 'unavailable.'

British and Dominion Films, although not a subsidiary company of Gaumont British, have a working arrangement with the latter company.

G. B. advances 50% of the cost of any production, and in return receives 30% of the gross plus the money advanced.

Give the last E. B. D. effort, 'The Blue Danube,' originally called 'Rhapsody' and not regarded highly, will about break even as far as G. B. is concerned.

A minor employee of one of the big film companies has been waiting over four months to find out what his duties are, with his top exec always too busy to see him.

He finally was paged to go into the head office, where his boss told him he was very busy and wondered whether he'd mind running out to get him a clean collar.

Achieving stellar billing for one flop picture a player managed to stay on the studio payroll by working the social angle outside, but his work is nothing him practically nothing. Through the same social contacts he was persuaded to buy stock in the company for which he works.

What is described as one of the roughest pieces of advertising copy since the advertising code was adopted by producers, has been called in by Educational-Tiffany after numerous complaints.

Copy was gotten out by the Tiffany end on a British picture.

So many meetings and cabinet get-togethers being held daily in the Paramount Bldg., New York, that executives and minors in all branches

## Inside Stuff—Legit

In '50 Years Ago' of 'Variety's' editorial page mention was made of George S. Tyler, who was no relation to George C. Tyler. Latter is the producer, who points out that at that time he was setting type for his father's newspaper at Chillicothe, O., and received one dollar per week. The Tyler with an S. middle initial, of Boston, was a house manager in that city, but was lost when a yacht sank in Boston bay in the early '80s. At the time he was preparing to present a comic opera by W. D. Howells. Some years later Howells called on George C. and stated he had the hunch that if one Tyler liked the script another might. But the deal did not go through. George C. Tyler dropped the inside initial several years ago because of the similarity.

Arbitration hearing in Hobart Cavanaugh's claim against James Elliott ended in a decision for Cavanaugh. Question was whether, under certain circumstances, a contract for one show can be worked off by another the producer does. In the present case, this was adjudged impossible, with Cavanaugh awarded \$700. He will be paid from a bond balance Equity had been holding.

Cavanaugh was engaged by the producer for 'Mr. Goldigger' by Daniel Kusell. This employment contract expired Oct. 14, but the day before Elliott signed the actor for 'Hot Money.' It was Elliott's contention that he abandoned Kusell's play and that the Cavanaugh contract had been worked off by 'Money.'

There is some question on the theory that the one day difference between contract signing didn't cover the first agreement and also that one day would hardly be enough time to produce a play. It was also declared that Elliott had not, as he stated, abandoned 'thoughts of Goldigger' production, but that his option expired before production was possible. When Cavanaugh brought his claim he held up return to Elliott of about \$1,500 average on the bond for his last show, 'Widow in Green.'

After four years of postponements, Victor Leighton's suit against Erlanger is to come up within the coming month for trial.

Leighton is suing for 10% of the profits of the Erlanger booking exchange for the 1926-27 season, the last one he worked for them as head of the booking department. Booker started his action immediately after leaving Erlanger's, with O'Brien, Malevinsky & Driscoll as his attorneys. Since then it has been pending.

Leighton's claim is that his arrangement with his former employers was for a salary and the stated percentage of profits. He collected the salary up to the end of his employment. About \$7,000 or \$8,000 is said to be involved in the percentage issue.

Sydney W. Carroll put the burn on New York's drama critics. In an article printed in the London Critics Circle circular, he referred to them as 'the wierdest bunch of fellows.' One of the reviewers asked if Carroll had taken a good look at Hannon Swaffer.

The New York critics thought they treated Carroll rather nicely when he visited here last fall. During a luncheon at the Harvard Club, the visitor told of the Critics Circle in England and a similar organization was formed here, although to what purpose is not yet clear. Critics also indicate that perhaps Carroll was peeved because a play which he brought over failed to click and did not receive critical praise.

Lowest stage salaries in New York are reported pertaining to players in 'Lystraistrat,' which Chamberlain Brown will revive for two weeks at the Riviera. One salary calls for \$10 per week, without indication whether the actor is an extra.

There are 30 persons listed for the play. Total weekly salary list is \$1,250. When 'Lystraistrat' was presented at the 44th Street salaries totaled in excess of \$4,000 weekly.

Program sponsorship of 'If Booth Had Missed' (Maxine Elliott's) is given as Walter Hartwig, but in reality the Shubert receivership is principally concerned, with William A. Brady. Hartwig has 20% of the show, getting in on part ownership because the play was in the little tournament, which it won at the Waldorf, New York, last summer.

Shows presented were of full length rather than playlets. Hartwig conducts the tournaments apparently on his own, renting a theatre each season for a nominal figure. Each contender for the prize must pay an entrance fee, presumably as a guarantee of good faith.

When 'Face the Music' opened in Philadelphia the management inadvertently found it had used actual names for several characters. Show takes satirical pokes at political New York.

Discoverer went into a panic and rushed the necessary aliases.

Sigourney Thayer has dropped 'Rabbitkin, Inc., his producing corp. title, for his new show, 'Bridal Wise.' 'Rabbit' was used when Thayer tried out 'Men Must Fight.'

are continually on the run. As high as a half dozen a day have to be attended by some. Meanwhile, there are screenings from Monday to Friday, inclusive, to be caught by both Paramount and Public men. Nightly meetings are being held, too.

Major studios, as usual, have been holding back announcements of 1932-33 pictures so they may be released at the spring sales conventions.

Publicity departments have been asked to withhold the picture titles and stories so they can be sold to the salesman as brand new dope. It's figured the sales people will get a bigger jolt of enthusiasm from a surprise description than from the facts trickling through a few at a time.

An advertising war with the Columbus O. 'Despatch' is being waged by Public, Loew's and RKO, following demand that space be increased 50% over allotment to opposition sheets.

'Despatch' has since refused to print notices of any kind about the chain theatres involved.

Four of the Skouras Long Island houses trailerize legit shows making the one night stand at the Playhouse, Great Neck. Latter house is also one of the Skouras spots.

Four film theatres are the Rivoli and Hempstead, in Hempstead; Roosevelt at Flushing, and the Cove in Glen Cove.

Even though the prospective reduction of 25% in salaries of building trades, on a national basis, should be accepted, theatre men do not expect any marked increase in theatre construction.

Regardless of how low costs go, building by chains and amusement men will not likely extend beyond an insignificant number.

'Song of the Alps,' German picture similar in type to 'White Hell of Pitz Palu,' which Universal purchased last year, was shown to Carl Laemmle and Universal executives on the Coast last week.

Thursday (4) about 60 Paramount execs in the home office were gathered with the heads of the company. Only speech made was by Sam Katz, mostly along economy lines.

Newsreel men are not taking seriously the repeated reports on Warner's establishing such a service.

## Golden, Dunn Will Operate Chanin Theatre Group, Avoid Forced Sale

Majestic, Royale and Masque theatres, New York, are no longer properties of the Shubert Theatre Corp. The three houses built by the Chanins and sold to the Shuberts several years ago are, like the Shuberts, in receivership. John Golden and Philip J. Dunn were appointed co-receivers last week. Action for foreclosure was made by the Continental Bank & Trust Co., trustee for the bond issue which is secured by the first mortgage.

\$50,000 was owed on interest and taxes on the theatres, which are held under the name of the Royale Realty Corp. The Shubert receivers sent word they couldn't pay off and that there were no attractions in sight for the houses. That forced the bank to take action. The proceeding specifically seeks the collection of a first mortgage amounting to \$1,486,000. Against that, S. W. Straus said there are being approximately 1,500 bondholders besides \$250,000 in bonds retained by Straus. The Theatre Zone Realty Co. is also mentioned, apparently being the corporate company owned by the United Cigar Stores, said to be the actual first mortgagee (also owners of the adjoining Lincoln Hotel). The Chanin name in endorsing the mortgage was nearest for the houses, brings the Chanins into the matter.

### Seeks Indie Shows

The bank apparently does not care to force the sale of the theatres at this time because of depreciated realty values. For that reason Golden will attempt to operate the theatres, seeking independent attractions.

When the foreclosure proceedings became known to the Shubert receivers, trucks were called to take properties and apparatus anything removable from the three theatres. It was discovered, however, that certain furnishings were not actually owned by the theatres, there existing a chattel mortgage. That meant all such material was replaced.

Les Shubert is the holder of a second mortgage of \$850,000 on the Majestic, Royale and Masque, a personal investment. It is of questionable value under the foreclosure.

## OPERA TRY NEEDS SRO TO GET AN EVEN BREAK

Rochester, Feb. 8. Plan of Rochester Civic Music Association to revive light opera as a local talent at the top has been set for Jan. 15. "Chocolate Soldier" is first revival with cast of former members of the Eastman theatre company and students of the Eastman School of Music. Emmett French of New York, is directing and Civic Orchestra provides the accompaniment.

Cost of the production and costumes, including \$600 a night for the Eastman theatre, will require nearly capacity houses to break even, but additional performance will be put on to meet the expense. Early ticket sales indicate sellouts both nights. Another opera will be prepared immediately and it is believed that later stage production can be assured a week's run.

### Grace George Play

William A. Brady has the rights to "Mademoiselle," recently produced French play by Jacques Duval. Intended for Grace George's use early in the fall, writer says the production to include England as well as the U. S.

Piece is currently showing at the St. Georges Theatre in Paris and is called "Suite for a Girl." Grace George when reviewed by "Variety's" Paris correspondent on opening.

### Columbus Stock Blows

Columbus, Feb. 8. Hartman Players, headed by Edith King, are giving up the local stock stand finding the going too tough.

Miss King is leading her company around the one-night stand circuit this week on what has been called an "unlimited road tour" in "Death Takes a Holiday."

## Shows in Rehearsal

'Monkey' (Spark), Mansfield.  
'Inside Story' (Woods), National.  
'Child of Manhattan' (Ambassador Play Co.), Erlanger.  
'Hot Cha' (Ziegfeld), Ziegfeld.  
'Bridal Wise' (Thayer), 48th.  
'Sandy Hook' (O'Connor), Geneva.  
'Woman's Victim' (Golden), Golden.  
'Collation' (Gensler), Gaiety.  
'They Didn't Mean Any Harm' (Casta Hopkins), Hopkins.  
Barrie Rep. (Brady), Playhouse.

## Future Plays

'Bridal Wise', a comedy by Frances Goodrich and Albert Hackett, going into rehearsal under the direction of Thayer. Cast will include Claude Kennedy as star and Allen Kearns as leading man. Planned to try out in Great Neck Feb. 27, coming into town from there.

'Hot Cha', Florence Ziegfeld's next, now cast and ready to go to work. Tryout at National Theatre, Washington, Feb. 14. Book is by Mark Hellinger and H. S. Kraft, with music by Lew Brown and Ray Henderson. In the cast are Bert Lahr, Lynn Overman, Buddy Rogers, and the new Broadway White. Robt. Gleckler, Tito Coral, Eleanor Powell, Louis Edgely, Veloz and Yolanda, and the Sisters G.

'Monkey', travesty on mystery plays by the late Sam Janney, sponsored by Robert Sparks, is now rehearsing with a cast including Edw. J. McNamara, John T. Dwyer, Frank Wilcox, Nedda Harnett, Houston Edwards, Clifford Jones, Geo. Leacey and Roland Hogue.

'A Wise Girl', by Betty Laidlaw and Laurence Pohl, to bring Mary Duncan back to Broadway. Last time seen was in "Laidlaw's Gesture". Play is scheduled to go into rehearsal this week for Albert Bannister, who will also stage.

'Post Office' and 'King and Queen', by Charles Froese, to be offered at the Provincetown Feb. 23, under management of Connie Glaire, of Royal theatre, Copenhagen.

'Stage Fright', musical, being prepared by Clifford Jones.

'They Didn't Mean Any Harm' by A. M. Mine started casting last week for Charles Hopkins. Latter's show starring Tex Guinn in an adaptation of a biography of Alms MacPherson still on the fire as next.

Untitled comedy, by George M. Cohan, will go into rehearsal before the end of the month. Not cast, but a possibility that the author will play the lead.

Musical comedy, based on the life of Lucretia Borgia, is being released by Horace Liveright for opening about Easter. Eugene and Ralph Berton are doing the music and libretto and Edw. Eliscu the lyrics.

'Cruising Broadway', Shaw and Lee, a revue conceived by Freddy Hildebrand who may also appear in the show. It is an actor-manager set-up all around.

### Mary Hart for N. O.?

Chicago, Feb. 8. Mary Hart, whose stock company is stranded at St. Louis last week, is reported interested in another stock try in New Orleans. Theatre is of Charles, to which Walter Van Dyke has also been paying attention as a possible stock spot.

Equity states that if Miss Hart plans to open once more it means a security for the stock company at St. Louis was not protected by any Equity security.

### RODNEY'S UNION TROUBLE

San Francisco, Feb. 8. Rodney Pantages' colored show, 'Lucky Days', may not come into the Curran or Geary here as anticipated, due to musicians' demands. Though the show is playing Los Angeles with a colored orchestra in the pit, local A. F. M. wants 14 Frisco sharp and flat men to play or draw salary checks regardless.

### 'Hotel' Paris Failure

Paris, Feb. 8. 'Grand Hotel', current at the Folies Wagram, and reported as poorly adapted, will soon fold, to be replaced by Durand, Francis Moya, meaning 'Man in the Street', by Jean Guillon.

## 'BLACK TOWER' SPOILED BY ECONOMY, IS CLAIM

Arbiters' hearing on a claim brought by Ralph Murphy and Lora Baxter, co-authors of 'Black Tower', against Ben Stein, producer of the show, current at the Sam Harris, was probably held tomorrow (Wednesday) with the entire future income of the show at stake, in addition to profits that may have accrued. Likewise, in addition to the money involved a precedent in connection with author-producer relationships may be involved.

Murphy is a writer now on RKO's coast staff. Miss Baxter, an actress, is in Gilbert Miller's 'Animal Kingdom' at the Broadhurst. Through Louis Nizer, their attorney, the two writers claim that Stein's unauthorized version installing other different third act and thereby damaged the play.

Writers' action is on three counts. First to enjoin the play from continuing the unauthorized Stein's management. Second count is for damages and the final is to turn over to Murphy and Miss Baxter all future income of the show from stock, since Stein was not present.

Writers state their third act was eliminated for economy because it called for a new and third set. Precedent involved is a sue against Stein for the same reason being present at rehearsal, a provision of the League contract. Writers attorney, in this direction, states this would have been damaging to both the writers, since Miss Baxter would have been forced to cancel her engagement in 'Kingdom', a hit, and Murphy to have come in from the coast.

Two arbiters are chosen, LeRoy Cummings, author, for Miss Baxter and Murphy and Morris Green, producer for Stein. Latter is legally represented by Abbott and Green. In another arbitrated case, brought against Stein by Maurice Cass, actor, Stein was called upon to pay \$200 under the decision handed down last week. Cass claimed that after being engaged for the play, he was let out by the producer without being paid. Award arrived in the Cass, with the decision understood to be that the performer was verbally, but not in black and white, informed of his dismissal.

### 'Pastures' Sets Mark

\$27,500 in Indianapolis

Indianapolis, Feb. 8. 'The Green Pastures' established a new record for legit attractions at \$3 per grossing \$27,464 at the English last week.

Nine performances were played, the last one extra matinee. Prices for the afternoons were \$2.50 top.

### All in Family

Five members of the Jones acting family are behind the matinee showings of 'Nearer to the Stars' at Daly's 63rd Street. First date is Feb. 22. The show is rehearsing. Five Joneses are Paul and Theodore, handling the business end; Mary Verne, the mother, staging, and Star and Isabelle, acting. Outfit is being cast by Living Theatre Productions, with 'Star' written by Nathaniel Irish.

### STRICKEN IN COURT

Portland, Me., Feb. 8. Samuel Hellmann, of the Eliezer Yiddish Operetta Troupe of Boston, suffered a heart attack at the theatre, where the company had gone to complain that Max Simmons, young business manager, had not accounted for the receipts at the Jefferson theatre.

The actor was rushed to the hospital.

### Symon Back as Stager

Burk Symon, general stage director for the late David Belasco for 15 years, will direct 'Warrior's Husband' at the Metropolitan Theatre. Symon, after Belasco's death, left for the coast as a film director. He had just filed a contract with Fox before returning east.

### Wee Wee's Own, Starts One

O. E. Wee's road co. of 'Strange Intertide' closed Saturday (30) in New Haven. Out about four months. Wee is casting 'The Devil of Pol' by Herbert Asbury.

## CONCERTS

### By Sallie

#### Carnegie Terpsichore

Ovation won by Irma Duncan and her Isadora Duncan Dancers, in their first recital here this season at Carnegie Hall, would indicate that the Greek form of dancing still holds a 'spot' in the public's heart. Irma, herself, is lovelier than ever, displaying understanding and emotion in her interpretation of Tschewsky's 'Tschetelque'. But she is no less an artist in her lighter moods. Dvorak's Slavonic Dances were also given with much grace and charm. Some 51 members of Carnegie Hall Symphony worked under Hans Lange conducting, as accompaniment.

#### Jolly Times

Sparkling, tuneful opera, 'Donna Juanita', by Carlotta Frazzetta, again repeated at the Met with the original cast. Franz von Suppe's music has a flair for rhythm, light, and in this work he seems to have found an outlet for every mood and expression.

Mme. Jertiza, whose talents in this piece carry her from soldier boy to a child in toyland, never seemed in better voice or more playful mood than in this act, in the open space outside the Pamplona Gate on San Sebastian, she was just the child in a red taffeta frock with lace panties, a large blue bow perched on her blonde hair, and many ribbon bows at wrist, Windheim, Laubenthal, Fleischer, Besumer and Flexer, all serious artists, entered into the fiesta with vim and laughter. Incidental dances by the Corps de Ballet were fascinating.

#### School Presentation

Chaff School presented its season's dance recital at Carnegie Hall, Jan. 30. Modern and classical pieces were given.

Miss Simpson for her Spanish dance, wore a creation of yellow and reds, and is promising. Mr. Chaff's son did an interpretive Russian dance and is truly an exponent of his father. Crowded house and much applause.

#### Piano Recital

Adelle Marcus, pianist, held a recital at Carnegie Hall. Her program consisting of compositions by Brahms, Beethoven, Chopin, Liszt and Scriabin.

She played Beethoven's B Minor Opus 59 in a masterly manner which pleased an appreciative audience. Miss Marcus showed fine musicianship throughout the tone pictures.

#### Elman's '32 Debut

The master violinist, Mischa Elman, in his first appearance of the season at Carnegie Hall, played the Beethoven Concerto in A minor. It consumed 45 minutes, yet left the audience unsatisfied.

Elman's tone, technique and interpretation reach a perfection which has long been acknowledged, plus his pleasing personality.

He also rendered Handel's Sonata in A major and concluded with the Ballade and Polonaise of Viennese, to tremendous applause.

#### Russian Soprano's Program

The Russian soprano, Mario Kurenko, presented a long program at Town Hall. Mme. Kurenko is most ambitious, demonstrated by her selection of Italian, French, German and Russian.

Mme. Kurenko should be able to depend on a gay and appreciative audience.

#### Enthusiast Few

An enthusiastic but small sized audience greeted Lea Luboshutz, violinist, at his recital.

Miss Luboshutz's technique and execution are uneven at present although her musicianship is intelligent.

#### Two Debuts

The newly imported Swedish Mme. Ljungberg had her first performance at the Metropolitan in 'Tristan and Isolde'. Her tone is warm, her range is excellent, her phrasing, technique and dramatic ability outstanding, and in her Wagnerian repertoire she seems to be registering.

Doris Doe's debut has long been anticipated and her rich contralto is soothing. She sings with ease and color. Miss Doe is an American.



# KENNEDY BERGMAN LEGIT?

## BERGMAN IS REP OF ERLANGER'S MAJORITY

Leonard E. Bergman is the new power among Erlanger's. He recently stepped in as the representative of his mother and the estate of his recently deceased aunt, Rae Erlanger. While his name, Judge Erlanger, remains as head of the board handling the Erlanger estate, Bergman is acting for the two-thirds legatees interests.

It was hinted last week in the surrogate's court by Isidore J. Kresel, counsel for Erlanger, during the contest of Charlotte Fixel, who claims to have been the showman's common-law wife, that the estate may not be solvent. It was in answer to an action by Charles C. Smith, Atlanta lawyer representing southern creditors.

Kresel said: "If all claims are allowed there is no doubt that there will not be enough to pay 100 cents on the dollar. Value of the estate at the time of Erlanger's death was \$15,000,000 but indications are the showman gave away considerable property prior to death. Court ruled that the estate file an intermediate accounting within 60 days.

It is believed the Atlanta action concerns the bonds on Erlanger's theatre. More than \$700,000 were disposed of principally in the South. Erlanger was one of the guarantors on the bonds which defaulted the last interest payment. It was proposed to pay one half the interest charges for the next three six months periods.

Edmund Flohn, formerly manager, for George M. Cohan is now manager of the New Amsterdam.

## FIVE-WAY SPLIT FOR EQUITY RADIO COIN

Chicago, Feb. 8. Five professional organizations will share in the proceeds of the proposed Equity benefit radio broadcast. In addition to the five are the Jewish Theatrical Guild, Catholic Artists Guild, Episcopal Artists Guild, the Actors Fund and Equity.

Price of the program, at first set at \$25,000, has now been loosened to range from \$25,000 to \$50,000, depending upon the list of the performers Equity will furnish the advertiser. Equity has been busy contacting names for gratis appearances, including many screen and vaude performers, who are non-Equity.

Tentative date of the broadcast is March 27, and likely over the NBC web. Jules Herbervaux, who has the agent rights, is down for commission touching 10% at \$25,000, 7½% at \$35,000 and 5% at \$50,000.

## Jockeying of 'Cyrano's' Prevents Hampden Date

Los Angeles, Feb. 8. Walter Hampden in 'Cyrano' was prevented from playing San Diego by Belasco & Curran, who grabbed the Savoy theatre there which had been penciled for Hampden. Coast producers are using the house for Grace George in 'The First Mrs. Fraser.'

B & C open 'Cyrano' with Richard Bennett in San Francisco to-day (Monday) and then bring the show here in four weeks to beat the Hampden production by one week.

## 'Years' Week to Week

The Vincent Youman musical, 'Through the Years,' at the Manhattan, has gone on a week-to-week basis. Provisional notice went up last week as a protective move for the management. Since opening a cut in admission has been put into effect, bringing the top down to \$5 and \$2.50 for matinees.

## CHICAGO STOCKLESS

Howard Company Limps to Fade—Out on Day-to-Day Pay Plan

Chicago, Feb. 8. Howard dramatic stock company vanished last night (7) after completing its final week on a day-to-day basis. Stock, which opened five weeks ago, finished its struggle under the guidance of 10 commercial creditors who got into show business when they took the house over from the original producer.

Cast was paid out of the Equity bond up to Thursday (4) and for the final four days the eight people in the company drew their pro rata pay every evening before going on. Closing of the theatre leaves the town without any stock spot. Possible the house will revert to burlesque.

## Gordon Takes 'Crowd' Back from Players, Brings Musical East

'Three's a Crowd' is back to the control of Max Gordon, who produced it in association with Erlanger Productions. The revue; which was aimed for the coast, has cancelled the far west and comes east. It will play Rochester for three days starting Monday (15), concluding the week at Springfield, then going to Boston.

Further bookings thereafter not certain. It was proposed to repeat 'Crowd' in New York at the Roxy, at pop prices. That stunt spotting in the big picture house may be tried after Boston.

Clifton Webb, Libby Holman and Fred Allen are co-stars in 'Crowd,' their combined weekly salaries being \$6,000. On four this season, trade was not so good and Gordon put the musical on a sharing basis. That was prior to the Chicago engagement.

Actually the three name players took the show over taking a chance on getting full salaries. Last week they decided they did not care to continue on that basis, Gordon thereupon taking the show back and arranging the eastern bookings.

## If Clicking, Austin's Stock Will Boost Cast's Salaries

Actors in George Austin's new stock troupe at the Boulevard, Jackson Heights, are engaged on a campaign calling for salary boosts should the venture click after three weeks. For the first three stanzas cut salaries are in effect with the provisional bond called for by contract.

Austin troupe opens Feb. 15 in 'Eleventh Commandment.' House is one of the Fox-Storars. Next week the group and recently went dark when the Brundage gave it up as a legit subway stand.

Semi-stock proposed for the New York, others at the Elviers. Fisher and Robert Gross were to have operated on a minimum salary basis. Casting difficulties, as usual, given as the reason why the thing was dropped. Proposal was to try out shows for three weeks each. House remains dark.

Austin's stock is the third around New York, others at the Elviers, New York, and Westchester, Mount Vernon.

## A Sunshine Revue

'A Bacardi Cocktail' is the title of a revue fashioned by Marion Sunshine. Previously Miss Sunshine has done vaude producing. The revue, which may appear in April, will feature the Don Azpiagu Cuban orchestra.

## Show Hungry

Los Angeles, Feb. 8. Coast hunger for Broadway musicals was evident at Sunday (7) opening of 'Crazy Quilt' revue. Despite packed the Fillmore. It's the first eastern musical to reach here in three years.

## FINANCIER MAY BACK NEW DEAL

Kennedy Experienced in Pulling Failing Show Business Out of Holes—New Indie Legit Circuit May Be Formed

## BOTH SIDES SOLICIT

Joseph P. Kennedy may place his experience and money behind legit. If so it will be in a new deal whereby the Boston financier will merely steer the financial morass legit has fallen into.

Both syndicates, Erlanger's and Shuberts', have solicited Kennedy on the project. It is questionable how much weight the arguments of either have had. Kennedy is reported placing more faith in the future of the legit in a new independent circuit, starting in New York and making a compass of established indie legit managers.

Shuberts have a number of theatres tossed back to them by the receivers. Houses are all losers at present. But if the legit, doubtful if Kennedy would buy unwise. As for producers, several prominent independents are available for tie-ups.

Amount of money involved will be immaterial to Kennedy if he decides to go with the legit come back, but the legit show people say that at the very most, complete reorganization of the legit show field under Kennedy's guidance will not require an investment of over \$2,000,000.

Kennedy's experience in the show business to date has netted him and his associates much profit. Kennedy bought out the FBO, film company, when coming to New York from Boston some time ago. Not much further was heard from the young Bostonian until he and J. J. Murdoch surprised the show world by purchasing the operating control of the Keith-Albee circuit. But a short while subsequently Kennedy sold K-A-O and FBO to RKO, their present owner.

Out of the gutter. Kennedy's next step was to pull Pathe out of the gutter, working it up from a shoestring where Pathe had gone to, to a \$5,000,000 sale to RKO. The Pathe sale to RKO is likely the largest single move in showdown in recent years.

For the past year Kennedy has paid little attention to the show business, other than in the stock market, where he has been one of the country's leading bears. It is said Kennedy does not want a going show concern but a falling one; he likes to pick them up, they are on the slide, the farther down the better, and see what his operation can do with the foppe. Now that the legit I looked upon as a class A foppe is likely the reason Kennedy is interested.

Arthur Houghton is named as Kennedy's aide in the proposed legit venture. The men have been at Palm Beach for the past three weeks. Houghton was with Charles Dillingham in an executive capacity for 15 years. For the past two seasons he managed Erlanger's New Amsterdam theatre, New York, from which post he has resigned.

## Gish Noes Tough Role

Jed Harris' show, starring Lillian Gish, located in a downtown burlesque theatre, is off. Piece has reverted to Arthur Barton, who wrote it.

It's said Miss Gish turned down the show on the count its theme was too tough. Story dealt with the recent killing of a burlesque girl by the company's electrician, with Miss Gish to play the part of a torch singer in the troupe.

## Chamberlain Brown Is Expelled From and By Agents' Association

## CURLEY TO TRY STAGE

To Produce Unnamed Play Probably Featuring Bill Tilden

Jack Curley sports promoter is taking in fresh territory and is to become a Broadway producer. The play is not titled, but may star William Tilden, the tennis pro, who is under Curley's management and who has appeared in several shows, backed by himself.

Another added activity of Curley's at the station starts a dance marathon which begins Thursday at the Ridgewood Grove Sporting Club, Brooklyn.

Harry Van Hoven will be associated with Curley.

## Handling L. A. Legit News in Film Style To Dismay of P. A.'s

Los Angeles, Feb. 8.

Legit p.a.'s here are beginning to protest the manner in which picture methods have crept into legit columns in local dailies. Where formerly a new show got a break on its opening announcement that would help it along, now the sheets have been taking themselves for the earliest possible mention of any production plans, cast, etc. All this is printed so far in advance of the opening date that it does the attraction little or no good.

Influx of film chatter methods in legit reporting is only natural, since in almost every case the same people are covering studios and theatres.

## Picture-Legit Tilt

Also, fact that many screen names jump into play casts at the smallest provocation takes the projected production out of the regulation theatre news class and into picture chatter.

Theatre p.a.'s are firm in their conviction that there's little or no good in breaking the announcement of a new show several weeks before it goes into rehearsal, making the opening date a month and a half away. They say that by the time cast sale is opened, readers have either forgotten all about it, feel that it is already an old play, or are awaiting the arrival of some more attractive production which has been announced in the interim.

Matter of bottling up the news is a tough knot to unravel since almost every theatre director is engaged in legit work hereabouts in doing so mainly for the publicity he hopes he will get and the resultant film work he is after.

## Ken MacGowan Named For Foundation Bureau

Selection of four names for the little theatre bureau of the Carnegie Foundation is sponsoring is reported completed. Mrs. Edith Isaacs, editor of 'Theatre' mag; Kenneth MacGowan, legit producer; Professor A. C. Mabey and Prof. McCandless, of Yale, are mentioned.

Reported the bureau members will attend the impending little theatre meeting in the west at the expense of the Foundation.

A change in policy from the original set up, whereby the bureau was to supply no financing, is said to be contemplated. Proposal now understood to be that in communities operating small theatres, but where the latter are not paying but are adjudged worthy, the bureau will help out.

## TWO GUILD DATES

Theatre Guild's Shaw play 'Two Trains Meet' opens in Boston at the Colonial Theatre Feb. 25. Guilds 'Yellow Moon' opens at the Garrick, Philadelphia, Feb. 15.

Theatrical Artists Representatives Association has expelled two members, one on a temporary basis. Agents are Chamberlain Brown and Walter Batchelor, the latter the temporary case.

In the case of Brown, one reason given was that a number of complaints had been made against the caster, on the grounds of 20-week employment contracts he holds with actors, but which, it is alleged, were not fulfilled. Before notice was given of the expulsions, a T. A. R. A. recently stated the group would not stand for any unethical conduct on the part of any agent member.

Casters joining the T. A. R. A. sign contracts calling for the surrender of their Equity franchises at the event of expulsion. Understood, however, that both expelled members can request reinstatement should they so desire. Reason for the move in Batchelor's case was not given, in view of its temporary nature.

There are several new members up for membership in the ass'n, but voting has been delayed for the past two meetings, last of which was Thursday (4). Next is due in a month. Vote on expulsions was held Thursday (4) after the T. A. council had met several times in this connection. Council consists of Richard Pitman, president; M. S. Bentham and Arthur Lyons, Julius Kandler is attorney.

It was stated by Equity that expulsions would not involve franchise loss. Since the casters had permits before the agents organized.

## NO 2ND SALARY CUT FOR BENNY—HE QUILTS

Boston, Feb. 8.

Earl Carroll's attempt to put over a second salary-cut for his road 'Varieties' is a 100% no with Benny. Benny has quite the show at the end of this week here. Cut proposed is 20%.

This 'Varieties' edition is the one which appeared at the Amsterdam, New York.

## 'Buzz' Off Guest Stars

Minneapolis, Feb. 8.

For the first time in more than six seasons 'Buzz' Balbridge will not have a spring guest star season at his dramatic stock house, the Shubert.

He believes that the public's familiarity with leading Broadway luminaries through the talkers has diminished the latter's drawing power in the flesh. Last spring he utilized Blanche Yurka, Edith Talleferro, Violet Heming and other local favorites and none of them got him any money.

## Jolson Ill, Date Lost

Louisville, Feb. 8.

Al Jolson was unable to open date at National tonight (Monday) being ill at Brown Hotel.

Harry J. Martin National manager said Jolson was not feeling well when he arrived Sunday from Detroit. A doctor was called and advised cancellation. Martin says 'Wonder Bar' will open Tuesday night positively.

## No More Stockings

Phil Gerton, New York hosiery merchant who has angled several legit, has left the stocking business. Intends sticking to the show end of things in future. Gerton produced 'Her Supporting Cast' last season and also backed a show for Hyman Adler.

# Only 6 of 26 London Shows Drawing Standout Grosses; 'Helen' and 'Bells' Both \$15,500

London, Feb. 8.  
West End theatres have hit a terrific slump. Only 26 of the 42 houses are open and of these only about a half dozen are doing real business.

Condition is surprising for this time of the year and two of the most often heard: children's return to school and the influenza epidemic. Real reason, however, is neither of these, but just business in general.

Several new attractions are pending that may help, but these are more than counterbalanced by imminent withdrawals.

**Approximate Grosses**  
(Based on current rate of exchange).  
Adelphi—'Helen.' C. B. Cochran's latest smash playing to capacity; means about \$15,500, with the libraries buying heavily.  
Alhambra—'Waltzes from Vienna.' Jumped back to about \$13,000, new figure and management now figures to carry on till summer.  
Coliseum—'White Horse Inn.' Dropped considerably; no longer doing to about \$13,800, slight profit but near the danger line. 'Casanova,' another big musical, scheduled to follow here in May.

Comedy—'Faithful Heart.' Closed Saturday night (6) after a losing final week of about \$1,000. 'Sentences' comes in Feb. 15.  
Criterion—'Flat to Let.' Getting about \$2,150 so it can linger, over-head being low.  
Daily—'La Poupée.' About \$2,050, represents a loss of \$5,000. 'Dance' being heavily backed. 'San Toy,' or 'Duchess of Danzig,' to follow soon.

Dry Lane—'Cavalcade.' Dropping off a bit at matinees but still in big money game; \$17,500 weekly represents a clearing of \$5,000.  
Duchess—'Windows.' Mere \$1,000 and will fold any day.  
Forness—'Dark Saint.' With Sybil Throckmold in here temporarily for her world tour.  
Gaiety—'Hold My Hand.' Tumbling to about \$5,000; an even break and a worry.

Garrick—'Last Coupon.' Despite low overhead losing money at about \$1,700.  
Haymarket—'Can the Leopard?' Forcing run although losing money on about \$2,750.  
Hippodrome—'Bow Bell.' Matinee trade sliding, but still in top class around \$10,000.  
Lyceum—'Cinderella.' Annual money getter has dropped slightly but continues over \$13,000.  
Lynce—'Good Companions.' Only an even break at \$4,150; will have to improve if planning to stick.

Queen's—'Fanny Hill.' Doing fairly profitable and 'Immortal Hour,' another revival, follows in town next night (9).  
Royalty—'White.' Parents Sleep! First money getter in some time for this flop house; about \$2,750, includes a small library for 'Saint Martin's—Nelson Touch.' Still losing heavily but lingering; about \$1,000.

Saville—'For the Love of Mike.' Slumped to about \$5,000; management plenty perturbed but staying on awhile.  
Savoy—'Autumn Crocus.' Short revival proved superfluous and closure is imminent.  
Strand—'It's a Girl.' Dived but is picking up a bit; near \$15,500 a fair figure.

Shaftesbury—'Midshipmaid.' Closed Saturday night (6) to about \$3,450; nothing scheduled to follow.  
Whitely Hall—'Gay Adventure.' Heavy plugging in Rothemann papers helping to about \$5,000; relaxation caused drop but plug is on again, so maybe—show will pick up again.  
Winter Garden—'Walk This Way.' Down to about \$5,000, healthy.  
Wyndham's—'Case of the Frightened Lady.' Dwindled to about \$2,750 and had to close Saturday night (6).

## Senor Shot in Row

Paris, Feb. 8.  
Urutilla Garcia and Guillot, Uruguayan impresarios, got involved in a street fight here which resulted in Guillot's being shot by his countrymen.

Compte were here to book shows for their country.

## Two Shows Enough

London, Feb. 8.  
'Say When' opened and closed at the Duke of York's with only two performances sufficient.

Piece was a futile attempt at farce of the Victorian vintage.

## SOVIET BANS 'ELECTRA'

Admires Work But Its Philosophy Against 5-Year Plan

Moscow, Jan. 25.  
O'Neill's 'Mourning Becomes Electra' will not be produced in Moscow. A. Tairov, who has put on many of O'Neill's plays, is enthusiastic about the three-decker, but knows well enough that the censor would never let it get by.

The whole subject matter, with its emphasis on fate, is out of harmony with the official philosophy of the Soviet rulers. It doesn't jibe with hard-boiled materialism and the Five Year Plan.

O'Neill's stark realism—as in 'Hairy Ape' and 'A God's Child in America'—is not to the Russians. But his other side, the mystic quality in 'Dynamo' and 'Electra,' smacks too much of the pre-revolutionary fatalism which the new Russia is trying to live down.

## 'Helen' Set for N. Y.

London, Feb. 8.  
Offenbach's 'Helen,' London musical smash, will probably be brought intact to New York in late spring or early fall. Arch Selwyn will handle the show here under his usual C. B. Cochran tieup. Evelyn Laye, who heads the London troupe, will head the local cast, even if the rest of the company is not brought along.

Piece, originally entitled 'Schoene Helena,' was produced in Berlin and London by Max Reinhardt, later for Cochran. It has also had a Paris showing.

## Moissi's Play Failure

Berlin, Jan. 23.  
At Volksbuehne theatre, Alexander Moissi's first play, 'Der Gefangen' ('The Prisoner'), had its premiere.

Though Albert Bassermann played the lead and did everything to save the play, it had to be taken off after a few days.

## Jackson Girls Split Off

Paris, Jan. 30.  
First co-operative chorus troupe has been formed in Paris by English girls, formerly belonging to the Alfred Jackson girls.

Out of 15 which played the Folies Bergere last year, 12, headed by Dorothy Felton, 13, decided to give up the Jackson management and remain in France as a co-operative unit under the new title of 'The Mercury French Girl.' The troupe is booked into the Olympia for one month.

## Chaliapin Forgiven?

Moscow, Jan. 25.  
Reported here, but as yet unconfirmed, that Chaliapin is coming to Russia for a series of concerts, the first of them in Moscow late in February. The report has excited theatrical circles.

Chaliapin has not been in his native land for more than ten years. Although the Bolsheviks conferred the title of People's Artist upon him, he did not hurry to return. Perhaps he feared he would not be allowed out again.

Then he proceeded to make some remarks about the Soviet government which infuriated the powers that be in Moscow. Result: the honorary title was rescinded and Chaliapin practically outlawed.

## BORDONI PLAY BID

Paris, Feb. 8.  
Irene Bordoni is dickering for New York rights to 'Boetian Events,' current play.

Piece is by Louis Vernheul.

## Georgette Cohan Rewed?

London, Feb. 8.  
A story is current but unconfirmed that Georgette Cohan, daughter of George M., who was recently divorced, has remarried.

## Other Fellow a Wreck

London, Jan. 23.  
A provincial revue producer appointed his young son as touring manager, and instructed him to telegraph every night's takings.

Show opened and the following telegram was received by the father.

'Opened to £18. Opposition doing terrible.'

## 'DOMINO,' PARIS, BEST N. Y. BET

Paris, Feb. 8.  
'Domino' at the Comedie des Champs-Elysees looks like the best Broadway possibility produced in Paris this season. It's by Marcel Achard and looks like a smash here.

Has to do with a businessman's wife who hires an adventurer to act as her supposed lover in order to shield her real lover from her husband's suspicion. Then she falls in love with the new lad for serious complications. Dramatic import is heavy, but interspersed with nice comedy relief.

Gilbert Miller made an immediate offer for the piece for New York, but got a turnaround, the terms being called insufficient.

New Folies Bergere revue opened nicely. Exception to a local affair, having less than usual international appeal, but some nice costuming and sets help. Also some new presentation ideas, but no comedy sketches.

## Musical at 57½c

Brussels, Jan. 25.  
'Cheaper than the cinema,' says the Alhambra theatre, Brussels, in announcing reductions of seat prices to 57½ cents and 48 cents for orchestra stalls; first balcony, 48 cents and 28 cents; second balcony, 23 cents; gallery and promenade, 11½ cents.

All seats are bookable in advance. The theatre is at present playing an operetta, 'Another Fifty Centimes.'

## World Film Exhibit

Prague, Jan. 28.  
Extensive preparations are now going on in Prague for an international film exhibition to be held here in connection with the spring special session.

A fair section will show the general development of the film industry, from the time of the first lantern magica to the present highly-developed American silent and sound films.

The United States, Germany, England, France, Russia, Poland and other foreign countries will send materials.

## London Show World

London, Jan. 25.  
The Ventures Society gave a single Sunday night performance, Jan. 24, of Ben Jonson's 'Volpone' at the Garrick.

The production did not measure up to the New York presentation of the same piece, principally due to the American versions having been judiciously cut. Small revolving platform at the Garrick supplied effective scene changes, but the casting was poor.

Francis Lederer, who was a sensation here in 'Autumn Crocus,' and is a Czech-Slovakian actress with a following here, was out of place in an old English piece.

Played in Germany under Max Reinhardt.

Patrick Hamilton, the author of 'Rope,' a play which made a sensation at the St. Martin's last year, and which was recently broadcast, was badly hurt in an auto smash Jan. 24.

Madeline Carroll, at one time Eton's biggest bet in pictures, who left the screen on her marriage, is having her portrait painted by James Gunn, one of the most fashionable artists of the moment here. She swears she will never enter a film studio again.

One of the things Will Rogers comes to Europe for is to indulge

## EMPIRES' TRIPLE RULE

Gulliver Makes Third in Directorate of Circuit

London, Dec. 8.  
Charles Gulliver has been named joint managing director of Moss Empires. Means the circuit is now ruled by three managing directors, other two being Will Evans and R. H. Gillespie. It's an unprecedented situation.

Gulliver's probable appointment had been several times predicted in 'Variety.'

The trade here predicts that Gulliver in his new assignment will take complete charge of Moss Empires vaudeville and production department, leaving Gillespie in charge of the financial end and giving a free hand to Will Evans in handling the film end.

Gillespie was formerly a chartered accountant.

## CLAIMS CHEAP SEATS SOLD OUT FOR 6 MOS.

London, Feb. 8.  
C. B. Cochran claims that the cheapest seats, at £1, have been sold out for the next six months of his 'Helen' operetta. Also, he says, on the road, previous to coming to London, 'Helen' got a capacity balcony trade.

Same time Cochran wants to straighten out the various stories about 'Cavalcade' and 'Bittersweet.' He sold film rights of both to Fox, he says, but still retains stage rights everywhere. Report that 'Cavalcade' is going into the Metropolitan Opera House is a little premature, he says, though there is such a deal pending.

Mentmore Cochran has two hits 'Cavalcade' and 'Helen' set, so he's leaving for a couple of weeks in the South of France.

## Milan Likes Josie

Milan, Feb. 8.  
Josephine Baker, colored songstress previously barred from Italian stages, was finally given permission to appear here and is a solid success at the Teatro Lirico.

Here she doubled her scale and was sold out a week in advance. Local university students are particularly enthusiastic over the colored girl's singing.

## Miller's Shopping Tour

Paris, Feb. 8.  
Gilbert Miller is canvassing the European show shops for Broadway productions.

From here he goes to Vienna, Budapest and Berlin. Then back.

himself in the genuine Pilsner beer. He loves it and puts on weight while taking it.

On this last trip he added 20 pounds.

**Playing in 2 Countries**  
Eddie Peabody has the distinction of playing simultaneous engagements in two European countries.

He is playing the Hotel Negresco, Nice, which is in Southern France, and doubles at the Cafe de Paris Monte Carlo, which is in the separate state of Monaco.

**Strong Stuff**  
The Embassy, London's uptown try-out house for legit shows, has another interesting play for the current fortnight.

It is strong medicine, based on the problem of whether a wrecked man should be allowed to live, the story dealing with the shell-shocked soldier and the wife's best friend, who decides to kill off the man.

Play is written by Naomi Mitcheson and L. B. Gelliguid. These Embassy experiments are always well cast and well produced.

Michael Arlen is in London, rewriting 'Lily Christine' for Paramount British, which is making a trailer of it.

Arlen has been ordered to switch

(Continued on page 54)

# STAR'S BAITERS QUAIL BEFORE HER FURY

Moscow, Jan. 25.  
Theatre world here is agog over the scandal in the Moscow Ballet, with Victoria Krieger, one of the greatest Russian ballerinas, in the principal role and the assistant director of all Moscow operas and ballets, Boris S. Arkanov, as her victim.

Arkanov is in the hospital and probably will have to retire for a long rest.

Miss Krieger, who put him there by a well-aimed blow, has been expelled from the Bolshoi Theatre ballet, from the art workers' trade union, from her candidacy to the Communist Party. In general, she stands militant but disgraced.

Excessive artistic temperament—at least temper—is at the bottom of the whole affair. The scene was a meeting of the ballet 'workers,' as artists and scene-shifters alike are called here. Comrade Krieger, puffed up over her standing as a candidate to the Communist Party, had a good many things to say about how the theatre affairs were being run.

Assistant director Arkanov then took the floor and told the famous dancer, in effect, to climb down off her high horse. Her Communist, he said, was considerably less than 100% pure and the Party was not getting a great bargain in her. He didn't say much more. A large, well-filled inkwell cut his speech short. It was thrown by the infuriated ballerina and hit him in the forehead. It is rumored that not only ordinary doctors but mental specialists are treating him now.

A trial resulted in a verdict of guilty and the culprit's expulsion from the ballet, the trade-union and the Party.

Miss Krieger, who is about 40 and going strong, is one of the four or five most popular dancers in the country.

## DR. MOJZIS DIRECTOR

Nom de Plume Dramatist of Fame in Charge of National Theatre

Prague, Jan. 28.  
A noted Czech dramatist, who writes under the nom de plume of 'Standislaw Lom,' but whose real name is Dr. Mojzis, has been appointed general director of the Czech National theatre.

The Ministry of Education contemplated a system of strict economy in the management of the National theatre, as the state subsidies of 14 million crowns a year had to be reduced to 11 millions. The means Dr. Mojzis has adopted to introduce is obtained by the reduction in the cost of decorative material and dresses, for the theatre should not be merely a dress parade.

## McLeod Leaves England

London, Jan. 29.  
After having been accused for years of imitating the Londoners, Max McLeod leaves England this week under the foreign artists' ban.

McLeod told one mung he was sorry to leave England after all these years as he was just getting used to the coffee.

## Theatre on Postage Stamp

Mexico City, Feb. 5.  
Post office department has hit upon the idea of honoring a postage stamp with the National Theatre's management in the management of the National theatre, as the state subsidies of 14 million crowns a year had to be reduced to 11 millions. The means Dr. Mojzis has adopted to introduce is obtained by the reduction in the cost of decorative material and dresses, for the theatre should not be merely a dress parade.

## Peter Hannen's Son Dies

London, Feb. 1.  
Peter Hannen, aged 23, son of Nicholas Hannen, and himself an actor, died here Jan. 20 after a two months' illness.

He did a lot of amateur stage work at the University and made his first professional stage appearance in the recent Vaudeville revival of 'The Circle.'









Not So Hot

Columnists co-operating to bring about publicity for themselves over insulting remarks at the Central Park Casino isn't turning out so hot for the columnists as they may have thought. The restaurant men have the heavy publicity brought about business to the Casino for the first few nights of last week.

The stew staff apparently was not so successful in their efforts to bring the Carroll-Winchell controversy might be rung in as the main, though made secondary, issue. No more was that a story for the columnists than the slight basis for the stew report, of a manager of a restaurant in his own place insulting patrons. In other days that would have been passed by, if it could have similarly happened by the patrons and their friends thereafter passing up the joint.

Or that Earl Carroll expressed a personal opinion of Walter Winchell in a public resort wasn't of the importance given it by Winchell's fellow columnists. It may have been what Winchell wanted, however, since it is said that Winchell informed another columnist at 3 o'clock the same morning of what had occurred at the Casino a few hours before. With the other tabloids being the same, that is, Winchell his opportunity to burst in with his prolonged defense, in his columns and on the air, while other columnists also went to it.

Perhaps the best story reported under forced draught, and also in his 'Mirror' column, was by Mark Hellinger, one of the patrons insulted but not offered a story. He wrote in uncontrolled language, Mark told why Solomon was probably grouchy at him, Mark confessing to having panned Solomon and the Casino. Winchell's defense, which he passed him by through saying he was charged up and let it stand that way.

It Winchell sees a story in every word who doesn't like him, he had better prepare to start a paper of his own. Those opinions, uttered privately or publicly, are entitled to as much attention as Winchell's own panings in his 'Mirror' daily column.

About News Lifting

Since 'Editor and Publisher' has printed a report on 'Variety' starting an action against the picture trade daily for news lifting, 'Variety' wishes to explain that that action has not changed its attitude toward lay dailies or periodicals reporting news with or without credit. The only condition 'Variety' makes with the dailies, or other lay papers, is that they reprint from 'Variety' after it appeared on the local newsstands.

'Variety's' copyright line weekly is only carried for protection against the thieving trade daily. The Hollywood trade daily, brazenly stole its news from 'Variety' by wiring enough out of 'Variety' when 'Variety' came out each Tuesday in New York. The Coast daily for three days, before 'Variety' could reach the Coast. The thieving daily that frequently could not make its payroll on the day, came out with the line 'Variety' not only the domestic news coming into 'Variety' by wire but also the cabled news.

Warning was given to the publisher of the Coast trade daily in Hollywood and in New York several times to stop his stealing or he would encounter trouble. Each time the publisher alibied by claiming the New York trade daily was saying the New Yorker had been deceiving him. Still, when his New York correspondent became a part time employee, he still was working for a picture company, and the lifting continued until it had to be believed that the thieving had been going on by instructions of the publisher.

The action against the Coast daily by 'Variety' has been taken as an example. It's the sort of ruinous thieving of news that can not be permitted. Even if the Coast daily has but a circulation of around 1,500, its news stealing had to be stopped, else any paper anywhere, and especially in theatrical centers, could do as the Coast daily's 'Variety' exclusive news ahead of it. Quite a deal of this has been done by the foreign correspondents in New York City, but they do not use the news in their columns. The foreign correspondents of the dailies and news associations abroad cable over when 'Variety' carries the news, but it is an important news story; the same when the news associations over here, and no objection to either is entered, though it might be said as a matter of rec-

ord that no foreign correspondent yet cabling back a story out of 'Variety' has mentioned its source. However, 'Variety' may have been mentioned in the cables and cut out by the foreign editors, particularly the English.

The Real Frank Harris

Describing Frank Harris' own 'Life and Loves' as a combination of fact, Casanova and Baron Munchausen, A. I. Tobin and E. Gertz offer their own 'authorized' biography of the brilliant, erratic character and literature which they seek to debunk his highly colored tales and present a biography which is both a fact story and a character analysis of a man who in his lifetime achieved popular success too late to fully savor its taste.

They very evidently have relied but little upon Harris' own recollections, distrusting both his accuracy as to dates and facts and his craving for the sensational which in part explains his own autobiography. All of his statements, however, are known to the writers to be fact, have been carefully checked so far as possible, and the result is an interesting and informative study in which they have succeeded in getting under the surface character of their protagonist.

They write with sometimes surgical directness, giving him full credit for the genius that he undoubtedly was and yet not blinding themselves to his many faults of egotism, selfishness, unscrupulousness and his downright dishonesty in certain financial transactions when he was hard pressed. They have presented a volume more notable for the detailed facts than its literary embellishments, the interest arising wholly from the picturesque and variegated career. The popular appeal of the subject may be open to question, but the work is one of extreme interest to those connected with literature.

The book is well illustrated, chiefly in pencil, photograph and sculpture, and presents a tapestry of appearance before the place it probably will hold on library shelves. Published by Madeline Mendelssohn.

Scrappers Revel

The literary boys enrolled in the John Reed Club will give their annual costume ball at Webster Hall here on Feb. 12. The already established lights of the organization on the arrangements committee, with the exception of Theodore Dreiser. But, then, Dreiser never did mix much with the boys, anyhow.

Most prominent on the arrangements committee are Michael Gold, of course; Charles Yale Harrison, publisher of the 'New York Worker'; and Mary Heaton Vorse. Of the illustrators, Soglow also absent.

The John Reed club named for the American socialist leader who was killed in Russia and died there, being buried in the Kremlin. A couple of books of John Reed listed for publication this season, including one by his widow.

Sundays For Cat Tab

Chicago's 'Daily Times', p. m. tab sheet, will put out a Sunday edition starting sometime in March. Both circulation and news departments of the paper are in a huddle, with a slight hitch over the morning date line on Sundays.

Paper plans to carry regular Sunday features, such as a supplement of scandal, stuff, short stories, comics and color sections. Price will be 10c for the Sunday edition. The daily price is 2c. Present daily circulation of the 'Times' is figured around 200,000, with hopes of the paper to hit around 500,000 for Sunday.

Reorganization of 'Radio Guide' The reorganization of 'Radio Guide', the weekly paper, under way, with the departure of E. M. Alexander, one of its organizers, to the New York 'Graphic' news publisher.

Charter under which the 'Radio Guide' was incorporated has been turned back, and with the max on it, the new firm that a new firm will be organized. In with Alexander in the establishment of 'Radio Guide' were a number of former Hearst men, who remain. Alexander is also an ex-Hearst executive.

Boost Cabell Book

Given by the Literary Guild

Hollywood's Reading

(Consensus of demand in January with Pat Harlan, Emma Ward, Sator Book Store, and Stanley Ross, Ltd.)

Fiction

'Westward Passage', Margaret Ayer Barnes.  
'The Sign of the Cross', Tiffany Thayer.  
'The Good Earth', Pearl S. Buck.  
'Maid in Waiting', John Galsworthy.

'Mr. and Mrs. Pennington', Francis Brett Young.  
'Beginning with Laughter', Bruz Fletcher.

General

'Fortune to Share', Vase Young.  
'The Great Mouthpiece', Gene Fowler.  
'Only Yesterday', Frederick L. Allen.  
'Shaw', Frank Harris.  
Cubertson's Summary.

'Living My Life', Emma Goldman.

'The Boy Interest', pushed Bruz Fletcher, ex-song-writer, into the six best and also made 'Recessional', William Hurlbut's play, and 'Secret Star', Jack Preston's novel with a Hollywood name index, one store bests.

In honor of James Branch Cabell on the publication date of his first book in some time, 'The Restless Heads' Arranged by Selma Robinson, at the Hotel Gotham, she got most of New York's literary celebrities to attend, with the proceedings being broadcast on the radio. The affair notable in more ways than one. Marked not only a new book by Cabell after he was reported to have declared that his writing days were over, but also the dropping of his first name, James. Ceremony officially made him Branch Cabell, a branch of the Virginny Cabells.

Who Started It?

Commenting on the recent paragraph regarding the use by Frank Davis, of Davis and Barnell, of fake ads at the Winter Garden between 1919 and 1922, Paul Reilly writes that he made a series of 60 drawings for 'Life' under the caption of advertisements 'You Have Never Seen Before'. The first five of which appeared Sept. 28, 1916, with five a week thereafter until the series was exhausted. He is now doing some of the 'Ballyhoos' ads along pretty much the same lines.

He does not lay claim to being the originator, but says he does not recall any prior use of the idea.

Hall Heads Church News

Frank A. Hall, one-time dramatic critic for an Indianapolis paper, has been named director of the National Catholic Welfare Council News Service, which furnishes news to Catholic weeklies in the United States.

Mr. Hall has been acting director since the death of Justin McGrath, noted newspaperman and organizer of the C.W.C.N.S. eleven years ago. On the staff since 1924, Mr. Hall has handled at one time or another, every phase of the Service's activity.

Dial Expands List

Additional financing will enable the Dial Press to get out its biggest book yet for around 75 titles this year, the concern finding a good response to its 60-odd books issued last year.

Dial Press headed by Lincoln MacVegh, who took over the former book affiliation of the now defunct 'Mag', 'The Dial'.

Not known whether the additional financing will be in the form of a new business leaves MacVegh still in control.

McCarthy-Urbach's Take-Over Eddy Bokley, editor and publisher of 'Here's How', weekly cost trade paper, has dropped out of the sheet with Gus McCarthy and Larry Urbach taking over the ownership.

Bokley left to organize the Bundled Advertisers, exploitation and advertising service for theatres. Bokley's new agency is called the Franklin's circuit and Westland Theatres.

Bridge Club for Scribes

An effort is being made to establish a bridge club for newspaper people only. It carries the name of the Pen and Pencil Bridge Club and is starting monthly in quarters in Greenwich Village, New

York. With a view to encouraging support, individual cups each night (every Friday) and monthly prizes will be given.  
Hermine A. Murray, newspaper woman, is actively engaged in the club, which carries the sponsorship of Guy Culbertson, Robert Murray, husband of Hermine A. and presently on 'The Bridge World', will also take an active part in promotion of the club.

New Best-Seller Test

Charging fraud, treason and just plain fake, two of the New York dailies have decided to eliminate the best-seller reports as a means of conditions represented. First to drop the bookstore best-seller lists was May Cameron, the 'Post's' literary chatter, followed by the 'Sun'.  
Instead, the 'Post' now carries the reading preferences of various individuals. Supposed to give a line on representative reading tastes, and claims to be a more honest demand than the allegedly stuffed best-seller lists.

Woolworth Interviews

Motion picture star interviews, one to a volume, will be sold in Woolworth stores. Book interviews are to be published by Star Library Publications and written by actress Margaret McBride, who conducts the 'World at Large' page in the Pictorial Review.  
Miss McBride is now in Hollywood for the picture celeb interviews.

Louis MacLellan's Mag

Hollywood is to have a new gossip sheet to be called the 'Hollywood Mag'. Edited by Louis MacLellan, dabbler in Coast legit theatre attractions. First issue is due this month. Business manager is Ernest McCauley, formerly manager and treasurer of the 4th Street and Manhattan theatres, New York. McCauley and his wife have gone to California.

Silly but Funny

Instance of clever mag editing was the inclusion of that short-short called 'Mother's Secret', in a recent issue of 'Liberty'. The tale was a rankly amusing piece, but funny because of that very fact.

A bright 'Liberty' reader saw laugh possibilities in the piece and explained the tale to his superior. The tale was ordered in.

Film Script a Mag Serial

Don Clarke's original for Universal, 'Baby Face', which bought for Lew Ayres, has been sold for serialization to 'College Humor' by Clarke.

Universal has not indicated anything definite on release of 'Baby Face Killer', with some reports that it may be out in view of end of gangster pictures.

'Confessions' Prosper

Good market for 'true confession' tales offered by the many gossips going in for that type of stuff. Mag scribbler, 'The New Yorker', said of thing, but the fact is that 'true confessions' pay around two cents a word, the top for most pulp mag material, and some of them even more.

Many Alpha Proxy

Glenn Hughes, head of U. of W. drama department and author of 'Story of the Theatre', is impresario for foreign films being shown to intelligentsia at the Egyptian, in the U. district. His latest play, 'The Green', now being played by Seattle Repertory.

Mag's Referendum

'Charm', mag published by L. Bamberg and C. C. C. dept. store, is putting up continuance of publication to its readers. Mag has asked for votes either way with opinion poll sent by Feb. 5.

'Charm' is sent to its subscribers by the dept. store publishers gratis.

Weekly Goes Once-a-Month

Changing conditions responsible for another weekly going monthly. 'Like Life', which now comes out every 30 days, 'Outlook and Independent' become monthly starting with the March issue.

No change in policy or staff, Francis R. Hellamy continuing as editor. The heart of the concern is John Hay Whitney.

Cut Out the Kink

Last issue of 'Ballyhoos' contained a comedy ad in which King George was supposed to speak up for sex. After due deliberation it was decided to permit the issue to circulate in England after the offending page had been removed.

Hershfield Changes Bosses

Harry Hershfield, cartoonist-humorist, long identified with the 'King of the Cats' (Hearst), has joined the Macfadden forces. He will contribute comic strips in the New York 'Evening Graphic', also the Macfadden tab in Philadelphia. Hershfield was also a regular feature in 'Liberty', taken over by Macfadden.

Another addition to the 'Graphic's' staff is Mrs. Theodore Dunham, who succeeded Sam Taub in covering boxing and wrestling. He was formerly sports editor for the 'Evening Mail'.

Real Names of Authors

Patricia Wentworth, author of 'Nothing Venture', is Mrs. G. F. Dillon. Sylvia Thompson, 'Summers Night', is Mrs. Theodore Dunham. Lulling, Ethel P. Hueston, 'Good Times', is Mrs. E. J. Best. Francis Beeding, 'Take It Crooked', is Hilary A. S. Saunders.

Chatter

With but a single book published, A. A. Cronin is set to come over and lecture here.

Harold Bell Wright dramatizing his own novels.

First edition of Edward Doherty's story 'Johnnie Beger's Life' in the Rain Girl, selling for 35 cents. Bob Sherwood, the Barnum clown, will have another book of reminiscences this spring, called 'Hold Your Horses: the Elephants Are Coming'.

John V. A. Weaver sailing. Oscar Ross severed from the tie that binds.

Ralph McAllister Ingersoll steps up as m. e. of 'Fortune'.

Get ready for a flock of books on Hitler.

Still more players waiting plays: Philip Merivale, Eugene-Lentovich, and Iika Chase.

Hal Salzman, the Strand's press agent, has started his second week.

Rupert Hughes cashing in handsomely just now for his stuff on Washington.

James Knopf already has a James Hanley book for 1932.

Not much for American scribbles from H. C. Kinsey's new book concern. Practically all British stuff.

Severus Smith did not live long enough to see his first book, 'John Hanson', in print.

A price reduction on Elsie Janis' autobiog already, even before publication.

What about Walter Snow's book debunking the real estate racket?

Harry Carter and J. Van Krimpen write 'The New Fear'.

Achmed Abdullah in New York. Countee Culien has switched from poetry to prose.

Eugene O'Neill's notebook already has enough play ideas to keep him busy for the rest of his life.

Francis Yeats-Brown's new book postponed until next winter to get the full publicity of his forthcoming lecture tour.

Public Library will try to get the original manuscripts of the Broadway play 'The New Fear'.

Manuscripts from the Belasco collection will form the nucleus.

Dorothy Frooma, the scribbler, preparing a new volume.

Rachel Ferguson, author of 'The Brontes', went to Woolworth's writes the pieces in 'Punch' signed Rachel.

W. C. Copeland is the man behind all those bridge books.

More than 100,000 for James Truslow Adam's 'The Epic of America'.

Morris Abbe Beer giving instruction on how to write poetry.

Anticipation Double

(Continued from page 3)

get estimates on the alteration of a home because some picture laid out the money off that some studio is thinking of giving him a ticket.

About 99 of 100 of these contracts never materialize. For every picture that is made, a broken hearted keeper in Hollywood.

Tailors at one time were the big sufferers. Actors who hope for contracts are usually without a wardrobe, so they had the tailors build them a flash which they explained was necessary for their tests and to create an atmosphere of affluence. The wardrobe was chumps for a long time but they learned that most contract hopes were just idle dreams. Now it's cash on the line before they'll let a vest out of the shop.

Furniture dealers, dressmakers, music houses—everyone, including the grocers—have fallen for the contract gag. The grocer is usually the first to buy a house. He is supposed to be in celebration of the longest-for event. He furnishes the Swiss cheese, dry bread, salami and ginger ale. Later he licks himself in the liver.

## CANTON'S UNION STOPS REMOTE CONTROL BAND

Canton, O., Feb. 8. A prolonged fight over employing union musicians on programs of WHBC, local radio station, reached a climax when the local musicians' union halted broadcasting of programs by traveling bands at a ballroom, depriving the station of its only revenue from remote control.

No more band broadcasting will be permitted by union bands until the station agrees to use union musicians on its commercial or supplementing programs, the union states.

W. F. Copeland, managing director of the outlet, says employment of union musicians on station programs is out of the question, since revenue of the station is limited and the additional expense would be prohibitive. In the two years the station has been in existence talent for all programs has been gratis.

Station has contracted for next several weeks several commercial programs, which call for bands, but according to Copeland, discs will be substituted. Nearly all of the station's programs are in disc form.

## In the Family

Troy, N. Y., Feb. 8.

An idea in family exploitation of a radio star is the illustrated pupil lecture on Seth Parker and the Jonesport, Me., background of that ruralite's broadcasting and film work, by the Rev. Dr. Albert Lord, father of Phillips H. Lord, originator of the character. Dr. Lord gave the lecture in Troy, N. Y., last week.

It included the history of the Seth Parker programs, shots from Lord's picture, "Way Back Home," and pictures of the broadcasts and of the real Jonesport.

## 1ST CHI STATION SUIT FOR ADVERTISING FEE

Chicago, Feb. 8.

First known instance locally of a station resorting to litigation to collect on fulfilled time and talent contracts occurred last week when WBBM, CBS key, filed suit against three of its accounts. Trio given the legal tap were Chicago Good Humor, Inc., ice cream purveyors; Douglas Auto Parts Company, and the Jackson Fur Factory. Amounts claimed are \$2,323, \$1,170, and \$2,750, respectively.

All three programs were placed by advertising agencies. In the case of the Good Humor outfit, the client and the agency, Aubrey & Moore, are suing each other over alleged breach of contract, and meanwhile both parties deny responsibility for the WBBM bill. Minimum of risk from the collections angle that the broadcasting business has so far enjoyed is indicated by the fact that it is the first time that the station has had to turn to the courts to enforce payment of its bills. Outlet has been in operation since Jan. 1928, and during that period has done a cumulative business of over \$3,500,000.

## Olympic Special

Lucky Strike has switched its band schedule for this Thursday (11) and will substitute with Joe Moss' outfit from Lake Placid. Moss and band are being shipped to Lake Placid for broadcasting purposes only, idea being a tie-in with some of the Olympic contestants to talk.

## Minstrels Extended

Chicago, Feb. 8.

Sinclair Oil extends its Wener Minstrel show on WLS to four more NBC affiliated stations starting Feb. 20. Latter consist of WJZ, New York; WBAL, Baltimore; WHAM, Rochester; and WGAR, Cleveland. Other outlets will be added as they become available for the program's Saturday evening half-hour schedule.

Minstrel show ran as a sustaining feature for three years before it interested a commercial. That was early this winter, when Sinclair Oil took it over for a test.

## Concert Mgr. Jammed With CBS Subsid Over Adv. Breach

Chicago, Feb. 8.

Acting on phone instructions from New York, the local attorney for the Columbia Concerts Corporation, a CBS affiliate, last week relieved Bertha Ott of a couple of concerts she was handling here for the network's booking bureau and turned the management of the events over to Orchestra Hall direct. Attractions affected were Paul Robeson and La Argentina.

Reason given for the cancellation of the local concert impresario's contracts was that Miss Ott had breached the publicity clause in the documents by failing to run the required advertisements in the Chicago dailies. CCC's New York office advised its attorney, Paulus Koenig, to take the action against Miss Ott after it had learned the "Tribune" had shut down on her credit and refused to carry any further advertising from her office unless the coin was laid on the line.

Move by the Columbia outfit was the first of its kind ever experienced by Chicago concert booking circles, with the incident resulting in quite a buzz of comment among the latter. Report that the action was primarily actuated by the rumor that Den Hartog, director for NBC's Civic Concert Service, had bought into Bertha Ott, Inc., was denied by both the Harshbarger and Ott offices. "Trib" credit department confirmed the advertising freezeout angle, claiming that the amount involved was a little over \$1,000.

## Texan Radio School

Dallas, Feb. 8.

First radio school in this section opened here with W. M. Roberts, Texas capitalist. Known as Federal School of Radio and Television. Will specialize in technical side of broadcasting, with grade eligible for federal operator license, i. e., if they pass the government exams.

Similar venture tried here some time ago, but fizzled.

## WINS' Artist Bureau

WINS, Hearst's New York station, will shortly start an artists' bureau. Clark Kinnard will be in charge.

## TRACY ON ROAD

"Street Singer" (Arthur Tracy) opened for a week at Keith's, Baltimore, Feb. 7. Tracy will continue his network broadcasting schedule from Baltimore with CBS footing the extra wire cost.

## Oil Firm's 52

Chicago, Feb. 8.

Pennzoil has tied itself up for a 52-week stretch over the Columbia network. Contract calls for the basic network plus Atlanta, Charlotte, Knoxville, Little Rock, Oklahoma City, San Antonio, Denver, Salt Lake City and the Don Lee west coast unit. Program's entertainment assignment went to the Harry Sosnick orchestra and an un-billed quartet.

Show will originate from WBBM, the local CBS key, on a half-hour Sunday evening schedule starting Feb. 14.

## Break for Plugger

Los Angeles, Feb. 8.

Small California station sent a request to one of the local song pluggers asking for music.

Said it wanted classical, sentimental story songs, sacred music, choir numbers and some with Portuguese lyrics.

## CBS Prevents Song on Winchell Being Sung

Because of Walter Winchell's broadcasts on NBC, CBS has barred the song "Mrs. Winchell's Boy" from being vocalized over its network.

First ban arose Saturday (6) in Chicago, at WGN. On the same day Abner Silver and Wolfe Gilbert, writers of the ditty, were broadcasting over WABC from the National Democratic Club. They were also stopped on the lyric.

CBS's reason for barring the song, it says, is because some of the lyrics are risqué. CBS states the song may have been placed over its mikes but cannot be warbled.

## WMAZ's School Contest

Macon, Ga., Feb. 8.

Local radio station WMAZ is attracting state-wide attention through its daily broadcast, The Georgia School of the Air.

School children from 47 high and grammar schools are enrolled. A program is given each noon for one hour by a group of students, the best of whom are eligible to return for a contest program. Winners of contest will receive scholarships in music, voice, recitation and declamation. The scholarships in these special studies are offered by accredited colleges of the state. Winners are determined by selected judges and fan votes. The contest, which continues daily until May when the awards are made, is getting more student interest in the subjects presented than class room work, according to school principals.

## Owen Moves In

Pittsburgh, Feb. 8.

Francis J. Owen, formerly chief of the announcing staff at WCAE, has landed with WWSW here as continuity writer and announcer.

Owen while at WCAE had "The Wastebasket," which he may continue at WWSW.

## ACCLAIMED

one of

## RADIO'S GREATEST

## HENRY THIES

and his

## ORCHESTRA

FEATURING

## CHARLES DAMERON

VOCAL SOLOIST

WLW

Commercial Broadcasting

N.B.C.

Blue Network Sunday, 12M

## NBC CALLS OFF BUDDY ROGERS' BILTMORE JOB

Intention to place Buddy Rogers into the Hotel Biltmore, New York, as a band leader has been called off by NBC. Booking was announced some time ago by the network, with the date at first set for Jan. 1. Later it was set back until last week, when negotiations were dropped.

NBC says it does not want Rogers to go into the hotel in the middle of Lent, which will be about the time Rogers opens in New York with the new Ziegfeld show.

One reported reason for the booking being called off is that the Biltmore intended to close its supper room, where the Ross Gorman band is now playing.

If Rogers doesn't open at the Biltmore around Easter, NBC will keep him in the show only until the warm weather arrives. The network may then attempt to book him into a roof garden.

## MARIAN AND JIM "SMACKOUT"

1:45 p. m. C.S.T.—Monday, Tuesday, Wednesday, Thursday and Saturday—2:45 E.S.T.  
WMAQ, Chicago, to NBC-WJZ Network

## MILLS BROTHERS

4 BOYS AND A GUITAR—COLUMBIA BROADCASTING SYSTEM  
PERSONAL REPRESENTATIVE THOMAS ROCKWELL  
1776 BROADWAY NEW YORK CITY

## HARRY RESER BANJO SPECIALIST

Conducting  
Coca-Cola Estimote  
Radio's Oldest Commercial Each Friday Evening, 9 to 9:30 E.S.T.  
WEAF, NBC RED NETWORK

## SYLVIA FROOS

NBC Management Appearing Regularly WJZ and WEAF Victor Recording Artist

## ALLISON and FIELDS

Broadcasting Daily For MILLER FUR CO. GOSHEN SHIRT CO.  
1:15 P. M. Daily WBBM—CBS, CHICAGO

ED CONNIE Presents  
**Aileen Stanley**  
With a Smile in Her Voice  
OLDSMOBILE'S MELODY SPEEDWAY  
WOR and 80 Associate Stations

COLUMBIA BROADCASTING SYSTEM Presents  
**LEON BELASCO**  
and His  
EMBASSY CLUB ORCHESTRA  
COLUMBIA NETWORK  
Friday 9:30 P. M.  
WOODBURY PROGRAM  
Fate, Mrs. Norman Hurler,  
745 7th Ave., New York

"Hello Everybody!!!"  
**Kate SMITH**  
Columbia System—8:30 P. M.  
ON LA PALM PROGRAM  
Week February 8th  
RKO, Keith's, Washington  
Personal Management—Ted Collins

**LEO REISMAN**  
POND'S PROGRAM ON WEAF OVER A RED NETWORK EVERY FRIDAY EVENING  
9:30 E.S.T.; 8:30 C.S.T.; 7:30 M.T.; 6:30 P.T., N. B. C.

RADIO'S MOST VERSATILE INSTRUMENTAL AND VOCAL ENSEMBLE

# TED WEEMS And His Orchestra

RADIO STATION WGN

TRIANON

CHICAGO

## MORRIS RADIO SCHOOL; AUDITIONS GUARANTEED

With Harry W. Spingold in charge, the William Morris agency contemplates opening a radio school in New York. Spingold will provide a regular course of probably 10 lessons for \$25. An audition will be guaranteed pupils at the finish of the school's sessions.

Spingold is in charge of the Morris' radio department, which has been in operation for some time. The spreading radio attractiveness to the amateur suggested the Morris school. It will be that rarity of an educational spot for radio aspirants with a wealth of showmanship behind it.



## JESSE CRAWFORD WEAFF

Sun., Mon., Thurs.  
11:30 P. M. E.S.T.  
Tues., Wed., Sat.  
11:15 P. M. E.S.T.

## "EASY AGES"

"Eighteen Weeks in Chicago— and Not a Scratch"

**WGN** 9 O'Clock Mon. Wed. C. S. T. Fri.

## MELLO CLARIONS

INNOVATION IN RADIO  
SPONSORED BY  
**BROWN SHOE COMPANY**  
WJZ, Coast to Coast  
8:15 P. M. Wednesdays  
DIRECTION OF  
**LOUIS KATZMAN**  
Low White at Dual Organ

**JOLLY BILL AND JANE**  
NOW THIS IS A MOUNTAIN  
"CHEAM OF WHEAT" PROGRAM  
Every Morning Over WJZ at 7:45  
National Broadcasting Company

**EDDIE DUCHIN**  
AND HIS  
**CENTRAL PARK CASINO ORCHESTRA**  
COLUMBIA BROADCASTING SYSTEM  
WEDNESDAY SATURDAY SUNDAY  
12 P. M. 5:30 P. M. 12 P. M.

## Radio Unwilling Host Of See-and-Hear Boys

Los Angeles, Feb. 8. Increasing talk about television has fired amateur inventors who are flocking to local radio stations in an attempt to sell their mechanical brain children.

None has a chance to unload anything on the stations, but they continue to crash with blueprints and drawings. Many of the gadgets are about as practical as a Goldberg cartoon invention, but a few are okay in theory and might work to some extent.

Majority comprise ideas already patented elsewhere. Station managers usually look them over, as the s. m.'s are making a study of television, and want to uncover possible new ideas. But, so far as known, no station has paid out anything. Inventors are after a cash buy, not considering selling on a royalty basis.

Several television stock companies have also been organized. With the type of invention they are attempting to promote usually being two or three years out of date.

## British Pep

London, Jan. 29.

In March, for the first time for more than a year a play will be broadcast on a Sunday over the B.B.C. net-work.

This is a direct result of the efforts made by public opinion to put a little life into British Sabbath wireless.

The play, however, will only be an adaptation of Shakespeare's "Othello," lasting nearly two hours.

## Inside Stuff—Radio

NBC denies demanding credit for James Waters and Alfred Corn in the legit 'East of Broadway,' the denial also going for Pepesod, advertising with 'Rise of the Goldbergs,' in which both play.

Instead, it is stated, Waters told the management of 'Broadway' of the supposed credit demands, which were fulfilled by the producers. Correction and removal of the billing of NBC and Pepesod was then made, with the expenses incurred paid by Waters.

Waters played in 'Wonder Boy,' legit produced by Jed Harris. NBC was given a courtesy line in that show's program. NBC says only Gertrude Berg of the radio 'Goldbergs' is exclusively contracted by the studio and Pepesod.

San Francisco's radio row reveals plenty of gossip—about a couple of grafting radio execs who augment their regular salaries by 'borrowing' fives and tens from station artists. They're due for the sack from one of the major 'Prisco' stations soon.

Higher execs have paid little or no attention to the many kicks drifting to their ears, but within the past few weeks complaints have piled up to such a degree that notices are believed a cinch for the chiselers. Modus operandi for the grafters is to borrow as much dough and as often from a player as possible. If the artist kicks in regularly he's spotted on good programs. If he fails to hand over, or if he should be so uncouth as to ask repayment, he automatically goes into the discard.

Putting film names under contract for radio work and pledging the personalities not to appear gratis is being done on the quiet by an east-west agency, which has been grabbing a number of Hollywood players who are under the management of other agencies for film work.

This list is being offered to leading network advertisers and agencies with bids invited. No-gratis clause in the agency agreement provides that the players are to turn down any broadcast invitations whether from stations or their own studios. In this, the agency has been capitalizing the growing feeling among names that they will air themselves only for cash.

Coast radio announcer who has spied for some of the two-suits-for-\$15 gimmick broadcasters, lost his station a good account with a conservative department store because of too much zeal in plugging its merchandise.

His copy told about \$25 and \$30 suits for \$17.50. He made it sound better by saying the value was more like \$80 or \$100 the three pieces which was the sort of thing the big stores have been siding with the Better Business Bureau in protesting. Station's contract was cancelled.

Bob Taplinger, CBS publicity department, spent three days in Washington last week, acting as advance man for Kate Smith's RKO Washington date.

Assignment of Taplinger to build publicity for Miss Smith is an example of how CBS is handling its artists who are playing vaude. CBS works closer with RKO on these bookings than does NBC, despite the latter's affiliation with RKO.

Chesterfield passed questionnaires to all femme employees of CBS to secure the reaction of women to their broadcast. Among the questions which the girls were asked to reply to were: 'Do you listen regularly to the Music That Satisfies Program'; 'How do you like Alexander Grey's singing?'; and 'What is your reaction to the orchestral part of the program?'

Station WNEW, owned by St. Louis University, is now broadcasting a weekly review of current pictures at St. Louis theatres. Criticisms go on Sunday afternoons.

## U. A. AIR TIEUP

Film Firm Hooking to CBS Commercial—Half Hour Twice Weekly

Through a tie-up with makers of Danderine, hair tonic, United Artists goes on the air over CBS starting Tuesday night (10). Arrangements with United Artists and Danderine were made through the co-operation of Bob Goldstein, manager of Abe Lyman. Latter will appear on the broadcast with his band.

Jeanette Loff, from pictures and now in New York, will be permanent mistress of ceremonies for the broadcast, which under intentions will be 30-minute periods two nights a week.

Plan is to draft United Artists stars every so often. Appearance of U. A. people on this other program will be timed, when possible, with new U. A. pictures.

## Pen Hour Set

Chicago, Feb. 8.

Talent lineup for the Schaefer pen program, which makes its NBC debut Feb. 14, has again been revised with H. L. Spitalny, director of the Chicago theatre orchestra, now spotted to fill the same assignment on the network show.

Spitalny, who holds a contract for the entire series of 13 weekly programs, replaces Josef Kaestner, an NBC staff conductor.

On the initial program, besides the Spitalny orchestra, will be Joseph Griffin, tenor, and the Navarro sisters, daughters of the Panamanian consul in Chicago.

## NBC Chicago Time Income Jumped 65% in 1931; Net \$5,700,000; Claim No Profit on Bookings

Chicago, Feb. 8. NBC's Chicago division wound up the past year with a 65% increase in business. With discounts deducted, the local branch drew from time-selling alone an income of \$5,700,000 during 1931, while the net take for the previous year tallied \$3,700,000.

Although the network's artists service here has been operating against stiff selling competition from indie bookings, sales and were frozen out on many big money programs by these outsiders, the books for the year show a local turnover of \$11,200,000 for talent. Figure combines the income from program placements, hotel and cafe band bookings and concert and club dates, with the artists service bureau collecting just about enough commission from all sources to give it an even break for 1931.

Network reported as not disappointed at this phase of the showing. When the booking office here from indie managers last May it was already over \$20,000 in the red, due to a load of guarantee band commitments and the losses these dance combos were taking on one-night stands. Bureau now has only one name band under contract and is operating from the orchestra angle under one of those verbal agreements with the Kennaway booking office.

NBC studios here are shooting 32.4% of all the network's programs, with the current schedule showing an increase of 66% over the number of programs originating from Chicago a year ago. In exact figures the latter amount to 263 a week, of which 119 come within the commercial category. More than a proportion boost in income is indicated by comparing the net billings for time for the past month of January and the similar period of a year ago. Net for Jan., 1931, amounted to \$660,000, and for the same month the year before, \$365,000.

Network's biggest month last year from the Chicago source obtained in December, when the net billings for time totaled \$650,000, while the year's low prevailed in February, \$337,000.

**THE BIG SHOW OF THE AIR!**  
**MORTON DOWNEY**  
WITH  
**TONY WONS**  
**JACQUES RENARD**  
AND HIS ORCHESTRA  
**CAMEL**  
1/4 hour COLUMBIA NETWORK

**The Voice You Love to Hear**  
**VAUGHN DE LEATH**  
Radio's Friendly Singer of Friendly Songs  
Columbia Broadcasting System  
Now Appearing in Person in RKO Theatres

**ALICE JOY**  
The PRINCE ALBERT DREAM GIRL  
**NBC NETWORK**  
Coast to Coast  
EAST 7:30 PM WEST 11:35 PM

**NICK LUCAS**  
"The Crooning Troubadour"  
of  
Talking Pictures, Radio, Records and Vaudeville  
Headlining the Coming of  
**RKO - ORPHEUM**  
DENVER, FEB. 11th

## Razor Account Will Feature Belle Baker

American Safety Razor goes on the air March 14 with CBS for 26 weeks. Period will be on Sunday nights for 30 minutes.

Although the other talent has not been set, Belle Baker will be featured. Belle Baker auditioned for the account last week. Booking will be direct.

Miss Baker was until recently with NBC for 'guest star' work and on sustaining.

## P. A. TURNS ACTOR

San Francisco, Feb. 8. Ralph Clark, press agent for KFRG, local spoke of CBS, succeeds Monroe Upton, who shifted to NBC as producer, actor and writer. Clark's a former newspaperman.

## BERNIE FROM FLORIDA

With Ben Bernie vacationing this week in Miami, he will go on his regular commercial broadcast (CBS) with Onie Nelson's band from the resort.

## ALICE JOY'S SHORT

Alice Joy will make her first talking short for Paramount at Astoria this week. Miss Joy on the NBC contract list.

## Van Heusen on Again

Van Heusen returns to radio, CBS, March 23, after being off the air since spring. It will mark the fourth time this account has been on and off the ether. Commercial hasn't picked its program yet.

Van Heusen will replace the Vitality, which will end 42 weeks with CBS.

## Alligator's 13 Dies

Chicago, Feb. 8. Another 13-week series of wax patterns has been finished by Alligator Raincoat. Ted Weems band, which did the recordings last year, is on again currently.

## EDDIE AND RALPH

# "SISTERS of the SKILLET"

OPENING RKO ROUTE—PROCTOR'S NEWARK—WEEK FEB. 13th



### THE DINGLEBENDERS'

Kolb and Dill COMMERCIAL  
KPO, San Francisco  
After 34 years of dialacting around the country, Clarence Kolb and Max Dill have gone radio with Gilmore Oil Co. for 52 weeks of a new weekly radio program, "The Dinglebenders'." Goes over the NBC coast network as "The Dinglebenders'."

Kolb and Dill reported drawing \$1,000 a week for the broadcasts. Gilmore has tossed in an additional budget for supplementary talent in the form of "The Dinglebenders'." net, no commission going to any advertising agency.

Dill's serial is the idea Kolb has had for number of months, during which time he has been in comparative retirement at his home down the country from "Prisco," has been trying to peddle it to various concerns for some time, originally asking \$1,500.

Dill reported that Dill is working on a straight salary with bulk going to Kolb. This is an arrangement which has been in effect for about a year ago when they last played a local legit house in "Apron Strings."

"The Dinglebenders' is a serial penned by the team in collaboration with John Eugene Hasty, local radio writer and writer and newsmen for "Dinglebenders' are Kolb and Dill, a couple of small California town writers. Kolb and Dill, who will adopt a baby with resultant complications to ensue.

"NBC and Gilmore got together for Kolb and Dill began the team. Considerable publicity, advertising and exploitation out of the program, including the use of the Kolb and Dill name, which is still plenty good around here, particularly with the writers.

"Hasty, as added, wrote the Governor. Rolph introduced the dilettantes, talking about four minutes and working in a poem about the love of Rolph and the newsmen was rather silly and certainly not in keeping with Rolph's dignity.

"Dill, Gilman, Niles, p. and coast proxy, introduced Rolph's.

What program needs is a better musical introduction than the presentational opening. The program is of indistinguishable music that convey no impression. Much better to say, a German, say, with a theme that would identify.

As Mike artists Kolb and Dill registered, the contrast in voices and lyrics and the music in each. Opening episode took no chances with new gags, but relied on the use of the tried and true material. Understood that future changes won't have so much gagging, but will center more on satire.

Only other change was in the opening episode was a girl, Ruth Mattison, who capably handled a small commercial. The program was introduced by Charles MacAllister with a pip of a voice. Length of Rolph's intro forced K. and D. to speed up their act and then there was a change to MacAllister to get in a complete closing plug for Gilmore. Program went to 8:30, with a follow-up by Prince Albert on the network.

Signing of Kolb and Dill will mean junking of the Gilmore Circuit, Niles following through on a move to the Los Angeles studios. It was on for four years.

### DR. PRESTON BRADLEY

Topical Talks  
COMMERCIAL  
WMAQ, Chicago

Radio has run the gamut of everything from star gazers to medical doctors, but the most recent is a clergyman, and one so well known as Dr. Bradley, has been put on the air to sell groceries. The program is a product of the Warner Products Co. is the sponsor.

Bradley originally made his radio debut over WLSW, a station which has been identified for years. This new commercial arrangement is something different for radio. Broadcasting from the studio, Dr. Bradley divides his half hour with a topical talk, a series of questions and answers, and the last half, quizzes are written following in the hour, and are being played to the first five in order, or as many as time will allow. Questions vary from common sense to the most obscure, and sometimes provide a laugh, but Dr. Bradley is a good showman. Bradley's personal following throughout the country is to be taken into account, and that runs into the thousands. Essentially the sponsor is a radio station for the middle-aged behind the pocketbook that buys the groceries, with whom the clerical name figures state specifically as a doctor and the flock of queries received weekly indicates that the program is clicking easily in that direction. *Spdn.*

### TONE SKETCHES

Continuing  
WAPI, Birmingham

Fifteen minutes that click. Three men are the principals, pianist, xylophonist and tenor. On every afternoon.

Bits of popular and semi-popular songs are played, and the program caught no continuity was made and the players did pretty much what they wanted to. All through the program the tenor tries to provide chatter about things around the studio.

The xylophone player and pianist stand out with their pop numbers.

### ROMANCE TIME

COMMERCIAL  
WMAQ, Chicago

Radio stations are not booked like very little of the little. The variety is paid to the aspects of variety. It is a common occurrence in listening to one radio station to find that the program is in succession, or three talking sessions. This sort of haphazard arrangement is only the tendency of the cold, and the tendency of forcing the listener to jump from one station to the other in search of the necessary variety.

This is one of the great handicaps to this Romance Time 15-minute variety. It follows the "With Canada's Mounted" on the same station. The "Mounted" program runs for 30 minutes of thriller-type storytelling. At the end of that period the listener is ready for relaxation after having strained his ears and nerves in following the course of a little drama.

But the station has evidently paid no attention to that need for diverting. For immediately following those hectic 30 minutes, come 15 more minutes of more thriller talk. It puts the program in question at least disadvantages from the opening line.

Interlude, paid for by the Hesa Welch House, and the program goes on to the lesser grade of radio programs. Story is regularly dedicated to lovers throughout the world, but the stories of love here are not of moonlight and roses, but of jealousy, murder, court-rooms; and the thunder love, not romantic coupling.

Writing throughout is of the dime novel sort, with no finesse, polish or imagination. The attempt at "surprise" endings are usually so childish as to be snickers. Fringe the end of the sessions each with a "last episode" of the murder, it turns out that the principals in the drama were merely rehearsing for a play to be given at the end of the session. The Little effort giving to the scenario itself. And until the grade of the program is improved, this program is going to remain along in the woods of cheaper sessions. *Gold.*

### RUSSELL KOCH

Xylophonist  
Sustaining  
WFAA, Dallas

Being only publicly known xylophonist, Russell Koch has been about this program, but the late rates are among studio entertainers. Koch has been on the air Sunday night and only 15 mins. then. Spot could easily hold 'em 30 mins.

Koch varies from clinkety pops to the organ-effect stuff, evidencing plenty of vitality on the mallet end. Kind of a folk-feller like the quiet evening at home, if any. Which probably accounts for majority of requests running along the subject of the program.

Koch started with WFAA when radio was a novelty around here. He has been on the air for 15 years, survive the network competition. Maybe it's because there's no chatter and no dentist to see a night.

### NIGHT COURT

Sketch  
Sustaining  
WGB, Chicago

The old burlesque "Irish Justice" idea revamped and esterified. Too bad this night court scene couldn't be put on the air, together with smart material. What they're doing now is simply-tearing out leaves from Joe Miller's anthology.

Night court thing allows for full play and a lot of funny situations. Presentations are better than the state their case and wind up with a blackout gag delivered by the droll-speaking Judge. Some day radio will be a more elaborate and perfect a continental style that takes him out of the average class.

He should be a more elaborate and perfect a continental style that takes him out of the average class. He should be a more elaborate and perfect a continental style that takes him out of the average class.

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### BOB FRENCH

News  
WCAH, Columbus

French takes the air six days a week at noon for the Columbus "Dispatch" in a news broadcast. Presents news of the day as carried on the radio, together with major local events, and winds up each broadcast with a breezy line of chatter equal to the best of humor content. French, who is public relations manager for the paper, also presents a series of contest questions over the ether during his news broadcast, and results have been better than anticipated.

Program is an old rounded out and contains oddities as well as straight news, with some flash and bulletin board type material. French's news cast takes place from a room in the paper's building, and is handled by remote control. French also does special broadcasts of athletic events.

### 'REAL FOLKS'

Serial  
COMMERCIAL  
WGN, Chicago

Last week the Chesbrough valet-line company had the 'Real Folks' title and serial for its program. Present series over WBS is under the pen-name of the top chain syrup division of General Foods.

This is another one of the long, long series of rural and country serials. The films long ago abandoned the crossroads for the more modern pot-house and speakeasy. The serials of the top chain syrup cycle, the films will probably be back to the old homestead and mortgage theme. However, the 30-minute length of this broadcast is something of an infrequent item; most series of the sort are content with 15-minute interludes.

Idea behind the program, the writing and the method, present nothing out of the ordinary to radio turn-ins. They've heard many sessions almost identical in style, and will probably hear more. The characters are all quite plainly stamped, the comedy lines come just when expected, and the story is a rather tame and general-storish radio flavor that's accepted by listeners generally as genuine and sincere. The crux of the story here and at present concerns the village inventor who's turned out a series of radio-manipulated aeroid-gyro.

But the story is of minor importance when compared to a new twist in the program. At this session there was a celebration at the town hall in honor of the village inventor who's turned out a series of radio-manipulated aeroid-gyro.

The entire session takes but a minute or so, and the idea of the beginning of a new idea in radio; this inclusion, as a strict surprise, of a new twist in the program, is a welcome change. The program is a welcome change.

If the spirit of reciprocity isn't a success, it may become a standard and successful scheme. In particular, this idea could be worked out with the case of the valet-line company has several subsidiary programs on the air. This, Standard, Drama, Comedy, and many others, which have more than one program, may bring two or more of the entertainers in on the broadcast. *Gold.*

### EDDIE SOUTH

Violin and Orchestra  
Sustaining  
WIBO, Chicago

This was South's first air hookup, through the radio, and he held it for a long time. Billing himself as the "Dark Angel of the Violin," South handles the bow powerfully, and the orchestra in back of him meaningless without that. During his three years abroad this he has picked up a lot of tricks, South should get himself a rep on the air in time. *Spdn.*

### WGN VARIETY PROGRAM

Vocal and Musical  
Sustaining  
WGN, Chicago

Melange of everything in general and nothing in particular to give this new effort of WGN to give its listeners something different and interesting. Probably looked better on paper.

What the program really amounts to is a hodge-podge of singing and orchestral tunes, shuffled in a makeshift manner. Probably the program is intended to get some sort of reaction between classical and pop stuff, but neither succeeds.

Studio combo lends off with a selection, followed by Lawrence Salerno, baritone, in an operatic piece, and then a vocal solo by a double on piano for a rag version of Rachmaninoff's Prelude, with a piano solo by a double on piano, by, picking up a harmony arrangement on "Fiesta."

Same routine, starting from the orchestra again, and then a half hour easily forgotten. Idea behind a variety program is good, but needs more more attention than given to this initial one. *Spdn.*

### BARNSDALL MUSICAL MEMORIES

Musical  
COMMERCIAL  
WABC, New York

Plugging itself the 'World's first old refiner,' Barnsdall hits the ether once weekly over the Columbia web, bringing a surprise period of music by orchestra and larynx.

Program throughout stresses that pioneering aspect of the firm's music, and the surprise period at the listening ear by the careful selection of dated songs and the bits of old music by orchestra and larynx.

Tunes are of that era of this nation's history known as the naive decade, but takes in much area beyond that 10 year stretch, both fore and aft. These melodies have a certain sentimental advantage from the jump that grabs the session with a coating of color and quiet distinction.

The orchestrations of the songs themselves are melodic; they're played well, though with no frills. The vocal bits are sung neatly by the orchestra, and the picture of the early century nicely, for their singing is staid and solid and serious. Not a pop-a-dooop or a lot of a set of kilocycles.

Session, from all aspects, looks a cinch on the entertainment end. It arrives at dusk when the home mood is a sort of story regarding the sudden lull between the energy of the day and the social urge of the night. The program is in the mood for quiet and sentimental melodies. The program fits. *Gold.*

### 'DRESS REHEARSAL'

With Edward Davies, Alice Mock  
Orchestra, Songs  
COMMERCIAL  
WABC, New York

This musical period, paid for by the Household Finance Company, is promoted by the thread of a script running through the idea of a rehearsal. Each period is supposed to be a rehearsal for a forthcoming performance. Last week's was for a song and orchestra.

Running through the musical side of the broadcast, which predominates and is the feature of the period is a sort of story regarding the three main characters. They are the soprano, Alice Mock; baritone, Edward Davies; and the orchestra leader, Frank Laird Waller.

The two singers, as heard on the radio, are a good deal of a hindrance. Each period is supposed to be a rehearsal for a forthcoming performance. Last week's was for a song and orchestra.

Waller uses a heavy Dutch Italian dialect. But when the "latter" comes into his song, the dialect is forgotten. Either this is done intentionally for better delivery of the song, or it's a mistake. One of the talk and the other for the song. Either way it's a bit puzzling to the listener.

The musical part of the broadcast is nicely diversified between classical and standard airs. Orchestra good. Both Miss Mock and Davies are good. The program is a bit of a puzzle to the listener.

Spotted in the center of the period is a short story in the form of a picture. Company did not want to leave the orchestra leader, who trained them both. There is also a picture of the two singers, and a picture of the orchestra leader.

Waller uses a heavy Dutch Italian dialect. But when the "latter" comes into his song, the dialect is forgotten. Either this is done intentionally for better delivery of the song, or it's a mistake. One of the talk and the other for the song. Either way it's a bit puzzling to the listener.

### 'TO THE LADIES'

With Tito Guizar, Leon Belasco's  
Orch.  
COMMERCIAL  
WABC, New York

Too commercialized for a 15-minute broadcast. Staged by Woodbury, the period is rammed with plugs, either direct or by innuendo through the constant means of dedicating all the songs to the words "to the beautiful lady."

Men won't hang onto a program of this sort for long. Since this product is strictly for women, the lack of male interest won't worry the advertisers. And it's probably a good thing that one femme a click to hear to you, beautiful lady.

Guizar is a Spanish youth who has been on the air, both WOR and the CBS network, for some time. He is a good singer, and his voice, with a noticeable Spanish accent. The sponsor probably figured the accent would be considered romantic.

Guizar appears on two numbers, one "Peanut Vendor," which he rendered in Spanish, and the other "Guizar," which he rendered in English. He is a good singer, and his voice, with a noticeable Spanish accent. The sponsor probably figured the accent would be considered romantic.

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### SWIFT GARDEN PARTY

Toi Schipa  
Songs  
COMMERCIAL  
WABC, Chicago

This is a seasonal series of programs for the good of one of the Swift company's many by-products, the Swift Garden Party. It is a mid-winter about this time Swift, the girls priming the public's mind to get into the garden planting. This is its second season, and it is at present for 15 weeks, which will take the program right into the heart of the summer.

The ultimate public, Swift doubtless surmises, is a rather well-to-do, intelligent portion of the population, if associated with big towns, they live in the suburbs, and have a garden. Or at least some of them. The garden should be, if they could only get rid of those weeds and get the kids to stop fertilizing it as a football-baseball-hockey field.

Their public is almost identical with that group being appealed to by the Davey Tree program, which also gets underway at this time each year for a hunk of pre-season. The Davey Tree program, which also gives 'em 60 minutes of concert music and semi-classical vocal bits, is a good deal of a help on trees, their history and future by Martin L. Davey himself. Only folks with ample coin can be considered. Or at least some of them. The garden should be, if they could only get rid of those weeds and get the kids to stop fertilizing it as a football-baseball-hockey field.

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# \$7,500 Overhead Too Strong for A 9 O'clock Town

Syracuse, Feb. 8. Cafe Dewitt, Syracuse's palatial \$500,000 night club erected and opened last fall by Julian S. Brown, then lessee of the Dewitt theatre, closed its doors Saturday (6) a costly flop. Closing order was given by receivers for Brown and the Dewitt Development Corp., after efforts to keep the night club open by reducing the overhead had failed.

When first opened, the place had a weekly operating cost of \$7,500, too much for this nine o'clock town. What will happen to the property is unknown.

Hands of the three receivers of the Development Corporation and Brown, who inherited more than a

## 10c Guild Forms Reg. Priced Firm on Side

Song Hit Guild, 10c sheet music publisher, has started a new subsidiary which will publish popular music at regular prices. New company is called the Majestic Music and will sell its sheet music for 15¢ wholesale.

Majestic will be operated from the Guild office, with Ruby Cowan in charge.

Majestic's songs will be distributed through the regular channels, with no connection with American News, which handles the Guild's 10c music.

million from his father's estate, are so tied that they are unable to sell any of the real estate because of unsettled dower rights claimed by both Mrs. Ethel Latham Brown, first wife and Mrs. Margaret Hanna Brown, second wife. An action is pending by the first Mrs. Brown to void her husband's second marriage on the claim it is illegal.

## GROFE CONCERT

Ferde Grofe, arranger for Paul Whiteman for 15 years, and who has also done his share of composing, made his debut as an orchestra director Sunday night (7) in a cross between a benefit for the unemployed musicians and a publicity affair for himself. It took place at the Manhattan Theatre, New York.

Concert was under auspices of CBS which put the orchestra of 70 players on the air from 10:45 to 11:30. CBS also supplied eight of its name artists for the benefit. These were Vaughn De Leath, Barbara Maule, Mills Brothers, Arthur Jarrett, Arthur Tracy (Street Singer), Boswell Sisters, Alexander Gray and M. D. Downey.

None of the radio singers but one, Gray, dared to vocal without the aid of the microphone which was hooked to amplifying horns. Ridiculous in view of the size of the house. Barbara Maule's first number, an aria from "Carmen" was sung without the aid of amplification, but her second was warbled into the mike. Gray got immediately into the act, delivering both his numbers away from the mike.

Then the stars ran for the mike before starting to sing. That device covers up plenty, particularly the radio singers' fear of gestures and lack of stage personality. Looked like many of the radio people are in the same boat as film actors when they get in front of footlights though there's no reason for people like Downey and Tracy hugging a mike unless they've lost confidence without it. Tracy incidentally, built himself up with a signature song off stage opening which smacked strictly against time and out of place.

Of the 70 musicians in Grofe's orchestra about 15 of them had previously played with Whiteman. Many of them are well known orchestra leaders. During the week before the concert the entire ensemble rehearsed nightly from midnight until 4 or 5 a. m. Grofe highly regarded in musical circles.

First half of the concert was opened by the orchestra with "Metropolis," Grofe's own composition. One of the movements from Grofe's "Three Shades of Blue" followed. Subsequently the orchestral numbers during the first part of the concert were:

- "My Old Kentucky Home," part of his "Mississippi" and Grofe's new musical tribute to Knute Rockne, all interesting work with a single in it.

Orchestra hardly got an even break in recognition of the men, on a flat stage, muffling the various sections and throwing the singers off tonal balance due to the voice amplification.

Attendance was good with about \$2,500 grossed for the benefit of the unemployed musicians, total 102 of the American Federation of Musicians.

Grofe's intent for the future is his own orchestra for dance, radio and concert work. He remains an outstanding arranger for this type of orchestra.

# Composer-Publishers' Informal Meetings End with Many Points Still Unsettled—Legislation Hinted

## SAM STEPT'S BUY

Takes 50% of Freed & Powers—Will Change Title

Sam Stept has secured a 50% interest in the firm of Freed & Powers. Name of the firm will be changed shortly to Stept & Powers, as Arthur Freed's interest was bought out some time ago by Dick Powers. Later and Stept now hold an equal interest.

Stept, last under a songwriting contract to Warner, will handle the professional end of the firm and also write songs. Eddie Kelly, Chicago rep, will be brought into New York next week. Arch Stiller will replace Kelly in Chicago.

## Copyright Hearings

Washington, Feb. 8. Patents Committee of the House of Representatives is holding copyright hearings today in view of presenting a bill which will meet with as little opposition as possible. Hearings are scheduled to be held on the music side of copyright Feb. 12 and 13.

It is expected the Music Publishers' Protective Association, Songwriters' Protective Association and the American Society of Composers, Authors and Music Publishers will be represented at the hearings.

Spitalny Suing Amer. Disc for Using Name

Phil Spitalny has started action against American Record for \$100,000 damages on the grounds that the disc company placed his name on a recording which he did not make.

Spitalny, under an exclusive contract to Durlum records, avers through his attorney, Abe Berman, that American Record issued two makes of discs with the song, "Good Night, Sweetheart," and used his name as the recording band. Leader says he did not record that song, nor did he give permission to the American Record to use his name.

Two discs issued by the American Record with Spitalny credited as recorder of "Good Night Sweetheart" are Romeo, manufactured for the S. H. Cliff stores, and Perfect. Former sells for 25c and the latter three for 1c.

On the back of the Perfect record was a song titled, "Kiss Me Good Night, Not Good-bye," which Spitalny recorded. Band leader claims the use of his name damaged his standing with Durlum inasmuch as his first release for the latter was the same song.

## Morris on Soc. Board

Buddy Morris, head of the Warner publishers, has been elected a member of the board of directors of the American Society of Composers, Authors and Publishers as successor to Joe Keit.

On the songwriters' board of directors of the society, Jerome Kern was elected to fill the place formerly held by Raymond Hubbell. Hubbell becomes the first honorary member of the board for life.

REALLY HEADS FLOOR TROUPE

New show opening at the Paramount Grill, New York, Wednesday (10) will be headed by Dan Healy, who replaces George Givot as m. c. on the hotel floor.

Popkins and Rhoads, Gertrude Nielsen and George Tappan are the acts, with the chorus and Snooks' Ramblers (band) holding over.

SEARCH FOR PIANIST

Local police have been requested to search for David Carroll, 40, pianist at the Richardson theatre here.

Carroll has been missing since Saturday (6).

DAVE BERNIE'S GRILL

Dave Bernie's orchestra goes into the Coral Grill, New York, Thursday night (11).

Band is looked for in an indefinite engagement.

The series of informal meetings between publishers and songwriters at these meetings agreed to drop their demand for copyright ownership. The closed shop proposal made by the writers has not been decided either way yet, although from reports the publishers at the meetings were willing to agree. This proposal that popular publishers cannot accept the songs of writers who are not members of the S. P. A.

Although the majority of the disputed proposals smoothed over by the members of both factions at the meetings were not divulged, it is reported the sessions ended with the publishers agreeing to give the songwriters 50% of the ERPI money. However, it is said that if this is accepted the division of the ERPI funds will be an individual matter between publisher and songwriter instead of with the S. P. A., which desires to distribute the money collected in this manner to (Continued on page 54).

## EX-COMB PLAYER

Cleveland, Feb. 8. Red McKenzie, former singing jockey and one-time comb player with the old Blue Blowers, was signed last week here by Paul Whiteman for the next three years.

Whiteman, without a smile on his mug, declared he's going to build up McKenzie, a baritone, as a successor to Bing Crosby and Morton Downey. McKenzie joins Whiteman band in Buffalo.

It Was the 'Still' Boys

Recent union controversy in Chicago over the booking of two bands for a banquet occurred at an affair held by the newspaper still cameramen and not the newswell boys, as reported.

## "HOME"

Tops 'Variety' list of best sellers not only because of the merit of this outstanding number but due to the co-operation of our friends.

We now offer:

"Everything Must Have an Ending (But My Love for You)"

"When the Stars Come Peeping Through"

"What an Existence"

"The Song I Wrote for You"

"The Mailman's Got My Letter"

"Mrs. Winchell's Boy"

## MARLO MUSIC CORP.

745 7th Ave., New York

CALIFORNIA'S GIFT TO RADIO

ABE LYMAN

and his super-entertaining orchestra, must see the Cal Radio show, featuring the bands and singing, dancing, and music, so

"GIBBY FRENCH HIT LAST!"

"HOW LONG HAVE YOU BEEN IN YOUR BUSINESS?"

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## Frank H. Tannehill Plunges to His Death

Frank H. Tannehill, 72, actor, playwright and manager, either fell or jumped from the solarium atop the clubhouse of the Elks Club, New York, Feb. 5. He plunged eight floors to the roof of an extension.

Tannehill professionally dates back to 'Fun On the Bristol' produced about 50 years ago. He wrote 'Nancy Hanks' and other plays. After his active retirement he managed theatres in the south, was associated with Gus Hill and more lately was employed by the Vaudeville Managers' Protective Ass'n. His home was in New York. He is survived by his widow, the former Anna Ray, their daughter, Frances, and Muriel and Myrtle Tannehill, daughters by his first wife. Both the latter have retired from the stage.

## Wm. Elliott Dies In Lambs' Clubhouse

William Elliott, 52, actor and manager, died at the Lambs' Club, New York, Feb. 5. Cause of death is not stated. He resided in Greenwich, N. Y.

Originally an actor, Elliott turned his attention to management and made a somewhat sensational success with 'Madame X,' following this with other plays. In 1911 he married Augustus B. B. daughter of the late David Belasco. She died shortly after the marriage. With his father-in-law Elliott produced 'The Wanderer' and also was associated with his brother-in-law in Elliott, Comstock and Gest.

He is survived by his second wife and their two children, who are resident in France. Services were held at the Little Church Around the Corner.

## Sisk Loses Brother

Baltimore, Feb. 8.

Joseph F. Sisk, Jr., 24, died Feb. 4 in the Gallinger Memorial hospital, result of an automobile accident Jan. 29. Was a political writer on the 'News.'

Sisk is survived by his mother, his stepfather, C. H. Cover, two sisters and a brother, Robert F. Sisk, who is publicity head for the Theatre Guild. Interment in Baltimore, Md.

## JAPANESE ACROBAT DIES

Richard Kuni, 37, died last week at the N. W. A. Lodge, Saranac, of pneumonia after an illness of only three days. He had been at the Lodge for the past three years.

Kuni came from Japan to join the Katamura troupe and was a featured performer with Benamu, Bailey and the Buffalo Bill show. His last appearances were with the Three Tokyo Boys. He is survived by a sister who resides in Japan. Interment at Saranac.

## CIRCUS QUEEN DEAD

Indianapolis, Feb. 8.

Mrs. Julia Frederickdorf, 60, once of the circus, there known as Mme. Brachard, died here last week. Starting in stock Mme. Brachard later became a juggler. Her first husband was Brachard, contortionist, whom she divorced.

## Mona Cannady Passes

Mona Cannady, 34, died the past three years in hospital to Florabelle Muir, N. Y. 'News' picture columnist, died at the Pasadena hospital, Feb. 7, following a major operation. Mrs. Cannady had been in ill health for the past year.

At the time of her death she was also on the staff of the Hollywood 'Herald.' She is survived by her husband, Charles Cannady.

Mrs. Winnie O'Connor, 47, once professionally known as Neva Avery, died Feb. 2 at her home in Queens. She is survived by her husband, the former well-known jockey.

Mrs. Joanna Steffanson, 40, once a well-known singer, died in Winnipeg Feb. 2 after a brief illness.

Mother of Eve Marie Leonard died in Des Moines, Ia., Feb. 2 following a brief illness.

Mother, 45, of Edward J. Feder, of the Fox-West Coast real estate dept., died at her home in Hollywood Jan. 29. She is survived by another son, Jack Raymond, actor.

## STUNT FLYER KILLED

Leo Nomis Dies Filming 'Sky Bride' For Par

Hollywood, Feb. 8.

Leo Nomis, veteran picture stunt flyer, was killed Friday morning (6) when his plane crashed after negotiating an air feat for Paramount's 'Sky Bride.' Nomis went into a side slip at 1,500 feet, and apparently fainted, according to observers, because he made no attempt to right the plane or to jump.

Fred Hutchinson was called off for the day. Accident occurred at the Metropolitan airport near here.

Nomis was born in Iowa, and became a balloon parachute jumper while still a youth. He followed carnivals as a stuntman and began flying in 1917. He later became a member of the 'Black Cat' organization, barnstorming flying circus.

The bar and dining rooms of the most active thrill aviators, employed by the studios. He is survived by his wife, from whom he was separated, and a son, Stratton, nine-years-old.

## PITT KOTEL MAN DIES

Pittsburgh, Feb. 8.

Jack Sheppard, 63, well known among show people as owner of a theatrical hotel in this city, died here last week.

The bar and dining rooms of Sheppard's place on Sixth street, next to the Alvin theatre, were decorated with more than 10,000 autographed pictures of actors who stopped there.

## HELEN WINKLER

Schenectady, Feb. 8.

Helen Winkler, 17-year-old daughter of Fred Fritz Winkler, stage manager at the RKO Proctor theatre in this city, died here early in the week, a victim of sleeping sickness.

The young girl, a high school student, was ill only a few days.

## LAWRENCE TULLOCH DEAD

San Francisco, Feb. 8.

Lawrence Tulloch, formerly of the stage but recently of NBC, died of tuberculosis here Jan. 28.

He is survived by a widow, Nina Susoff, dancer, of New York, and a brother.

## ORGANIST DIES

Eaether Newcombe, 25, organist, died Feb. 4 at the Riverside hospital, Brooklyn, after an operation.

Miss Newcombe is the former wife of George Latch, also an organist. She was last at the console of the Metropolitan, Boston.

## Didde Read Dead

Los Angeles, Feb. 8.

Didde Read, 33, of the Read Sisters, Australian vaude team, died Feb. 5 in Hollywood of a lingering illness.

She is survived by her mother and sister, Dorothy.

## DR. IGOR KUZNETVOZ

(Continued from page 48)

though good-natured, he refuses to treat a priest, for instance—and cures workers quickly so that they can return to their posts in the factories.

The villain in Dr. Sakharov's make-up when a woman, a Bolshevik is brought to the hospital to be operated. The proletariat of the town is excited over his fate—his death would be a great blow to the Five Year Plan. What does the bearded villain do? He finds an excuse for taking a day off when the operation is scheduled. Clean-shaven he begs him to come to work but villain is adamant. Well, as you have just guessed, the hero, though inexperienced, decides to operate anyhow. And—again you're right—the operation turns out brilliantly. The Bolshevik leader survives, the proletariat cheers, the villain is disgraced and Dr. Kuznetsov is acclaimed by the populace.

In justice to the author it must be recorded that in watching the picture one notices the absurdity of the conception quite as much as afterwards. He has embroidered it neatly with some fine scenes of comedy and drama. A love story runs through the piece and Dr. Kuznetsov (although he has no time for such things) wins the aged Bolshevik girl—the villain's daughter, who has the hereditarily bourgeois taint, grins her love in silence.

Comedy element is provided by a novelist who has come to the town to look for material. He wants to get close to the masses but succeeds only in getting close to a few female members of the masses, that being his chief literary interest. His ally wife arrives on the scene just as he is about to go off to a vacation resort with his newly found pretty secretary—yes, even in this brilliant gag is legal dramatic tender.

Lyons.

## Providence Stock

Providence, Feb. 8.

Modern theatre re-opens Feb. 13 with stock burlesque. House was scheduled to re-open two weeks ago with vaudeville, but plenty of writs were plastered on the box office, with the result that local men backing the enterprise gave it up altogether.

Theatre has now been leased to S. Myer for 14 weeks. Opening attraction will be Lew Talbot's 'Wine, Women and Song.' It is said that Talbot is in with him on the plan. During the season Myer plans to stage 'Rain' and 'White Cargo' along with burlesque.

Two other attempts have been made to play burlesque at the Modern, each ending in failure.

## Burlesk Fails to Tie Akron Censor's Hands On Indecency Charge

Akron, O., Feb. 8.

Judge Oscar Hunsicker refused to grant a preliminary injunction preventing Safety Director Luther A. Park from interfering with the re-opening of the Grand theatre by Charles W. Brill, manager. He held the petition was defective.

Attorneys for Brill declared the petition would be amended and re-filed for hearing immediately. Brill's theatre was closed this week when Park refused the show indecent and revoked the license.

The Safety Director refused to listen to Brill's pleas to permit him to continue until Saturday, when I would be getting the burlesque field. Park insisted the show was not fit for Akronites to see. Brill declared the show was 'good clean amusement.'

Grand has been playing stock burlesque for more than two years, but had not had interference from city officials for the past several months.

## Woods Going Dark

Chicago, Feb. 8.

Woods, Loop burlesque spot, is closing Thursday (11). Woods has been operated since early last December with stock, plus pictures. Under N. S. Barger's direction. Barger also runs the Westside.

Johnny Jones is considering re-opening the house with vaudeville.

## New French Embargo

(Continued from page 13)

picture companies asking that all talk of dubbing activities on the part of American firms be cut out for the time being. Above mentioned meeting in Paris was told about and film men warned that the situation might be serious.

While meeting had a good deal to do with the memo, it is believed it was prompted also by an editorial in Arthur Brisbane's column in latest newspapers during the week which referred to dubbing. Brisbane, in his piece, indicated that America would soon again regain the world picture market by way of the various dubbing processes. Hays office, as well as foreign execs, are fearful that this type of publicity coming at this time may inflame Europeans to greater tariff restrictions than ever before.

Paris's foreign leaders from New York, Paris, London and Hollywood, had been having a number of meetings in New York on future policies, with the meets called off Tuesday (2) for three weeks.

Here for the Par meetings were E. H. Selldeman, h. o. foreign head; Robert Kane, head of the Joinville, France, studios; John Neil Graham, head of Par's London activities; Fred Bacon, Kane's executive head in Paris, and J. Krumpold, foreign p. a. in Hollywood.

Tuesday, with the break-up of the meets which had been held daily for the week previous, Bacon sailed back to Paris. Kane left for two weeks in Florida and Graham for a fortnight in the midwest. Krumpold left for Hollywood Friday (5).

Metro is also laying low on dubbing plans. Paris meeting may be made the excuse by this company for making the much talked of, but never verified, move of activities to Europe.

Meantime George Kane, in Europe to look for talent for Metro, instead of coming back here as planned, is hanging on to await developments.

# Report S-F Own Chi Date Off and Show Merged with Stadium Circus

## HERK SUGGESTS MERGER OF 3 CHICAGO HOUSES

Chicago, Feb. 8.

Deal to consolidate the three west-side burlesque spots, proposed by Izzy Herk, operator of the Sells-Floto circus, may develop again shortly.

Plan concerned N. S. Barger's Academy, Warren Irons' Haymarket and the Star and Garter.

Herk's plan was to bring the three stock houses into one corporation. According to the plan, the Haymarket would go dark, the Academy to straight pictures, while the Star and Garter would remain in burlesque.

Of the proceeds, Herk would draw 40%, Barger 40% and Irons 20%. The corp. would guarantee the rent of all three theatres.

Merger appeared set until late last week when the boys started arguing. Irons decided he didn't want to close his house, while Barger thought 50% of the receipts sounded better.

All are so far sticking to stock burlesque and just going along with the plan that one of two will soon fold under the brutal competition on this tough corner.

## 101 Troubles

Dallas, Feb. 8.

Col. Zack Miller was granted permission to file amended answer to bankruptcy proceedings against the 101 outfit at Newburg, Okla. Hearing postponed to Feb. 11, due to Miller's illness.

Foreclosure pushed by fire insurance firm for \$150,000 worth of loans on the Miller ranch at Ponca City.

## Columbia Wheel

Week of Feb. 8.

Big Fun Show—Lyrie, Bridgeport. The Revue—Gaiety, Brooklyn. Bohemian—Route No. 1, New York. The Playhouse—Union City. Flapper—Polina, N. Y. Post-Play—Cleveland. Gigolos—Orpheum, Paterson. The Playhouse—Cleveland. Girls in Blue—Howard, Boston. Hollywood Honey—Gaiety, Baltimore. London Gaiety—Gaiety, Washington.

Nite Life in Paris—Treadwell, Philadelphia. Novelties of 1932—Gaiety, Buffalo. Playin' Around—L. O. Gaiety, Brooklyn. Humma Gaiety—Empire, Newark. Silk Stoking Revue—Empire, Toronto. Sugar Babies—L. O. Gaiety, Washington.

Stewart Gorman's orchestra, which closed an engagement at Miami, now touring one-nights.

Chicago, Feb. 8.

Local outdoors business is getting overheated trying to make up its mind whether the booking of the Sells-Floto circus at the Coliseum from April 16 to May 1 is on or off, now that the Stadium has flatly decided to produce its own independent circus from April 14 to May 1.

Boys over at the Stadium are certain that the Sells show is off for its Coliseum date, and that the Stadium show will use the animals, not only of the Sells-Floto circus but also from the Hagenbach-Wallace circus. If not yet cemented, there are negotiations on for this move.

Stadium outfit plans to use from these two Ringling shows, the seal acts, the liberty horses and much of the menagerie. The cat acts will not, show at the Stadium, being shipped east for the New York engagement of the Ringling-B. & C. circus.

George Melghan, at the Ringling office here, last week stated that, as far as he knew, the Sells-Floto circus will play at the Coliseum at the scheduled dates. Lease for the Coliseum is fully signed. If the local booking of the Sells show is cancelled, the circus will open out of town, under canvas, by May 1. Last year its first canvas date was in St. Louis.

Arrangements for the Stadium show are proceeding. H. C. Doel Graham, who is producing the show, having returned from the east with a tentative lineup of acts. Thrill act is Bee Kyle, the fire-diver.

Shows will give 36 performances, and will scale from 50c to \$1.50. Stadium has a capacity of approximately 12,000.

## Big Cat Psychology

Peru, Ind., Feb. 8.

Clyde Beatty, animal trainer, who was put in the hospital seriously wounded by Nero, the big lion who two years ago saved his life, is now able to get about.

Beatty explains that a lion in making a kill rips and tears his victim. Nero made no such tears and Beatty believes that when he slipped and fell in a practice workout, Nero thought Beatty was again being attacked.

## STOCK ON BEACH

Brighton Beach theatre, legit, summer trout spot in Brooklyn, is giving up the legit ghost for burlesque during the coming summer months.

Low Raymond understood to be the hot weather burlesque operator.

# National Park Dates

National Parks will open and close the 1932 season on the following dates:

Park	Opening Date	Closing Date
Yellowstone, Wyo.	June 20	Sept. 19
(Open June 1 to Oct. 15 for motorists)		
Mount Rainier, Wash.	June 15	Sept. 15
(Open remainder of year for winter sports; Paradise Inn opens July 2nd.)		
Yosemite, Cal.	Open all year	
(Van Cleave, S. D., open all year)		
(Summer season June 1-Sept. 30.)		
Mount McKinley, Alaska	June 10	Sept. 15
Acedia, Me.	Open all year	
(Summer season June 15-Oct. 15.)		
Bryce Canyon, Utah	June 1	Oct. 1
Carlsbad Caverns, N. M.	Open all year	
Crater Lake, Ore.	July 1	Sept. 20
General Grant, Cal.	Open all year	
Glacier, Mont.	June 15	Sept. 15
Grand Canyon, Ariz.	Open all year	
(North Rim open June 1-Sept. 24; accommodations for motorists available until Oct. 1.)		
Grand Teton, Wyo.	June 20	Sept. 19
Hawaii, Hawaiian Islands	Open all year	
Hot Springs, Ark.	Open all year	
Lassen Volcanic, Cal.	June 1	Sept. 15
Mesa Verde, Colo.	June 1	Oct. 1
Pike's Peak, Colo.	Open all year	
Rocky Mountain, Colo.	Open all year	
(Summer season June 15-Sept. 20.)		
Sequoia, Cal.	Open all year	
Zion, Utah	May 15	Oct. 15
(Open year for motorists carrying own equipment.)		

Sime:—

Regardless of what figures your Chicago correspondent submits to you weekly, our five weeks Chicago engagement at the Apollo Theatre has topped and will top any show that has played Chicago or will play Chicago this season in any legitimate theatre.

Congratulations are in order from you to me for the biggest road success of the season . . . . "a profit every week"

Grandpa, how I envy you.

AL JOLSON

"Wonder Bar Company"  
(On tour)



# VARIETY

PRICE  
15¢

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## FILMS—PRESS OPPOSE RADIO

### Mormon Club Houses as Theatres in Direct Opposition to Utah's Showmen

Salt Lake City, Feb. 15.

Churches in direct opposition to theatres are to become a reality here with the announcement of the Mormon elders that they will equip a number of their ward houses with RCA sound equipment for presentation of so many pictures per month.

Announcement is the result of experiments in one settlement house and has theatre operators in Utah worried. First settlement to be equipped with sound projection ran a three-day show last week. Feature was 'Just Imagine' (Fox), with Fox News and a cartoon comedy. Admission was 15 cents, and in three days the performance is reported to have grossed \$300.

No License.

Church is operating minus a city license or union operators, both considered unnecessary by the religious organization. Theatre operators have protested, but sotto voce, as any protestation, they figure, would probably bring no action anyway.

There are 80 ward houses spotted throughout this city and surrounding communities. They were built as social contact clubs for the younger members of the congregations, and seat about 1,000 each.

### Speaks Seek Trade

#### Thru Picture House Off Night Gift Gag

Gift nights, made popular by the smaller film theatres, is the latest for New York speakers. It's a drive to build business on bad nights.

New version of the gift thing made its appearance as a surprise in one of the better known drinkeries heavily patronized by show people. Other similar spots are said to be also preparing a gift gag. A prize basket, with a half dozen articles, costing about \$100, is set up as the lure.

Still blinding place has picked 5 p.m. Monday as the start. By that time people will either be in for dinner, or it's late enough to hang around.

### Anti-Depression Blast

War against depression, a campaign figured out by the National Advertising Association, starts its cross-country first blast this Wednesday (17) through a nationwide radio broadcast. Either campaign will be sent out over all NBC and CBS stations, plus about 100 indie stations, through maybe the first complete U. S. air hook-up of about 250 stations in all.

Matthew Wolf, of the A. P. of L., and Carl Dwyer, head of the campaign, will be among the half dozen or so speakers. Broadcast will be on the air from 1:15 p.m. to 2, originating in the office of the Advertising Club on Park Ave.

### No Hooey—Or Else

Culver City, Feb. 15.

Hal Roach contracts with kids now bind them to study their lessons and regularly attend school classes arranged for them.

It's the first time in the history of children in pictures that playing hooky from school is made a breach of contract. For the youngsters this corresponds to the morality clause in adult contracts.

### WHEN AIMEE IS AWAY RIVAL REVIVALISTS PLAY

Los Angeles, Feb. 15.

Taking advantage of Aimee Semple MacPherson Hutton's absence from L. A. on her honeymoon, Gypsy Smith and Paul Rader, big time evangelists, have started a series of campaigns.

Most touring evangelists have skipped this town, figuring the MacPherson opposition too tough. Any time a visiting holy roller got started here, Aimee would build up her show and add so many features to her services that the intruder had to fold his tent and flee.

Present situation has Rader and Smith opposing each other in the downtown section. Each is in for a three weeks' stay, the period that Aimee is expected to be away from L. A.

During Aimee's absence her pulpit at Angelus Temple is being filled by volunteer workers, coached in her type of work at the Temple's missionary school.

### Town Offers Free Labor For Theatre Construction

Moravia, N. Y., Feb. 15.

Film-starved Moravians, showless since last May, when the town's only theatre was destroyed by fire, will work free for any showman who will erect a new playhouse here.

Picture-minded residents are circulating petitions in which the signers bind themselves to give three days' work free to anyone who will return pictures to the town. More than 100 craftsmen, including carpenters, plumbers, masons, painters and general laborers have thus far signed.

### \$300 JAGUAR FOR \$50

Dallas, Feb. 15.

Depress retrenchment is forcing Houston to cut down on the zoo. Gulf town's posting a bargain sale for circuses and carnies on monkeys, ring-tailed cats, and what-not.

Price list includes \$300 jaguar that goes for 50 berries, a year-old elk, anybody's for \$75.

### TO BEAT ETHER'S 2-WAY COIN GRAB

Newspapers Ripe For Picture Publicity—Want to Stimulate Theatre Attendance as Part of Campaign to Weaken Radio Audience—Theatres Help Local Merchants—Bring Money Downtown

### STAY-AT-HOME HABIT

Hollywood, Feb. 15.

A common enemy—radio—is drawing the daily press and pictures closer together.

Radio detached part of the American film audience by inculcating or strengthening stay-at-home habits.

This missing film audience became a great advertising audience and in turn detached a part of the newspaper's audience and revenue.

Most publishers regard the \$14,000,000 spent in 1931 with the two air networks as money diverted from them. Meanwhile, the publishers sympathetically note that while their national advertising

(Continued on page 67)

### KENNEL LADIES' SHOCK GARDEN SPORT MUGGS

Madison Square Garden puts on the dog for the Westminster Kennel Club Show, most event of the sporting year. The chameleone arena—temple of tankard, rostrum of wrestling, home of the cauliflower ear—changes overnight into a shrine of the aristocracy of Dogdom.

Familiar faces of the daze-dense and-daze followers of mugg sports vanish from the side-lines. Their places are taken by very proper, very tweedy, awfully refined fanciers, of pedigreed pups. Diminishing echoes say "Take the bum out." Get

(Continued on page 63)

### Chi Checkroom Union

Chicago, Feb. 15.

Attempt is being made to unionize the local legit checkroom help. This is one branch of the plan to organize all the check personnel throughout the town, taking in restaurants, clubs, dancehall spots, etc. Several restaurants have already started their fight against the embryo union.

### Custom Made Film Records of Home Events Edge Out Old Family Album

#### Pan's Wire

Hollywood, Feb. 15.

At the John Considine, Jr., bachelor dinner Friday night (13), the prospective husband of Carmen Pantages received a wire reading:

"The Greeks had a word for your father, but Postal won't let me use it."

Alexander Pantages.

Years ago the senior Considine, circuit, Sullivan & Considine, was in bitter competition with Pantages' vaudeville string, but no one knows whether Pan actually sent the wire.

### MOTHER AND CHILD AT \$4 PER DAY ON COAST

Hollywood, Feb. 15.

Panhandlers, vexed by recent low grosses, have started dramatizing their approach. Several of the more enterprising have discovered that they can afford to hire a woman and babe in arms at \$4 a day as the increased gross pays the overhead and provides a nice profit. Public, grown weary and suspicious of the constant small touches, respond with old time sympathy for the narrowing spectacle of the panhandler's bogus wife and destitute infant. Panhandler always sees to it that the woman he hires looks frowsy and anemic.

Regular eight-hour day is the rule. Division is five hours down.

(Continued on page 53)

### Big N. Y. Hotels Fight Drys to Kill Off Speaks

As a gesture against prohibition the New York hotelmen's association, comprising the leading hostleries of Manhattan, is reported going to bat with Federal authorities. From authoritative sources it was stated that head waiters in the hotel restaurants will ask diners if they desire a cocktail.

The move is in protest against the dry law and against the speak-easies which have made large inroads into hotel restaurant business.

The drive for more damp conditions has been carefully prepared by the hotel execs who back their arguments with statistics. Pertinent to the government is the estimate that a repeal of the dry law would bring to the Federal treasury more than \$500,000,000 annually.

### Mexico Quiet, and How!

Mexico City, Feb. 15.

Censorship continues on cable and telegraph. Government asserts "absolute tranquility" obtains in entire country.

Society around Manhattan is going for its own picture making. Idea really is to supplant the old family album with animated celluloid.

Families which still have enough coin are having pictures of their silent or sound, taken of their various social functions, mostly weddings. It's going on practically every night of the week, with the pictures made and shot by various firms going after this kind of business only.

Like some of the reels themselves, the price range covering different events is flexible. It's not so much what event is being covered by the home news reels, as it is who's concerned in it. The outfit in the big wear out steen copies of the Social Register and Bradstreets annually.

#### Wedding at \$125 Minimum

Cheapest anybody can get a record of a wedding or social event is \$125, with the latter figure good

(Continued on page 72)

### Fast Talk Lads See Chance to Go Decent With Academic Films

Get-rich-quick boys are seeking new sources and paying some attention to visual education. They figure academic pictures a bonanza and that all they need is equipment and some high pressuring of the educational boards.

One New York speak-easy proprietor is giving film-in-classroom prospects his attention. He took a day off last week to make inquiry of a small equipment manufacturer.

Said he: "I got a real in with an education board. There's more money showing pictures in schools than in theatres anyway. I want to get in on the ground floor, and if I can I'll forget about everything else."

### EDISON'S FRIENDS PAY FOR BIOGRAPHIC FILM

Members of the family of the late Thomas A. Edison have consented to production of a motion picture based on the life of the inventor. They have given exclusive writing rights to John Fish Goodrich, Oscar screen writer, and Maurice Holland, directing engineer of the National Research Council.

Interested in the venture are also eastern capitalists, friends of Edison, who will back the picture without thought of profit, as a memorial to the electrical wizard. It is understood that Warner Brothers will figure in the production and releasing.

# Special Studio Care Put 'Claudet' Over for Her, Explains Helen Hayes

By CECILIA AGER

On the stage or screen Helen Hayes is a helpless little mite. Sometimes she glows with a tiny gleam of determination, but always her wistful characterizations further the popular belief that small women are meek in proportion to their size and are correspondingly in need of protection. Miss Hayes completely reverses this theory off stage.

In person Miss Hayes is a dynamo of indignation, a shrewd business woman, a level-headed person with an exact knowledge of what she wants and the tenacity to get it. Like Mary Pickford, for whose particular fan following Miss Hayes is not a most ideal candidate, her stature belies her ambition as it does her theatre-wise intelligence.

The box office success of 'Madelon Claudet,' Miss Hayes attributed to two things. Her idea is that Charles MacArthur, her husband, deliberately set out to write a story which would put her over in pictures and Irving Thalberg, of Metro, had faith in when she one else was ready to shelve it and ordered the retakes that changed it from a potential failure to a pleasant surprise. Miss Hayes, who has said she was about to quit the picture in the past, believes the picture critics went awry when they commented that she single handedly made the picture a success.

**Script Tricks**  
'Charlie didn't attempt to write the great American masterpiece. He knew tragic mellow heke gets sympathy from picture audiences, he felt that my individuality is essentially suited for sympathetic roles, so he wrote a sad part for me. The picture was not a haphazard fabrication of tested hoke situations. Each scene was painstakingly written to bring out whatever quality I knew I may have had to offer for the screen. For example, at the end of the picture, when I was supposed to be an old woman, Charlie said the necessity of having to talk in the quavering voice of an old crone by writing my part in pantomime. I was protected on every score. Charlie succeeded in his objective, which was to write a story that would make boxoffice material for me. Why then judge it on its literary merit?'

When Miss Hayes returns to Hollywood to resume her picture work, she's going to entrust her film career without cavil to Mr. Thalberg because she thinks he's the wisest showman, not only in the picture industry, but in the whole entertainment field. While she admits there's not much anyone can tell her about the theatre, about pictures she knows really nothing at all.

'I sense immediately whether or not I am projecting myself and my play across to theatre audiences. I haven't the slightest idea whether I'm getting through to the camera. The director is the only one who can tell me that. The director is all important in pictures, and it's all important to me to come one. What he approves can't be changed. If you disagree with a stage director during rehearsals, you know in your heart that when curtain goes up opening night you're free of him.'

**Only Wants Dramas**  
Though modest indeed about what she knows about pictures, Miss Hayes can't help the slightest. She wants only to play in dramas for the screen. Drama with a capital 'D,' she says. The emotional content of drama is universal. Everyone reacts alike to it. Happiness on the other hand is a matter of individual audiences. It's like trout fishing. An actor has to handle each audience differently, say he senses its response. Timing laughs varies at each performance. Since this is impossible in pictures, Miss Hayes prefers to avoid comedy and its dangers.

Miss Hayes, currently playing in a stage comedy, refused the offer to act in it for pictures. While she's

## Class

Hollywood, Feb. 15.  
Wife of a picture star was deriding the picture business to her friends, saying that as soon as her husband saved a little more money they would retire to a chalet in France. 'That won't be hard to do,' remarked one of her friends. 'As soon as you have \$100,000 you can leave.'  
'Pahdon me,' the wife retorted, 'but we have \$100,000.'

## STORY OPTION PRACTISE GROWS—AGENTS HOWL

Practice of only taking options on stories, instead of buying them outright, is increasing within film studios. It's part of the general reduction on story department budgets.

Method is to pay only 10% of the full price agreed upon. If the property is finally okayed the complete amount is then paid. System is somewhat like the part payment plan with writers tried by Paramount and Radio recently.

In the time given the studios by their options, staff writers work on the stories submitting various adaptations. It explains six and seven adaptations being made on the coast of one story. Studios' hope is to eliminate, through these options, the shelving or buying of many yarns thought suitable at first scrutiny. Story agents declare the option thing is a second cut for them since they only collect 10% of the option money if the script is rejected. Previous blow for the agents was the reduction in film amounts paid for stories. Agents also point out that should a company option a story or novel, but not go through with the buy, other studios are loath to take a chance with the rejected piece.

## Max Gordon East

Hollywood, Feb. 15.  
Max Gordon will be eastbound Wednesday (17) after assisting the Fox Marxes on business details of their next Paramount picture, 'Horseathers.'

Gordon apparently is not interested in film production opportunities.

## SAILINGS

March 13 (London to New York), Robert C. Sherriff (Bremen).

Feb. 19 (Bremen to New York) Gerhard Hauptmann, Harry Kahn (Europa).

Feb. 19 (New York to Paris), E. H. Seidelman, Robert Kane (Bremen).

Feb. 17 (Paris to New York) Raoul Whitfield (Mauretania).

Feb. 13 (New York to New York) Paul Moss (Bremen).

Feb. 13 (New York to Bermuda), Mr. and Mrs. Jesse L. Lasky, Louise Brooks (Monarch).

Feb. 13 (New York to Southampton), Steve Monague (Majestic).

Feb. 11 (Bremen to New York) Mr. and Mrs. Sam Morris (Bremen).

Feb. 11 (Paris to New York) Allessandrini (Majestic).

Feb. 11 (West Indies Cruise) Arthur Murray, William Commons (Berlin).

Feb. 10 (New York to Paris) Joe Zell, Alfred Knopf, Lotte Lehmann (Europa).

Feb. 10 (Paris to New York) Claude Marcy, Claude Allain (Ile de France).

happy to note that the balcony is selling out nicely, that is her new picture following, she believes, she feels she could not impress fans in general with this stage piece unless she were to play it in person each time.

Miss Hayes is grateful for her new picture fans because they are so good about buying balcony seats for the legitimate theatre. They are helping her first love, the stage. An actress' fortune enough to be able to divide her time between the screen and stage enlarges the audience in both fields. Such a person aids the amusement industry as a whole, says Miss Hayes.



## WILL MAHONEY

in 'Earl Carroll's Vanities.'  
Hansen Swaffer said in the London 'Daily Herald': 'Will Mahoney is almost the most modest artist on the musical stage. His song, his steps and the Mahoney-phon, born on the enthusiasm of a cold, hard house.'

Direction  
RALPH G. ARNUM  
1560 Broadway

## FOX 'DEB STARS' JUST MEMORIES

Hollywood, Feb. 15.

As competition to Wampas baby stars, the trio of Fox 'debutante' stars were a bust. Conchita Montenegro, Linda Watkins and Helen Mack, picked last July as opposition when the Wampas decided to elect any Fox names, have faded from the studio payroll. Miss Montenegro and Miss Watkins have gone east while Miss Mack will shortly be through in this studio.

Gals were given big buildups at the time. In protest of the Wampas snub of Fox talent, W. R. Sheehan asked all Fox and Fox-West Coast publicity men to resign from the P. A. organization. However, 10 of the 13 men requested to give up membership are at present paid up in the Wampas.

Comparing the baby stars' record with that of the deb, 12 of 12 girls picked from studios are still under contract, the 13th being a free lance when selected.

Barbara Weeks, baby star contracted to United Artists, was borrowed by Fox and used in three productions.

## All Actors Showoffs, That's Why They're Actors, Says Eddie Buzzell

While Eddie Buzzell's been working in Hollywood, producing his series of shorts, and finally a feature length picture, the New York theatre he left behind has been growing up, too. Eddie's back in town, on picture business now, and when he gets to the theatre he recalls when he was an actor—and that it wouldn't be bad to try and make 'em laugh again in person.

In the first place, he can hardly get himself to go to the theatre. He's always surprised when he finds himself there again. 'His common sense has to put up a battle with the actor in him before he convinces Eddie that he's better off now. It's impossible for an actor ever completely to rid himself of the taint, Buzzell believes.

Every actor is essentially a show-off—that's what makes him an actor, says this actor. Though Eddie has been earnest in concealing this trait in himself, still the sight of an audience makes him remember how sweet were the sounds of laughter and applause when he was the one to evoke them. It would be a lot easier to stay away, but it's an old fashioned peep any more, Eddie thinks at least not among theatre patrons. Nation-wide syndication of Broadway columnists' chatter in the newspapers and radio chains has turned the theatre-goers sophisticated. 'Everybody's' here now. Sentimentality's only use in the theatre is as something to be kicked around. The Cinderella story which held the stage so long in its

## Change in Audiences

Buzzell notices a change in the taste of the audience. There are no old fashioned peeps any more, Eddie thinks at least not among theatre patrons. Nation-wide syndication of Broadway columnists' chatter in the newspapers and radio chains has turned the theatre-goers sophisticated. 'Everybody's' here now. Sentimentality's only use in the theatre is as something to be kicked around. The Cinderella story which held the stage so long in its

## Writing Down

Hollywood, Feb. 15.  
Given the line for a picture of 'I've come to see the galaxy of 20 metropolis,' Jimmy Durante couldn't assimilate the phrase. So he changed it to, 'There'll be a hot time in the old town tonight.'

## PENCIL BIG RADIO CITY MUSIC HALL FOR OCT. 20

The new Roxy theatre, for Radio City, is being penciled as opening by Oct. 20. However, it probably will not debut until Christmas or later, even if completed, because of the annual pre-Christmas slump. This will be the music hall seating 6,600.

Work far okayed on Radio City is claimed to be running ahead of schedule with steel up on building No. 1, the biggest and apt to be known as the NBC building. Steel construction is ready to begin on the theatre.

The music hall is known as No. 10 building while the straight film house, to seat around 3,000 is termed No. 8. Space for No. 4 and 7 buildings is intended for office purposes only. Territory on 48th street is still being reserved for an opera house.

## Levy Prefers London

Hollywood, Feb. 15.  
Although Universal has an option on his services, Benn Levy expects to start his return to London in two weeks when he completes an adaptation of 'Old Dark House.'

Writer has play in mind he wants to do for the English stage.

Laura Wilck at Par  
Laura Wilck is with Paramount's editorial board. She will remain in the city until the picture is broken.

Miss Wilck is a legit producer and play broker.

sweet but tenacious clutches today has to sneak in the theatre through the side entrance of satire. Nor does the younger generation for the stage. The younger generation has become so cynical, perhaps, because it has lost its former privileges on account of the depression and it's harder for youngsters to have had and then been denied, then never to have had at all—that they're even shamed of their parents in being disillusioned and up-spoken. Give them crazy comedy or else make it daring. Nothing gets over without a sock. A show has to be a hit to exist today, just as a hit show is a bigger hit today than it ever was. The piece must be great—just good isn't enough. Nobody wants to bother with pretty little things. Beauty in a large, moving sense will always find an audience, but not pleasant prettiness. The audience mood has suffered a change. It's receptive to it, demerol, but it's not the same. It's kept pace with the growth in its intelligence.

## An Actor's Limit

So Buzzell, when his common sense is dominant, is glad he's not an actor any more, for he used to play Prince Charming in Cinderella musicals. Though he could have changed his style to suit the modern trend, nevertheless he realizes that he was a star in Broadway shows, and that's as far as an actor can get. Stars dim in time, but a director improves with the years. An actor loses his value to an audience, the director's value progresses.

Eddie's going to try to keep thinking of the future and hurry back to Hollywood where he won't be reminded of the stage.

'Hollywood is more sinned against than sinning. Producers of talking pictures are Atlases, carrying the burden imposed upon them by an industry that has expanded beyond all proportion. The frenetic acquisition of theatre circuits—the sustaining of real estate holdings contracted when rentals were at their highest—are draining the vitality of picture production.'

Thus Bert Lytell places the blame of poor product and subsequent unsatisfactory grosses. In the opinion of the coast star, comfortably ensconced in a N.Y. stage hit, the quantity of pictures turned out precludes any degree of excellence in quality. The fact that every show town is over-seated, as a result of studio affiliations with theatre circuits, means that Hollywood must turn out mass product that can only partially realize on its investment.

## Abandon Over-Production

The last thing Mr. Lytell would consider is the sustaining of uncessant theatres whose gargantuan demand for product drains the life blood from the picture industry.

'How,' asks the film star, 'can studios turn out 60 or 70 excellent pictures in one year?'

'Considering the conditions under which pictures are made, there have been amazingly good ones. If the pick of the entire product could be shown to a similar number of houses, there would be 52 good theatre weeks in every town in America.'

Mr. Lytell traces the weaknesses of picture making back to their short production period. Most scenes are rehearsed in the few minutes before shooting schedule. The cast memorizes seven or eight speeches, immediately rehearse them, parrot fashion, before the cameras. Many directors argue that lengthy rehearsal tends to make a cast mechanical. But Mr. Lytell knows, from his stage training, that if actors forget the moment it is fully mastered—can be acquired only through constant repetition.

Actors, given little time to visualize their characterizations, have less opportunity for directorial instruction. Numerous authors and supervisors, contributing conflicting ideas, are thrown together on the weak theory that many minds function more efficiently than one. Too many suggestions come crowding in from the business office, relaying the commands of bankers and real estate men. Scripts, stage actors are snatched from too hurriedly in the wild scramble to prepare the scheduled number of releases.

Any period of reconstruction, thinks Mr. Lytell, must be conducted as a business. He doesn't see any pessimism in Hollywood's present condition forget that all entertainment evolves in cycles, Vaudeville, stock and road shows were menaced by the silent picture, later almost abolished by the talking film. But there is still life blood in vaudeville, stock and road shows. They will be revived as a result of small towns that, fed up with inferior pictures, are crying for flesh-and-blood talent.

Meanwhile, the film industry will learn to keep its feet on the ground, and its head out of the clouds and find a way to succeed as it was once before, by talent from vaudeville and legitimate stages.

## WHITEBECK'S RELEASE

Hollywood, Feb. 15.  
Recovering from pneumonia in the Hollywood hospital, Frank Whitebeck, Universal press agent, is now suffering from a nervous breakdown.

His physician believes it will be at least another month before Whitebeck can resume his duties.

## 'BOBBY' FOR WB

Warner Bros. will produce 'Jewel Robbery,' legit, as a picture. Kay Francis is mentioned as the femme fatale.

Show is current at the Vanderbilt, New York, starring Basil Sydney and Mary Ellis. 'Written by Laslo Fodor and produced by Paul Streger.'

Discretion consists of always thinking what you say, but not always saying what you think.

MR. AND MRS. JACK NORTHWORTH  
120 West 14th Street  
New York

# 'Picture Profits' As Bait For Cruises At \$5,000 Per Gentleman Adventurer

Hollywood, Feb. 15. Douglas Fairbanks' much publicized trip by yacht through the South Seas has fired a number of local promoters to train a similar trip with pictures held out to possible angels an succulent bait. It's an offshoot of an idea often advanced to prospects in the east.

Four proposed expeditions to cruise southern waters are now in the financing stage. 'Gentlemen adventurers' are invited to join at from \$5,000 up per membership.

All stress the possibilities of revenue from sale of motion pictures made of the trip. Promise of thrilling adventure is stressed slightly veiled in the prospectus and advertising of each expedition is a suggestion of buried treasure. Treasure has been exposed so often the promoters are leery of dwelling too strongly on that subject.

## \$250,000 Possible

In each case, complement of the boat is limited to 50. At \$500 per adventurer, if they get it, it's not a bad tap.

Long Beach and San Pedro have about a dozen former sailing ships which make a good room for the promoters. Boats have been used for pictures and are fairly well equipped. Most of the boat owners are hungry and willing to do business with the promoters in order to pay for their anchorage or scrape off a few barnacles.

Once the boat is set, the amateur explorers are paraded to the harbor to get a whiff of sea air and load up on sailor lingo. Sailors wear adventure yarns and help the build-up. Fifteen minutes on the scow and if the prospect is at all gullible he's reaching for the check book to make a down payment and itching for a loan. Some southern isle where the white man is king and the girls throw flowers in his path. Outside of the news weeklies, the guy probably doesn't know much about the South Seas, the islands, but he's been informed that they spend all their time making flower garlands and wiggling. For five grand it's a bargain.

There's always someone sort of expedition on the fire around L. A. Few get out of the harbor.

## 643 Extras Daily

Hollywood, Feb. 15. Extras, averaging 643 daily last week, were the busiest since the first week of January. Twenty-nine features were in production with 10 starters due this week.

Biggest extra mob worked last Sunday (7) of location work. Bussard hotel. Jack Dillon had 23 people in a hotel dance for 'Columbia and Kellys in Hollywood'. Radio's tenement street for 'Symphony of Six Million' used 177 extras Thursday and Friday. Early part of the week the hotel lobby of 'Grand Hotel' at Metro was the mob's best bet, using from 100 to 150 daily.

## Niece's Test

Hollywood, Feb. 15. Margaret Jones, niece of E. R. Tinker, Fox president, was given a test at Fox last week.

Girl has danced in Coast musicals and is currently in the Paramount theatre build.

## GARNETTS ARE IN TOWN

Tay Garnett and his wife, Patsy Ruth Miller, got in yesterday (Monday) from New York in time for the New York premier of 'Prestige' (Radio), at the Mayfair, which he directed.

Garnett will work out an indie deal with Charlie Rogers, ex-Pathe, for directorial work. 'Prestige' is Miller's stage's east, on a indie proposition arranged through Lyons & Lyons on the Coast.

## Albright Changes Pictures

Hollywood, Feb. 15. Hardie Albright has been taken from the cast of 'Miss Pinkerton', the Mary Roberts Rinehart story which Warner Bros. is readying. He will go into 'Successful Calamity' on the same lot.

Norman Foster replaces in 'Miss Pinkerton'.

## Pants-Films-Radio

Hollywood, Feb. 15. Sandwiched among the celebrities attending the opening of 'Man Who Sued God' at Warners' Western was a man who was grabbed by the radio announcer and requested to tell the air audience something.

This man, a very pleasant gentleman, groaned that he knew he was going to like the picture, then stepped aside.

That, folks, said the announcer, 'was Mr. So-So. Mr. So-So is opening a men's clothing store in Warners' Hollywood theatre building next Saturday and he's going to start things right with a great big sale. Featured in this sale are—'

The announcer stopped short as he spelled a top hat. 'Ooops!' he cried. 'Here comes Jack Warner, the producer of this picture!'

Mr. So-So frowned and walked inside.

## Writers Complaining About Work on Spec, But Still Doing It

Hollywood, Feb. 15. Trialog system of engaging writers is being used again by some of the studios. Not relished by the free lance scribes who claim they are being cheated.

With many more writers here than jobs, scribes have been showing a willingness to gamble their time and adapt stories free when promised payment for the scripts it proving acceptable.

Writers checking notes have found that some stories recently have had at least a half dozen free adaptations and are still going the rounds.

## Hitch-Hike Stickup Ends Trans-U.S. Trip

Lancaster, Pa., Feb. 15. Sid Kahn, representing Samuel Goldwyn, won't pick up any more hitch-hikers.

Kahn, driving towards Lancaster on his way to New York, picked up a couple of kids. New Yorkers, one of the men stuck a pistol in Kahn's ribs, forced him out of the car, robbed him of \$100, all his baggage, several checks and his car.

Kahn had to hike to a nearby farm for aid. A resident gave him a lift home where Kahn spent the night with Mr. Howell, manager of the Colonial theatre. Kahn later took a train to New York.

## George Walsh Back

Hollywood, Feb. 15. Jesse Goldberg and Bud Barsky have contracted George Walsh, former action star, to make eight westerns.

Walsh has been in retirement for eight years. Pictures will be state-righted.

## HART OUT, PLANS PLAY

Walter Hart is out as story editor for Columbia and will produce a legit play, 'Potter's Field', by Paul Green.

Hart was a legit director connected with Ray-Minor before joining Columbia.

## RADIO'S BRITISH GIRL

Phyllis Clare, English legit actress, leaves immediately for Hollywood with a contract from Radio.

Her last Broadway appearance was in Max Gordon's musical, 'The Bandwagon'.

## Bit Player Clicks

Hollywood, Feb. 15. Donella Donaldson, bit actress, has received a contract from Radio. Studio will withhold announcement until it can decide upon a new name for the contractee.

## N. Y. COLUMNISTS' SHORTS

Sullivan and Kenny in Series By Eddie Dowling

Ed Sullivan, New York 'Graphic' columnist, and Nick Kenny, 'Mirror' radio columnist, will be starred in 10 one reel shorts each produced independently in New York by Eddie Dowling and Bill Roland, formerly an agent.

Dowling is writing the scripts. The shorts will resemble Sullivan's weekly radio broadcasts. In that Sullivan will play in a dramatic situation of the life of a stage star in each short, with Kenny doing the same for radio names.

## LUNT-FONTANNE HALT M-G DEAL

Negotiations between Metro and Alfred Lunt and Lynn Fontanne, for two more pictures, are understood to be off, including the proposed filming of 'Reunion in Vienna'. Slightly more than \$450,000 was involved in the proposed quartet of Lunt-Fontanne talks for them, next of which was to have been the Guild's 'Reunion'.

Temporary hitch was caused over story trouble. The Lunts being unable to agree with Metro as to the choice of the remainder of the pictures to be made. Stated that Lunt and Miss Fontanne were insistent on known picture-making stories Metro wanted to use them in.

Metro paid \$100,000 for 'Reunion', with the Guild's pair to get joint figure of \$35,000 for this picture. When the New York run of 'Reunion' closes it will be trouped with its present cast. A provision of the Metro contract forbids them to not to interfere with their stage appearances.

Presumed now that Metro will use two other leads for 'Reunion'.

## 283 Freelance Parts In Month at Warners

Burbank, Feb. 15. March looks like a full meal month for freelance players. Warners is scheduling eight pictures for production which will, in addition to its own contract people, require 283 players for speaking parts.

Pictures going under the gun during the coming month at W.B. are 'Tinsel Girl', 'Two Seconds', 'The Tenderfoot', 'Evening', 'Miss Pinkerton', 'Successful Calamity', 'Streets of Women', and 'Love is a Racket'.

All eight are scheduled to be completed by April 15.

## Kids Take It

Los Angeles, Feb. 15. Salary revision for the youngsters in 'Our Gang' is a clean 50% slice, according to new contracts filed for court approval between Hal Roach Studios Inc., and Kendall McComas, 14, and Sherwood V. Bailey, Jr., 7.

The slashed tickets for McComas and Bailey took effect Jan. 25 and cover the unexpired periods of the original contracts. Bailey, who started last June at \$75, and went to \$109 in December, goes to \$62.50 now. Jimmie E. Hix, 12, who to \$75 a year, goes to \$100 a year, and finally \$150.

Young McComas started in September and was to go to \$100 March 21. Instead, he has taken \$50 for the balance of his first year advancing next September to \$62.50.

Dorothy DeBorba, six, who had a year at \$100 and was halfway through one at \$150, is also set back to \$75, with remaining options sliced in half. Matthew Beard, six, in his second year with Roach, is out from \$100 to \$75 and a flat \$25 off with each future option figure.

## BRENT'S BUILDUP

Hollywood, Feb. 15. George Brent has been assigned leads in 'The Dangerous Set' Constance Bennett's next, and 'Miss Pinkerton', next for Joan Blondell. Brent, who before going with Warners played only bits, has leads also in 'So Big', with Barbara Stanwyck, and 'The Rich Are Always With Us', with Ruth Chatterton's first for Warners. Both yet unreleased.

# 'Gable Story For Cagney, Example Of Demands Tormenting Writers

## Orthodox

Hollywood, Feb. 15. Radio is having a flock of headaches with the Jewish extras in 'Symphony of Six Million'. First prothrob came when the extras refused to work on Saturdays.

Second came Wednesday when the box lunches arrived on location and the mob discovered they all contained ham sandwiches. Production was held up for an hour while studio located kosher groceries.

## Midland Bombers Get Life as K. C. Has New Bombing

Kansas City, Feb. 15. J. M. Linn, president of the Sound Projectionists Association; E. M. Evans, business agent, and John E. Gillespie, pleaded guilty here last week to the bombing of the city's Midland theatre the night of Jan. 11, when a Negro janitor was instantly killed. They were each sentenced to life imprisonment in the state penitentiary. All had previously confessed.

Sound Projectionists Association, now defunct, was an organization of motion picture machine operators, not affiliated with the IATSE, but was chartered by the state of Missouri.

And the latest theatre bombing occurred Friday morning (12) when a thrown bomb caused several thousand dollars damage to the front of the Sun theatre, a small residential, independent theatre. It is owned by Mr. and Mrs. P. G. Vaughn, who had formerly employed union operators, but were using one non-union man with Vaughn assisting. There has been under police surveillance for several weeks.

Attack was given wide publicity in the press, played up strong as the small theatre manager whose life savings were tied up in enterprise and who couldn't pay union demands, etc. Police have no clues.

## Sue Cliff Edwards For Son's Hospital Costs

Chicago, Feb. 15. Cliff Edwards, stage and screen comedian, is charged there with failure to pay his son's hospital bills in a suit asking judgment of \$3,800.

Boyd, 12, is the son of a former wife, Gertrude Eyrholm, who is directing the action against Edwards. Young Edwards lost both legs in a train accident. Last fall judgment of \$1,500 was obtained against Edwards, who it is claimed, has in income of \$68,000 a year. To far he paid nothing, according to the complaint.

## Tom Mix to Wed

Hollywood, Feb. 15. Tom Mix is to be married today (Monday) to Mabel Hubbell, circus aerialist, known as Mabel Ward, in Yuma, Ariz. It was his third marriage. Bride was with the Selznick-Picco circus of which Mix was also a headline member.

In the wedding party are Mr. and Mrs. Monte Blue and Thomasina Mix, young daughter of the groom by his second wife.

## GOLDWYN SOUTH

Sam Goldwyn left Saturday (13) for Palm Beach on a two week vacation. At its expiration he will return to New York and leave shortly thereafter for the Coast. Playdates on 'Arrowsmith' have been ahead for Palm Beach and Miami in line with Goldwyn's presence there.

## FLORABEL MUIR RESIGNS

Los Angeles, Feb. 15. Florabel Muir resigned today (Monday) the editorship of 'Hollywood Herald', a local trade daily. Muir, who is a daily columnist for the New York 'Daily News' (trib).

Hollywood, Feb. 15. Writers are nursing a flock of headaches these days over the latest trick of execs who are ordering stories written according to personal crazes of the fans.

One such, 'Warner' was called into an exec's office and told to furnish a story idea with a Gable part for James Cagney.

Writer went into a long dissertation about the players being entirely different personalities. Exec repeated that he wanted a Gable part written for Cagney—and in a hurry.

Situation is not isolated in any one studio, but is true of all major lots, where story ideas are now spoken of in terms of screen personalities. A similar situation existed in silents, but each studio named its story types after its own players.

Writers are up a tree on the new twist, trying to fit the performance of a star at their studio to the performance of a star on another lot.

## CHI CENSORS ORDERED 3,192 CUTS IN 1931

Chicago, Feb. 15. Idea of the drastic operations of the local censor board may be gained by an official tabulation that shows 178,000 feet of film totally rejected out of 6,517,000 feet of celluloid reviewed by the picture guardians guardians during 1931.

Besides the high amount of film cut, there were 3,192 eliminations. Censors issued a total of 15,495 permits last year, with the city obtaining an income of \$87,004 from this source.

According to a recent estimation it costs Chicago more than \$30,000 a year in salaries alone to maintain the censor bureau.

## Helen Menken Named For 'Back Street'—Fox

Miami, Feb. 15. Helen Menken, down here vacationing, is preparing to travel to the Coast to make a picture. Move is not definite but there is every possibility.

It concerns Miss Menken's former negotiations with Fox. If she does reach Hollywood it will be to make 'Back Street', the Fannie Hurst story, for that company. She will first return to New York.

## Stewart-Carpenter-Metro

Metro has increased its writing staff by two, putting Donald Ogden Stewart and E. C. Carpenter on the payroll. Former leaves for the Coast March 1 where he'll work on adaptations.

Carpenter is co-author of 'Whirlwind', Dark, current play in New York.

## INDEX

Band and Orch. Routes...	55
Bills .....	48
Burlesque .....	54
Burlesque .....	54
Chatter .....	58-62
Editorial .....	64
Exploitations .....	36
Film House News .....	52
Foreign Film News .....	28
Foreign Show News .....	69
Inside—Legit .....	60
Inside—Music .....	76
Inside—Stage .....	49
Inside—Vaude .....	49
Inside—Radio .....	75
Locitmate .....	65-71
Legit Reviews .....	68
Legit List .....	72
Literati .....	72
Music .....	76-77
New Acts .....	50
News from the Dailies .....	56
Obituary .....	75
Outdoors .....	79
Pictures .....	2-45
Picture Reviews .....	24
Radio .....	73-75
Radio Reports .....	74
Sports .....	57
Talking Shorts .....	24
Times Square .....	56
Vaude House Reviews .....	49
Vaude House Reviews .....	51
Women's Page .....	63



## Expect Many Mix-Ups Over Studios' New Anti Talent Raiding Agreement

Hollywood, Feb. 15.

Various complications are expected to arise from the anti-stealing agreement drawn up last December by the film producers.

Agreement sets a deadline of 30 days before expiration of employment as the time when rival producers may approach stars or other expensive talent. The wording "expiration of employment" will make this date impossible to determine except with inside information from the employer.

Employment continues after a contract term ends, or until the completion of the picture currently at work. Seldom can the finishing date of a picture be forecast except approximately. This puts a range ranging from days to weeks between the time an option has been ignored and the time a player can discuss a job elsewhere.

When the time period for approach has arrived, producers agree to notify the previous employer of intention to treat with the individual concerned, and the best offer that will be made. Producers agree the previous employer is then entitled to meet the terms or make offers "providing the employee consents." Period in which this will be observed extends six months after termination of employment.

### Not For Freelancers

Freelancers engaged by the picture are not affected. Agreement applies to those engaged for at least two pictures or employed by the same producer for at least six months, with or without contracts. One picture with an option on another is construed as two pictures.

Any violation of the agreement, if reported within 15 days of discovery, entitles the injured party to receive an assignment of the new contract, or compensating damages.

Claims and controversies are to be settled by the Arbitrator (Edwin Loeb), appointed by the president of the M.P. Producers and Distributors of America (Hays) to administer the agreement.

Decisions or awards of the arbitrator may be appealed to the executive committee of the Association of M.P. Producers (Hollywood subsidiary of the Hays organization), which is termed the First Appellate Board of Arbitrators.

Further appeal may be made to the executive committee of the M.P. & D. itself, called the Second Appellate Board of Arbitrators.

In case any member of either committee is associated with either producer concerned, a substitute is to be appointed by Will Hays.

### Must List Employees

Parties to the agreement file with the administrator or counsel a list of all employees under jurisdiction of the pact, and agree to report all changes. Agreement is for a minimum of two years, with six months notice of withdrawal thereafter required of any member. Bankruptcy or receivership continuing 60 days is cause for expulsion 30 days notice by the other members.

Executive boards of the Academy of M.P. Arts and Sciences on the coast are studying the agreement, the first of which was published in the Academy's bulletin to members. Academy groups are to report their reactions or recommendations to their board of directors. All major producers except Loeb and Columbia, have signed the agreement.

## Navy Eliminates Plane Scenes From Features

Hollywood, Feb. 15.

Navy co-operation in the making of pictures is out, at least during the present strained conditions in the far east. Reason is the fear of giving away secrets to other nations.

This week the navy department forced Fox to eliminate scenes taken on the U. S. S. California for "Cheaters at Play," which showed two of the characters catapulted off the deck in an aeroplane.

Parts of similar scenes in "Hell Divers" were marked through insistence of the Navy department.

The U. S. S. California is one of the warships now in maneuvers off Hawaii.

## Cal. Fadeout

Hollywood, Feb. 15.

Foldup of California's reputation for climate, because of heavy rain and cold weather this winter, is becoming as well known as was the state's previous rep for sunshine.

W. F. Bullock, New York correspondent of the London Daily Mail, in writing here for information on a death, said: "London is asking if such illnesses are common in your country. Understand you have had phenomenally bad weather."

## CANAVAN WILL JOIN PUBLIX

William F. Canavan is joining Paramount-Publix in a public relations capacity. While it is said he will work under Austin Keogh, legal head and secretary of the organization, who directs public relations activities, Canavan will be without title presumably.

In a political assignment for the company, he will operate similarly to George Akerson, it is believed. Akerson, former secretary to President Hoover, serves for Paramount in political, Hays' and other matters. He is currently working on the admission tax fight.

Canavan, president of the I. A. T. S. E. for several years, resigned early in December following the inability to force through a stagehand-operator salary rebate. Harry Sherman, director of special relations for Publix in charge of all union matters will in no way be affected by the Canavan appointment.

## Hays Office on Drive to Secure 'Carriage Trade'

Hays attaches are now spreading a net for new film clientele classed as what the legit film knows as "carriage trade." Hays office is advising the industry to concentrate on this build-up.

The faction at which the campaign is aimed is composed of people who have ignored pictures as low brow. The inducement to be offered is the screening of what the Hays men typify as class pictures.

These officials point out that more class pictures were released during the 1931-32 season than at any other period in the history of the business.

One endeavor will be through various groups and private organizations, object being to place the picture on the same basis as the legitimate play.

## ZANE GREY SERIAL

Sol Lesser Has It For Author-Sportsman—One a Year

Sol Lesser, now an independent producer, got in yesterday (Monday), from the coast with Mrs. Lesser on S. S. Pennsylvania to set distribution for "With Zane Grey to the South Sea," a new serial which Lesser is starting. These will be six travels by and with the author who is in a partnership arrangement with Lesser.

Lesser holds all screen rights to Harold Bell Wright's stuff and in the new arrangement with Grey, the author has agreed to finance production while Lesser is co-ventured to arrange the synchronization and distribution. Both then split on everything.

Series will be one a year but there's enough overflow from the first Grey production to warrant a second release should the first meet with commercial favor.

## Freeland on 'Marriage'

Thornton Freeland will direct "Weekend Marriage" for Warners. Story is a Faith Baldwin novel.

## Radio Forms Its Own Legal Dept. on Coast

Hollywood, Feb. 15.

Radio will have its own legal department, now in process of organization by Gordon T. Youngman and Daniel T. O'Shea. Latter will continue here in charge on completion of organization. Loeb, Walker & Loeb were acting as legal firm for studio here.

Radio has so far refrained from signing the producers agreement against raiding one another's contract talent. Columbia is also a hold-out.

## New Spot for Oldknow As Skouras Bros. Due On Coast for Fox-WC

Los Angeles, Feb. 15.

Arrival of the Skouras brothers to take over operation of Fox-West Coast is expected late this week. Brothers are looking over the chain's houses enroute. Immediate return of Oscar Oldknow is problematic, the ex-head being in Chicago conferring with Harley Clarke.

Charley Buckley, treasurer, who has been in Chicago, returned last week. Question whether Oldknow will stay with F-WC, results of the Clarke conferences possibly finding him in an exec capacity with some of Clarke's other film interests.

Presence here of E. R. Tinker at Fox studio has affected the F-WC situation, indicating that the theatre circuit is still being actively controlled by Clarke.

Alfred E. Wright, F-WC counsel, leaves his job next week to take a similar berth with Fox Film Co. here.

## 10 STOCKS FOR WB PROPOSED BY EQUITY

Proposition that Warners put 10 of their secondary houses into stock has been made to the film company by Equity. First to get the suggestion was one of the firm's theatre heads, with the proposal now understood to go to a higher up.

Equity's proposal is for a rotating system, 10 weeks of playing, each company to be headed by a WB contract film. Another part of the proposal calls for a central head, instead of individual management, the head to be a WB man.

Claim is made that should Warners go through with the idea, the company would be in a position to increase its talent and material, in all direction, plays, players and directors. Equity believes stock as so operated would be profitable. Likewise the thought of stage training, from the 10 weeks tour, would be helpful to the film name of the individual troupe, equal or more so than the present personal appearance thing.

Warners have occasionally tried stock at various points. Ventures failed.

## 'Tarzan's' New Finis

Hollywood, Feb. 15.

Owing to audience reaction at a preview of Metro's "Tarzan," picture is having a new ending supplied.

In the original a monkey protecting the heroine was killed by a gorilla. At the tryout there was such evident disapproval of the incident that a new one will be made of a happy ending for the monkey. The same reaction would obtain on general release.

## Skouras' Entourage

Hollywood, Feb. 15.

J. J. Sullivan, Fox-West Coast film buyer, left yesterday (Sunday) for Kansas City. He will meet Spyros Skouras there Wednesday (17) for a conference.

Skouras, with Mike Marco and others, is currently in Milwaukee.

## Hollywood Gets Close-Up of Banker When Tinker Talks on Fox Situation

### The Newer Way

In an idle moment a showman wrote three typewritten pages to the head of a picture company, suggesting improvements in operation. He signed his name and mentioned that personally he wanted nothing. Later, the head man asked the letter writer to call. He did and was greeted with: "I received your complaint. What do you think we can do about it?"

Hollywood, Feb. 15.

Edward R. Tinker's address at the Academy luncheon in his honor last Wednesday (10) was the most studied, analyzed and commented upon speeches ever made in Hollywood by a major executive. It grew as some of its implications percolated into studio consciousness.

Probably many of those present did not immediately grasp what inuendo lay under the more or less conventional "thank you" outline of the speech. Not directly but by unmistakable allusion Tinker accused the Winnie Sheehan clique of playing politics among themselves at the expense of the best interests of the Fox organization.

### Protecting Stockholders

Tinker read a prepared speech, carefully worded, which stressed against the phrase "protection of stockholders." That was the premise for the explanation of the repudiation letters. It was the bankers' duty to safeguard the security owners when, in the event of a disaster, executives of the Fox corporation had been lax and even continued such laxness after the creation of the Finance Committee, one of whose chief functions was the final approval of contracts.

Amplifying this phase, Tinker added: "In addition to the above mentioned seven contracts, executives who were responsible for this condition have been required to take up with the bankers over judgment of their own situations."

### Hollywood Impressed

While much that his speech contained was the regulation luncheon table verbal embroidery, Tinker's remarks made a clear cut impression on Hollywood. It was perhaps the most direct and honest statement he has made in his career. He permits himself to be and at the same time it gave Hollywood a good close-up of the banker attitude. Tinker immediately faded as an ogre and the repudiation seemed less sinister in the light of his explanation.

Admittedly the luncheon was a success in liquidating much prejudice that had caruncled around the name of Tinker. The banker's favorable impression was increased by Tinker's affable personality.

Tinker grouped Hollywood, Wall Street, and Main Street as the three symbols of the industry, and seemed less sinister in the light of his explanation.

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## ANIMAL FLOOD IS DUE AGAIN

Hollywood, Feb. 15.

Local market is bullish on animal stock, with virtually every major company intending to revive serials. Universal started the serial parade last year, and now not only is Radio set on a program of episodes but the Warner brothers will also be made by Metro and Paramount.

Circuses are off the picture companies for loaning animals as result of the mix-up between Metro and Ringling over the making of "Tarzan." This is forcing the producers to look for stock stuff for the thrillers to come.

One man, feeling the pulse of things has virtually cornered the animal stock footage, having had agents in all parts of the world shipping him such film the last few weeks. He now has 13 cases of 4500 feet each.

Douglas Fairbanks is in the market for tiger stuff for his proposed travelog picture; Universal will use jungle film in serials and in a sequel to "East of Borneo."

Metro, besides serials, will make another animal picture on the order of "Trader Horn." Radio is gathering similar material for its "Creation" and a second picture to be produced by Merian C. Cooper. Sol Lesser is making a "Tarzan" serial, while other indies are also looking toward the wild places and wild life for locale for features and serials.

## EXPECT NEW ROUND OF THEATRICAL YARNS

Hollywood, Feb. 15.

Another cycle of theatrical and Hollywood stories appears to be imminent.

Radio and Metro were in competition for "Footlights," Kelland's petition in the Sateporet, with Metro finally outbidding Radio and getting the story for Buster Keaton. As a substitute, Radio has hired Adella Rogers St. John to do an original, "The Truth About Hollywood." This will be supervised by Pandro Berman.

Universal has two theatrical stories in preparation. With these four in sight it is probable that other studios will line up on similar contributions.

## FAKING WAR

Premoter Duplicates Orient Trouble For \$3 Per Foot

Hollywood, Feb. 15.

Chap who found himself with 5,000 feet of East Russian-Japanese war film, as the desire his studio for Oriental war stuff, proved a smart hombre and is now in the coin.

He engaged 50 Chinese from the local Chinatown, fitted them out from a local costumery and had his makeshift army in action on a location 50 miles from here. He used trenches previously filmed in a war picture.

He cut this stuff into his old and more authentic film and has been doing a loud office business selling the stock to major companies at \$3 a foot.

## 1 Receivership Action Dropped, WB Gets Another

Wilmington, Feb. 15.

Receivership action brought against Warner Brothers Pictures, Inc., by Jules Endler, of Passaic, N. J., was dismissed in Chancery Court here by Chief Justice Pennell on the petition of the state, one day after a similar petition, making virtually the same charges against WB, was filed in the same court.

A new petition by Marjune V. Newcastle, declared owner of 1,000 shares of Warner Brothers common, was filed after former Judge Hugh M. Morris, attorney for Warners, raised a point about Endler's status as a stockholder.

Attorneys Ward and Gray, handling both petitions, declined to fight the point, instead asking the court to dismiss Endler's petition. As in the first petition, the new one also charges insolvency due to inability of the corporation to meet current debts.

Attorney Morris may attempt to expedite action on the new bill after disposing of the original complaint. Date for hearing not set yet.

### On Wallace Script

Hollywood, Feb. 15.

Radio has engaged Dudley Nichols to complete "The Heist," the late Edgar Wallace's last and unfinished script.



# ACCOUNTS DRINK TO 9,000

## Dembow-John Balaban in Charge of Publix Under Katz, Who Widens Duties

Sam Dembow, Jr., and John Balaban, as a team, are virtually in charge of Publix theatre operation under Sam Katz, who as a result of his widened activity in Paramount-Publix generally, will cease devoting his entire time to theatre jurisdiction. Selection of Dembow and Balaban was made at a meeting last Thursday (11).

Katz left for Florida Saturday (13) for a brief vacation, probably 10 days, after which he will likely visit Par's coast studios. His departure left the Publix chain immediately in the hands of Dembow and Balaban.

**Divided Duties**  
Under division of authority, Dembow will retain personal supervision of film booking, theatre deals and matters concerning partnerships; real estate and expansion; union matters, etc. Balaban, it is said, will take on closer supervision of movie houses. He now directs home office operation of the Famous-Canadian, Chicago, Detroit and Toledo theatre groups.

In future Katz is to have a private conference room adjoining his corner suite in the Paramount building. It will be Dembow's present private office, with the latter moving up Par's exec row by one door into the suite formerly occupied by Eugene Zukor.

The younger Zukor is now affiliated with the maintenance, research and construction department.

Hollywood, Feb. 15.  
A Paramount production meeting will be held in Palm Springs, Cal., Feb. 27. Emanuel Cohen will preside over the meeting.

## FRANKLIN IN N.Y. CALLED BY RKO

Harold B. Franklin arrived in New York again yesterday (Monday), supposedly in response to summons from Hiram Brown, RKO president.

Nature of the newest proposition for Franklin from RKO may be a repeat of the former bid for the theatre operator to take over the Orpheum houses west of Chicago for RKO. This proposal was originally rejected by Franklin.

RKO is also reported still negotiating with E. V. Richards.

Los Angeles, Feb. 15.  
Harold B. Franklin left for Detroit and St. Louis Feb. 11, at the request of Harry Stuart, of Halcyon stock bankers, to look over Fox houses in the two cities which have been experiencing financial troubles. H-S firm represents the bondholders.

In the east three weeks ago, Franklin promised Stuart to survey the theatres and recommend what-ever changes he thought necessary.

Franklin claims there's no chance of his stepping in to operate the Fox houses in the two cities as he's not interested. He'll probably hop into New York for a look around while in the east.

### On or Off?

Publix is deciding whether or not to drop its personnel department with no decision reached up to Monday. If the verdict is affirmative it will probably mean Jack Barry is out.

Barry founded the department for Publix, as also the circuit's office for managers. Discontinuance of the department would be in line with Publix's plan to consolidate all branches into various groups to be directed by high executives.

## Strange Columbiadude

First twist in the Coin-Wanger business relationship is that Harry is advocating purchase of 'Barretts of Wimpole Street' by Columbia. Jack Coin wants to see Dreiser's 'Sister Carrie' go on the program, and Wanger is all for doing 'Flying for Fame,' one of those \$30,000 fast ones.

Around the Film Club in New York the boys are betting that within six months Harry will be carrying his handkerchief in his cuff and Walter will be talking from the side of his mouth.

## ROWLAND TAKES FOX STUDIO SHORTLY

Westwood, Feb. 15.  
Richard A. Rowland's appointment as Fox production head is expected within a week, awaiting only final settlement of Sol Wurtzel's contract. Al Rockett, who has temporarily been in charge, probably will assist Rowland.

D. E. McIntire will also stay west but not directly on production. Winnie Sheehan's name is omitted in discussions of reorganization.

There's desperate digging in these Fox Hills at present for story material to replace eight scripts thrown out by E. R. Tinker, Rowland and Rockett.

Tinker, Fox president, and Glenn Griswold, publicity chief, start east Wednesday (17), stopping in Chicago for a few days. Griswold will remain east several weeks.

## CHEVALIER FILM AT RIALTO AND RIVOLI

Rivoli and Rialto will play the same picture day and date upon New York release of the new Chevalier picture, 'One Hour With You' (R). It goes into the two runs for as long as it can stay.

Bookings are set so that 'Hour' will follow 'Sky Devils' into the Rivoli and 'Shanghai Express' at the Rialto. These pictures in both operations succeed current attractions. Four weeks are expected of 'Devils' and 'Shanghai.'

Simultaneous run of pictures at the Publix twin has not occurred since 1925 and James Cruze's 'Pony Express.'

Hollywood, Feb. 15.  
Ernst Lubitsch and Jeanette MacDonald left for New York Friday (12) to join Chevalier for remakes on 'One Hour With You.'

The new scene, or scenes, will form a new ending for the picture. Expectations are that the job will be completed within 10 days at the Long Island studio.

Paramount is also tacking on a new and less gruesome climax for 'The Miracle Man' out here.

### Lasky's Trip

Jease Lasky hopped aboard ship Saturday (13) for a cruise to Bermuda.

He will be gone two weeks and is accompanied by his wife.

### Off the Shelf

Hollywood, Feb. 15.  
Paramount's 'Through the Window,' shelved two months ago, will move into the Carol Lombard and Chester Morris.

## FIGURES SET BY HEAD SALES MGRS.

**Agree That This Total Forms Backbone of Current Sales—6,500 Independents, 2,500 Chain Controlled—14,400 Theatres Wired, of Which 4,000 Open but Once or Twice Weekly**

### 3,000 'GOOD ACCOUNTS'

Film accounts have dwindled from a top of 15,000 in silent film days to a maximum of 9,000 for the feature picture today. This means that there are now under 10,000 theatres in the U. S. which distributors can figure as certain and regular customers.

Of the 9,000 theatres which distributor head salesmen represent the backbone of boxoffice in the U. S. and Canada, approximately 6,500 are described as strictly independent. The remainder, or about 2,500, are distributor-circuit controlled.

Distributor belief is also general that only 3,000 of these 9,000 can be truthfully labeled as 'good accounts.' The remainder pay rentals averaging between \$10 and \$25 for a picture, say the selling authorities.

Sales accounts for the average picture are currently placed at about 7,000, with the low estimated at 5,000 and top, for newsreels only, at 10,000. Despite that more houses are closed than two years ago, the wiring total has increased, which makes the present account summary higher at present.

Slightly over 5,000 houses listed as wired, however, are not figured in the general business, according to distributors in representative classes. The official list shows that of the approximate 14,400 houses equipped for sound about 4,000 are in the one and two nights a week class, and of this 14,400 total, 4,100 are geared for disc reproduction only.

To date the number of wired theatres described as permanently closed reaches 492, while another 786 are listed as 'temporarily dark.'

With the limited number of accounts, distributors figure that during 1932-33 \$1,000,000 will be the highest gross any picture can hope to gross domestically, and that figure is conceded to be very optimistic.

### AID FOR EMPLOYEES

**Par-Publix Weighs Taking Up Workers' Stock Losses**

Action by Paramount Publix in favor of employees who purchased stock of the company on an installment basis is in prospect. Matter has been discussed by Par-Publix heads with the Finance Committee, of which John Hertz is chairman, to evolve some means of relief, it is said.

So far it is claimed the company has merely given the question of stock purchases by P-P employees preliminary examination without arriving at a decision on what's to be done.

One suggestion reported is the establishment of a special fund for the purpose of returning losses on stock which employees have suffered in their Par stock buys. This would possibly entail re-purchase of the outstanding employee stock, if employees want to sell, with P-P through its fund footing the difference between present market quotations and the price at which the stock was bought.

When P-P employees were given permission to buy the Par stock, they paid \$2 a share. It was at that time selling in the 70's. Following recent salary cuts, many have been hard put to meet payments.

## Brown's Gesture of Resigning Post Reported Winning Board Support

### 10 Most Moral

Hollywood, Feb. 15.  
A list of 'best pictures of 1931,' selected from the standpoint of morals as well as entertainment or art, has been sent to women's organizations by Mrs. Thomas E. Winter of the Hays office.

Her 'three-way bests' are: 'Arrowsmith,' 'The Champ,' 'Emma,' 'The Millionaire,' 'Street Scene,' 'Alexander Hamilton,' 'Clamaron,' 'Rango,' 'Tabu,' 'Paggiacel,' 'The Star Witness,' 'Connecticut Yankee.'

## FLA. LINKS KENT WITH WB; N. Y. THINKS FOX

Palm Beach, Feb. 15.

With S. R. Kent at the Boca Raton Club, near here, plus Harry and Abe Warner's presence in the area, local presumption is that the Warner-Kent negotiations are still hot. The Warners are down here ostensibly on a 10 days vacation plus a report that J. L. Warner, from the Coast studio, will likely join them.

In view of the fact that Kent is fighting an attack of influenza, it is doubtful if any negotiations relative to his joining WB will become definite one way or the other for the next week or 10 days. But that the Brothers are pursuing the former Paramount-Publix executive is a generally believed Florida deduction.

Regarding Kent's illness, he is reported out of danger but in need of rest.

In New York a vein of authoritative film opinion still links Kent as ultimately becoming president of Fox under a working agreement with Loew's whereby Nick Schenck would become chairman of the Fox board of directors and either L. B. Mayer or Irving Thalberg, of Metro, would assume command of Fox production.

## SCHENCK WILL ASK U. A. STARS FOR ONE PIECE

Hollywood, Feb. 15.  
Meeting of those who make up United Artists has been tentatively set for some time in April. At that time Joseph M. Schenck will ask the stockholders stars to each make one or more picture for the new program.

Schenck hopes to augment the program from its present 14-16 productions for 1932-33. Charlie Chaplin is expected to cancel his proposed trip to Japan because of Sino-Japanese hostilities and return here in time for the conference. Mary Pickford will be on hand but Douglas Fairbanks will be in the South Seas according to present arrangements.

Contrary to talk, Chaplin's studio and home are not for sale, both being kept open.

### Can't Find Sheehan

Hollywood, Feb. 15.  
Nobody can find Winnie Sheehan. Reports on Sheehan range from his going to or being in Florida to his sunning himself on the French Riviera.

Information is that Hiram Brown, RKO president, offered to resign last week, but his resignation was refused at private meetings with various members of the RKO board of directors. The regular directors meeting has been put over to this week, probably Tuesday or Wednesday, due to the illness of David Sarnoff, president of RCA and chairman of the RKO board. Situation portends that Brown will be tendered a vote of confidence at the official conference.

In reviewing his work with RKO, of which he has been the head for the past four years, it is understood that one point Brown makes is that while he realizes that the picture end of the company is its weakness, reorganization is now asking place to strengthen this arm and that he claims the weekly Radio studio overhead has been reduced from around \$200,000 to near \$100,000 a week.

**Studio Unit System**  
In connection with his offer to tender his resignation, it is said that Brown also insisted that it be accompanied by his statement which included a defense of himself and his associates during his and their tenure of office.

It is believed that Brown's statement intent is to establish the unit system of picture making and that negotiations are taking place to acquire services of two well known directors. The plan proposed for these men is that they each make two pictures to supervise two other pictures yearly.

## Rosenzweig and Voight Join Col.; Prexy Goes West

Charles N. Rosenzweig has joined Columbia pictures and become that company's sales manager. Rosenzweig was formerly general sales manager for Radio, which post he resigns to join Columbia.

Harry Cohn, Columbia's new prexy, and Eddie Busch, Columbia director, left for the studio yesterday (Monday). Cohn had been here over a month during which time he bought out the interests of one of the partners, Joe Brandt, and secured Walter Wanger as vice-president.

Hubert Voight, Coast publicity man, flew east last week to see Cohn and is set as in charge of studio exploitation. Voight was formerly at Warners-First National. He will remain east for about two weeks.

Lou Metzger resigned as sales manager of Columbia last week with no one appointed as yet as his successor. Along with Metzger's resignation, it became known that Bert Ennis, publicity head for the same company, is out. This eastern post also remains unfilled.

Metzger's intention is a vacation Coastward, probably by boat, starting in about a week.

### Hays on Coast

Hollywood, Feb. 15.  
Will H. Hays, with his assistant, Maurice McKenzie, are due here today (Monday). They may remain a month.

It is thought the periodical Hays call, in the routine way.

### Joe Kennedy Here

Joseph P. Kennedy, former picture executive, arrived in New York yesterday (15). He is expected to remain here about two weeks before returning to Palm Beach where his family is wintering.

## Studios Cull From Unproduced Plays; WB's \$250 Top For Scripts

Hollywood, Feb. 15.—Recent circulating of writers by Carl Laemmle, Jr., in an attempt to uncover new story material has been taken up by Warners and Metro. Warners has sent letters to a long list of playwrights, asking them to have unproduced plays copyrighted, requesting them to submit material they own. Studio later informs the writers it is paying only \$150 per play, with top being \$250. Much new story stuff, however, has come under the eye of readers since the letters were sent.

**Metro Tries It**  
Metro used the "mail order" method in sending letters to agents and some writers asking for stories on Soviet Russia. Studio is having trouble with the Soviet yarn on which it has been working over a year, and would like to see new ideas.

Solicitation by letter as a method of reaching authors may become a regular occurrence. It enables studio to cover more ground than by waiting for mss. to be sent in. It encourages writers to dig up old, and possibly good, yarns which they wouldn't think of submitting unasked.

Expected shortage of picture material is also behind studios' wholesale system to uncover new stuff.

## Home Town Films With Local Belles And Beaux Again

Venerable idea of making home town pictures, starting the elected belle and beau of the village, is cropping up again. Practice went out when talkers came in, but now it's around again. Two such films are reported opening shortly, one in Lockport, N. Y., and the other in a small Massachusetts town. Scheme includes the usual routine of hook-ups with the local theatres, merchants, voting contest, etc. A variety agency recently produced two such films in a New York suburb and an upstate town. Occasionally a chamber of commerce takes to the plan to boost its town.

### OROWITZ STEPS UP

Succeeds to Hess' Post, Who Joins Publix Feb. 20

E. M. Orowitz has been promoted to succeed J. J. Hess as director of national advertising, publicity and exploitation for RKO circuit. William Adler will be his assistant.

A survey of all Paramount-Publix chain departments for better co-ordination on advertising and publicity will be undertaken by Jack Hess who joins that organization Feb. 20. Hess' title is assistant to the P-P publicity chief, Arthur Mayer. He has been given a one year contract.

## Report Green Candidate For I.A.T.S.E. Presidency

Richard J. Green, formerly secretary-treasurer of the I.A.T.S.E., will seek nomination this year of the presidency, it is reported. At present a touring manager with a Pantheon & Marco unit, "Yesterday's Stars," information is that he is already preparing his campaign.

Presidency of the I. A. will come up at the convention, to be held this year early in June in Columbus, O.

When William F. Canavan resigned last December, William C. Elliott, first v. p. automatically succeeded to the post for the unexpired term. It is reported Elliott will seek election at the coming convention.

### L. A. to N. Y.

Maurice Joachim.  
Nat Ross.  
Ernst Lubitsch.  
Jeanette MacDonald.  
Maurice Chevalier.  
Steve Donoghue.  
Glenn Griswold.  
E. R. Thinner.

### N. Y. to L. A.

Harry Cohn  
Eddie Buzzell

## ROTH LEAVES WB

Head of Shorts and B'klyn Studio Was With Co. 9 Yrs.—Rauh, Too

Murray Roth left Warner Brothers' Brooklyn studio last week as head of its shorts production department. Roth's affiliation with WB covered a period of over nine years. Head duties at the Flatbush plant are being divided between Herman Ruby and Joe Henneberry. Stanley Rauh, writer, also dropped out with Roth. Roth is negotiating with Columbia on a script and may leave for the Coast within the next two weeks.

## BAROMETER AS START-STOP SIGNAL

Hollywood, Feb. 15.—Even the highly touted southern California weather, which doesn't always live up to the Chamber of Commerce's blarney, is assailed in the current efficiency scheme at the studios.

Rainy season used to carry with it a tremendous waste due to delays and postponement of exterior production, but now these costly postponements are rare in comparison. Especially was this manifest during the recent heavy storms which have set a record for precipitation. Under current efficiency arrangements an interior production program is arranged for days calling for exteriors, to replace the latter if the weather is inclement. Barometers are on every major lot and closely watched.

These precautions also provide for sets to be built far in advance to take care of sudden changes in production date, now necessary.

Not so long ago production often started before the scripts and sets were completed, with a haphazard schedule that carried few, if any, provisions for the usual unusualness of California climate.

## Brandt Must Appear

Joe Brandt has been ordered to appear for examination before trial in the suit of Al Selig against Columbia for breach of contract. Supreme Court Justice Levy signed the order demanding Brandt's appearance Friday (19).

Selig, who is one word viler than advertising and publicity for Columbia, is asking for \$5,000 following dismissal several months prior to expiration of his contract.

Since filing of the suit, Brandt sold out to Harry Cohn and retired as Cof's president.

## Congress Has 11 Legislative Film Bills Including Usual Nut Stuff

Washington, Feb. 15.—Among 11 bills before Congress are the usual nutty proposals that die of their own absurdity but give an idea of how the legislative mind sometimes works.

One such is an even viler than General Stratton-Porter would be banned from pictures under one bill that would include sex matters conveyed by implication. Government agents could grab the cans containing controversial sex scenes.

Another proposal is to put the government into pictures through a Welfare Department to have the tidy sum of \$1,000,000 at its disposal to make "proper" films and, having made them, give them away free to the public through clubs, churches, lodges, or what-have-you.

Block booking is also the subject of the regular congressional attention.

## 1st Runs on Broadway

(Subject to Change)

Week Feb. 19

Paramount — 'Nice Women' (U).

Roxy — 'She Wanted a Millionaire' (Fox).

Capitol — 'Lovers Courageous' (Metro).

Rivoli — 'Arrowsmith' (3rd week) (UA).

Strand — 'Fireman, Save My Child' (WB).

Mayfair — 'Lady With a Past' (Pathe).

Winter Garden — 'Hatchet Man' (WB) (3rd week).

Rialto — 'Shanghai Express' (Par) (17).

Hippodrome — 'Final Edition' (Col) (20).

Week Feb. 26

Roxy — 'Gay Caballero' (Fox).

Capitol — 'Arenas Lupin' (Metro).

Rivoli — 'Sky Devils' (UA) (25).

Strand — 'The Extra' (WB).

Winter Garden — 'Hatchet Man' (FN) (4th week).

Rialto — 'Shanghai Express' (Par) (2nd week).

— \$2 Pictures

'Hell Divers' (Metro) (Astor) (9th week).

'Man Who Played God' (WB) (Warners) (2nd week).

Foreign Films

'Road to Life' (Amkino) (Russian) (Cameo) (4th week).

'Das Lied der Aue' (Superfilm) (German) (Europa) (4th week).

'Ein Walzer vom Strauss' (Splendid) (German) (Little Carnegie) (2nd week).

'Charles-Les Loverskold' (Swekara) (Swedish) (5th Ave) (19).

'Sein Scheidungsgrund' (Ufa) (German) (Cosmopolitan) (19).

## M-G Exchange Asks Chi Exhibs to Raise Own Rental Rates

Chicago, Feb. 15.—Exhibitors served by local exchanges are excited about a form letter sent out by the Metro office here. It asks that the theatres voluntarily increase their rentals for the remainder of the M-G product by 25%. Latter states that since rentals at present are only 75% of the original quote, the exhibs should at this time reestablish the rentals at the full quota.

The theatre men, as a body, are not taking any action on the letter merely letting the matter slide. Feeling is that the step is a counteraction on the part of the exchange to prevent further reductions in prices at the next selling season.

**Hammel's First Flash**  
Lester Hammel, head of William Morris' eastern picture department left for Hollywood last week. It is Hammel's first view of the Pacific coast. He'll remain about three weeks.

**Reginald Mason at Radio**  
Reginald Mason, rehearsing for "Bird of Paradise," was taken by Radio and Fox for pictures. Charles Brown, here in "Sherlock Holmes," also has a long left date, and got a Fox part.

**Schickelrueck Sued**  
Agents commission suits have been filed by Rebecca & Sifton against Joseph Schickelrueck for \$300 and by Collier & Pittman against L. G. Rigby, writer, for \$2,175.

**Heads At Dept.**  
Hans Dreier succeeds Van Nest Polglase, resigned, as Paramount's art department head.

**Writing for Mix**  
Jack Nattoford writing third Tom Mix story at Universal.

**'Cohens and Kellys in Hollywood'**  
gets a theme song—"Where Art You?" by Paul McVey and Irving Bibb.

**Russell's Original**  
John Russell is at Radio on an original adventure story which Merian C. Cooper will supervise.

**Berkeley's Numbers**  
Busby Berkeley will do dance routines for "Bird of Paradise," and "Bird of Paradise," using 36 girls.

**Lloyd's Delay**  
Negotiations with Columbia on Constance Cummings has stalled start of Harold Lloyd's picture. Girl will be ready next week.

**Wrestling Story**  
"Torch and Saddle" Gordon Kahn and a wrestling feature, being originated by Leonard Friskins, are among Metro's future production

## 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.

### Kinder Than Hollywood

Foreigners who have been hiding from immigration authorities are giving themselves up for deportation. Dearth of multi-linguals caused imports to figure there'd better go home.

### Mickey McGuire Legalized

Judge Gates ruled Mickey McGuire, kid actor, had a right to use that cognomen as his legally changed name. Judge dissolved an injunction by Radio, Darnour Productions and Fontaine Fox against the boy's taking it.

### Zieggy Gets Radio Gal

June Purcell, blues singer at KFVB, fills an engagement in Ziegfeld's new show, with later NBC dates in view.

### Academy Moves

Deal practically set for the Academy to move to the new building, which will be built on the plot in front of the Writers' Club.

### Wheeler-Woolsey Overquoted

Wheeler-Woolsey deal with Radio is off; studio being unable to see the \$125,000 per picture asked by the comedians. Boys are now looking for finances as producer-stars in the movie field. If being tails they'll tour the sticks with a musical.

### U. A. Theatres' Lien

Mechanical lien foreclosure asked on the United Artists theatres on Wilshire and Whittier boulevards and Long Beach by the U. A. Belier Construction Co. Bankruptcy court brought a similar suit in December against the U. A. Inglewood house. Claims \$53,000 balance due on contracts.

### Van Buren's Group

Radio's increased shorts program includes two-reelers using the Masquers and Dominoes, player organizations. Amidue Van Buren will make \$4,450 being travel and animal one-reelers and Nick Harris detective plots. Rest of program to be supervised by Lou Brock.

### Allice Gentle at Neighb.

Trying out draw of personalities in a new house, Fox-West Coast has Allice Gentle booked this week in the Wilshire. More stage shows, all spot booked, in outlying houses include the Mickey players in a split week in two situations.

### Minna as Coach

Minna Gombel got a Fox renewal, calling for acting and coaching. James Hanley, song writer, also Fox optioned.

### Markey Stays

Gene Markey stays with Metro, option exercised.

### Adapts and Leaves

Brought to Paramount to adapt and dialog her novel, "Goldfish Bowl," Mary McCall left the studio Saturday (15).

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possibilities. Kahn also taken to adapt his story.

### Lord Forced to Bed

Flu attack forced Del Lord to give up direction of Bennett's "Spot on the Rug." Bob Stoddard replacing.

Jack Lewis, former Boston cafe operator, responds Olsen's night club March 17.

### Dorothy Jordan Appeals

Dorothy Jordan will appeal a municipal court award of \$1104 commission on her Metro contract to Mrs. E. B. Cowell, agent. Alleges that Mrs. Cowell had ignored provisions of the state agency act, also the fact that in the appeal suit that agents aren't entitled to commission after discharge.

### Note Mix-Up

B. U. Cain and W. F. Alder are held individually liable for a \$5,000 note endorsed as officials of Colorart Synchrotron Corp., Ltd., in 1929. They failed to establish that an assignment of "In Old Madrid" profits to Julius Lipman, note holder, had been an actual lien.

### Duncan's \$2,500

Duncan Sisters will get \$2,500 for their week at the Paramount (18), 50 % of the gross over \$25,000. Frank Dazey writing on a musical version of his father's "In Old Kentucky" for the team.

### Wanted in London

Another horror call to Hollywood from London. "Old Dark House" will have time to finish a picture in England before repeating the "Frankenstein" combo with Boris Karloff and James Whale at the helm. New trembler is "Old Dark House."

### Mystery Still Is

Campbell McCollough has completed his inside survey of Universal. He will write an act contract. Is the details of the report left with Henry Henigson.

### Delectable

George Rosener's first assignment, to write an act contract, is a story about a maniac who eats human flesh.

### Testing Author

A script try-out will be "The Devil Loughs" by Radio before deciding on its purchase. Owen Francis, author, is on salary to work out the screen adaptation with Jane Murfin. It's in mind for Constance Bennett.

### Dinehart at WB

Allan Dinehart gets the lead up Kay Francis in "Women of Chance" at Warners.

### Ernie Nevers Tests

Ernie Nevers, act for tests at Metro and Paramount, broke a winding up the Beverly football season at San Francisco.

### Pew Bombs

Filmrate theatre, which shows arty imports, received a stench bomb two successive nights. Two days previous the Beverly theatre was odorized. Both belong to Hollywood Theatres, Ltd., using non-union bombmen.

### Lon Chaney's Son Starts

Croighton Chaney, son of the late Lon Chaney, gives a contract by Radio. Studio will spot him in bits for a possible build-up. This is his first picture experience.

### Gary Cooper's Return

Gary Cooper is due back at Paramount from Africa March 1. Nothing set for him on his return with "Farewell to Arms" still in the air. "Miracle Man" intended for him, now has Chester Morris.

### Bill Brady's Coast Show

William A. Brady will produce a Coast show with Edward Belasco (Continued on page 63.)

### FOX HOLDS ITS LAB

Recurring stories that Fox would transfer its film printing to Consolidated, possibly selling its New York lab to that company, are denied. A Consolidated official declares that so far Fox has not indicated it will give up its own lab. Consolidated having their own labs and doing all their own printing at present are Fox, Warner Bros. and Paramount.

### Al Reid Promoted

Al Reid, former manager of the New York Hippodrome, has been appointed district head of the B. & P. circuit by RKO. The B. & P. string constitute a chain of New Jersey houses.

# STOCKS RALLIED AT JAN. 5 TOP

## WB Production End Now Completely Over to Sound on Film, Last to Change

Warner Bros., the first film producing firm to use sound, is now the last to discard the disc system of recording upon which the Vitaphone trademark was established. Ridding itself of the platter method is estimated to have cost WB close to \$50,000 in scrapping recording equipment alone. The Burbank studios have generally been shooting sound-on-film now for about two months.

Although WB, like other companies, have disc scores for about 5,000 sales accounts which as yet have no sound on film equipment, the present method of recording is now the opposite of what it was. Instead of dubbing from disc to sound track, WB now shoots on film and dubs to disc.

Exhibitor complaints were numerous regarding high costs of records as compared to the track and picture in one. Many theatre owners refused to use the discs. This, it is believed, forced the turning point in the WB attitude on recording methods. Firm's attitude was always that it would never leave the disc method.

**Location Difficulty**  
Difficulty of the disc on location recording resulted in the Warners first using film. Even then, it was declared by Warner execs, sound on film was inferior to disc, and the company used the track on location only to expedite production.

With the star chamber proceedings in the WB-Western Electric nearing completion of testimony from both sides, and although both sides are restrained by agreement from commenting about the private battle until its completion, one version is that WB is counting upon a cut of \$5,000 on every reproducing equipment W. E. has in operation. On this basis Warners is apparently figuring on an award which, if maximum, would not exceed \$22,500,000. Reports ever since the proceeding started three years ago have consistently placed this figure at \$50,000,000.

## Doubt Wire Firms' Term Cuts Abroad; Would Squawk Here

If American sound device firms cut the terms of their royalties in Europe, as reported being contemplated, producer licensees over here are preparing to demand a similar reduction, or charge the electricians with being partial.

For some time feeling among American licensees has been that the electricians should adopt a scale of royalties rather than the present flat demand of \$500 per negative reel. Among producer executives, however, feeling is that there will be no royalty reduction in any part of the world, at least on the part of Western Electric. General Electric's interest, Photophone, while having made reductions in fields outside of the picture business, also indicates it will adhere to its flat royalty for all b.o. reelage.

## 'Interlude' as Special

First picture this year from Metro to be designated as a special, rather than delivered under contract, will be 'Strange Interlude,' with Norma Shearer and Clark Gable.

Metro reserves the right to designate three pictures over and above those called for by its agreements.

## BACK TO OLD JOB

Hollywood, Feb. 15. Mark Larkin leaves Hays to return to Pickford-Fairbanks publicity berth he formerly held for 10 years. Believed here Joe Breen's advent rendered Larkin superfluous at Hays branch.

## Par-WB Wire

A direct telephone line now connects Paramount and Warners. These are the only companies known to have such a wire.  
Reason given is that of expediting transactions of film bookers.

## TriErgon-DeForest Will Argue in May, Wilmington Hearing

Wilmington, Feb. 15. Sound-on-film litigation appeared wide open again as Tri-Ergon's suit against General Talking Pictures, DeForest Phonofilms, and Lee DeForest, himself, got under way before Judge Nields in Federal court last week. In view of Fox's connection with Tri-Ergon, it is looked upon as his effort to place his interests in a more strategic position in the talker patent situation.  
Tri-Ergon's suit is based on the vacuum tube principle of sound recording, for which DeForest now holds basic patents. Tri-Ergon says the principle was first developed by three German scientists, Drs. Joseph Engel, Joseph Massolle and Hans Voght.

DeForest's patent, they contend, should not have been issued, and the bill asks Judge Nields to compel the patent office to honor the German's claims. If this should be done, Fox would acquire rights to the talker principle involved. In June, 1924, the three scientists sold their rights to Tri-Ergon Holding A. G., of Switzerland, which in turn transferred the rights to Fox in September, 1928. Fox then turned over to Tri-Ergon Co., of New York in 1930.

Dr. W. C. Ballard, of Cornell University, chief witness for Tri-Ergon, testified that there is a wide difference between the enclosed 'arc light' type of DeForest's patent and the 'glow lamp' now generally used in sound talking. Plaintiffs, by means of this, attempt to show that DeForest's patent did not cover the principle developed by the Germans.

## Like Control Room

During the week, the Federal Court looked like the control room of a zep, with all types of electrical apparatus, recording machines and projectors on exhibition. A constant flood of highly technical language kept spectators dizzy. During the frequent interludes, DeForest spent his time lecturing at schools and business men's luncheons.

DeForest took the stand Wednesday (10). He insisted that the 1919 application covered the entire tube recording principle.

Testimony was concluded towards the end of the week, with Judge Nields setting next May for argument on the facts brought out. Decision will probably not be handed down until several months after that date.

Chief of counsel for plaintiffs is M. S. Ward, Jr., of Newark; for DeForest, S. E. Darby and former Judge H. M. Morris, who last year handed down the vital decision against Western Electric over the Reis patent.

The DeForest issue, it is understood, will not delay Tri-Ergon's general action against the American industry which charges infringement of two patents.

## Garbo's Third

Metro will release 'As You Desire Me' as this year's third Greta Garbo picture.

Fiandello play will be directed by George Fitzmaurice and goes into production immediately following 'Grand Hotel.'

## LEADERS REACT FROM 1 TO 4 PTS.

**Profit Taking and New Selling Break Prices in 500,000 Share Opening Half Hour—Support Comes in and Prices Steady on Declining Volume—Steel Off More Than 2; Telephone Drops 4**

## FILM SHARES GIVE WAY

By AL GREASON  
Short covering of an urgent kind having been accomplished Thursday and Saturday, the stock market went into a secondary reaction yesterday. Much with new selling at many points. Amusement shares went with the others, although there had been less of a run up among the theatre issues than among the playhouse stocks.

Whole market demonstrated that it is not yet able to break through the peak of Jan. 15. It about doubled that top on Saturday and yesterday has regarded as a test of its ability to push through.

Same was true of the film leader, Loew, which was balked at the identical same level, 31, where it met resistance at mid-day, made advance and reacted promptly to 28½, recovering later in quiet trading. Par abandoned its Saturday top at the outset and dropped about a point before it steadied around 8½. Other price changes were fractional.

Bond prices did well, showing minor gains all around, with volume in some cases fairly heavy. Furling detail of the turn-around is that bonds keep pace with equity stocks, which should not be the case if the boom is based on prospects on inflation, supports of gold to foreign countries, which look with alarm at the possibilities of depreciated U. S. currency, were heavy, but monetary prices were generally off, another negation of the inflation theory.

Technical secondary reaction was less than looked for and may continue for another day or two after which a resumption of the uptrend should come, since yesterday's dealings demonstrated that the bull sponsorship is strong and it would not be logical to expect a sudden drop in its improved position without a struggle.

## Shorts and Inflation

Call the new credit expansion program of the Federal Reserve a political trick or a master stroke of statecraft, whatever you like. But it had the effect of bringing on a real bear panic in the active stock market leaders that pushed the Dow-Jones industrial averages up from a triple bottom of 71.89 to \$5.32, which almost exactly duplicated the rally peak of Jan. 15. This gain, however, came on Tuesday, Friday and Saturday, and represented a jump of nearly 12 points.

The violent run up was staved off for a time by the expense of the shorts added somewhat by repurchasing of stock sold in December down until several months after that date.

The whole thing was already timed to catch the sudden unaware. The Wednesday market had broken through the bottom of Jan. 5 in all the averages except Dow-Jones and at the close the outlook was for further recession. News of the Washington prohibition campaign, fully over night and with the Thursday opening the bear panic was on. It was resumed Saturday after the holiday lull, the suddenness of it all playing a large part in the psychology of the bears.

Over the week-end, anti-administration newspapers opened up their batteries on the whole subject of inflation, seeking to make it appeal like the greatest campaign of a generation or so ago, and arguing that mere currency and credit expansion would do no good and would touch the real life of depression at their seat. By mid-day yesterday (Continued on page 37)

## Triple Bills Latest Exhibitors' Stunt; Chicago Fears Start of New Epidemic

## Yesterday's Prices

Sales.	High.	Low.	Last.	Net
300 Con. F.	4 1/2	4 1/4	4 1/2	4 1/2
400 Con. F. pr.	10 1/4	9 3/4	9 3/4	9 3/4
800 East. F.	10 1/4	9 3/4	9 3/4	9 3/4
3,100 Fox A.	2 1/4	2 1/4	2 1/4	2 1/4
2,800 Gen. Thr.	2 1/4	2 1/4	2 1/4	2 1/4
7,800 Loew	2 1/4	2 1/4	2 1/4	2 1/4
200 M-G-M	20 1/4	19 3/4	19 3/4	19 3/4
1,500 Par-T	10 1/4	9 3/4	9 3/4	9 3/4
400 Pathe	5 1/4	5 1/4	5 1/4	5 1/4
2,100 RCA	5 1/4	5 1/4	5 1/4	5 1/4
900 RKO	5 1/4	5 1/4	5 1/4	5 1/4
100 Shub	5 1/4	5 1/4	5 1/4	5 1/4
4,700 W. B.	5 1/4	5 1/4	5 1/4	5 1/4
BONDS*				
\$3,000 Gen. Thr.	4 1/4	4 1/4	4 1/4	4 1/4
10,000 Gen. Thr.	4 1/4	4 1/4	4 1/4	4 1/4
2,000 Keith	20 1/4	19 3/4	19 3/4	19 3/4
2,000 Par-T	10 1/4	9 3/4	9 3/4	9 3/4
10,000 Par-T	10 1/4	9 3/4	9 3/4	9 3/4
100 RKO	10 1/4	9 3/4	9 3/4	9 3/4
10,000 W. B.	10 1/4	9 3/4	9 3/4	9 3/4
CURB				
30 Educ. P.	8 1/4	8 1/4	8 1/4	8 1/4
300 Gen. T. pr.	5 1/4	5 1/4	5 1/4	5 1/4
100 Tech.	2 1/4	2 1/4	2 1/4	2 1/4
100 Trans-L	2 1/4	2 1/4	2 1/4	2 1/4

\* Sales and prices to 2:10 p.m.

## FIRST VERDICT ON SCHOOL PICTURES

Visual education by screen will receive its first decision from the schools when 15,000 representatives of the National Educational Association convene in Washington, D. C. week of Feb. 22.

It is believed that steps under consideration for the past 10 years by educators, in regard to pictures in the classroom, will be discussed. It is also thought that when the convention closes a committee of teachers to delve thoroughly into the subject of academic films will have been named.

Instructional pictures produced by Fox and Western Electric are to be discussed at the convention.

## Incorporations

**Rhode Island**  
Providence, Feb. 15. Alton Amusement Company, Woonsocket; general amusement business; 100 shares of no par stock; Herbert Tietman, President; Francis W. Conlon, West Warwick, and Jeannette M. Richards, West Warwick.

**California**  
Sacramento, Feb. 15. Independent National Picture Producers Ass'n, County of Los Angeles, no capital stock; M. H. Hoffman, Phil Goldstone, Nat Levine, Alfred T. Mannon, Burton King, et al.

**D. & G. Film Enterprises**, County of Los Angeles (story and playwrights); capital stock \$25,000, none subscribed; H. H. Nugent, President; D. S. G. Hughes.

**The Marvin Corp.**, County of Los Angeles (class of brokers and operators); capital stock \$25,000, none subscribed; Max Kravetz, Roy Stussart, Jacob J. Lieberman.

**Westland Theatres Corp.**, name changed to Westland Theatres, Inc.

## Judgments

**Audio-Cinema, Inc.**; Leo Lewis & Co. v. Harry E. Nugent; Capitol Film Exchange; \$89,571.

**New York Times Co.**, a corporation; P. H. Anderson; \$2,194.08.

**Zelma O'Neal**; M. Samper, \$3,645.50.

**Stanley Recording Co. of America, Inc.**; Alexander Cohen and Irving Staub; Bank of U. S.; \$15,500.70.

**William A. Brady, Jr.**; N. Y. Tel. Co.; \$76.35.

**Dressen Music Shop, Inc.**; D. W. May, Inc.; \$319.95.

**B'klyn Free Musical Socy** and Dimitri Dobkin; Udell Realty Co., Inc.; \$350.20.

## Chicago, Feb. 15.

Following predictions that triple features were the next stop after twin bills, five local theatres last week swung into the tri-feature classification and had the entire local branch of the industry yelping.

Theatres giving 'em three features for the price of one are the Rosewood, Bugg, Admiral, Drake and Rivoli. They are spotted in the northwest sector of town, the zone in which double features rolled up their headway. Double features are conceded to have commenced in the fight between the Rosewood, the Bugg and the Essaness North-center.

Film firms are yelping but have not determined just how to combat the new menace. Film exchanges and exhibitors associations have tried to induce these theatres to drop this overdoing, but they haven't been able to secure any agreement from the exhibs. The tri-feature exhibs have said they mean that the entire city will be forced to triple feature, just as it was pushed into twin features.

Several of these triple feature houses are even going in for additional overdoing, through giveaways and speciality nights. Everything from silk hose to electric flickers.

Film row is uneasy for it feels that if the triple trick isn't strangled, it may mean that the entire city will be forced to triple feature, just as it was pushed into twin features.

Majority of exhibs in town are more than ready to return to single pictures, but are being held back by the few theatres which refuse to budge from the generosity policy. And it's readily admitted that there's no chance of getting back to the standards unless the move is unanimous.

## De Forest Finds Its Lone Recorder On Duty in Shanghai

The only DeForest Phonofilm studio recording apparatus active in the world today is reported in Shanghai. This equipment, it is said, is not yet paid for, representing a price to the company of about \$25,000.

A former Phonofilm employee in the New York office decided to go to the Far East last summer. His plans then were to become an exhibitor and to look into the prospects for production in China. For one reason he secured the recorder on what are said to have been a series of promissory notes.

Disappeared  
No one in the New York office heard of the disappearance of the man, described as tall, adventurous and athletic. The notes were filed.

Last week news dispatches revealed to the DeForest office that its recorder was being active duty on the Sino-Japanese front and that the Japanese had confiscated the film.

Whether the apparatus was taken over by the Japanese with the film is not known at DeForest headquarters. But attention has been returned as to the notes.

## 'TARZAN' FOR ASTOR

'Tarzan' (M-G) is the picture likely to open at the Astor by the end of the month. Metro is said to have figured its spectacle qualities.

'Arsene Lupin' (M-G), previously mentioned as an Astor candidate, as a result goes to the Capitol, New York, Feb. 25 on a two weeks booking.



# L. A. Pan's Negro Musical and Shorts Get Walloping \$23,000; 'Fireman' Strong with \$18,000

Los Angeles, Feb. 15. With that unconcerned facility with which houses change their policy out here, the Pantages this week omits its feature entirely. Only shorts surround the Negro musical, 'Lucky Day', brought in for a week at \$150 for the run of 'Man Who Played God'. These figured at four weeks. After that another policy may be forthcoming if likely \$150 per week is not.

No question that the curiosity of flounders centers this week upon 'Breaks' (M-G) at the Criterion. Studio took this (Lent) and San Diego for its preview. Publicity campaign has been planned with 'Lent' care due to the ticklish nature of the subject.

'Breaks', at Criterion, badly panned by majority of dailies as distasteful and unpalatable.

Estimates for This Week  
Chinese (Fox) (2,028; 20-40-60-80) 'Mata Hari' (M-G) and stage show (3d week). Should hold about \$23,000. Last week \$24,400.  
Criterion (Fox) (2,028; 20-40-60-80) 'Breaks' (M-G) (1st week). Opened Friday; first week will be near \$10,000. 'Emma' (M-G) was running on one spark plug the last week, \$4,700.

Orpheum (2,270; 25-50-) 'Forbidden' (Col) (1st week). Looks for week \$7,000. With 'Lent' Stanwyck opens. Last week 'Dissonance' (U) got \$4,400, bad.

Pantages (Fox) (2,700; 20-40-60-80) 'Lucky Day' (Lent) musical and shorts. Big week, \$23,000; sensational for houses averaging \$7,000. Last week 'Backstage' (Durr) meaningless at \$6,800. 'Guardman' (M-G) next as house reverts to regular policy with 'Lent' and 'Paramount' (Franklin) (3,855; 85-75-) 'Shanghai Express' (Par) and stage show (2d final week). On stage will have tidy \$12,000, or thereabouts.

Pathe (Fox) (2,700; 20-40-60-80) 'Lucky Day' (Lent) musical and shorts. Big week, \$23,000; sensational for houses averaging \$7,000. Last week 'Backstage' (Durr) meaningless at \$6,800. 'Guardman' (M-G) next as house reverts to regular policy with 'Lent' and 'Paramount' (Franklin) (3,855; 85-75-) 'Shanghai Express' (Par) and stage show (2d final week). On stage will have tidy \$12,000, or thereabouts.

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## P'LANT HOLDS UP WITH 'HATCHET' AT \$5,000

Portland, Ore., Feb. 15. When it snows they hibernate in this burg. When umbrella biz is big the b. o. bustles. Orpheum has 'Hatchet' this week and is at a moderate pace in the face of strong opposition.

United Artists will maintain a 60-cent artist, although lower was considered. J. J. Parker figures that the cost and exploitation are equal, and not price, is the b. o. answer.

Estimates for This Week  
Orpheum (RKO) (2,000; 25-50-) 'Prestige' (Pathe) and vaude. Moderate \$5,000. Last week 'Ladies of Jury' with Weaver Bros. lined 'em' for \$13,700, fine.

United Artists (Fox-Portland) (2,000; 25-50-) 'Hatchet' (M-G) (1st week). Fair near \$4,000. Last week 'Emma' (M-G) fifth week, \$3,000. 'Hatchet' (M-G) (1st week), \$3,000.

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## BOSTON PRETTY GOOD Met \$30,000 and 'Ladies' Around \$25,000 at Keith's Boston

Boston, Feb. 15. Lent is not hurting the theatres, and this week ought to hold its own.

Estimates for the Week  
Met (Polygram) (4,380; 50-75-) 'Tomorrow' (M-G) (1st week). Better than \$35,000, ok. Last week 'Union Depot' (FN) mediocre, \$30,000.

Keith-Boston (4,000; 35-50-) 'Panama Flo' (Pathe). Weak near \$18,000. Last week 'Morgue' (U) did fair \$15,000.

Keith-Boston (4,000; 35-50-) 'Ladies of Jury' (Radio) and vaude. Ought to better \$15,000. Last week 'Final Edition' and Horace Held \$20,000.

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## Stage Names Aid B'klyn—Five Houses Are Near \$140,000

Brooklyn, Feb. 15. Heavy stage fare is helping this week, with Bing Crosby and Toots Tashman at the Par, El Brendel at the Fox, Conrad Nagel at the Met, and the Heldt band at the Albee.

They're selling Crosby as a hotcha boy, giving him a chance to revert to his first professional character of a rhythm lid. El Brendel, the most attention. Holiday prices all around for Lincoln's Birthday (Friday).

Estimates for This Week  
Fox (4,000; 25-35-50-75-85-) 'Wayward' (Par) and stage show. Helped by personals of Crosby and Tashman, a chance for \$65,000; Crosby's radio, which was which seems to be what the folks want. Last week 'Jekyll' (Par) very good, \$44,200.

Fox (4,000; 25-35-50-75-85-) 'Silent Witness' (Fox) and stage show. El Brendel and Ruth Roland on stage, doing fairly for \$25,000. Last week James Dunn in person and 'Rainbow Trail' (Fox) \$20,300. Art Arny's radio, opening this Friday (19).

Albee (3,500; 25-35-50-75-) 'Rue Morgue' (U) and vaude. Should get a good \$20,000. Last week 'Prestige' (Pathe) fell down, \$20,100.

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## LOUISVILLE DIPS 'Plumber' Fair on \$7,500—Only Going For Big

Louisville, Feb. 15. Louisvilleans are still buying shows on recommendation only. Result is big shows do well while ordinary programmers go into a tail spin.

Estimates for This Week  
Loew's (3,252; 25-35-50-60-) 'Plumber' (M-G) will do \$7,500, fair. Last week 'The Man Who Played God' (M-G) (1st week), \$7,500. Last week 'Dissonance' (U) only \$2,200 for second week.

Rialto (Fourth Ave.) (2,910; 35-50-) 'The Menace' (Col). About \$7,900, weak. Last week 'High Pressure' (WB), \$5,400.

Alamo (Fourth Ave.) (1,100; 15-25-40-) 'Silent Witness' (Fox). Good on \$3,800. Last week 'Frankenstein' (U) only \$2,200 for second week.

Minneapolis, Feb. 15. Below zero weather and Lent is putting a crimp in business again at the Minneapolis. Theaters moderate takings may be more moderate than in some time because the weather is above average. Fractious patrons who possess merit. Several are expected to build as the week progresses.

Outstanding is 'Union Depot' at the Minneapolis, due to the weather and the 25-cent ticket. Little attraction is slow now. But critics and customers are lavish in praise, and grosses should show steady gains. 'Chast' local fans are still falling for the shocker which is attested by the play which 'Rue Morgue' is getting at the Orpheum. Local fans are still falling for the shocker which is attested by the play which 'Rue Morgue' is getting at the Orpheum.

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## FRISCO ZOOMS WITH 'FATHER' AT \$14,000

San Francisco, Feb. 15. Advent of Lent is not slowing down the tempo of picture house business. Exploitation is a group of the strongest pictures the street has had in months, plus a respite from the heavy rains. Town, as a whole, is clicking surprisingly well.

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## PITT IS DULL, BUT 'ARROWSMITH' \$29,000

Pittsburgh, Feb. 15. Lent and nothing but average trade this week, although 'Arrowsmith' at the Penn, stands a fair chance of getting \$29,000 to lead the town with plenty to spare.

'Hatchet Man', with scant help except from 'Lent', is leading the town with plenty to spare. 'Hatchet Man', with scant help except from 'Lent', is leading the town with plenty to spare.

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## Minn. Cold, but Films May Warm Town Up; 'Depot' About \$25,000

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## K. C. IS IN THE DUMPS; 'PLUMBER' AT \$15,000

Kansas City, Feb. 15. Lent is here, but it is not hurting business, as trade is about as low as it can get.

Lent is here, but it is not hurting business, as trade is about as low as it can get. 'Plumber' (M-G) is doing well, but it is not hurting business, as trade is about as low as it can get.

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# 'Arrowsmith' Tops Chicago Runs On \$32,000; Cab Calloway Band Gets a Hotcha \$36,000, Oriental

Chicago, Feb. 15.  
Current week got the Lincoln birthday start and on the weaker spots found business heartening.  
Lead of the loop parade, comparatively, rests squarely in the Oriental boxoffice, likely to crash through for a wallowing \$36,000. Big billing is the Cab Calloway orchestra, in for two weeks at this site and three additional sessions at the B-K neighborhood. Deluxers. The Oriental appears safe in the hands of colored orchestras, the Duke Ellington outfit also having scored the bell here five different weeks last year.

The flicker, 'Passionate Plumber,' is just getting also ran plugging and for a film B-K tried to dodge the feature billing on the picture by placing Buster Keaton under Jimmy Durante, mainly because of the flabby results on Keaton's previous 'Sidewalks of New York.'

When 'Plumber' came into the Oriental, 'Beast of the City' was moved over to the ace Chicago, but the move isn't turning out so well. In spite of the heavy threat of being. Feature looks like it will deliver the second consecutive unhappy week for the big attraction to holdouts. Film lads were afraid that the Sinclair Lewis work was a no-go for the heavy threat mob, but the anxiety is apparently without cause.

Roosevelt will gather an all-time low for its second week of 'Hatchet Man.' Flicker started in its first week and should have been pulled, but there was nothing to do.

**Estimates for This Week**  
Chicago (Publix-B&K) (4,000; 50-75-85)—'Beast of the City' (M-G) and stage show. Picture not in line for the hour, but shortage of product necessitating the booking. Hearst plugging not much help and looks 'washed' for the second week 'Tomorrow' (Par) was shallow at \$36,000.  
McVicker's (Publix-B&K) (2,000; 50-75-85)—'Hell Divers' (M-G). Gable and Beery bringing in their fans; looks set for three-week ride; for title, its second week, estimated at good \$26,000 after \$35,000 first week. 'Broken Lullaby' (Par) to be written.

Oriental (Publix-B&K) (3,200; 50-75-85)—'Plumber' (M-G) and stage show. Cab Calloway's orchestra on stage and the big noise currently; set for two weeks; plans are for shows with late nights pace of opening; blasting to \$36,000, excellent at this theatre; billing Durante over Keaton for excellent week. 'Reckless Age' (Par) played small type to personal of Pola Negri; domination dragged in pleasant \$28,800.

Palace (RKO) (2,500; 50-75-85)—'Tales of Judd' (M-G). Ken Murray and Mary Brian heading stage end; likely to build into one of better marks. Ken Murray grabs some additional flavor by his appearance in the screen attraction as well; may be a fine \$25,000. Last week cool with 'Chari's Chance' (Fox) to meagre \$21,900.

Roosevelt (Publix-B&K) (1,500; 50-75-85)—'Hatchet Man' (M-G). Having no alternative, house forced to holdover in spite of possibility of a dollar figure. Picture not able of holding above \$3,500 record. Last week same film a bad loss. 'Shanghai Express' (Par) due Wed. (17).

State-Lake (RKO) (2,700; 50-75-85)—'Rue Morgue' (U). Horrifier looks a forthright record; an unexciting \$20,500, and currently perhaps best \$12,000; drew some sharp slices from general; 'Adults only' ruling. 'Lady with Past' (Pathe), Constance Bennett, 10,000 (17).

United Artists (Publix-UA) (1,700; 50-75-85)—'Arrowsmith' (U). Getting all the B-K neighborhood. 'Arrowsmith' (U) closed four weeks to fine \$12,100. 'Man Who Played God' (WB) likely to follow current; film: some talk of giving Arthur a \$2 showing here but idea, which was recorded, former \$2 film attempts in this town were studied.

Apollo (Publix) (50-75)—'Road to Life' (Sovkro). First Russian talker to hit town; spotted in same house that had 'Five Year Plan' picture; feature not showing any signs of strength and not in line to more than a week; \$4,000 at best.

## N. O. MINUS FIREWORKS

'Depot' a Thin \$12,000—'18' and 'Around World' Near \$20,000  
New Orleans, Feb. 15.  
Lent is dropping five downtown first runs \$5,000 with little of moment in the offering. Saenger and State are some few paces in front of overhead, former with 'Hatchet Man,' while State has 'Union Depot.' Orpheum creating little excitement with 'Panama Flo,' and Strand has 'Under Eighteen,' which sounds like one of its grosses.

**Estimates for This Week**  
Saenger (3,000; 60)—'Hatchet Man' (WB). Just above the profit line at \$14,000. Last week 'Lovers Courageous' (M-G) drew \$14,000.  
Loew's (3,200; 60)—'Union Depot' (M-G). Maybe light \$12,000. Last week 'Plumber' (M-G) got \$14,000.  
Orpheum (2,400; 60)—'Panama Flo' (Pathe). Struggling to fair \$9,000. Last week 'Woman Commander' (Par) just didn't connect.  
Strand (1,800; 50)—'Under 18' (WB). Week at \$2,200. Last week 'The Monte Carlo' (Herald) drew \$2,000.  
Tudor (800; 35)—'Around World' (UA). May get \$2,100, very poor. Last week 'Safe in Hell' (FN) \$2,500 in second week.

## SEATTLE BIZ JUST FAIR WITH 'EXPRESS' \$14,000

Seattle, Feb. 15.  
Music Box and 'Arrowsmith' and Fifth Ave. leading with 'Shanghai Express.' Otherwise biz quiet this week.

**Estimates for This Week**  
Fifth Avenue (Fox) (2,400; 35-60)—'Shanghai Express' (Par). A good \$14,000. Last week 'Tomorrow' (Par) just didn't connect.  
Orpheum (RKO) (2,700; 25-60)—'True Monte Carlo' (Herald) drew \$2,000. Last week 'Panama Flo' (Pathe) couldn't break \$5,000.  
Loew's (3,200; 60)—'Under 18' (WB). 'Manhattan Parade' (WB). Appears to be liked for anticipated \$3,000. Last week 'Taxi' (WB) close to \$3,800.  
Music Box (Hamrick) (200; 25-50)—'Arrowsmith' (U). Looks good, \$7,000, great. Last week 'Union Depot' (FN) \$5,000.  
Liberty (Jensen-von Herber) (2,000; 10-15-25)—'Sky Spied' (RKO) Around \$5,000, fair. Last week 'Leftover Ladies' (Tir) \$6,100.  
Tudor (800; 35)—'Around World' (UA). 'Plumber' (M-G) and 'Two Kinds Women' (Par). At \$4,800, low. Last week 'The Monte Carlo' (Herald) drew \$2,000.  
Guardman (M-G) around \$6,000.  
Coliseum (RKO) (1,800; 25-60)—'Hell Divers' (M-G). In for third week. Last week, second week, this house, \$3,000, fair. Last week same film \$7,000.

## Cincy Snubs Horror Films; 'Greeks' Good on \$10,000

Cincinnati, Feb. 15.  
Horror cycle seems on the wane. From weak returns for 'Morgue' and 'Hatchet Man' a disappointment.

**Estimates for This Week**  
Aladdin (Huffman) (3,300; 35-65)—'Taxi' (WB) and 'Hatchet Man' (M-G). Picture plugged over vaude names, which are sub-standard for house; looks like a loss. Last week 'Ladies of Jury' (Murray), Mary Brian and Ken Murray in person, lifted net \$24,000.  
Palace (RKO) (2,600; 30-50)—'Rue Morgue' (U). Little fan urge to see this thriller; lost \$11,000. Last week 'Tomorrow' (Par) likewise pinched \$10,000.  
Capitol (RKO) (2,200; 30-50)—'Koko' (UA). Pansy hand-out; excellent \$10,000 prospect. Last week 'Lovers Courageous' (M-G) met its season at \$10,000.  
Lyric (RKO) (1,250; 30-50)—'Hatchet Man' (WB). Robinson never has won; no follow-up; off at \$3,500. Last week 'Trestle' (Pathe) \$8,800.  
Koko (Lishon) (1,600; 25-40)—'Secret Witness' (Fox). Evidently feeling success of name absence; \$2,000. Last week last week resituated 'Ben-Hur.'

Family (RKO) (1,000; 15-25)—'The Man Who Played God' (WB). Expected Father' (U). Due for fair \$2,500 on split week. Last week 'Tango Fandango' (Col) and 'Subway' (Standard) better with \$2,200.

## COLUMBUS OKAY

'Greeks' Around \$14,000 and 'Taxi' Good at \$4,800, Grand

Columbus, Feb. 15.  
Another week with the Ohio and Broad road. Plenty of talk at all talkers, however, and grosses should jump over last week, despite Lent.

**Estimates for This Week**  
Palace (RKO) (3,300; 25-50)—'Tomorrow' (Par). Maybe \$8,000. Last week 'Union Depot' (FN) not so hot, also \$8,000.  
Ohio (Loew-UA) (3,000; 25-50)—'Greeks' (UA) and unit. With good stage support on way to around \$14,000. Last week 'Shanghai Express' (Par) only fair, \$13,400.  
Broad (Loew-UA) (2,500; 25-50)—'Arrowsmith' (U). Heavy publicity should mean net \$14,000. Last week 'Plumber' (M-G) light at just \$14,500.  
Grand (Neth) (1,100; 15-35)—'Taxi' (WB). Good notes and right enough for \$4,800. Last week 'X Marks Spot' (Tir) \$4,800.  
Majestic (RKO) (1,100; 20-25)—'Final Edition' (Col). Fair enough for \$12,000. Last week 'Girl of Rio' (RKO) okay with \$2,500.

## 'Forbidden' \$15,000 and 'Wayward' at \$16,000

Newark High Lights

Newark, Feb. 15.  
Loew's will probably smash again this week with 'The Champ' at around \$23,000. An excellent bill at Proctor's opened with indications of hitting \$20,000. Weber and Fields, at the Paramount-Newark, and (4,500) 'The Champ' at \$23,000.

Friday holiday wasn't anything to rave over. It counts with last week \$23,000. Loew's, Proctor's, and the Terminal.

**Estimates for This Week**  
Branford (WB) (2,560; 20-35-50)—'Forbidden' (Col) and F-M unit. 'The Champ' and 'Wayward' here and ought to get \$15,000. Last week 'High Pressure' (WB) fair at \$13,700.  
Capitol (WB) (1,200; 15-25-35)—'Silent Witness' (Fox) and 'Private Lives' (M-G). First and second run and neat combination ought to be near good \$6,000. Last week 'Woman of Monte Carlo' (WB) and 'Pile 113' okay at \$7,000.  
Little (Cinema) (280; 50)—'Der Ungetreue Ekehar' (Tobis). Will \$25,000. Last week 'The Champ' (M-G) and vaude. Will clean up with \$23,000. Last week 'The Champ' (M-G) grand at over \$23,000.  
Mosque (WB) (2,81; 20-30-35-50)—'The Champ' (M-G) and vaude. Will clean up with \$23,000. Last week 'The Champ' (M-G) grand at over \$23,000.  
Love (UA) and vaude bad \$6,000.  
Newark (Adams-Par) (2,248; 15-25-50)—'The Champ' (M-G) and vaude. Will clean up with \$23,000. Last week 'The Champ' (M-G) grand at over \$23,000.  
Proctor (RKO) (2,300; 25-50-60)—'Girl of Rio' (RKO) and vaude. Will clean up with \$23,000. Last week 'The Champ' (M-G) grand at over \$23,000.  
Terminal (Skouras) (1,900; 15-25)—'Taxi' (WB) and 'Discarded Love' (M-G). 'Union Depot' (FN) and 'Lave of the Sea' (First Division) on split. Ought to pull over the now hard to reach \$4,000 neighborhood competition hurdle.  
Lone Trail (Syndicate), with Stepping Sisters (Fox) and 'Rock of San Francisco' (Syndicate) got \$2,300 for six days.

## NEW ORPH DOMINATES DENV.—\$20,000 6 DAYS

Denver, Feb. 15.  
Standouts every day at the new Orpheum. Everybody wants to see them. Means vaude back after two years.

Other houses doing as good as expected. 'The Champ' (M-G) opening. **Estimates for This Week**  
Aladdin (Huffman) (1,500; 35-50-75)—'The Champ' (M-G). Fair \$8,000. 'The Menace' (Col), a fair \$5,000 last week.  
Denver (Publix) (3,300; 25-40-65)—'The Champ' (M-G) and unit. A fair \$14,000. 'Emma' (M-G) last week close to \$21,000.  
Loew's (3,200; 60)—'The Champ' (M-G) and vaude. Big opening, new house and \$20,000 for six days.

**Paramount (Publix) (2,000; 25-35-50)**, 'Wayward' (Par). A fair \$7,500. 'The Champ' (M-G) and 'The Champ' (M-G) last week \$10,000 last week.  
Rialto (Huffman) (1,000; 20-30-40)—'Are for Love' (UA). Poor with \$2,000. 'Dissonance' (U) close to \$3,000 last week.  
Taber (Huffman) (2,000; 25-35-50)—'The Champ' (M-G) and 'The Champ' (M-G) last week 'High Pressure' (WB), \$9,000.

# B'way Fair as Holiday Helps Offset Lent; 'Wayward' Out In Front for \$70,000 at Par

## BUFFALO A BIT DIM

Most are Under \$20,000—'Surrender' \$11,500, Lafayette

Buffalo, Feb. 15.  
Everything up and coming strong this week. Films are strong enough to offset Lent slump.

**Estimates for This Week**  
Buffalo (Publix) (2,000; 30-40-45)—'Tomorrow' (Par) and stage show. May show fair \$20,000. Last week 'Lovers Courageous' (M-G) \$17,200, week.  
Hipp (Publix) (2,400; 25-35-60)—'Manhattan Parade' and Paul Whiteman (Pathe). Strong and should go close to \$18,000. Last week 'Her Majesty Love' (FN) just fair, \$12,000.  
Great Lakes (Publix) (3,400; 25-35-50)—'Arrowsmith' (UA). Clicking for around \$19,000. Last week 'The Champ' (M-G) and 'The Champ' (M-G) last week \$21,900.  
Century (Publix) (3,400; 25-35)—'Panama Flo' (Pathe). Strong and slowly under \$7,000. Last week 'Two Kinds of Women' (Par) down to \$4,000.  
Lafayette (Ind) (3,400; 25)—'Surrender' (Fox) and Notre Dame (Col). game. Looks like good \$11,500. Last week 'Forbidden' (Col), neat to \$11,000.

## Fox-Mastbaum Spurt in Philly, \$21,500-\$45,000

Philadelphia, Feb. 15.  
Nothing crowd starting this week. Stanley is one house, however, which looks for strong trade. 'Hell Divers' is a picture and \$21,500. 'Lullaby' apparently not being the solution there. Picture is slated to depart Monday (22). Theatre faces darkening week.

**Estimates for This Week**  
Mastbaum (2,000; 35-50-75)—'Two Kinds of Women' (Par). With Ted Lewis heading stage show, combination ought to help house to make comeback after two bad weeks; \$45,000 likely. Last week 'Prestige' (Pathe) only \$29,000.  
Fox (3,000; 35-50-75)—'Hell Divers' (M-G). Looks hot; ought to be around \$21,500. 'Taxi' (WB) \$19,000. Last week \$21,500.  
Boyd (2,400; 35-50-75)—'Emma' (M-G). Only real smash of last week or four; \$21,500 in second week and should reach \$25,000 in third; possible holdover again.  
Kirk (1,500; 25-35-50)—'Cook of Air' (U). Fairly more than \$18,000. 'Arrowsmith' (UA) down to \$12,500 in third and last week.

**Earle (2,000; 25-65)**, 'Men of Chance' (Radio) and vaude. Near \$30,000 indicated. Last week 'Lovers Courageous' (M-G) over \$21,000.  
Stanton (1,700; 25-65), 'Safe in Hell' (FN). Ends second week's run tonight (Monday) \$3,500 estimated. Last week \$21,500. Indicated. Last week 'Silent Witness' (Fox) \$17,000.

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## Lincoln's Birthday (12) falling propitiously on the start of a new week for the Broadway picture houses, did much to offset the normal inroads of Lent. Getting a break on weather, too, business is generally pretty good.

The Paramount, with 'Wayward' on the screen and Guy Lombardo on the stage, is taking the lead among the deluxe operations. It is springing for a nice \$70,000. Roxy also looks to take in around \$67,000 with 'Hell Divers' (M-G), much better than house has been doing lately.

Of the runs 'Hatchet Man,' at \$33,000, will be keeping the 'Hatchet Man' (M-G) in front of 'Arrowsmith,' in second week at Rivoli, around the same figure, will also be standing up.

On second week of 'Greeks,' its last, the Rialto is down to only \$17,000. 'Lullaby' is doing well where with 'Hell's House,' which doesn't promise more than a very tiny \$15,000 on the week.

'The Champ' (M-G) 'Who Played God' is in the \$2 spot. Started very encouragingly, in first four and half days, but then fell back to \$19,300, capacity. It is expected to remain six or seven weeks, with the crowd and possible success at two smokers.

Criticism is going dark, change of title from 'Hell's House' to 'Broken Lullaby' apparently not being the solution there. Picture is slated to depart Monday (22). Theatre faces darkening week.

**Estimates for This Week**  
Astor (1,100; \$1-32)—'Hell Divers' (M-G) (8th week). Continuing to hold its own for a success. Now probably 'Tarzan.' Data still undecided.  
Rivoli (2,200; 25-35-50-75)—'Emma' (M-G) (2d week), and stage show. Marie Dressler on second lap \$17,000. Last week \$17,000. First week takings were \$68,000, not up to expectations for Dressler.

McVicker (2,000; 25-35-50-75)—'Broken Lullaby' (Par) (4th week). Change of title from 'Man I Killed' and heavier advertising no help; up to \$17,000. Last week \$17,000. First week takings were \$68,000, not up to expectations for Dressler.

Paramount (2,000; 25-35-50-75)—'Wayward' (Par) and stage show. Nancy Carroll and Richard Arlen on screen, plus Guy Lombardo on stage, looking for a success. First week takings were \$68,000, not up to expectations for Dressler.

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# THEY'RE MAKING IT TOUGHER OVER THERE

The censorial problem over here may be bad enough, but it's still not as tough as the film firms have found and are continuing to find it abroad.

For instance, the following film deletions in various countries will give an idea of what just isn't being done on foreign screens:

In England, the sound of a baby being spanked was ordered out in 'Emma.' At the same time dialog referring to the stork was cut.

Singapore has turned against choking and shooting. Specifically, its latest trend in the direction was witnessed in the deletion ordered before sanctioning 'Graft.'

## Finland Most Strict

But Finland has adopted the most stringent of recent censor statutes. In the words of its censor all 'exciting' films 'Twenty-Four Hours' was eliminated. That horror and shocker types of features haven't a chance with the Finns was also witnessed in the rejecting of 'Murder by the Clock' in toto. 'Ghastly story,' was all that explained this move. Finland is also especially strict in casting reflection against public office holders. It did not like the way in which the district attorney was treated in 'Night Angel.'

The Finns, however, according to their censor, are death on horror girls. Order is that the camera can't get too close to the dancers at any time, and that showing the girls walking up or downstairs is absolutely forbidden.

Ireland and England are in sympathy on many points. Together they refused to let either Gary Cooper or Carole Lombard stay in bed in 'Take This Woman.' They also complained to the point of scissors about this line in 'Up Goes the Devil.' 'McGlynn's shoes make street walking a pleasure.' Neither of these countries will countenance disrespect to the police or expose of their methods. To prove this they cut out reference to the third degree in 'Kick In.'

Sweeden doesn't like to look at corpses or arrows in the back. They ordered a flock of these out of 'Fighting Caravans.' The Swedes also like their fistcups on the ground, witnessed in their eliminating reference to a battle on a moving train in 'Dude Ranch.'

## 'Dishonored' Paris Hit

Paris, Feb. 6. Excellent dubbing in French of Marlene Dietrich's 'Dishonored,' retitled 'X27,' likely to give it a long run at the Miracles.

Dubbing done in the Paramount Joinville studios by Jacob Karol, shows considerable improvement compared to that of 'Morocco.'

## NEW HAVEN OFF

'Greeks' a Mild \$11,500—'Prestige' Mediocre on \$3,800

New Haven, Feb. 15. Bottom dropped out of entertainment field. Even sport events are taking a bad licking.

Fox Poll drops vaude Feb. 25, while Roger Sherman picks up weekly in the same field. The Paramount, with 2-36 units, just hangs on the borderline.

Estimates for This Week Paramount (Public) (2,353; 65), 'Broken Lullaby' and unit. Will do about this \$12,000. Last week 'No One Man' (Par) and Lina Basquette (M-G) (2,353; 65).

Poli (Fox) (3,040; 65), 'Greeks' (UA) and vaude. Headed for mild \$11,500. Last week 'Pirates Courageous' (M-G) and Ruth Selig only moderate \$13,500.

Roger Sherman (WB) (2,200; 65), 'Beach O' Reno' (Radio) and vaude. Looks like satisfactory \$12,000. Last week 'Hatchet Man' (WB) ok at \$11,000.

College (Fox) (1,655; 50), 'Prestige' (Pathe). Probably light \$3,800. Last week 'Ben Hur' slipped to low \$3,200.

Bijou (Fox) (1,136; 50), 'Men of Chance' and 'An Order.' Should get fair \$4,000. Last week 'Plumber' (M-G) and 'Silent Witness' (Fox) heavy at \$5,000.

## 'PLEASURE' WILL GIVE CAPITAL FOX \$23,000

Washington, Feb. 15.

With Will Rogers making personal appearances all over town, except at the Fox, that house is headed for a better week. 'Business and Pleasure.' Last week Kate Smith did four to five 'B' (M-G), and smashed the house record after a gala homecoming with bands, veterans, newspaper spreads.

Estimates for This Week Columbia (Loew) (1,323; 35-60), 'East of Eden' (M-G). On second week and doing fine at anticipated \$11,000. Almost \$15,000 last week.

Earle (2,000; 25-35), 'Hatched Man' (WB) and vaude. Should do nice \$18,000. Last week 'Taxi' (WB) got around \$17,000.

Loew's (2,484; 25-35-50), 'Business and Pleasure' (Fox) and stage show. Going fairly at \$23,000. Last week 'Silent Witness' (Fox) only \$15,000, very bad.

Metropolitan (WB) (1,524; 25-35-50-75), 'West of Broadway' (M-G). Not doing very much, maybe \$6,000. Last week 'Husband's Holiday' (Par) did not get the hoped for \$10,000.

Rialto—Three Wise Girls' (Col). May reach fair \$7,500 with special midnight show. Last week 'Michael and Mary' only \$4,000.

Keith's (RKO) (1,875; 35-50), 'Pleasure' and 'Taxi' and 'Hatched Man' (WB) and vaude. Lillian Roth in person; slow and will be lucky to go over \$10,000. Last week Kate Smith carried 'Girl of Rio' (Radio) to \$7,000, record for combo policy.

## Mansfield Low

Chicago, Feb. 15. Jack Mansfield, formerly associated with Fox West Coast, and now on the Balaban and Katz payroll, had a blood transfusion performed today (Monday) at the Jackson Park hospital. His condition was reported critical.

Mansfield has been at the hospital for a complication of stomach ailments for the past two weeks.

## In the Field

Buffalo, Feb. 15.

Scene was the local branch exchange of a nationally known film distrib. An exhibitor walked in the office and found the office manager and four salesmen seated in the manager's office with their feet on the desk.

'Just holding a conference,' volunteered one of the boys. 'It's just been unanimously decided that the job is good for another week, and we'll probably get paid—if nothing happens.'

And the New York office salesmen don't sell pictures.

## 2 MONTREAL SHOWS HAVE \$13,000 CHANCE

Montreal, Feb. 15.

Looks like an off week, what with Lent and absence of stand-out pictures. Legit house being dark may help a trifle.

Acce house, Palace, has 'Hell Divers' and Clark Gable will get the flaps but doubtful of much over \$13,000. Otherwise, balance will be under average and babes just struggling.

Estimates for This Week Palace (EP) (2,700; 75)—'Hell Divers' (M-G). Should do all right around \$13,000. Last week, holdover of 'Mata Hari' (M-G) took \$11,500, making over \$30,000 on fortnight.

Capital (FP) (2,700; 60)—'Ben Hur' (M-G). Long revival film takes place of usual double feature. Last week 'Hardy short to help out; maybe \$10,000. Last week 'Two Kinds of Women' (Par) and 'Man of Mayfair' (Par), about \$11,000.

Loew's (FP) (2,200; 35-60)—'Under 18' (WB) and vaude. Possibly \$13,000, okay. 'Union Depot' (WB) last week did well at \$14,000.

Princess (IST) (1,600; 35-60)—'Girl of Radio' (Radio) and 'Fanny Foley' (Radio). Not out of ordinary. Last week 'Cook of the Col' (UA) and 'Makers of Men' (Col) \$10,000.

Imperial (FP) (1,900; 25-40)—'Road to Reno' (Par) and 'Is There Justice?' (Par). Should collect usual, around \$2,000. Last week 'Rainbow Trail' (Fox) and 'Heaven on Earth' (U) about \$2,200.

Cinema Paris (H) (600; 25-50)—'Le Chanteur Inconnu' (French). Holdover from last week may get \$1,500. Last week same film \$2,000.

## EUROPEAN PROMOTION

France Used as Free Film Field for Foreign Capital.

Paris, Feb. 6. The picture business is getting an unforeseen promotion from laws passed in several countries, attempting to compel local capital to stay at home. Pictures provide an easy way to evade these decrees.

Whenever local studios can be found to turn out pictures for producers normally operating in countries where there are no such restrictions.

Procedure is for latter to make a picture in one of the restricted countries, financed by people who want to export that amount of capital. Film is then re-released in France and proceeds kept there.

This explains the frequent trips to Paris taken by many Central European producers, and also the extraordinary facilities currently found by French producers to have pictures made and financed in Balkan countries. Latter had been previously anxious to see French capital invested in making use of such studios as those of Budapest, whereas it is Budapest capital which will now be used there to finance pictures.

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# Comparative Grosses for January

Total of grosses during January for towns and houses listed as previously reported weekly.

## NEW YORK

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
CAPITOL	High, \$10,400 Low, 30,000	Mata Hari \$50,000 (24 week)	Mata Hari \$50,000 (34 week)	Champ \$70,000
PARA-MOUNT	High, \$95,000 Low, 35,700	Reckless Age \$45,500	Two Kinds of Women \$51,400	No One Man \$53,600
ROXY	High, \$73,658 Low, 32,000	Delicious \$74,000 (24 week)	Stepping Sisters \$73,600	Chan's Chance \$58,000
MAYFAIR	High, \$75,200 Low, 10,500	Dishonorable \$14,400	Girl of Rio \$13,300	Away Back Home \$14,000 (4 1/2 days)
STRAND	High, \$75,200 Low, 10,500	Woman from Monte Carlo \$28,500	Taxi \$51,000 (24 week)	Taxi \$26,400 (24 week)

## LOS ANGELES

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
LEWIS'S STATE	High, \$48,000 Low, 13,500	Stepping Sisters \$22,500 Stage Show	X Marks Spot \$16,000	Guardman \$19,700
PARA-MOUNT	High, \$57,800 Low, 10,000	Reckless Age \$13,000	Two Kinds of Women \$15,300	No One Man \$14,000 (6 days)
UNITED ARTISTS	High, \$38,700 Low, 5,000	Ladies of the Big House \$9,000	Cock o' the Air \$7,000	Sky Devils \$4,600 (24 week)
WARNER'S DOWNTOWN	High, \$38,500 Low, 7,000	Monte Carlo \$11,000 Vaude	Sherlock Holmes \$10,000	Taxi \$9,000 High Pressure \$10,000
WARNER'S HOLLYWOOD	High, \$37,800 Low, 7,000	Monte Carlo \$10,000 Stage Show	Taxi \$18,000	Union Depot \$27,000

## CHICAGO

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
CHICAGO	High, \$71,300 Low, 32,000	Ladies of the Big House \$36,400 Stage Show	Forbidden \$35,200	Two Kinds of Women \$56,600 (Cantor and Jessel) on Stage
McVICKER'S	High, \$53,000 Low, 8,200	Jekyll and Hyde \$14,200 (24 week)	Jekyll and Hyde \$8,200 (32 week) (New Low)	Emma \$20,300 (24 week)
ORIENTAL	High, \$52,500 Low, 17,000	Delicious \$30,100 Stage Show	Manhattan Parade \$19,200 (6 days)	Dance Team \$27,200 (8 days)
ROOSEVELT	High, \$38,500 Low, 7,900	Over the Hill \$12,100 (6 days)	X Marks Spot \$12,200	Forbidden \$9,100 (6 days)
STATE LAKES	High, \$45,300 Low, 8,800	Dishonorable \$22,900	Dishonorable \$8,500 (5 days)	Way Back Home \$10,200
UNITED ARTISTS	High, \$49,100 Low, 10,200	Tonight or Never \$11,100 (24 week)	Cock o' the Air \$11,100	Mata Hari \$37,300 (24 week)

## BROOKLYN

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
PARA-MOUNT	High, \$21,000 Low, 9,000	Ladies of the Big House \$16,600 Stage Show	Reckless Age \$40,000	Two Kinds of Women \$42,000
FOX	High, \$33,500 Low, 9,000	Delicious \$21,300 (24 week)	Stepping Sisters \$22,600	Dance Team \$28,000
ALBEE	High, \$24,300 Low, 9,000	Dishonorable \$24,300 Vaude	Men of the Big House \$25,400	Girl of Rio \$19,100
METRO-POLITAN	High, \$24,800 Low, 9,000	Private Lives \$24,800 Vaude	Flying High \$21,700	False Madonna \$17,000
STRAND	High, \$21,400 Low, 9,000	Safe in Hell \$21,400	Under 18 \$12,000	Woman of Monte Carlo \$12,300

## NEW HAVEN

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
PARA-MOUNT	High, \$21,000 Low, 9,000	Ladies of the Big House \$14,700 Stage Show	Jekyll and Hyde \$15,100	Husband's Holiday \$18,000
FOX-POLI	High, \$26,000 Low, 7,500	Frankenstein \$20,000 Vaude	Mata Hari \$17,000	Dance Team \$13,000
SHERMAN	High, \$16,000 Low, 1,500	Her Majesty \$12,000	Woman of Monte Carlo \$12,000	Safe in Hell \$12,000
BIJOU	High, \$12,800 Low, 1,500	Men in Her Life \$12,800	Rainbow Trail \$12,800	Maker of Men \$12,800
		Reckless Living \$3,600	Secret Witness \$4,900	Chan's Chance \$3,500

## BIRMINGHAM

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
ALABAMA	High, \$11,500 Low, 5,000	Private Lives \$11,500 Vaude	Mata Hari \$11,500	Ladies of Big House \$9,700
RITZ	High, \$11,500 Low, 5,000	Dishonorable \$11,500	Girl of Rio \$11,500	Forbidden \$11,500

(Continued on page 37)

# Picture Possibilities

## 'East of Broadway'—Unfavorable

'EAST OF BROADWAY' (Comedy, Charles Rowe, Belmont). Dialect comedy of New York's Ghetto. If scoring on Broadway might do, but chances against run. 1bcc.

## 'Air Minded'—Favorable

'AIR MINDED' (Comedy, Davenport Productions, Ritz). Might be suitable for pictures with strengthening of story and its plot. Weak entertainment as presented on the stage. Char.

## 'Zombie'—Favorable

'ZOMBIE' (Melodrama, George Sherwood, Baltimore). Mystery affair of the tropics may have been written as a scenario. Would do as a horror film, while that type remains salable. 1bcc.

## 'Monkey'—Favorable

'MONKEY' (Mystery comedy, Robert Sparks, Mansfield). A murder story satirizing mystery plays. Comedy angles should make it worth while for pictures. 1bcc.

## 'The Fatal Alibi'—Favorable

'THE FATAL ALIBI' (Mystery drama; Jed Harris; Booth). Play adapted from the novel 'The Murder of Roger Ackroyd' and first presented in London. 1bcc.

## 'Blessed Event'—Favorable

'BLESSSED EVENT' (Comedy-drama, Phillips and Thompson, Long-acre). A comedy concerning a gossip columnist on a tabloid. Newspaper play with a melodramatic finale. Should do for stage and screen. 1bcc.

## Recat Leaves Metro

Hollywood, Feb. 15. Emil de Recat left Metro Saturday (13). He had been directing French synchronizations.

**EXTRA**  
Playing  
Time...  
**EXTRA**  
Profits!



PARAMOUNT



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# EXTRA PLAYING TIME! EXTRA *profits* FOR YOU!

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These pictures mean extended playing time.  
These pictures mean extra profits for you!

## SIX

EXTRA-PLAYING-TIME NATURALS  
WITHIN THE NEXT FEW WEEKS

*Previewed!*  
*Tested!*  
*Proved!*

*Book these PARAMOUNT Extra Playing Time hits!*

*And reap Extra Profits!*

# PARAMOUNT



**YOU'VE READ  
THE REVIEWS!  
ON THE MAN / KILLED  
HERE'S HOW WE'RE  
SELLING IT  
CASH IN**



*Ernst*  
**LUBITSCH'S  
"BROKEN LULLABY"**

LIONEL BARRYMORE • NANCY CARROLL • PHILLIPS HOLMES

No picture in years has received such thunderous acclaim from newspaper critics! Now playing at \$2 top in New York and opening for extended runs in Chicago, Detroit, Buffalo, St. Louis, Philadelphia, Boston! A powerful newspaper campaign

is being run in the key-points of the country—each ad 1000 lines! The public will long remember this picture for its entertainment! The exhibitor will long remember it for the grosses it's piling up! And the longer you run it the more you'll make!

# *Marlene* **DIETRICH**



# SHANGHAI EXPRESS

*Dietrich lets herself go!* Warm, yielding . . . loving! How they go for her in this! And is the story timely? Wow! Every newspaper in the world is a press book for "Shanghai Express"! Now playing extra long runs in Chicago, Seattle, Salt Lake City and Los Angeles. Rolling up extra profits at every show! Set for *extended runs* everywhere! New Orleans! Dallas! Atlanta! Kansas City! Minneapolis! Detroit! Buffalo! Portland! St. Louis! Philadelphia! Duluth! Denver! Omaha! Indianapolis! Des Moines! Louisville! San Francisco! Every box office is a gold mine! Opens long run Rialto, N. Y. City, Thursday, Feb., 18. Stretch the calendar for this one . . . and double your profits!

---

A  
JOSEF VON STERNBERG  
PRODUCTION

with

CLIVE BROOK

ANNA MAY WONG • WARNER OLAND  
and EUGENE PALLETTE





# *Dancers in the Dark*

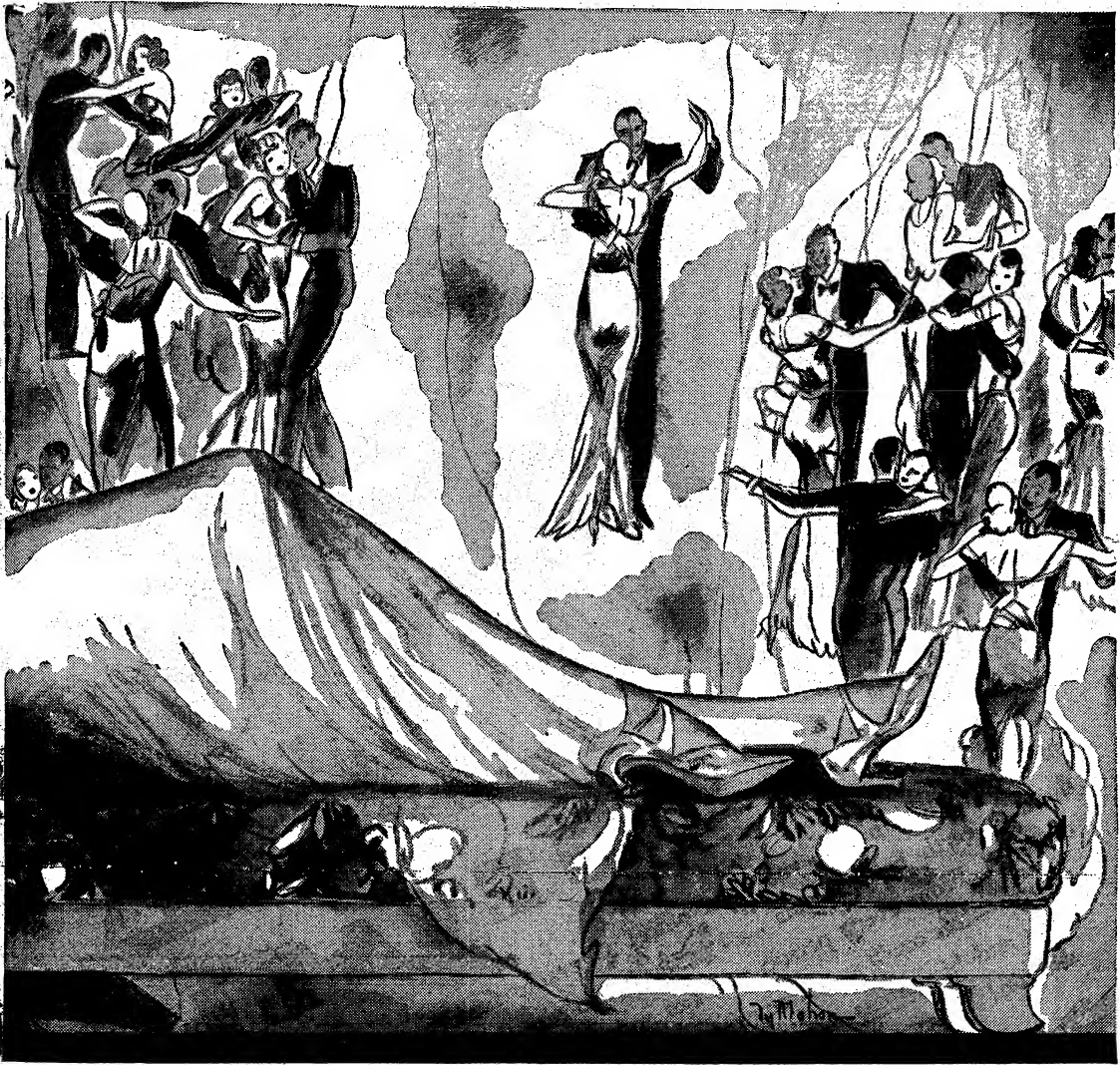
★ ★ WITH MIRIAM HOPKINS

JACK OAKIE • WILLIAM COLLIER, JR. • EUGENE PALLETTE

FROM THE PLAY, "JAZZ KING," BY JAMES ASHMORE CREELMAN







*M*IRIAM HOPKINS! One big picture after another has built her to stardom!

"Smiling Lieutenant"! "Twenty-Four Hours"! "Dr. Jekyll and Mr. Hyde"! More luscious and enticing in each picture! And now exhibitors, fans and the press are clamoring for her! In "Dancers in the Dark" (What a title!) she proves again that she's here to star! A box office actress in a box office picture that'll work your box office overtime! Set for long runs in New York, Chicago, Detroit, Buffalo, St. Louis, Philadelphia and Boston!



# Maurice CHEVALIER

Naughty—but so nice to your box office! Chevalier funnier than he's ever been before! Real down-to-earth belly laughs . . . From boudoir to boudoir! From girl to girl! From song to song! From every person you can squeeze into your theatre! Chevalier breaks box office records—this one'll smash any record he made before! And just look at that cast! Set for long runs and big profits everywhere—New York, Chicago, Detroit, Buffalo, St. Louis, Philadelphia, Boston! Every extra day is your extra dough!

AN ERNST  
**LUBITSCH**  
P R O D U C T I O N

From the play by LOTHAR SCHMIDT  
Supervised by ERNST LUBITSCH



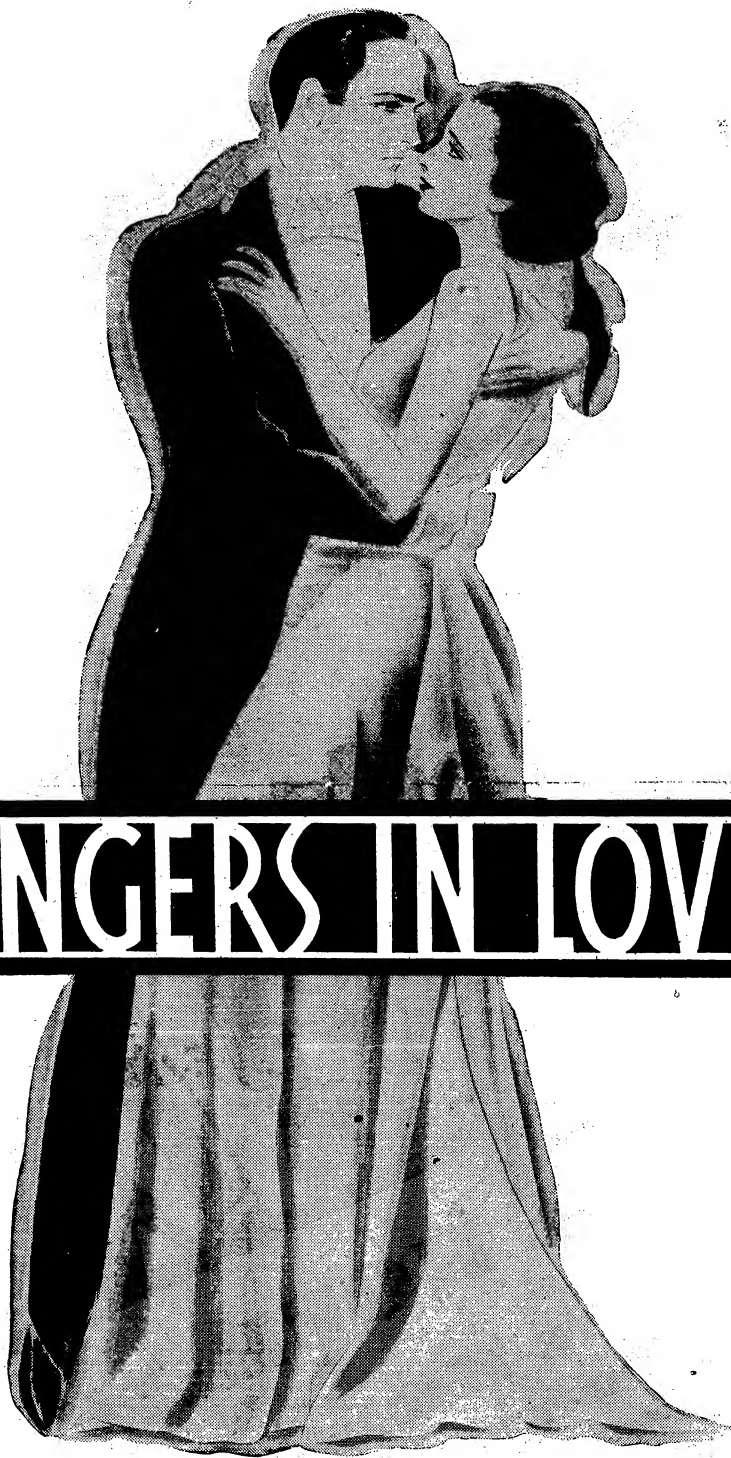
*in* **ONE HOUR with YOU**

**JEANETTE MACDONALD**

**GENEVIEVE TOBIN**

**CHARLIE RUGGLES • ROLAND YOUNG**

*Naughty music by Oscar Strauss  
—sung as only Chevalier can!*



# STRANGERS IN LOVE



with **FREDRIC MARCH** + **KAY FRANCIS**

**STUART ERWIN** + **JULIETTE COMPTON**

Fredric March and Kay Francis! They may be *Strangers in Love*, but they have one thing in common — box office magnetism! Fredric March, always in big pictures with big casts, is a bigger draw than ever since "Dr. Jekyll & Mr. Hyde"! Now teamed with gorgeous Kay Francis, growing by leaps and bounds! Get "*Strangers in Love*" and you'll get familiar with some of the biggest money your box office has ever taken!



Directed by Lothar Mendes.  
Based on the novel, "*The Shorn Lamb*," by William J. Locke.

LOVE • HOPE • TENDERNESS



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# THE MIRACLE MAN

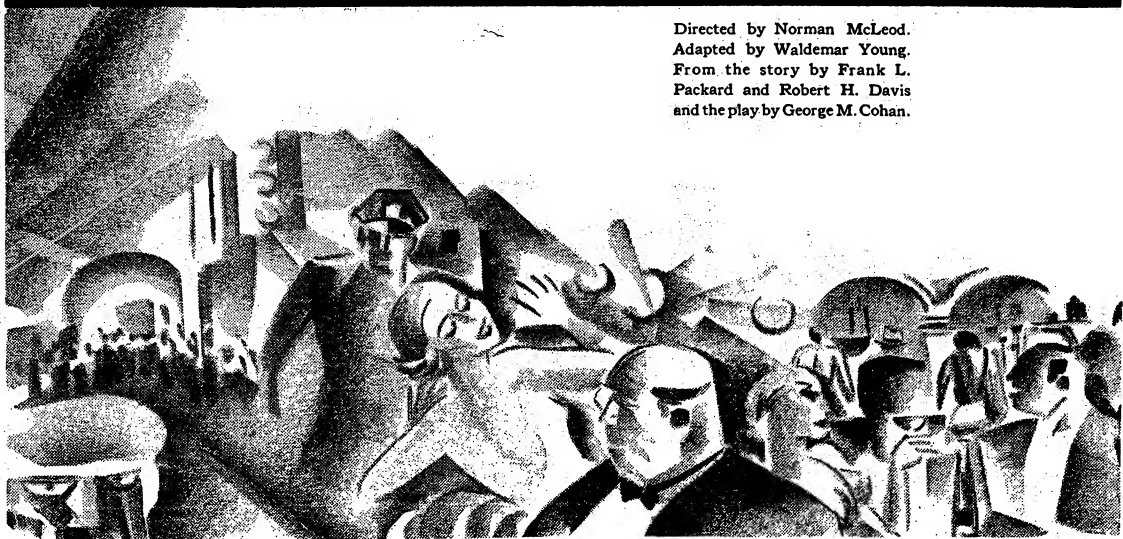
with

**SYLVIA SIDNEY** ★ **CHESTER MORRIS**

Irving Pichel • John Wray • Robert Coogan • Hobart Bosworth

**BOX OFFICE MIRACLE!** The story of a sweet, tender love . . . of a new faith . . . everything that makes the world go 'round . . . everything that makes the world come to the box office! • In a great all-new, all-talking production that sweeps on to greater grosses! Hundreds of exhibitors have asked us to keep the title—they say it's perfect! Everything's perfect! • New York, Chicago, Detroit, Buffalo, St. Louis, Philadelphia and Boston are set for extended bookings!

Directed by Norman McLeod.  
Adapted by Waldemar Young.  
From the story by Frank L.  
Packard and Robert H. Davis  
and the play by George M. Cohan.



## Murders in Rue Morgue

It makes a liar out of a femme boy  
g, and not getting, reality from the



# NEW WORLD-FILM BARRIERS

## 'Private Lives' Big in London, \$41,520, But Other U. S. Product Low at B. O.

London, Feb. 13. West End picture houses are disappointing, due to snowy wintry weather. 'Private Lives' (Metro) at the Empire is the only exception, getting a neat gross of \$41,520, which is about \$5,000 more than was anticipated. It's holding over, of course, with 'Emma' replacing Feb. 19.

'Over the Hill' (Fox) at the Capitol got under \$8,320 the first week and was replaced by 'Condemned to Death,' a local Hagen production. 'Guilty Generation' (Col) was equally poor at the new Gallery with \$5,540 and was replaced by 'Forbidden' (Col).

'Frankenstein' (U) moves out of the Tivoli after a nice month on Feb. 22 with 'Tomb Raider' (U.A.) going in for what is hoped will be another month.

'Dr. Jekyll and Mr. Hyde' (Par) opened splendidly at the Carlton. Looks set for a month.

## BELGIAN OUTBREAKS ON COPYRIGHT FEES

Brussels, Feb. 4. The Belgian Cinematograph Association at a general meeting, under the presidency of M. Jules Jourdain, has decided to wage war against the Societe des Auteurs, the European organization established to collect on behalf of authors the sums due as copyright fees. The association does not object to copyright fees as such, but contends that the amounts fixed by the societe are exorbitant and that they are straining exhibitors.

After discussion, the following resolution was adopted unanimously: 'The Belgian Cinematograph Association, while not refusing to pay legitimate copyright fees, regards the scale applied by the Societe des Auteurs as abusive and unjust and declares to renounce its contracts with the societe.'

It further proposes to call on the government to put an end to the illegal powers exercised by the Societe des Auteurs.

## Soviet Firms Start On Foreign Versions

Satisfied with the results of talks in Russian, Soviet picture makers will now turn to multilinguals for the world market.

First of the Russian foreign language attempts is now being filmed in Moscow in Yiddish. It will be titled 'Return of Nathan Becker.' Solomon Michaels will star.

## Real Tax Trouble

Breslau, Feb. 4. Gloria Palast performance of a play was interrupted by tax officials checking tickets of all visitors for fifteen minutes.

The public was upset by the disturbance of the program. By procedure of officials the impression was created that the management had committed irregularities with regard to tax paying, which was not the case.

## Metro's Voices

Three more voices called this week for Metro's Coast studios for dubbing. Claude Marcy and Claude Allain, French, sailed from Paris on the 'le de France' Wednesday (19).

Next day (11) Alessandrini, Italian, left on the 'Majestic.'

## Tarzan's Syncs

Culver City, Feb. 15. Metro is rushing synchronized versions in French, German and Italian of 'Tarzan of the Apes.'

Studio expects picture to repeat some of the foreign business done by 'Trader Horn.'

## FILMING ICY NORTH

Dane to Do Labrador Travelog for Metro-Goldwyn

Paris, Feb. 15. Peter Freuchen, Danish Arctic explorer, will make an Eskimo travelog for Metro. Freuchen is married to an Eskimo.

Explorer, from here, goes to Italy for a visit, thence to Hollywood and after getting a crew together, to Labrador.

## PAR. SETTLING FOREIGN PLAN IN PARIS

Paramount's foreign production schedule will be settled at a meeting in Paris in three weeks, not in New York this week as previously planned.

E. H. Seldeman, Par's foreign chief, and Robert Kane, head of the Joinville studios, sail this Friday (19). John C. Graham, head of British Paramount activities, left last week for London from Cuba and will join Kane and Seldeman over there.

Reason for the switch is said to be that Paramount desires to shape its next six months activities around current conditions in Europe. Meanwhile, Paramount's dubbing activities, all one time definitely decided on, have been shelved. Joe Krungold, from Hollywood, who was scheduled to go to Joinville to work on dubbed films, will remain in Hollywood at least six more weeks, unless Seldeman, in Paris, decides the time is advantageous to dubbing. In which case he will cable for Krungold.

Seldeman's foreign visit will last only a few weeks. His itinerary calls for a return as soon as the next six months' program is mapped.

## Blattner Net \$200,000

London, Feb. 15. Blattner Picture Corp. reports \$200,000 net profit on the year, after marking down stock in associated companies to market prices and reappraising its small Elstree studio and contents at \$306,000.

Seldeman's visit includes credit to Louis Blattner of \$50,000 with the statement the item has since been cleared up.

Optimism! Silent British Producers Offers \$150,000 Bond Issue

London, Feb. 15. Audible Filmcraft, England's never-say-die quota outfit is asking stockholders to subscribe to \$150,000 debenture issue.

Audible hasn't produced since bankers came and still refuses to fold.

## U. S. Money for French Co. to Dubb Cartoons

Paris, Feb. 6. Success of American sound-synchronized animated cartoons, which are included in every picture program here proliferated the formation of a local company to make French animated cartoons.

Name of new corporation is Film Toc, and though only French personnel will be employed, it is understood to be backed by American capital.

First productions will go in for southern jokes, benefiting by the fashion created for them by Fagnot's plays 'Marlus' and 'Fanny.'

## FRANCE SETS UP DUBBING QUOTAS

German Film Men, Peeved at American Fan Reception, Would Make Reprisals — Ufa's Foreign Head in This Country Cutting Down on Sales and Distribution — Tobis Unit Already Skeletonized

## BIP LOST QUIETLY

With France already moving toward a quota on foreign dubbed pictures, and the Germans in a violent peeve at the refusal of the American fan to accept regular Ufa business, it looks as though there will be a new series of barriers erected abroad against product from this side. These two developments follow upon the recent failure of British International to make a dent in the American market and its quiet withdrawal from these shores.

The German attitude is largely in the threat stage as yet. Dr. Wilhelm Meydam, head of Ufa's foreign department and a member of the Ufa board of directors, now in New York during the past year, this time refused to talk, saying, 'I have nothing to say to American newspapermen at this time.' Following on the heels of failure of programs laid out by Tobis and B.I.P. to grow into anything in New York during the past year, this third European disappointment is apparently seen by the Tutons as meaning that foreigners have no chance of breaking into American film business.

Ufa's situation in New York is undetermined as to the future. Meydam arrived on the Bremen Feb. 7 to straighten out Ufa's affairs here. First step was closing down of the Ufa-Carlton theatre, Newark, with shutting of the Ufa Cosmopolitan, New York, understood to probably follow in June. Ufa also has a couple of direct shot English dialog films it would like to sell.

No Shutdown for Ufa Ufa had leased only these two theatres, both on a percentage basis, in a program called for establishment of a chain of at least 10 houses. Also Ufa had built up quite an extensive distribution department for its product on this side, which will now be trimmed down to a minimum by Meydam. Local Ufa execs deny that Ufa will completely close down shop on this side, but admit of some trimming many. (Continued on page 6)

## France Favored By Sound Deals But Suspicious

Paris, Feb. 15. French reaction to the secret patent conference held here by American film makers and their exponents is still adverse. Several things were settled at the meet which ought to help French picture business, one being a 25% cut on rates, and the other a decision that French product recorded on Western Electric can now play in Switzerland without paying an additional royalty to Tobis. Also ought to help French distribution of French product.

French, however, feel they should have been invited to the conference and are wondering when they'll find out the things they've been told in France. Inconceivable to localities that a secret meeting could have been held here without something being done against their interests.

## Canadian Exhib Charges Freeze-Out; Disc Equipment, Cause, Defense Says

## BERLIN TOPS PARIS

Canty's Move to German Capital Regarded as Significant

Paris, Feb. 15. George Canty, U. S. Film Commissioner attached to the Department of Commerce, has completed his move from Paris to Berlin.

Move was on orders from Washington, where it is now figured that Germany is a more important film center than France.

## FILM SHORTAGE SENDS BRITONS TO U. S.

London, Feb. 15.

An acute film shortage has suddenly showed up here sending English film executives to America en masse in a search of pictures.

Arthur Dent of B.I.P. sailed Saturday (18) on the Bremen. Jeffrey Bernard, director of General Theatre, and William Gell, Gaumont British exec, sail next Saturday (20) on the Europa.

Bernard, besides signing pictures, will hunt up vaude material.

## Aifa Pays 8%

Berlin, Feb. 6. Aifa (Company for Film Manufacturing, Inc.) closed its business year and announced satisfactory results. Dividend to be 8% for 1930-1931.

The company, with \$106,000 share capital, controlled by Ufa, made net profit of \$9,000 in spite of considerable costs and expenses for colored picture process.

Outlook for current year is described as satisfactory in spite of had economic conditions.

## DUBBING 'KARAMAZOV'

Tobis Doing English Version to Beat United States

Tobis is preparing to dub its German 'Karamazov' into English for the American market. Picture, in German, has already been shown in most of the first run foreign houses in the U. S.

Tobis' reason for rushing the dubbing work is to be first on the American field with an English spoken 'Karamazov,' decision following United Artists' announcement that Ronald Colman's next will be a version of this Russian tale.

U. A. is having a new film story written from the book by Sidney Howard, having to pay Tobis nothing for rights.

## Soldiers Endorse

St. John, N. B., Feb. 15. For the first time, Canadian military authorities have publicly endorsed a motion picture. At St. John, N. B., members of the militia were urged by J. L. R. Parsons, brigadier general commanding the military district, to attend the screenings of 'Toll England,' an English production. Film is a story of the Gallipoli operations of the British forces during the World War.

Previous efforts to exploit English film productions in New Brunswick have failed because the people have not reacted to the pleas, chiefly urging expression of loyalty to England by patronizing the pictures produced there.

Toronto, Feb. 15.

Testimony sworn away from the Ontario area to the Coast in the trial of indictments against major distributors charging restraint in trade and 'malicious competition' when Antoine Lauriente of Trail, B. C., charged that a 'film famine' had been imposed upon him by Vancouver exchanges. Supplemented by letters he wrote at the time, Lauriente's testimony was to the effect that in the summer of 1929 he had found it impossible to secure desirable or reasonably new films because of competitors' threats to the exchanges.

Lauriente claimed that letters from some of the exchanges, notifying him that they could not supply him with the pictures he wanted, had been stolen from his office. Justice Garrow warned the witness not to make unverifiable assertions unless latter had direct knowledge of what he was charging.

It was developed by Tom Agar, RKO counsel, that part of Lauriente's difficulty in 1929 developed because he had installed disc equipment and only one of two of the film producers were selling films utilizing such equipment.

Fear that there might be an investigation into the Canadian film (Continued on page 6)

## Anti-Foreign Bogy Man Raised by French Press

Paris, Feb. 15. Paris papers are front-paging, with considerable seriousness, stories of an anti-foreign talent attitude in the United States. Hollywood is especially mentioned.

Hard to understand in New York where such stories originated. There is no anti-foreign feeling in American show business either in New York or Hollywood.

A few foreign actors here have had trouble getting renewal of residence, that being entirely a government matter and having held true in the same way for some years past.

## British Lion to Name Successor to Wallace

London, Feb. 15. British Lion Film Co. has a meeting scheduled for early this week to name a chairman. Post was held by the late Edgar Wallace. Sam Smith, managing director, probably will get the assignment, coming both jobs.

British Lion still holds sole rights in all Wallace books and plays and has an interest in all Wallace scenarios written for Radio.

## BIP Quits Pavilion

London, Feb. 6. British International's tenancy of the London Pavilion terminates at the end of the month, and, as was expected, they are giving up the stand.

The public has never taken to the house as a picture spot, and while in the world's finest position for drawing the crowds, its exterior was against elaborate film showmanship.

Much of B. I.'s own product is made with an eye on the provincial box-office, with reduced appeal to sophisticated London Piccadilly.

## Dominion on Week

London, Feb. 15. Dominion, up to now a long run pre-release house, changes policy either Feb. 22 or Feb. 29. New program will be weekly changes with five acts added.

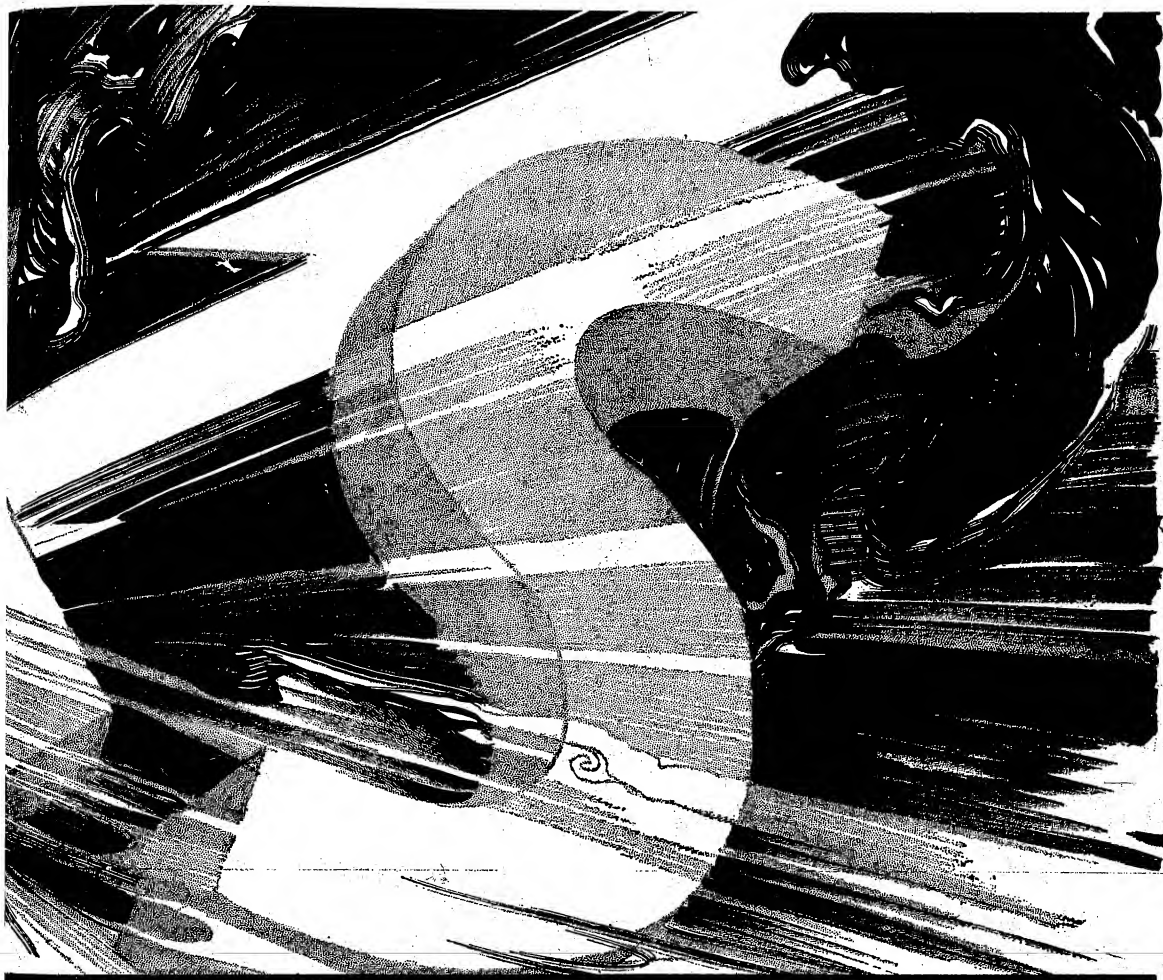
'Secret Witness' (Fox) is the first picture under the new arrangement.

## Lang for 2 B.I.P. Films

Paris, Feb. 15. Walter Lang, American, has been taken by B.I.P. to direct two pictures.



**A NEW DAY DAWNS! RKO**



**A shining New Era in motion picture history is emerging from the chaos of these titanic times. The burning spirit and skill of RKO showmen will help speed it in terms of box-office smashes ... of which RKO Radio-Pathe now presents an imposing array.**

**The nation watches eagerly as the peaks of Radio City reach to the clouds above New York ... a monument to commerce and culture and amusement enterprise.**

***-Radio-Pathe Leaps to the Attack***

# JUGGERNAUT OF

***Bursting Panorama of Emotions!***



# THE L SQUA

*Richard* **DIX**

*Mary* **ASTOR . . . Erich**  
**VON STROHEIM**

*Joel* **McCREA . . . Dorothy**  
**JORDAN . . . Robert**  
**ARMSTRONG . . .**

*Directed by* **GEORGE ARCHAINBAUD**

**IT'S IN THE AIR! Hollywood**





# THRILLS

# OST DRON

Season's melodramatic novelty sensation. The inside ... down to earth...flesh and blood story of the human sky-rockets of Hollywood...The devil-take-'em stunt men of the movies who are born without nerves and face death without a whimper!



**Saw It! Hollywood Acclaimed It!**

# IDOL OF WOMEN IDEAL OF MEN

*Enthroned in the heart of the world  
... unrivalled ... modern to her finger  
tips ... this divine enchantress comes  
to you again in her greatest love story!*

# B CONSTANCE BENNETT

*with* BEN LYON  
DAVID MANNERS

# LADY WITH A PAST

*There is only ONE Constance Bennett and  
each new Bennett production is an event of  
commanding importance to your patrons.  
Now she rises resplendent above her  
triumph in "Bought."*

*Directed by Edward H. Griffith  
Charles R. Rogers Production*

**A NEW DAY DAWNS! RKO**



**-Radio-Pathe Leaps to the Attack**



## THE ANSWER IS ON THE SCREEN PICTURES WILL TELL THE STORY

*The cream of producing talent from two big organizations has been merged into one hard-hitting creative unit. Now watch for results!*

**GIRL CRAZY** all-star extravaganza... with Bert Wheeler..Robert Woolsey.. Mitzi Green... Eddie Quillan and Dorothy Lee. King Vidor's **THE BIRD OF PARADISE** Fanny Hurst's **SYMPHONY OF SIX MILLION**... John Barrymore in **STATE'S ATTORNEY**... Constance Bennett in **FREE LADY**... Ann Harding in **WESTWARD PASSAGE**..... Wesley Ruggle's **ROAR OF THE DRAGON**... Edgar Wallace's **THE BEAST**

RKO  
**Radio**  
PICTURES

**A NEW DAY DAWNS!** RKO Radio-Pathe Leaps to the Attack



### Murders in Rue Morgue

(Continued from page 24)

The real threat and most shivery illusion is the one of the possibility of the villain capturing the girl.

Several switches from the real gorilla to a comical, double-billed scene have been better in a few cases, especially in the femme lead. Sidney Fox overdraws the film's budget to the point of nearly distracting an audience from any fear it might have for her. About the highest point of the film is a scene in which the girl, who is a defenseless girl, but it might have been more compelling if not so broadly painted. Leon Wyoff is behind a mustache and underneath a large brimmed skimmer most of the time in the hero part.

Although it probably won't make any difference to the audience, it is a relief for comedy relief purposes is technically out of order. The time is 1845, but the high-collared, double-breasted coat and the sheet in a street scene is of a type that wasn't introduced until about 20 years later. The long, thin, pointed, and shiny sword spends so much on the technical end, it ought to be better informed.

**Bigs.**

### WAYWARD

Paramount production and release. Nancy Carroll, Richard Arlen, and Pauline Frederick. Directed by Edward Seligman. Adapted by Noel Langley from the novel, "Wild Beauty," William Steiner. Cast: Nancy Carroll, Richard Arlen, Pauline Frederick, Louis Daniels, Margalo Glinn, John Davidson, Dorothy Stickney, George E. Stone, Gertrude Michael.

"East Lynne" with a happy and sad ending. This is one of the standard formula films. It is a fast-paced, second-rate playing, sluggish writing, and irritating acting. And just another good time gone wrong.

Nancy Carroll and Richard Arlen, who were on Paramount's contract list not long ago, are here in demoted to featured billing in type not much larger than that accorded Pauline Frederick. The picture does the billing, Miss Frederick would be on top.

Miss Carroll, in this and several other preceding pictures, is playing for the worse. She's stepping out of a familiar realm into that that doesn't suit her. She's now playing as a girl with the best baby face and every other necessary physical requisite, and now she's playing as a girl who is a switch is not becoming or elevating, nor should her emotional work thus far indicate to us that she is anything but a girl who should do anything but forget it.

With Richard Arlen this time it's a case of being in a ticklish spot. He's got his mother on one side and his wife on the other. And in the battle of the sexes, he's the objective. The selfish, cruel mother uses unfair weapons to save her son from a woman who is not worthy of him. The sweet, loving, tender little wife takes more punishment in five minutes than the other in three rounds at Toledo, as this "East Lynne" reminder winds it way through more to the honey pot at the blow-off.

There's the child, too. The mean granny grabs the little wife and drags her into the family mansion at night to snatch the kid—her kid. She's caught by granny. Then the moment, the moment, the moment, the ladies wait for through hours of painful mistreatment. Actresses make big moments. But big moments do not always make actresses.

This talker was on the tail end of the Paramount eastern studio's schedule. It isn't at all bad in a production way, which lets the loiter in for an extra credit. The might get. There were two strikes on the producer when they handed him the script.

**Bigs.**

### TWO FISTED JUSTICE

From Carr production, released by Monogram. Story and Screenplay by William C. Sullivan. Featuring Tom Tyler and Bobbie Nelson. Cast: Barbara Ward, Tom Tyler, G. D. Wood, William C. Sullivan, Kit Guard and others.

At Lee's New York, running time about 50 mins.

Decidedly minor house material. Story harks back to the outbreak of the Civil War, with the story set in Washington. In response to a protest that the western frontier is left unguarded, Lincoln sends a military commission to guard duty. He finds the usual situation of an apparently respectable member of the community, the head of a gang of desperadoes, runs them to earth and, of course, gets the girl.

Time was wasted at the opening with some unrelated battle scenes, poorly done, followed by a crude patriotic speech. The rest of the film is of his cabinet. Then the story gets down to business, along in the second reel, when the military commission, Danny, sole survivor of an Indian

attack on an emigrant wagon. He takes the boy with him, and the kid is the one who is the bit player, acting when he is given the third degree after a murder and refuses to criminate one of his benefactors. It's about the highest scene in the young Nelson's screen career as he is torn between gratitude and a deadly wish to shoot which is to be shot if he does not tell.

Another good bit, though extraneous, is a scene in which a newspaper with four different types of flying mount as the post takes the news, with the action on the wagon and a stage robbery to live things up, but when the action hangs around the settlement it is not to drag.

Kit Guard overplays as a saloonkeeper appointed judge by the rogues, but John Elliott contributes good work as the unwilling partner. The ring, Bill Walling, the ringleader fairly shows his lines, even when he is plotting. Miss Wyoff is given no chance.

Too much doors for good horse opera, with the interiors hardly convincing. Photography poor.

### ONE-MAN LAW

Columbia production and release. Written and adapted by Charles H. Kline. Features Buck Jones, Carl Gray, Robert Ellis, Mordock, Adams and Rich, Alexander, Mark Wright, and others.

Wherever they like western pictures, this should click, for it gets off to a flying start and holds the pace consistently, spaced nicely with comedy. Jack Sterling, the tender strictly to business.

The same old city slicker hits the frontier, gets into a bit of trouble, and then he is there, a little than expected and enable the sheriff to get their homes back for the original settlers before the sharp can catch him.

Nothing particularly new to either plot or its developments, but it has been directed to get a maximum of action and with the development and direction, the action builds steadily and the complications are easy to follow.

Buck Jones does a clean cut job as the sheriff who is gullied into taking the job and endorsing the action. He is a little bit heavy with a deft touch that makes for effect. No ranting, but a smooth and even performance in the role. The picture is not even though his villainy is known. Shirley Lee is the girl and Ernie Adams the villain. The picture is not even though his villainy is known.

Action is held mostly outdoors and includes a corking horse race unusually well photographed, several solo and musical pieces, a scene, and cut above the average.

### Galeries Levy Et Cie

(The Levy Dept. Stores)  
(FRENCH MADE)  
Paris, Jan. 23.

A Andre Hugon production. Natan release. Directed by Andre Hugon. Released by Natan. Running time, 80 minutes.

At the Moulin Rouge, Paris, January 23, Solomon Levy, Charles Lamy, Louis Michel, and others.

What was intended to be a ritz sendoff was given this film, but Andre Hugon as a director is far more business than film minded. His production can hardly be considered as Natan productions, due to Natan's participation, but Hugon is responsible for most of the film's quality. The picture is a good film, but the work. Picture razed by audience partly poor.

Film in itself is a sequel to the former "Levy and Co.", and stars the same two old boys—Charles Lamy and Leon Belasco. The film is a sequel to the former "Levy and Co.", and stars the same two old boys—Charles Lamy and Leon Belasco. The film is a sequel to the former "Levy and Co.", and stars the same two old boys—Charles Lamy and Leon Belasco.

### CHINA SPEAKS

Star Film Co. production of travel and newsreel material. Produced by Acme. Directed by Acme. Running time, 10 minutes.

All-silent and containing a hodgepodge of material on China and the Chinese, this film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted. It is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

Some of the clips used in this bear YWCA credit lines. Even titles are in mixed size and style of type. A number of the clips have Chinese explanation lines with a bit of English at the bottom.

An editorial in titles with the exclamation "Thus China speaks" is worked in at the end to explain what has gone before. Just before this there is a long last message from General Sun. The General is referred to as the "father of the nation" not once shown in action. Chinese viewing this won't get a chance to read their own language, because the film is in English with Chinese glyphs, flashes directly into a slowly projected translation of the film.

Rainy prints, many of them yellow and warped with age, are roughly shown. The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

### Zum Goldenen Anker

(The Golden Anchor)  
(GERMAN MADE)  
Alfred Polgar, after the stage play by Alfred Polgar. Directed by Alfred Polgar. Released by Alfred Polgar. Running time, 80 minutes.

To turn stage plays into pictures will in most cases remain a problem. The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

The young people of the love of two young people from Mareselles harbor quarters, and the film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

### Walzer vom Strauss

(A Waltz by Strauss)  
(GERMAN MADE)  
Spend production. Capital release. Directed by Alfred Polgar. Released by Alfred Polgar. Running time, 80 minutes.

Patently a cheap and low cost effort to cash in on a legit musical success, this film nevertheless looks like a good job. The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

Vienna. After a smash in Berlin, Sir Oswald Stoll gave it a lavish London production, starring Edna G. and Herbert Marshall. The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

Story is wound around the careers of the colorful Strauss family. John G. and Herbert Marshall are tempting to forbid his son from studying music or doing anything musical. The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

### THE LAST RIDE

Richmont production and Universal release. Features Chas. Morton, Dorothy Reiter, Frank Mayo, Tom Sampson, Francis Ford, and others.

Story concerns a war between Pica-dilly, a bootlegger and Big Boy, a hijacker. Police stand back to watch the action. The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

Story opens promisingly with a gang slugging out of a lonely little town and the river presently bumped off, but thereafter not much shooting. At times the action drags, but the film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

### DAS EKELE

(The Grouch)  
(GERMAN MADE)  
Ufa production. Released by Ufa. Directed by Alfred Polgar. Released by Alfred Polgar. Running time, 80 minutes.

This comedy will probably please. The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

First half of the film is fine comedy and an almost perfect satire of the certain type of German middle-class life. At this point, however, film departs into low comedy, which is not to be considered in its present condition and length by any house except those of the remounted.

### Condemned to Death

(BRITISH MADE)  
London, Jan. 22.

Twickenham Film Studio production, released through the U. F. M. Film Service, Canada and New York. The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

The picture is adapted from a mystery thriller which, when produced in West End a year ago, failed. It is based on a curiously cumbersome idea—a murderer who has been sentenced to death for the most heinous crimes hypnotizes the judge passing sentence with the result the judge acquiesces in the execution of the criminal. The picture is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

One of the fastest romantic comedies which has emerged from a British studio for months. The picture is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

### Stuermer der Leidenschaft

(Storms of Passion)  
(GERMAN MADE)  
Berlin, Jan. 23.

Elch Pommer production for Ufa. Directed by Alfred Polgar. Released by Alfred Polgar. Running time, 80 minutes.

An uneven picture, made with high-grade technical efficiency, with much of the time in the picture is thrilling moments but it does not capture, does not thrill in the end. The film is a collection of camera technique and condition of the film, ranging back to early silent days. It is not to be considered in its present condition and length by any house except those of the remounted.

READING, PA.


## To the Citizens of Reading:—

The management of the Park Theatre announces with the deepest regret that after Friday, February 12, we are discontinuing our policy of high-grade vaudeville. Owing to the arbitrary discrimination against us on the part of the city authorities, we are unable to continue to offer the high quality of stage attractions that have been shown at the Park Theatre, and rather than become embroiled in an issue that might result in depriving the good people of Reading of Sunday baseball and other kindred amusements, to which they have been accustomed, although prohibited by a law passed 140 years ago under vastly different conditions of life, we have decided, despite heavy monetary loss, to discontinue our policy of high-grade motion pictures only. We wish, at this time, to thank you fair-minded people of Reading for your many kindnesses to us, and trust that we may continue to merit your patronage in the future.

**PARK THEATRE  
MANAGEMENT**

Theatre Advertising as Indicated from Various Cities  
On Week Days

LOS ANGELES



**An Event of the Year...**

★ ON RARE OCCASIONS a picture is made that is so vital, so tremendous in its sweep, that it is of really epic quality. Such a picture is **"THE MAN WHO PLAYED GOD"** starring **MR. GEORGE ARLISS** first actor of the screen and stage. In this modern, drawn into a living hell, Mr. Arliss surpasses his former screen triumphs and brings to the silver sheet a most outstanding characterization.

**"THE MAN WHO PLAYED GOD"** opens at Warner Bros. Western-Wilderness Theatre with a world premiere on Tuesday, February 24th, at 8:30 p.m. It thereafter will play twice more, with all seats reserved. Prices for opening are \$3, \$2, \$1... Make your reservations early if you wish to avoid disappointment.

**Warner Bros. Theatres**  
Ample Parking Space  
J. C. QUINN ARLISS  
with the Queen of Sin

CHICAGO

**STATE LAKE**  
(ADULTS ONLY)  
The New-Style Successor to "Dracula" and "Frankenstein"  
Could ANYONE Find This Flood? Could ANYONE Stop His Madness?  
While Park watched—fearful, frightened—into the room of a beautiful girl abandoned This Thing of Hell!  
Whose Bride Would She Be?  
**SEE IT TODAY—AND SHUDDER! WEIRD! CREEPY!**

EDGAR ALLAN POE'S  
**MURDERS IN THE RUE MORGUE**  
A UNIVERSAL PICTURE WITH  
**BELA LUGOSI-SIDNEY FOX**

MILWAUKEE

**RIOT AT THE LYRIC!**  
Today!...Fandomism hits the Lyric screen! Everybody is howling, roaring, laughing their heads off!

**THE PASSIONATE PLUMBER**  
A Bette Crockett of Love with  
**BUSTER KEATON**  
Who gets into the most comical with  
**JIMMY DURANTE**  
That you "Passionate" again, and  
**IRVING PUELL-POLLY MORAN**  
LATER THIS WEEK  
Make a date with it!

**LYRIC**

NEW YORK

**COLD HANDS THAT CLUTCH...**  
At a woman's throat...at a boy's heart...at a father's love. And a broken silence that saved two broken lives!

**THE SILENT WITNESS**  
with **LIONEL ATWILL**  
Grete Nissen Weldon Heyburn  
Helen Mack  
—ON THE STAGE—  
**MICKEY MOUSE**  
and his gang in person, the most pretentious stage presentation ever attempted... and  
**EL BRENDDEL**  
the love of the land  
IN PERSON  
**FRED WARRING**  
and duty intended within, the most complete picture in the world  
**PATRICIA BOWMAN**  
pleasure domestic of America and  
THE MAGNIFICENT ROXY BALLET  
THE ARNOLD BROTHERS as Minnie & Mickey  
THE FAMOUS ROXYETTES

**ROXY**  
7th AVENUE  
DOA STREET

NEW YORK

Throughout the ages half the women of the world have been working women... ★... the rest of the women working men!

**MADGE EVANS**  
**INA CLAIRE**  
**JOAN BLONDELL**

**The Greeks had a Word for Them**  
as presented by  
**SAMUEL GOLDWYN**  
who gave you "Great Scars", "Whoopie", "Polmy Days" and "Arrowsmith". It is funnier and faster than Zoo Alaska stage success that had New York roaring for a season!

United Artists Picture with a supporting cast including:  
**DOWELL SHERMAN** • **DAVID MANNERS**  
**"HOUSE OF HITS"**  
**RIALTO**  
B'way at 42nd

**WEDNESDAY**  
at 9:30 A. M.





# EXPLOITATION

By Epes W. Sargent

## Local Acts for Legion

**Dallas.**  
For 'Line of Duty' at their class nabe, the Texas, Robb & Rowley managed to swing American Legion members to the show. Elaborate stage show included most of par amateur acts in town, with dance schools included.  
Good bet for R. & R. as Legion usually manages to sell tickets for its shows.

## Laugh Week's Best Grins

**Dallas.**  
Tying up 'Local Boy Makes Good' for a laugh week, Public-Melba, Paul Short, mgt., set out to sell by getting Mayor to endorse flicker's run as town's official laugh week. House also employed 10 job hunters to come downtown for snapshots of best grins, with three best netting prizes.

## Trolley Line's \$1 Weeks

**Easton, Pa.**  
Depression must have hit the trolley car, too. Lehigh Valley Transit Co., operating on the Lehigh Valley, Allentown, was tied with three theatres, one in Bethlehem and two in Allentown, and is selling tickets good for a ride on the Lehigh Valley and Allentown during the week as the purchaser desires to make, and also good for admission to those three theatres.  
For \$1 you can ride between Bethlehem and Allentown, the usual fare of which is 50 cents, and can also see three pictures.

## Hoking Up Giveaways

Several concerns are staging giveaways for exhibitors, hoking up with an m.c. for comedy. Where this can be afforded, the greater entertainment value of the night is worth the cost.

One exhibitor, however, on a small budget, has a table set on the stage from which 10 strings run over the orchestra pit. Various persons in the audience are invited to pull one of which apparently forces up a number. Seems to be determined by chance, but the numbers are actually actuated by the stage hands' back of the table. He selects the most inconspicuous gift for each recipient—a pipe to an old man, a pair of stockings to a bachelor.

## Impressing Dates

For some reason, which probably psychologists can explain, the calendar sheet seems to have a strong value in impressing dates. A monthly sheet with certain dates ringed will set those dates ringing in the exhibitor's mind.

Playing on this one exhibitor invests in a couple of fonts of calendar logotypes. These are type squares which can be arranged to give a month with any date of the exhibitor's department. The exhibitor got two, one in white letters on black and the other in black on white. He used the white one for weeks, setting up the month with the white letters standing out through contrast with the black. Ad. Not so good where the space rate is heavy, but great for small towns with a low ink rate inside and where for throwaways and other house printing. Might also pay to make up an occasional sheet for the lobby.

## Families for 'Emma'

Plenty exhibitors are probably going to use the old gag of admitting all girls named Emma free to a special matinee when the Marie Dressler picture comes along. It might make some talk, but it will appeal chiefly to the younger set. Better idea is to give out free admissions to all motherless families of four or more children, which will permit the real film story angle to come in. When this is particularly good if the invitation is extended through the newspapers, and the girls are generally willing to be placed in the position of giving away free tickets.

There is also a chance for a report to work up human interest stories if the applications have to be made to the newspaper direct.

## Using Time Clocks

**San Antonio.**  
Public-Astex helped its draw by placing cards in the lobby of 21 firms explaining special arrangement giving employees opportunity to buy Astex tickets at matinee price up to 75 per cent off.

Cards on clocks changed twice weekly to announce new film.

## Building Up

Recently there has been a run on admissions for a dime and a milk bottle cap. In some sections the idea has been applied to other than milk products. One concern offered a free admission to a specified the-

atre for an empty can which had contained its product.

After a couple of weeks the grocer decided to change the idea, feeling that the edge had worn off. The theatre liked the scheme, also. It was bringing money to the box office. The manager went down and sold the grocer the idea of getting further advertisement from the stunt by having the grocer put a window of a vacant store in the theatre building. With a two weeks' collection of cans to start with, it was a simple matter to make a good display, with a card stating that 'More cans of coffee are used than any other two brands combined.' House extended the idea four weeks.

## Freak Skills

**Portland, Ore.**  
Ted Gamble (RKO) figured stunt at practically no cost. It's a new version of an old newspaper circulation idea.

Teup made up local paper to print series of 40 star stills, also 40 distorted views of the stars taken through freak lens. Contest is to name the distorted pictures and match them with the right star. House runs short ad reel which gives the patron the sole chance of seeing the 40 faces distorted and otherwise. The contest is too tough to make good guesses.

Prizes are sedan auto, jewelry and radio given by merchants for each one in the exploitation.

## Matching Pennies

Instead of two for ones, one manager is offering admissions for matched pennies at regular price is 20c, but on most afternoons, and Tuesday evenings, admission can be had for 10c. If three persons buy at once and the pennies are in series, 1928-29-30, 27-28-29, or any similar combination.

Most come down with three matched pennies, but enough stand around looking for two others to get up to lobby with customers looking around for two others who can chain with one of their own.

Sounds more or less childish, but the manager writes that some people seem to come just to match the pennies, with a few jokers ringing in now and then with an old coin which no one can match.

## Planting a Library

Many theatres have dual box offices, one on either side of the lobby, or one built into the wall and another in the lobby. Most houses have small use for a second sales window.  
An original use of the spare space is reported from a college town where the second b. o. is given rent free as a lending library run by a student. The library is well patronized by both the students and the town people and the manager has a steady stream of exchange books and either remain to be sold or sent back to the college. The only payoff is the use of printed covers and the attention of a herald in each outgoing book. The student hustlers lay off the cost of the books by selling the back page to two merchants.

## Overmatter

One of the most useful scrap books a manager can make up is one which offers good exploitation stunts from the press book which were not used on the pictures for which they are suggested. It is only occasionally that a really good general stunt comes out of the press book. When it is reported where an original is suggested it should be set aside for future use. It is applicable to other than the title for which it is suggested—and most stunts can be made to apply to more than one picture.

When it is suggested that a press book does not offer anything which appeals, a brief session with this book will generally yield one or more good ideas. The best way to paste up is without attempting any classification. Too close classification is often the graveyard of good ideas.

## Prosperity Pages

Aracella theatre, Portsmouth, N. H., sends in the first prosperity page reported in about a year or so. It was quite the thing to get all the merchants to join in an hurrah for the picture. That was just around the corner.  
Edward Selcote, of the Aracella, evidently figures that local conditions are ripe and he gets a nice co-op page with 22 stores backing up the theatre's bargain price. When the picture is released, the theatre turns in a better than usual page with none of the spaces crowded with picture type and plenty of white space between the various cards.

## Notes for Flowers

Flower shows, especially prize flits, are common for Easter, but a surefire stunt from last year is going to be tried again by the manager who got almost no business during Holy Week in a strongly religious community.

Well in advance he made a deal with the local florist to give him lobby and foyer advertising for two weeks in advance. Florist in return for a dozen of his best plants and some cut flowers. Then he announced that there would be presented to the church collecting the most votes which were given with all tickets sold between Monday and Thursday inclusive, the week before Easter. Boxes, suitably lettered, were placed in the lobby, and each church was permitted to have two representatives in the lobby on their promise not to solicit votes too strenuously, but there was no limit to the number they could put on a house-to-house canvass.

Last year two ministers announced the balloting from their pulpits and at least inferentially approved of attendance. Business was up approximately 50 per cent over the period the previous year with a picture not quite as good.

## New Classified

Classified ad thing is generally limited to names in the various want ads, free tickets for ads placed or answers to questions scattered through the papers. Add to this the lost and found plug. The theatre ostensibly loses some articles and advertises a pair of tickets for its return. One day it's a bunch of no longer wanted, a dog, a pocket watch, a roll of money and similar items figuring each day.

Newspaper may give a heavy plug to the lost and found, pointing out that each article has been returned through the medium of its

classified department. Better in a small town than in a city, but it can be blown up to match the larger places.

## License Numbers

**St. Louis, Mo.**  
Classified section of a daily was used by the Orpheum to plug 'Taxi'. Free tickets were given to taxi owners spotting the numbers of their machines concealed in want ads. Paper contained a two-column, half page promotional ad.  
Forty numbers were used, calling for that many tickets.

## 16mm. Babies

Baby shows, in person or by photograph, are pretty much always surefire, but the baby show on 16mm. film is still a novelty. Yet, the first one reported seems to have been a better money maker for the participant than anticipated.  
A dealer in the amateur size cameras got the idea from a radio giveaway. He figured that if a picture theatre participation could help sell radio sets costing \$10 or more, he should be able to move a new line of 16mm. cameras, so he contacted the house manager with a baby show proposition.

Dealer made a 10-ft. strip of the first 16 babies sent him by the theatre. This gave material for five elimination showings of 10 babies each and finally with the five winners. The first one reported was from the rear of a tracing cloth screen with a small projector having wide angle lens. The camera was mounted on a tripod and the dealer's mother was given the strip of her own baby, delivered by a salesman who tried to sell a camera and projector. Three scenes were shown, each for five more expensive ones and about a dozen cameras at varying prices were sold. The dealer is still considering, and there's always the sale of more film.

# BEHIND the KEYS

**Syracuse.**  
Leo Rosen, of Warner's Strand, goes to Troy Wednesday (10) as city manager for WB, with headquarters at the Troy theatre.

**R. J. Marks** is manager of the Waddell stock troupe opening Feb. 16 at the Fox Stride theatre, Emporia, Kansas. 'Burlesque' initial production, 50c top.

**Local Orpheum**, one of oldest theatres in Texas, is passing to make room for a new building. House is sold as nickelodeon some 30 years ago.

**Rockford, Ill.**  
Sol Strauss, former mgr. Alcyon theatre, Highland Park, assumes management of Midway. Succeeds Charles House, resigned, who will handle the State.

**What Cheer, Ia.**  
Frank Green, Des Moines, has leased the Masonic theatre.

**Toledo.**  
Date set for reopening of new Valentine theatre is Feb. 20. Valentine is Toledo's oldest house. Wally Caldwell, mgr.

**Syracuse, N. Y.**  
Harry Gilbert, owner of the deluxe nabe, Riviera, has obtained a show cause order to force a reduction in the assessed valuation of the house from \$107,750 to \$59,250.

**Grundy Center, Ia.**  
C. E. Thrasher, formerly Des Moines, has leased the Rialto here, owned by L. G. Stair.

**Uniontown, Pa.**  
West End theatre, recently leased by Grant Lakes Theatre, Inc., opened Feb. 15. Second-run pictures, changing four times a week.

**Denver.**  
Two more 5-and-10 grinds on Curtis street. Gem, taken over by the Orpheum, is now a 5-and-10. Will put on prize fights one night a week at \$1.50 top. Riant, dark several years, reopened with portable sound equipment. Vaude between pictures.

**Palace theatre, Portales, Colo.**  
Closes Feb. 27.

**Denver.**  
Manager changes by West-East Coast in Colorado: G. G. Duncan resigns, Grand, Rocky Ford, replaced by Dave Morrison, of Egyptian. Denver, La. 10, 11, 12, 13, takes latter's place. Chas. Yarger, Longmont theatre, Longmont, Colo., and Mildred Glick, manager at Loew's Rialto, Sterling, Colo., change jobs.

**Hanover, Kan.**  
H. A. Larsen has taken over lease of the Iris theatre from R. B. Berney.

**New York.**  
Bud Gray, who has been handling publicity and advertising for the Rialto, New York, washed up there recently. He was reported to have bought the house and moved over to the Criterion, returning to take charge.

Gray may be assigned another Public house in or out of New York.

**Los Angeles.**  
Theatre transfers in the southern California zone have been numerous this season. Following are houses that have changed hands, with names of new operators:  
State, El Segundo, J. M. Suckstetter, L. A. operator installed New Victory, formerly Imperial, San Diego, Max Shapiro, Novelty, L. A., George Burke and M. E. Bayle, Arcade, Holtville, Glen Miller, Temple, L. A., George Harrison, Glassel, L. A., R. N. Reddie, Casa Westmoreland, Sam C. Meserve, opened Feb. 12 with W. E. equipment, Union Square, L. A., opened by Carl H. Garfield, Alhambra, Lazarus & Vinecroft circuit, Home, Long Beach, Calif., H. Turner, Garden, Belvedere Gardens, Frank Price.  
Houses closed: Carter, Long Beach, Iris, Ray, Ariz., Soboba, San Jacinto, Granada, Ontario, closed Jan. 30, with policy taken over by the California, Ontario, Starland, L. A. San Carlos, L. A. Yost, Brea.

**Syracuse, N. Y.**  
Mitchell Fitzer, one time lessee of the Empire, now is reported as angling for this house, which went dark with reversion of lease. Fitzer now owns Rivoli and is interested in the Swan.

**Toledo.**  
Announcement made of sale of two Rindley theatres to Leslie Theatre Corp. Mrs. A. R. Kraft, previous owner, continues as manager at the Royal. Other house, Lyceum, will be remodeled and managed by Frank Nolan, Cleveland.

**Newark, N. J.**  
Among changes in former Brothers are promotion of Edward Kane from the Central here to manager of the Cranford, Cranford, N. J., and Edward Miller, from mgr. of Mosque to manager of Central.

**Ottawa, Ill.**  
Orpheum theatre, operated by the Ottawa Amusement Co., was destroyed by fire Feb. 15. Property is owned by B. S. Jordan.

**Philadelphia.**  
E. O. Stutenhoff now managing Warner's Ithome theatre here. Was formerly assistant mgr. at Loew's 83d St., New York.

**Salem, W. Va.**  
Old Grand opera house gutted by fire.

## Greenback Gag

Advertising for paper money with certain serial numbers was pretty thoroughly worked a few years ago, it is being repeated by a New York daily in the present time as a circulation stunt.

A newer wrinkle turns up from a small town where the manager of the single local theatre offered a free admission to any person who tendered payment in bills whose serial numbers totaled exactly \$5. As there are usually eight numbers to a bill, it's something of a trick to find out which bills add up to the prescribed number.

Bills, as they were presented, were taken up in exchange for a bill which did not make that total, and by arrangement the bank held on to them until the contest was over to prevent their recirculation. There were only about 50 tickets given out and the gag got more than their value in newspaper space alone.

## Taxi in Taxis

Joe Lee, who looks after a string of RKO houses in Brooklyn, landed one for 'Taxi'. There are about 4,500 cabs cruising around and about 6,000 circulars handed out placed in the cabs, each in an envelope reading in bold type, 'If you own a taxi ride in a taxi, read the circular inside.'

Circular announced an open meeting for taxi independent and owners, taxi drivers, the RKO Greenpoint, announcing that the Consolidated was planning to drive all opposition from the streets.

## For the Old Folks

**Hartford, Conn.**  
When Fanchon & Marco 'Old Timers' act played here, Manager Thomas, of the Capitol, invited the oldest grandmas and grandpas in the city to the show. The oldest ones showed up from as far as 30 miles away. Along came grandchildren, children, nieces and nephews. And the latter paid admissions.

Oldest couple more than 80 years old, each was given a special pass for the balance of their lives.

## Can't Give Auto

**Providence.**  
Board of Public Safety, has ruled out a Paramount-Public contest here in which it had been planned to give away a new automobile. Board notified the theatre management that a raffle is against Rhode Island law.

Edict came after the Paramount had laid out a campaign and had spent a goodly money in newspaper advertising.

## Indie Co. Also Had Its Repudiation Idea

**Los Angeles, Feb. 15.**  
Repudiation of the presidential contracts has been going on here among the Indies also, revealed during the hearing of one of the wage claims against Standard Sound System, Inc., collapsed leasing house.

Contracts with a musical director and others for eight musical shorts in color were approved by James Long Wright as v. p. of Standard. A young doctor, Robert Stodman, Standard, admitted repudiating the agreement. He said Wright had no authority to act and was merely a prospective financier of the studio.

## WOHL OFF PAR BOARD

**H. A. Wohl** has been dropped as a member of the Paramount story board in New York.  
He is said to be reporting to head-brother, who is regularly despite being off salary.

## Stuerme der Leidenschaft

(Continued from page 33)

arrested by the police to tell where Bumke hid his money.  
Bumke escapes on a prisoners' transport but to smash his rival, is willing to be re-arrested.

An unusual ending is responsible for the public, the gangster says he prefers to go back to jail to have peace from women.  
A young doctor, Robert Stodman, shows a distinct difference, one feels a lack of real warm feeling, probably caused by the manuscript. Both main actors, Anna Sten and Emil Jannings, succeed by their playing to break through the routine and give the picture a woman with realism.  
Her interesting, pretty face with the brilliant cat eyes is eternally charming. A credit to the picture is the play of Guenther Rittau.  
Magnus.





# OUR FIFTH ANNIVERSARY

**KISS ME GOODNIGHT**

YOU ONLY WANT ME

**WHEN NOBODY ELSE IS AROUND**

**WHERE THE BLUE OF THE NIGHT**

**YOU'RE THE ONE**

YOU BEAUTIFUL SON OF A GUN

**STOP THE SUN, STOP THE MOON**

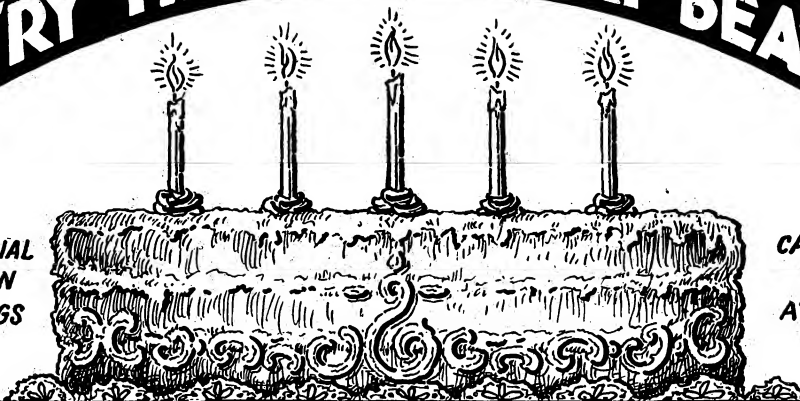
MY MAN'S GONE

**ONE OF US WAS WRONG**

**IT'S HAPPENED TO ME**

**EV'RY TIME MY HEART BEATS**

ALL MATERIAL  
READY ON  
ALL SONGS



CALL-WIRE  
WRITE  
AT ONCE

**DE SYLVA, BROWN & HENDERSON INC.**

ROBERT CRAWFORD  
PRESIDENT

745 SEVENTH AVE.  
NEW YORK

DAN WINKLER  
GEN. MGR.

## Comparative Grosses for January

(Continued from page 37)

## BALTIMORE

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
CENTURY High... \$29,600 Low... 9,000	Cheat \$27,500 (Conrad Nagel) On Stage Stage Show	Two Kinds of Women \$20,500	Working Girls \$20,500	No One Man \$17,500
STANLEY High... \$33,500 Low... 10,400	Tonight or Never \$25,000	Emma \$25,000	Ladies of the Big House \$25,000	Hell Divers \$25,000
VALENCIA High... \$31,000 Low... 1,900	Her Majesty, Love \$2,900	Mata Hari \$3,800	Tonight or Never \$2,900	Emma \$4,100
KEITH'S High... \$30,000 Low... 4,000	Jekyll and Hyde \$15,000	Jekyll and Hyde \$7,500 (2d week)	Forbidden \$9,000	Taxi \$9,000
PARKWAY High... \$6,000 Low... 2,500	Corsair \$4,100	Mata Hari \$5,100	Tonight or Never \$4,000	Emma \$5,000

## LOUISVILLE

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
LOEW'S High... \$28,000 Low... 7,900	Mata Hari \$15,000	Emma \$12,500	Tonight or Never \$10,500	Hell Divers \$13,700
STRAND High... \$12,500 Low... 3,700	Delicious \$9,000 (2d week)	Jekyll and Hyde \$7,200	Manhattan Parade \$4,500	Dance Team \$5,100
BROWN High... \$14,200 Low... 1,700	Guilty Generation \$2,100 (4 days)	Penrod and Sam \$2,100 (4 days)	Woman Between and Runaround \$2,700	Union Depot \$6,000
RIALTO High... \$16,700 Low... 3,275	Ladies of Big House \$16,000 (New High) Vaude	Maker of Men \$11,500	Stepping Sisters \$8,800	Taxi \$9,300
ALAMO High... \$11,600 Low... 2,450	Under 18 \$6,400	Reckless Age \$3,000	Sooky \$4,300	Two Kinds of Women \$4,500

## DETROIT

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
MICHIGAN High... \$63,100 Low... 20,000	Ladies of Big House \$36,000 Stage Show	Forbidden \$34,300	Two Kinds of Women \$24,700	
FOX High... \$50,000 Low... 18,000	Delicious \$42,800 Stage Show	Good Sport \$18,000 (Low)	Dance Team \$25,300	
FISHER High... \$29,000 Low... 12,000	Reckless Age \$20,800 Stage Show	False Madonna \$16,400	Manhattan Parade \$15,000	
PAR-AMOUNT High... \$40,700 Low... 6,500	Jekyll and Hyde \$3,300 (2 days)	Emma \$18,000	Emma \$18,000	
UNITED ARTISTS High... \$39,000 Low... 6,500	Tonight or Never \$8,800 (2d week)	Mata Hari \$31,300	Mata Hari \$15,000 (2d week)	

## CINCINNATI

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
ALBEE High... \$35,500 Low... 17,000	Her Majesty Love \$21,000 Stage Show	Husband's Holiday \$19,500	Age for Love \$27,500	Manhattan Parade \$19,500
PALACE High... \$28,100 Low... 8,000	Jekyll and Hyde \$15,000	Hell Divers \$24,000	Ladies of Big House \$14,500	Dance Team \$13,000
CAPITOL High... \$15,000 Low... 6,500	Private Lives \$15,500	Tonight or Never \$9,000	Two Kinds of Women \$8,500	Union Depot \$9,500
LYRIC High... \$23,800 Low... 6,000	Dishonorable \$9,500	Mata Hari \$15,500	Mata Hari \$9,000 (2d week)	Emma \$20,000

## SAN FRANCISCO

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
FOX High... \$70,000 Low... 18,000	False Madonna \$31,000 Stage Show	Reckless Age \$26,000	Dance Team \$35,000	Lovers Courageous \$29,500
WARFIELD High... \$48,000 Low... 8,200	Safe in Hell \$21,000	Good Sports \$18,000	Stepping Sisters \$18,000	X Marks Spot \$15,000 (6 days)
PAR-AMOUNT High... \$36,000 Low... 6,200	Champ \$33,000	Champ \$32,000 (2d week)	Emma \$26,000	Emma \$26,000 (2d week)
GOLDEN High... \$19,000 Low... 9,800	Heaven on Earth \$16,000 Vaude	Men in Her \$11,000	Tip Off \$14,000	

## MONTREAL

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
PALACE High... \$32,000 Low... 7,000	Jekyll and Hyde \$13,000	Delicious \$12,500	Private Lives \$13,000	Emma \$14,000
CAPITOL High... \$30,000 Low... 5,500	Flying High and Heartbreak \$15,000	Cheat and Sooky \$15,000 (2d week)	Manhattan Parade and Surrender \$10,000	His Woman and Her Majesty \$10,000
LOEW'S High... \$18,500 Low... 7,500	Wallingford \$14,500	Singapore \$14,000	West of Broadway \$15,000	Suicide Fleet \$14,000
PRINCESS High... \$25,000 Low... 4,500	Tonight or Never \$12,000	Tonight or Never \$6,000 (2d week)	Peach o' Reno \$7,500	Arrowsmith \$13,000
IMPERIAL High... \$6,000 Low... 2,000	50 Fathoms and Transgression \$2,000 (Low)	Marius \$2,800	Homicide Squad and Fighting Sheriff \$2,500	Working Girls \$2,000

## NEW ORLEANS

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
LOEW'S STATE	Mata Hari \$19,000	Jekyll and Hyde \$21,000	Dance Team \$13,000	No One Man \$10,000
SAENGER	Private Lives \$16,000	Tonight or Never \$12,000	Hell Divers \$17,000	Emma \$18,000
ORPHEUM	Dishonorable \$12,000	Men of Chance \$11,000	Girl of Rio \$9,000	Heaven on Earth \$9,000
STRAND	Platinum Blonde \$2,700	Reckless Age \$2,200	Passion Play \$1,800 (6 days)	Age for Love \$2,100
TUDOR	Rainbow \$2,000		Tulane va \$3,500	Hell Divers \$2,600

## KANSAS CITY

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
MAIN-STREET High... \$32,000 Low... 8,000	Peach o' Reno \$15,500 Vaude	Dishonorable \$15,500	Girl of Rio \$15,500	Woman Commands \$16,000
MIDLAND High... \$35,000 Low... 7,800	Mata Hari \$27,700	Emma \$17,700	Hell Divers \$26,400	Tonight or Never \$14,500
LIBERTY	Mad Genius \$5,500	Rainbow Trail \$5,500	Under 18 \$5,100	Chan's Chance and Sunset Trail \$4,500
NEWMAN High... \$35,000 Low... 4,400	Jekyll and Hyde \$13,000	Ladies of Big House \$9,000	Dance Team \$5,200	Two Kinds of Women \$3,000

## BUFFALO

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
BUFFALO High... \$42,000 Low... 13,800	Ladies of Big House \$29,000 Stage Show	Mata Hari \$29,000	Tonight or Never \$20,600	High Pressure \$26,700
HIPPO-DROME High... \$22,000 Low... 6,100	Secret Service \$14,000	Husband's Holiday \$13,200	Under 18 \$18,000	Peach o' Reno \$13,600
CENTURY High... \$21,000 Low... 4,700	Suicide Fleet \$9,400	Over the Hill \$9,300	Rainbow Trail \$8,200	Corsair \$9,700
GREAT LAKES High... \$40,000 Low... 6,500	Private Lives \$18,600	Frankenstein \$26,500	Frankenstein \$27,000 (2d week)	Emma \$24,500
LAFAYETTE High... \$16,000 Low... 5,500	Bad Company \$8,500	She Wolf \$6,000	X Marks Spot \$5,000	Honor of Family \$6,500

## NEWARK, N. J.

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
BRANFORD High... \$30,500 Low... 5,500	Manhattan Parade \$14,500 Stage Show	Dishonorable \$13,000	Taxi \$18,000	Union Depot \$14,000
STATE High... \$32,000 Low... 11,900	Flying High \$14,000 Vaude	Corsair \$14,000	Private Lives \$19,000	Cuban Love Song \$22,000
RKO PROCTORS High... \$33,000 Low... 7,000	Frankenstein \$15,000 (New High) Vaude	Frankenstein \$15,000 (2d week)	Unexpected Father \$20,000	Street Singer \$15,000
CAPITOL	Guilty Generation and Forgotten Women \$6,000	Big Shot and His Woman \$4,500	Rainbow Trail and Sooky \$5,500	Phantom \$5,000

## BOSTON

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
METRO-POLITAN High... \$66,000 Low... 19,500	Ladies of Big House \$80,700 Stage Show	Under 18 \$40,700	Two Kinds of Women \$33,800	High Pressure \$39,900
LOEW'S STATE High... \$40,000 Low... 10,000	Mata Hari \$27,100 Vaude	Tonight or Never \$14,100	Hell Divers \$31,100	Emma \$26,100
RKO KEITH'S High... \$41,200 Low... 8,500	Dishonorable \$13,600	Girl of Rio \$8,500 (New Low)	Forbidden \$19,000	Woman Commands \$9,500
KEITH'S BOSTON High... \$23,000 Low... 13,900	Heaven on Earth \$15,000 Vaude	Unexpected Father \$17,400	Secret Witness \$16,100	Big Shot \$19,900 (Helen Kane on stage)

## PROVIDENCE

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
STATE High... \$28,000 Low... 9,500	Mata Hari \$21,400	Emma \$21,000	Hell Divers \$23,200	Tonight or Never \$7,800 (Low)
PAR-AMOUNT High... \$18,000 Low... 4,000	Ladies of Big House \$10,900	Jekyll and Hyde \$13,000	Two Kinds of Women \$8,400	Reckless Age \$7,800
RKO ALBEE High... \$20,000 Low... 3,000	Dishonorable \$5,700	Girl of Rio \$3,100	Ladies of the Jury \$7,100	Forbidden \$16,000 Vaude
MAJESTIC High... \$15,000 Low... 6,500	Around the World and Age for Love \$8,500	Good Sport and Stepping Sisters \$8,500	Dance Team and Pleasure \$10,000	Union Depot and U.S.C.-Tulane \$5,600

## SEATTLE

	Jan. 2	Jan. 9	Jan. 16	Jan. 23
FIFTH AVE. High... \$28,000 Low... 7,000	Mata Hari \$25,000	Emma \$20,500	Dance Team \$10,100	Jekyll and Hyde \$10,100
ORPHEUM High... \$32,000 Low... 6,000	Dishonorable \$10,700	Men of Chance \$8,000 (New Low)	Girl of Rio \$7,700	Heaven on Earth \$11,900
MUSIC BOX High... \$17,000 Low... 2,500	Claudet \$7,100	Claudet \$3,500 (2d week)	Beloved Bachelor \$5,000	Forbidden \$1,500

Exhibs-Unions  
Ask Maloy in  
To Arbitrate

Chicago, Feb. 15. Labor situation through the middle west has again become sticky with conflict occurring periodically between theatres and union men. Mostly a matter of small town wrangles, but important to RKO, Warners and Public which are heavily interested in the territories where labor upshots are happening.

In recent weeks Tom Maloy has been called in by both factions to arbitrate squabbles. Maloy's intervention has been strictly of his own volition and not prompted by the ATSE.

Exhibitors in the small towns of this area are leaning on Maloy as an arbitrary factor more and more as various labor arguments come up. Such neighboring hamlets as Hammond, Gary and Kokomo, all within individual local union jurisdiction, have called on Maloy time and again to settle the disputes. Recently Maloy's jurisdiction has been called upon in territory as far away as Davenport.

Maloy's attitude and interest is purely that of peace-maker; the union head having no personal desire to annex outside control.

## B. B. Oks, Shows Out

Easton, Pa., Feb. 15. Sunday baseball is okay in Allentown, but not theatres or other amusements, said Fred E. Lewis, new mayor, when recently Maloy's jurisdiction has been called upon in territory as far away as Davenport.

Directors of the ball team in Eastern League were worried over Lewis' attitude toward Sunday games.

Sports played on Sunday are wholesome recreation and do not come under the ban placed on other enterprises, Lewis said. "The ordinance regulating saloons and other enterprises is primarily designed to keep theatres, saloons and other such enterprises closed on Sunday."

## Held for Farmers' \$15,000

## In Penna. Theatre Deal

Easton, Pa., Feb. 15. Harry H. Goodman, of Philadelphia, charged with having secured \$15,000 from three farmers at Pineville, N. J., near here, for the supposed purpose of buying a theatre at Stroudsburg, Pa., was found guilty on charge of embezzlement in the Warren county courts and was held in \$10,000 bail.

Goodman claimed the farmers, who are brothers, gave him the money to invest in real estate and that he actually did make an investment on real estate transaction, depositing \$500 on a deal.

## Exhib Kidnapped

Dallas, Feb. 15. C. C. Lindsey, exhib at Lubbock, Tex., was kidnapped and robbed of \$19,291 last week by a lone and unmasked bandit. Lindsey, who was at home, taking \$29,100, then forced him to drive his own car to one of his stands and open the safe.

Exhib had to further accommodate his escort with 110 five dollar bills out of town and walk back, minus his buggy.

## Slott Back in Chi

Chicago, Feb. 15. Max Slott returns to his original district supervision of Warner theatres here after several months with the Wisconsin division. Later territory is being taken over by Jack Keegan, former assistant to Bernard Depkin.

Keegan moved over from Sandusky, O., where he was a district manager for Warners.

## NETTER EXPECTED BACK

Leon Netter, head of film buying under Sam Dambow at Public, is expected back this week after a severe attack of kidney trouble. Netter has been at home for several weeks.

# \$1,000,000 WORTH of FREE PUBLICITY for YOU

## CASH IN NOW...

- Every newspaper in the country is now giving big space to Rogers' return to the U.S.A. — his views, etc.
- More than 600 big dailies—with circulations in many millions—run Rogers' signed articles.
- The success of *all* former Rogers films has made fans anxious for this one.

PRINTS NOW AVAILABLE AT  
YOUR LOCAL FOX EXCHANGE



# WILL ROGERS

America's Humorist in

## BUSINESS and PLEASURE

with  
Jetta Goudal Boris Karloff  
Joel McCrea Dorothy Peterson

from  
BOOTH TARKINGTON'S  
novel, "The Plutocrat." Based on the stage comedy by  
Arthur Goodrich. Directed by DAVID BUTLER.

FOX PICTURE

### Date In These Winners, Too—

#### SHE WANTED A MILLIONAIRE

The exploitation natural of the year  
with Joan Bennett, Spencer Tracy,  
Una Merkel. Released Feb. 22.

#### DISORDERLY CONDUCT

with Sally Eilers, Spencer Tracy, El  
Brendel, Dickie Moore. Released  
March 20.

#### THE GAY CABALLERO

with George O'Brien, Conchita  
Montenegro, Victor McLaglen, Linda  
Watkins. Released Feb. 28.

#### WHILE PARIS SLEEPS

with Victor McLaglen, Helen Mack,  
William Bakewell. Released March 27.

#### AFTER TOMORROW

Frank Borzage production. With  
Charles Farrell, Marian Nixon, Minna  
Gombell, Wm. Collier, Sr. Released  
March 13.

#### JANET GAYNOR CHARLES FARRELL

The team that has never failed you in  
**Rebecca of Sunnybrook Farm**  
Released Apr. 24.

FOX PLAY DATES ARE PAY DATES



## PAR'S ASSISTING AD CAMPAIGNS ON FILMS

Paramount Publick has decided upon assistant advertising campaigns (supplementary) as well as booking of outstanding pictures in selected key points on special release.

Cost of assistant campaigns, it is presumed, will be tacked to the Paramount budget and added to figures covering daily newspaper and fan magazine exploitation of product. "Broken Lullaby" and "Shanghai Express" were recently set aside for assistant campaigns in 28 U. S. and 16 Canadian keys. Advertising covers two ads of 1,000 lines each for one insertion in dailies in those cities.

Since then, with the distribution department having conferred with Public executives, two other pictures have been chosen for assistant ad campaigns, "One Hour With You" and "Miracle Man." Three strategic points suggested for pre-releasing of 12 outstanding pictures on the year will be New York, Chicago and Los Angeles. One week later pictures will go into all exchange centers, with that date to be considered general release.

### CROMWELL ON 'LANCER'

Hollywood, Feb. 15. John Cromwell has been assigned by Paramount as associate director with Ernest Sedwiesack on "The Lives of a Bengal Lancer." Exteriors have already been made by Sedwiesack in India.

Cromwell will collaborate in the production of the interior sequences.

## Indies' Big Moment

Hollywood, Feb. 15. Indie producers are shopping from easy chairs for petitions for business on the part of regular leasing lots and the increased number of other studios looking for rental business to ease up the overhead. The indie calls for bids, then keeps the rival lots cross-bidding until he obtains the most agreeable offer.

### O'Donnell's Tour

R. J. O'Donnell, traveling division director for Publick, left Thursday night (11) for another tour of his Texas and southwestern territory. He headed for New Orleans first and will branch out from there.

Ed Olmstead, h. o. advertising contact man for O'Donnell, joins him Saturday (20) in Dallas, and from there they travel together. Pair won't return to New York for about three weeks.

### THAILIANS' 'KID'

Hollywood, Feb. 15. The Thailians, club of players financing a clubhouse by turning out co-op comedies, started their fourth this week, "Hollywood Kid," at the Bryan Foy studio.

Players so far contributing their services are John T. Murray, Florence Lake, Natalie Moorhead, Edna Murphy, Earle Foxe, Franklin Pangborn, Lionel Belmore, and Douglas Scott and Bonita Granville (children).

## PEACE MOVE FOUNDERS

Non-Union Milwaukee Indies Call Off Further Meetings

Milwaukee, Feb. 15. Non-union independents broke off negotiations with the operators' union last Wednesday (10), and the situation is as it was before Henry Braganick, voluntary mediator, stepped to the front in a peace-making attempt. Pickets are again on duty in front of non-union theatres.

When union heads came to the third meeting arranged by Braganick, they were told that the theatre managers had decided not to negotiate further. According to a statement issued by Elmer Huhnke, secretary of the Allied Independent Theatre Owners, the indies have their own operators' union.

### LEVINE'S 8 RIN-TIN-TINS

Nate Levine, of Mascot pictures, has contracted for eight Rin-Tin-Tin pictures.

First will be started in about six weeks. For indie release.

### Old Film on New War

Hollywood, Feb. 15. Picture of Chinese battle activities, made up of film exposed during the last civil war there, is being offered here for distribution by T. A. Perrin, who brought the 2,300 feet from China, and M. Baehre, of the Blanche Lab in San Francisco. Possibility of a deal to roadshow the film throughout various Chinatown sections of cities over here, with SI Masters handling.

## Advocate Flexible Policy for Exhibs, Par Calls for Extended Playing Time

### Paper Cloudburst

Loew's and RKO have come to a friendly understanding over sniping, window curds and flags for the city of New York.

Minor battle has been costing both circuits thousands of passes. Loew circuit has been using about 26,000 passes a week on about 11,000 three sheets. RKO does not use so many, but utilizes more window cards, which also calls for plentiful of free paper.

Circuits have agreed to buy and pay for billboard space and do away with the window card sniping and neighborhood flags which run around \$125 a week.

A call for maximum playing time on Paramount product, with extended dating stressed on pictures considered above average drawing power, is the first official sales note sounded by George J. Schaefer, Par's new general sales manager.

A broadside has gone to all Par. exchanges urging more playing time. To the field Schaefer points out that if outstanding product isn't booked for absolute maximum number of days, the exhibitor will be further harassed by film shortage from all companies. Schaefer believes this condition will become grave this spring unless either distributors or accounts, or both, make every attempt to stretch playdating.

While the exhibitors advance the argument that undue holdover of pictures puts them in the red, it is believed in distribution circles, as well as by some theatre men, that conditions have so frightened the average exhibitor that he is not only cutting down on playing time for poor pictures but losing in the long run by not increasing on the good ones.

Some of the distributors are valiantly trying to teach their accounts to hold to a flexible policy on changes.

Branch managers and salesmen from the Paramount exchanges in Washington, Philadelphia, Buffalo, and Albany, were called to the Par home office last week to confer.

### Gary's Pineapple

Chicago, Feb. 15. Black powder bomb, exploding in the rear of the Gary theatre, Gary, Ind., failed to damage the house but rocked some 800 patrons.

Gary, indie house opened by William W. Brown, was being along on a cooperative profit sharing basis with ushers, operators and stage hands. None are union men.

### Takiff Stays

Harry Takiff remains with Radio, returning to his former post as private secretary to Joe Schmitzer.

## PUBLIX EASTMAN LEASE WILL CANCEL MARCH 1

Rochester, N. Y., Feb. 15.

Publix lease of the Eastman theatre is to be cancelled March 1. Terms not given out, but understood Publix pays substantial sum which enables University of Rochester to operate to Eastman as municipal in connection with the Eastman school of music.

Publix was paying over \$200,000 a year for the Eastman on a 10-year lease and had not operated it as a film house for past 10 months. Sum of \$75,000, used for exploitation when operating the house six months for the university, proved bone of contention in the settlement and delayed cancellation of lease. George Eastman, who put up this amount, claimed it was wasted by Publick and demanded its return in connection with the lease cancellation.

The Eastman was given to the university by Eastman to operate as a film palace with a 60 piece symphony orchestra. Publix will continue to operate the Regent and Century here.

### METRO'S 'FOOTLIGHTS'

Metro has purchased the film rights to "Footlights," C. E. Kelland story, running serially in a national magazine.

Central character is a college prof who goes Broadway.

### SEARCH FOR GABLE

Metro, east and west, is trying to decide on a story to raise Clark Gable to permanent stardom.

Indications are it will either be "The Marines Have Landed" or "The Harbor Master."



**FILM**

FOR  
Professional and Amateur  
CINEMATOGRAPHER  
35 West 45th St.  
NEW YORK

## GEORGE WASHINGTON'S

A Music Novelty of Historic Importance

## A Tribute to Washington

Artistic Animation — Beautiful Music  
Sound-on-Film — Approximately 90 Feet  
A Timely Patriotic Touch To Any Program  
Now Available For Any Theatre Because Of  
Its Exceptionally Low Price — — — Only

\$3.50

Produced and Distributed by

**NATIONAL SCREEN SERVICE**  
ADVANCE TRAILERS

126 WEST 46TH STREET, New York

**BICENTENNIAL NOVELTY**

**OSCAR BAUM**

CONDUCTOR

GRAUMAN'S CHINESE THEATRE ORCHESTRA

HOLLYWOOD, CALIF.

**JOHN TORRENCE EDNA**

Dancers Smart

NOW PARAMOUNT, New York  
(WEEK FEBRUARY 12)

# IT TORE NEW YORK'S HEART AND POCKETBOOK WIDE OPEN!

At Warner Theatre at \$2 — Twice Daily



## GEORGE ARLISS IN THE MAN WHO PLAYED GOD

Only 10 Words are Worthy of it . . .  
And here they are!—

"SPLENDID."—N. Y. News

"MASTERFUL."—N. Y. Times

"BEAUTIFUL."—N. Y. Mirror

"MARVELOUS."—N. Y. Amsterdam

"EXCELLENT."—N. Y. Graphic

"DISTINGUISHED."—Telegraph

"COMPELLING."—N. Y. Journal

"BRILLIANT."—N. Y. Telegraph

"TRIUMPH."—Bklyn. Eagle

"REMARKABLE."—Bklyn. Times

## WARNER BROS.'

SUPREME CONTRIBUTION TO THE  
WELFARE OF THE PICTURE INDUSTRY

150 BOOKINGS 1st  
2 WEEKS-for A TIME  
EXTENDED RUNS  
PREFERRED DATES

Warner	New York
Western	Los Angeles
Paramount	Detroit
Boyd	Philadelphia
Metropolitan	Washington
Warner	San Francisco
Music Box	Seattle
Blue Mouse	Tacoma
Music Box	Portland
Paramount	Omaha
Capitol	Sioux City
Des Moines	Des Moines
Broadway	Charlotte
Criterion	Oklahoma City
Ritz	Tulsa
Strand	Albany
Capitol	Springfield
Warner	Worcester
Great Lakes	Buffalo
Strand	Syracuse
State	Ithaca
Lyric	Cincinnati
Strand	Akron
Strand	Hartford
Strand	Easton
Warner	Pittsburgh
Warner	Altoona
Florida	Jacksonville
Tampa	Tampa
Plaza	St. Petersburg
Aladdin	Denver
Warner	Memphis
Warner	Milwaukee
Scenes	New Orleans
Strand	Shreveport
Keeney	Elmira
Bramford	Newark
Stanley	Jersey City
Fabian	Paterson
Montauk	Passaic
Lake	Cleveland
Stanley	Utica
State	Schenectady
Capitol	Rome, N. Y.
Riviera	Binghamton
Majestic	Providence
Asolo	Indianapolis
Strand	Louisville
Indiana	Richmond
Palace	Danbury
Palace	S. Norwalk
State	Waterbury
Garden	Princeton, N. J.
Capitol	York, Pa.
Warner	Atlantic City
Grand	Lancaster
Lincoln	Trenton, N. J.
Warner	Morgantown
Maryland	Hagerstown
Nova	Norfolk
Imperial	Augusta
Paramount	Palm Beach
Paramount	Miami
Jefferson	St. Augustine
Paramount	Colorado Spgs.
Enlight	Iowa City
Fox	Joplin
Gillies	Springfield, Mo.
Grand	Topeka
Mission	San Diego
Paramount	Greenville
Hennepin-Orpheum	Minn.
Palace	St. Paul
Paramount	Salt Lake City

And scores of others

## Prov. Paper Peeved Over Stage Marriage

Providence, Feb. 15. A clipping sent from anonymous sources into the offices of the 'News-Tribune' has brought about a situation which probably will be an important factor in handling theatre publicity in this city hereafter. Clipping told of the marriage of Tom Genaro and Joseph Bell, of Larry Rich's acts, on the stage of the Hippodrome, New York. Genaro and Bell were the principals in a wedding ceremony that took place on the stage of the RKO Albee theatre here last Friday night (12). Rumors of publicity had been given the public wedding by the 'News-Tribune' 10 days before it was scheduled. Publicity was given only on the strength that the wedding was to be on the 'up and up.' Finish was that the daily printed a story revealing that the couple were already married. The story also carried a statement from Bishop Hickey characterizing the marriage as a 'commercial stunt,' which will be deployed by all right thinking men and women. The bishop's statement also appeared in the Providence 'Visitor,' the official diocesan organ. Genaro and Bell, members of the Larry Rich revue, which appeared at the Albee last week, were married here by the Rev. C. H. Kershaw, before a crowd of more than 2,000 people. J. William Deubach, manager of the RKO Albee, and Richard M. E. Farrell, Boston publicity man, who staged the stunt, denied to the daily that they knew the couple were married previously. The 'News-

Tribune' is the only daily in town that has been inclined to give the theatres a break in publicity. There is every possibility that it will close up as a result of the wedding incident.

RKO's New York exploitation bureau explained that an error by an employee working on the campaign resulted in the Providence church officials and newspapers not being informed of the previous ceremony at the New York Hippodrome.

Rev. Kershaw, who performed the Providence ceremony, is said to have at first refused to perform the ceremony, but changed his mind after a personal visit from Larry Rich. The latter explained that he also was married on a theatre stage. It happened 14 years ago and is still on the up and up, he explained, by way of denying that all stage weddings were bogus. Rich's argument clinched things and the Rev. consented.

## Mgr.-Operator Try Luck At Unprofitable House

Los Angeles, Feb. 15. Rather than close the Torrance theatre, Torrance, Pacific Coast Theatres has turned over the house to J. F. Higgins, manager, and Harry V. Miller, projectionist. Pair will try to make their salaries.

Chicago, Feb. 15. John J. Clarke has been appointed midwest divisional manager for Talking Picture Epics. He has been with the local exchange about six months. Previously, Clarke had been in charge of the RKO-Pathé office here.

## Decorated

After playing a film with a big name a stiff sent to a flood of red ink, a New England exhibitor bounced the cash back into the exchange adorned with funeral crepe.

## INDIES' OHIO CONFAB

Favor Motion On Protection to Distribute—Bill James Relected

Columbus, Feb. 15. Indie talker men of Ohio, at the M. P. C. convention here last week, pushed through a motion condemning the present system of time and distance protection on feature pictures. Motion was carried by a vote of 185 to 92, with copies sent to all major distributors. A follow up campaign is planned.

Suggested taxes were rapped by all speakers. A flat rate for pictures was endorsed by members. An anti-planned action against all percentage contracts, and the entire membership expressed itself favorably to voting down the present wage scale of union operators. Premium and giveaway nights were scored. Showing of double features drew attacks.

Bill James, of Columbus, was elected president and will serve his seventh consecutive term.

Following up its attack against the Hays Organization in Columbus, Allied headquarters in broad-casting a letter in which its president, W. A. Steffes, declares war against all producer-operated theatres. Steffes declares that one of the main purposes of the Allied national convention in Detroit is to separate the theatre from the producer and make each an individual function.

Producer quarters in New York (Monday) regarded the letter as straightaway ballyhoo for the convention.

## L. A. Grind's Price Cut Halted by Exchanges

Los Angeles, Feb. 15. Upon reopening of the Los Angeles theatre last Saturday on a 15-cent grind playing one feature, the Palace, across the street, operated by Principal theatres as a double bill house getting 25 cents, announced it would cut its admission to 15 cents for the twin bills.

Exchanges called Principal's attention to the zoning agreement, and the house, which redressed its lobby with 15-cent signs, had to make an overnight switch back to the two bit scale.

## Advertising Almanac

Los Angeles, Feb. 15. Fox-West Coast managers' ad manual, compiled by Troy Orr in the home office, will be a weekly affair, suggesting campaigns and mats and reproducing some of the latter. Manual is letter size and is not a house organ, sticking strictly to ads.

All theatre press books are turned in to Orr under Robert Collier and deemed exceptional campaigns will be reproduced in the manual. Book is a combination of mimeo instructions and line cuts.

## 2 Franklins Sold

Los Angeles, Feb. 15. Two of the remaining Hughes-Franklin houses have been sold and a third closed. Riviera, Los Angeles, purchased by George Browne and the Belvedere, Pomona, by Frank Reppson.

Boulevard, Oxnard, gets the shutters.

## THEFT ATTEMPTS FAIL

Denver, Feb. 15. Attempts to rob two theatres here failed. When confronted by holdup Harry Jensen, junior at the Ogden, slammed the door in the thug's face and called the police. Bandit escaped. Amateurs tried to twist the handle off the safe at the Egyptian. No luck.

## STAYS AND RAISED

Syracuse, N. Y., Feb. 15. Set to move to Troy as city manager for Warners, Leo Rosen's orders were countermanded and he remains, for the present, in charge of the local studio here.

In lieu of transfer, Rosen gets a \$25 advance to the figure he was to receive as city manager.

## PUBLIX AREA CHANGES

Dureau Film Booking' Southeast and Barham Midwest Div.

Publix southern operation east of the Mississippi is being swung into the Stenger and Texas divisions on film bookings, Gaston Dureau supervising. As a result Tracy Barham, who has been booking the Atlantic seaboard, takes over the entire midwestern division for M. J. Mullins.

Barham left last week to join Mullins, territory's divisional director for a complete tour of the domain.

Joe Deltch, formerly in charge of film buying-booking for the midwest, will be assigned another post. It will be, in the booking department. Barham and Mullins return from their tour the last of the month.

## Cal. Theatre and Union Men Meeting on Costs

San Francisco, Feb. 15. Representatives of 21 California stage and projection locals met here with theatre men last week in an effort to lower picture house labor costs.

Theatre execs want to slash wages 10 to 15%, and understood that IATSE is amenable to a cut provided the present agreement with houses is extended another year from next September.

Mort Singer, RKO's labor intermediary, represented all houses but Fox West Coast, which latter chain had its northern California manager, A. M. Bowles, in the speaker's seat.

## Here's the CHAIR DESIGNED FOR THE NEW EARL CARROLL



3,000  
of them

This chair invites patrons to relax. Heavy upholstered back is covered with coral mohair plush of brilliant modernistic design. Seat is full spring of mattress comfort edge type. Aisle lights are hidden.

● A chair, beautiful in its simplicity, unique in its departure from the ordinary. A chair, good enough to be chosen from among many as the one meeting Mr. Carroll's exactions and most in harmony with the spirit and motif of Earl Carroll's pride, the New Earl Carroll Theatre in New York. Specially made by the American Seating Company, 3000 of these chairs contribute greatly to making this the peer of all legitimate playhouses. Deep and roomy, they are as comfortable and sturdy as they are beautiful, with qualities which make for better acoustics and sound reception. To owners and managers who wish something outstanding in seating, we offer the facilities of this organization of seating specialists, who for half a century have pioneered all the advancements now obtainable in theatre seating. You are invited to avail yourself of this service without obligation.

## American Seating Company

Makers of Dependable Seating for Churches, Schools, and Theatres

General Offices: GRAND RAPIDS, MICHIGAN

Branches in All Principal Cities



A LOWEY PRODUCTION  
"IMPRESSIONS OF 1932"  
(Feb. 12), Paradise, New York

**WALTER DARE WAHL**  
"The Original Fall Guy"  
With EMMET OLDFIELD  
Dir.: Lyons & Lyons

**PAUL SMALL**  
In Person  
Dir.: Lyons & Lyons

**CHESTER HALE'S IMPRESSION GIRLS**  
VICTOR DUNNE  
Dir.: Henry, Wiene-Jeno Jacobs Agency

A LOWEY PRODUCTION  
"RHYTHMIC ILLUSIONS"  
(Feb. 12), State, Cleveland

**THE HOLLYWOOD COLLEGIANS**  
assisted by  
**HELEN CARLTON**  
and  
**MARCELLE WILLIAMS**  
Direction: MATT KELLY

A LOWEY PRODUCTION  
"FROLICS OF 1932"  
(Feb. 12), Century, Baltimore

**STEVE FREDA and JOHNNY PALACE**  
Dir.: John Hyde-Wm. Morris Agency, Inc.

**PASQUALI BROS.**  
**JOYCE COLES**  
"The Dancing Charmer"  
**CARLOS PETERSON**  
Cyrillones Colors  
**NICHOLAS DAKS**  
"Twists and Turns"  
Chester Hale's Frolic Girls

A LOWEY PRODUCTION  
"WHIRLIGIGS"  
(Feb. 12), Capitol, New York

**4 FLASH DEVILS**  
S. W. WARREN C. C. GILL  
C. P. WADE C. A. BANKS  
"8 Feet of Flash"  
Per. Dir. Harry Rubin

**BARTE and ARDEN**  
Dancers of All TYPES, TINTS and TEMPOS  
**LA VERNE**  
Classical-Comedy-Dancers  
**PAUL KEAST**  
Dramatic Baritone  
Dir.: John Lyons & Lyons  
Chester Hale's Whirligigs

A LOWEY PRODUCTION  
Vandeville Review 8th Edition  
(Feb. 12), Jersey City, New Jersey

**BOB MURPHY**  
with  
**DICK and DOROTHY**  
AL and RAY  
**SAMUELS**  
**JOHNNY HYMAN**  
"Word Magician"  
Dir.: Lyons and Lyons

**DAVE TANNEN**  
Koo Koo Komik  
Dir.: Meyer North-Thanks Miss Gilmán  
Chester Hale's Vandeville Girls

A LOWEY PRODUCTION  
"MAKE IT SNAPPY"  
(Feb. 8), Velandia, Jamaica

**ROY SEDLEY**  
with  
Miss ROSE MARIE & Mr. LOU MANN

**BERINOFF and CHARLOT**  
International Dancing Stars  
**HECTOR**  
AND PAUL  
A Doozy Idea  
"Let That Airline Out"  
3 DODGE BROS.  
Six Cylinder Speed

A LOWEY PRODUCTION  
"STEPPING HIGH"  
(Feb. 13), Ohio, Columbus

**WM. and JOE MANDEL**  
"Quiet Place"  
Dir.: Bernard Burke-Jack Curtis Office

**FLO MAYO**  
"Walking back from an Airplane Ride"  
**MILES and KOVER**  
"Adagio Esquise"  
Dir.: Ned Polansky-Jerry Carroll office  
**KLUCK SEVEN TRIO**  
EVANS-WEAVER-SANDERS  
"Dance Novelty" Controlled and Copyrighted by DICK SAUNDERS  
CHESTER HALE'S STEPPING HIGH GIRLS

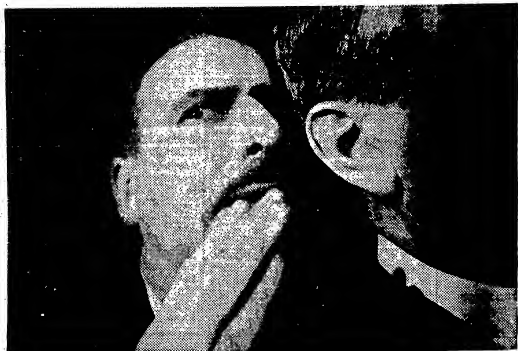
A LOWEY PRODUCTION  
"GET GAY"  
(Feb. 13), Penn. Pittsburgh

**BERT FROHMAN**  
"The Prince of Pep"  
Per. Mnn., Chan. Yates

**THE GALENOS**  
"An Athletic Touchdown"  
Dir.: Chan. Yates

**MAUREEN RIO**  
"Personality Girl"  
Dir.: Phil Tyrrell

**DUGAN and HADLEY**  
"A Cycle of Molamantic Impressions"  
Dir.: Harry Lincoln  
Chester Hale's "Get Gay" Girls



## The WHISPERING CAMPAIGN that ruined a theatre —

Stop it before it stops you!



"He's slipping!" "The lobby used to be jammed!" "Is it new management?" "It's bad management!" "We used to go regularly!" "What happened?" "His programs are terrible now." "The house even looks seedy!" "Poor pictures kill a theatre quick!" "We go across the street now!" "So do we!" "So does everybody it seems!" "We like the shows there better!" "The theatre is more cheerful!" "Good pictures made it successful!" "Too bad about the other theatre!" "That's his worry!"

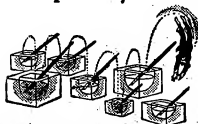


### STOP THE TALK

before it tears brick and mortar, piece by piece from your house!

—and there is only one way to stop it!

**ACT NOW**, in company with the leading showmen of America to give your patrons the **BEST** entertainment that you can put on your screen! *He who hesitates is lost!*



### WHAT'S THE USE?

One week you get a good picture—And then A LOT OF PALOOKAHS! You work hard— You worry— Your wife worries— What's the use?

**THERE IS ONE COMPANY** (and only one company) that is bringing security and happiness to exhibitors today!



The Hell with Head-aches—Life is too short!

### THERE IS ONE COMPANY

(and only one company)

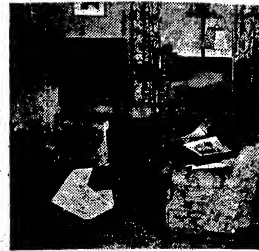
that is capable of giving you hits, week after week!

**CERTAINLY IT'S A CINCH** to come through with an occasional hit! **BUT** does that occasional hit solve your problem! **THE FACTS** prove that only Metro-Goldwyn-Mayer is geared in its Studio and its personnel and its Stars to guarantee you a continuous flow of great product. The accomplishments of Metro-Goldwyn Mayer have always been **THE TALK OF THE INDUSTRY** but this year **AS NEVER BEFORE!** And we will show you that we have barely started!



### HOME SWEET HOME!

**BEFORE** you book Metro-Goldwyn-Mayer Pictures!



### HOME SWEET HOME!

**AFTER** you tell them you've got M-G-M!



Don't be an **OSTRICH!** The Bird that keeps his head in the sand and thinks he's **SAFE** is only fooling himself!

### THE MOVIE HABIT is the METRO-GOLDWYN-MAYER HABIT!

Naturally when they see this **BIG** picture, you can't get **on all the** them into **your house unless you give 'em this**



—and never, never was there a year when this was stepping so high, wide and handsome!



"Let's go! It's an M-G-M show!"

### FOR INSTANCE! To name just a few:

**MARIE DRESSLER** in **EMMA**  
**Wallace BEERY, Clark GABLE**, in **HELL DIVERS**  
**GARBO-NOVARRO** in **MATA HARI**  
**SHEARER, MONTGOMERY** in **PRIVATE LIVES**  
**Wallace BEERY, Jackie COOPER** in **THE CHAMP**  
**Joan CRAWFORD** in **POSSESSED**



You don't hear about shake-ups and upheavals at the M-G-M studios!

All honor to the brains, loyalty and conscientiousness of the M-G-M Studio Showmen.

### IT TAKES A SMOOTH-RUNNING OUTFIT TO CREATE THE BIG, NEW PRODUCTION IDEAS!

### FOR INSTANCE! To name just a few coming:

**FREAKS**—A land-mark in screen daring!  
**ARSENE LUPIN**—John and Lionel Barrymore together!  
**TARZAN, THE APE MAN**—Another "Trader Horn"!  
**POLLY of the CIRCUS**—Marion Davies and Gable together!  
**PROSPERITY**—Dressler-Moran are in again!  
**LIMPY**—Jackie Cooper at the top of his fame!  
**STRANGE INTERLUDE**—A Norma Shearer Triumph!  
**LETTY LYNTON**—Joan Crawford does it again!  
—and of course, **GRAND HOTEL** with Garbo, Beery, Crawford, John and Lionel Barrymore, Lewis Stone.



### PARDON ME if I seem to PAT MYSELF on the back!"

Pride that's justified! Pride in the product he has delivered! Pride in every member of his loyal organization! Pride in the knowledge that he goes on to greater heights! Pride in the faith of the public which he serves! Pride in his association with the leading exhibitors of America! And they are proud of him!



## KEEPING UP WITH F. & M.

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

### Chinese Yank

Coast kiddies oughta lay off Jue Fong, tenor of F. & M.'s "Cherry Blossoms" Idea, with that song "China is calling her reservists to the colors." Maybe China is, but where the Joke pains Fong is that he was born in Portland, Ore. Studied medicine at University of Oregon, of which he is graduate. Then studied voice under the famous Theodore Schroeder in Boston. Never in China in his life, this Yank!

### Personal Appearance

Florabel Muir, famous Hollywood news writer, credits F. & M. with bringing people to the picture houses, but credits another firm with "starting the personal appearance vogue a year and a half ago." F. & M. did it with Al Jolson four years ago, according to the records, and other agencies followed suit, the one quoted by Miss Muir being the last to do so.

### Compson Happy

Betty Compson's F. & M. Idea has started in blaze of glory and star seems very happy to be on boards again. Doc Howe on arrival, New York from Coast, reports Compson booking has inspired other talkie stars to seek F. & M. engagement. Manner in which she was introduced around Miss Compson, fitting her like glove, has intrigued other Hollywood screen luminaries contemplating "fish" return.

### Eunice's Start

Brooklyn Eagle Magazine article on Eunice Healy tells of her Manhattan success with Ziegfeld, Carroll and now Ed Wynn. Writer is Rian James, Eagle drama critic, who reveals Eunice first appeared on stage for Jack Partington in San Francisco, her birthplace, and then went into F. & M. Ideas for three seasons, getting complete stage training. Partington now F. & M. stager in New York.

### Mimics Anything

Keith Wilbur, in "Once Upon a Time Idea," is real international performer in his impersonations all over the world, and just getting in from England, where he played all last season. Wilbur's imitations are real hot stuff, such as auto slipping through flock of sheep, Australian laughing jackass, cats having argument, five musical instruments of a backwards dance band. Born in New Zealand and still has the accent.

### Warner-F. & M. Quest

Jerry Franks assisted Ben Bard at eliminations Warner Brothers-F. & M. Talent Quest conducted at Stanley Jersey City. Marco and Jack Partington were surprise guests of Managing Director Larry Copley Monday night, the surprise being so apparent spotlight operator got his calcium on the wrong "visitors." Conley blew notables to ride in Hudson Tunnel, to get them to his pretty opry house.

### Candy Kids

"Modern Minstrels" girls at Fox did some stunning photos for Manager Rod Wagoner to illustrate candy-eating symposium by J. E. Surrick, distinguished Philadelphia syndicate writer. Box of bonbons, not a prop, used in making the shots, did disappearance act immediately afterward. "Modern Minstrels" cast observed chewing much candy right after the event, permitting reader to drawn own conclusions. Surrick article goes to big string of American papers.

### Brendel's Hit

El Brendel, newest F. & M. personal appearance star, first out-and-out talking-comic act to appear at Romy and registers biggest applause ever given individual artist there. Jack Haley, F. & M. "grad," going into Palace for run. Two recent F. & M. boys, Harry and Frank Seamon, getting laughs in "Laugh Parade" every night with their comedy acrobatics. Help E. Wynn make this Broadway show a gale of laughter.

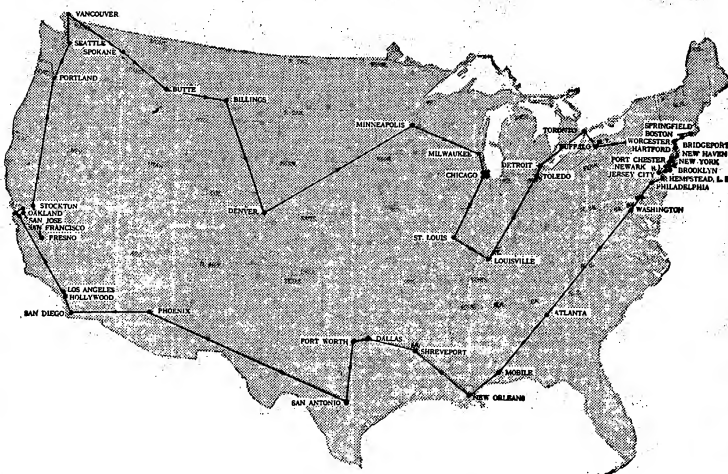
### Skouras Doin's

George Skouras and Marco presided over Skouras Brothers management meeting at F. & M. New York office just before Marco left for Coast with Spyros and Charley Skouras. Meeting dealt with high class acts now going into Skouras bill at Skouras and the Merlins Lewis, manager, where three sock acts appeared in succession: Callagary Brothers, York and King, Russ Columbo. And patrons thought they were at Palace downtown.



# GET ON THE MAP

with Fanchon & Marco—longest and  
most solid route in vaude history.



42 weeks of playing time in 52 of  
the country's ace houses.

# FANCHON and MARCO INC.

Offices

HOLLYWOOD SAN FRANCISCO SEATTLE MILWAUKEE NEW YORK

# Indies Increasing Bills and Selling Vaude Over Films More Than Ever

On the ground that pictures are not selling for them, including some who have established themselves as New York hits, independent exhibitors with combination policies are selling their vaudeville stronger than ever. Along with this new trend among the indies is a move to increase number of acts on shows.

Walter Reade, operating the Broadway, Kingston, N. Y., last week ordered vaude for that house increased from five to seven acts each half. Another indie, following suit, will be the Embassy, Port Chester, N. Y. House has been playing last halves only. On Monday (3) goes into a split, with numbers acts also jumped from five to seven.

Reade in Kingston did the town's business with the seven act shows, topping, from accounts, the Orpheum and the Kingston with straight films.

Indies who in the past few months have moved into the vaude column are beginning to give their stages a filling and the indies with their pictures. In the old days they seldom sought to actually sell the vaude show, usually concentrating most of their energy from the b. o. viewpoint on films.

Only when an outstanding picture comes along are the indie exhibitors now giving it the big plug to the exclusion of the vaude end. According to exhibitors, this even goes in many situations where the opposition has supposedly stronger pictures and, as occurs frequently, on first run as against vaude house of second run classification.

## RKO Juniors Will Go to 4-Act Bills Starting Feb. 20

RKO's 16 junior houses in the middle west, now playing five-act bills, will cut to four Feb. 20. Circuit declares results with five acts in the so-called Junior Orpheums have shown that under the low budgets prevailing, more quality and less quantity is that better policy.

Towns affected will be Madison, Rockford, Des Moines, Cedar Rapids, Sioux City, Davenport, Ft. Wayne, South Bend, Springfield, Ill., and Grand Rapids. All booked by W. B. Berger.

Budgets will not be lowered despite the act reduction.

## RKO TRAILER ORDERED IN AS REGULAR SHORT

A 650-foot film, made in four hours on the stage of the RKO Madison theatre in New York last week, at a cost of around \$150 and intended as a trailer for the Olsen and Johnson vaudeville act, will be played as a regular short in all RKO theatres.

After looking the picture over in the projection room, RKO operating department advised all theatres on the circuit to book it when needing a short as a filler. Order places the film in RKO's straight picture houses in addition to the vaudeville. In the latter it will build up Olsen and Johnson's engagements in advance.

Olsen and Johnson paid the cost of the trailer and charged it off to advertising. It was the second talking trailer on a vaudeville act made last week, the first being a 250-footer of the Camel Period, radio commercial.

## Brendel in Loop

Chicago, Feb. 15. El Brendel is booked into the Oriental week of March 18. Screen comedian has been playing for Fox in the east.

## BROWN'S TRIP OFF

Preparations to bring Joe E. Brown east for a week of personal appearances have been cancelled by Warner Bros.

Comedian is forced to remain on the Coast for two more Warner films.

## G. & G.'S \$3,500 GUARANTEE

Two RKO Weeks on Percent for Cleveland Air Act

Another radio act, Gene and Glenn, has been re-booked by RKO on a guarantee and percentage. So the three dates have been arranged for the Cleveland ether act, which will total 10 people. These are Palace, Cleveland, Feb. 27, full week, and Akron and Youngstown, splits, March 5.

Act booked through NBC will get a reported \$3,500 guarantee. Percentages are 50-50 in Cleveland over \$31,000 and same split in Akron and Youngstown over \$15,000 each.

The booking carries provisions for broadcasting by Gene and Glenn during the Akron and Youngstown engagements, with the theatre to pay wire charges of \$1250 for Akron and \$1500 for Youngstown. Act is to furnish its own indoor amplification system and carry its own engineer.

## F-M Is to Book Stages for Skouras, All Eastern Houses

Fanchon & Marco will do all the stage booking in the east for Skouras houses as at present and, from all indications, indefinitely. This includes all spot booked vaude and excepts only the Paramount, Newark, which is in the Publickings group. Fanchon claims its attractions through the William Morris office.

Prior to Spyros and Charlie Skouras' departure for a tour of the Fox-West Coast houses, Arthur Fisher was approached to handle the Skouras booking but nothing to date is definite on that end.

With Spyros and Charlie Skouras, accompanied by E. L. Alpersen, who will act in a general executive capacity, now in the west contacting F-WC towns, the east is operating under George Skouras and Edward Peakay. Latter, moved over from Warner Bros., is also supervising film booking with several buyers under him.

Don Jaycox, formerly in charge of film buying, will oversee operation of the upstate Fox-Schine group for Skouras. Jaycox left Wednesday (10) for a tour of the houses in that division.

Skouras circuit has its film bookers, Harry Zopf, for the Publickings string of 19 houses in New Jersey, Pennsylvania and Virginia, controlled 60% by Publick and with bookings clearing through that chain.

## CBS Books Jarret as Own B'klyn Opposish

Art Jarret, CBS singer, is booked for four weeks with Fanchon & Marco in New York, opening Feb. 19 at the Fox, Brooklyn. Jarret goes in for \$750 per for the first four weeks and \$1,000 for the second four weeks if the option is exercised.

Jarret, who arrived in New York from Chicago about three months ago, is under a CBS contract.

While at the Fox, Brooklyn, Jarret will be in opposition to Bing Crosby at the Brooklyn Paramount. Both are on CBS.

## Dance School Tragedy

Toledo, Feb. 15. With her mother dying in a nearby room, Edna Ransome, dancing teacher, started a show with her pupils at a hairdresser's convention here last week.

Mrs. Nellie Brooks Ransome, 64, had been the accompanist at her daughter's lessons for the past 15 years. She went to the convention and was suddenly stricken. Moved to another apartment she died during her daughter's program. For professional reasons Miss Ransome slightly changed the spelling of her name.

## Opposish

An RKO representative is nursing wounded feelings if not pride as a result of his forcible ejection from the Hollywood-New York, by Warner men who caught him taking a squint at a rehearsal of the Lou Holtz show prior to its opening. Flatcuffs are said to have attended the bouncing.

The RKOite slipped in on one of the rehearsals and before long, from the accounts, was spotted by Harry Charnak, who recognized him as an RKO employee. Charnak immediately ordered him thrown out of the theatre. It is recounted.

The Holtz show, with RKO watching what it will do, is the nearest threat of opposition the Palace has faced in many years.

## Jordan's Trial; on Extortion Charge, Due Feb. 16, Boston

Boston, Feb. 15.

Trial of Nick Jordan, former actor, on three counts based on his attempted extortion of local RKO bookers, is set for Wednesday (17). His attorneys last week unsuccessfully sought to have his bail cut to \$15,000, with the result that Jordan, unable to raise the \$25,000 bond, is awaiting hearing in jail.

Doc Breed and Jack Connolly of RKO's Boston office and the detective who made the arrest will be the witnesses against Jordan. It is expected also that Wally Vernon, vaudevillian, may be called to testify.

In the charges against Jordan it is said Vernon was present in the office during one of Jordan's alleged shakedown visits. After Vernon, who has a facial scar, left the office, Jordan is accused with having turned to Connolly and said:

"See the scar on that guy's face? Well, that's what happens to squealers."

Nat Sobel, agent, whose acts Jordan represented in the Boston RKO booking office, is still under indefinite suspension from the New York RKO booking floor, pending disposition of the Boston case.

Sobel continues to maintain complete distance from Jordan's operations beyond the strictly business phase of the deal whereby he authorized Jordan to submit his list of acts to the Boston bookers.

## Fox-West Coast Tests Names for Nabe Spots

Los Angeles, Feb. 15.

Experimenting with the drawing power of a personality in a neighborhood house, Fox-West Coast booked Alice Gentle into the Wilshire for one week. If the opera singer goes over, F-WC will try other names in outlying houses.

Whatever stage stuff is taken for neighborhood F-WC theatres will be spot booked.

## Partington—F. & M.

Holding a contract with Fanchon & Marco, given him a month or more ago, Fox-West Coast yesterday (Monday) went on the F. & M. roll as a vice-president. He will be attached to the New York F. & M. production staff but will have an office in the Paramount building.

Partington will produce units, if called for, and render service in all M. shows of the east. He will have no jurisdiction over vaudeville bookings, it is said.

Partington has been a Publick stageer for about five years. His last contract with Publick expired Feb. 1. In future, Publick units for New York and Brooklyn Paramounts will be supervised by Boris Petroff.

## SANDVAIL FOR NAGLER

Spokane, Feb. 15.

Merlin Nagler, actor and music director at the Fox, is to be replaced by Thomas Sandvail, this week. Nagler replaced Jules Bufano last fall.

Nagler is contracted to F. & M.

## Inside Stuff—Vaude

Although friends and showmen have urged Fally Markus to return to the independent vaudeville booking field, with vaude showing signs of recovering its pre-talker position, Markus states he will not go back into that branch of show business. He is not influenced in that decision altogether by other interests which he has developed since retiring as an indie booker two years ago.

Instability of the independent operators, many of whom are said to still hold heavy unpaid bills from Markus when he booked vaude, coupled with an aim for something more substantial, is at the bottom of his decision to refuse a comeback.

Last week Markus bought control of the Photographic Reproduction Corp., in existence less than a month. He also has his Markus-Berman employment agency, supplying help to theatres.

On orders of the William Morris agency, New York, the elevator boy in the Mayfair theatre building cannot stop at the ninth floor. He is to take everyone to the tenth, where the Morris office, occupying both floors, has its reception desk aloft.

Coming down, elevator is permitted to stop at the ninth shelf.

Sheridan Square's return to straight pictures leaves Pittsburgh without a vaude site again. Harris and Enright likewise reverted to film policy at the same time, making the Penn and Stanley, downtown, the only two film houses with stage shows.

Move puts a couple of dozen musicians and a flock of stagehands out of work. It's a blow at the union, because musicians' local ended a 15 weeks' strike in December with understanding that more men would be put to work through Enright, Harris and Sheridan's resumption of stage attractions.

Harry Rose kidded the wrong person when playing the Palace, Cleveland, recently. A woman with a diffidence, Publick de luxe coat was walking down the aisle. Rose asked her if she couldn't find a seat. The customer bawled him out plenty, saying she wasn't supposed to amuse him but just the reverse.

Then Maurice Spitalny, the pit leader, thought it a spot to help things along and started to play "Hearts and Flowers." The other acts were in the wings roaring, while the audience thought it was part of the turn. Later, Rose was told the woman threatened to serve him in a suit. He was so upset he lost his voice. Later in the week, when a man came down front waving papers, Rose rushed from the stage.

## ASH QUITS WARFIELD

Hands in Notice and May Run Tait's—Hermie King Successor

San Francisco, Feb. 15.

Paul Ash has handed in his notice to Joe W. Warfield and stepped out of the house this Wednesday (17) after 10 weeks. Hermie King succeeds, coming in after two years across the bay at the Fox Oakland.

Ash will vacate for a few weeks. He has a proposition to take over Tait's, at the Beach, and operate it as a class night spot.

## DEAL ON FOR ROAD 'FOLLIES' AT PALACE

A Ziegfeld-RKO deal for the road "Follies" to play the New York Palace was under discussion last week. George Woods, Harry Richmond's manager, attempted to bring the booking office and Ziegfeld together, but nothing definite has developed yet.

Reported proposition involves a straight \$17,000 guarantee for the revue, practically intact, at the straight vaudeville house.

## Court Decides Flash Contract Doesn't Go

Chicago, Feb. 15. Another chapter in that Ted Healy-Lou Backenstoe-Joe Mendel II (the monk) novelette got funny this last week when the courts here dismissed a suit by Backenstoe against Healy for four weeks' wages. Backenstoe claimed that according to the contract Healy owed him four weeks at \$500 per for his monkey act.

Healy won the case on the plea that the Backenstoe so-called contract was not really a contract, but was merely for flash purposes. It was stated to the court that the figures in the contract were phony and that the actual salary agreed upon was \$100 a week.

## Clarke-Verdi Resume

Eddie Clarke and Joe Verdi, standard vaude team until their split eight years ago, are reuniting. Billy Diamond framed the reunion. Addition of a girl will make the revival a three act.

## Farmers Visit Berlin

Berlin, Feb. 15. Gloria Swanson and Michael Farmer are here for a few days looking around.

Pair are honeymooning.

## Reis and Dunn's Shorts

Reis and Dunn, CBS radio team, is engaged to make a series of shorts for Paramount. The team started the first short yesterday (Monday).

## Publix Demands Hinda Cancel Burley Return, And Strip Dancer Does

Minneapolis, Feb. 15.

Hinda Wausau, burlesque stripper, will not go directly from the Gayety, it is believed, to the Publix, stock burlesque theatre here. When Publix learned she had contracted for a return engagement at the Gayety immediately following her Minnesota date, the week of Feb. 26, it notified her she would have to cancel one or the other of the bookings. She chose to play the Minnesota engagement.

Publix signed Miss Wausau for the Minnesota following the furore created by her during a three weeks' guest engagement at the Gayety. It is believed to be the first instance of any strip burlesque dancer getting a booking in a Publix deluxe picture house.

Harry Hirsch, Gayety manager, will likely try to hold Miss Wausau to the contract, but she says she will go from the Minnesota to the Woods, Chicago, instead. Hinda will do 'exotic' dancing instead of stripping at the Minnesota.

## CAPA vs. Club Booker

Chicago, Feb. 15.

Complaint against Marvin Campbell, club booker, has been registered by the Illinois license commissioner by the Club Artists' Protective Association. Latter charges Campbell failed to pay off several members for club appearances.

Case was scheduled for last week but has been continued for another seven days.

## ROACH'S SKY HAZARD

Hops From Buenos Aires for Home Over Jungle Lands

Buenos Aires, Feb. 15.

Hal Roach is off on his home trip, going to class with Hollywood via Columbia, Brazil and Santa Cruz. All in his own plane and a hazardous trip which entails passing of the huge forest wilderness.

Arthur Loew, who started down to South America with Roach, came back alone, arriving in New York yesterday morning (15).

## Olsen-Johnson Shorts

Syracuse, N. Y., Feb. 15.

Olsen and Johnson, who start a RKO intact tour here this week, due to class with Hollywood Corp. for a series of film shorts. Will be made on the Coast when their vaude tour ends.

It will be their first one and two-reel work. They appeared in features for Warner.

# WANT B'WAY VAUDEVILLE FIGHT

## WB Revoking Agency Franchises; Is in Favor of Open Door Policy

Warners will revoke the 12 agency franchises issued last November and declare an open door policy for all agents in its New York booking office. Decision to return to the non-franchise system, discarded last fall, was one of the first official acts of the new Warner booking head, Harold Kemp.

Although Kemp will swing the doors open to all agents, it is likely that free access at all times to Warner bookers will only be accorded to ex-franchise holders who sell the bulk of the Warner shows. The other agents will make the Warner office on a schedule basis at certain hours only and for a given number of days weekly.

The franchise system was thought necessary when around 50 indie agents were crowding the Warner office daily and swamping the only two bookers in the office. Kemp now feels that a less drastic method than franchising will serve just as well to lessen the strain on the bookers, and at the same time widen the talent source by covering the independent agency field.

### List of Agents

The agencies losing their Warner franchises, but retaining special privileges, are William Morris, Lyons & Lyons, Charles Yates, Leddy & Smith, Jerry Cargill, Eddie Meyers, Al Grossman, Charlie Fitzpatrick, Meyer North, Ed Rellie and Herman Clifton. Sam Bac-ris, one of the original Warner franchise holders, relinquished that ticket along with his Loew franchise to go on the RKO floor last week.

Fox-F. & M. booking office, which franchised practically the same agents simultaneously with Warners last fall, states it has no intention of dropping the franchise system. That office issued franchisees permits and granted permission to 22 others to call at the office at certain hours.

## F. & M. GIRLS' HALF PAY DURING CHI LAYOFFS

Chicago, Feb. 15. With F. & M. units running into layoffs around town through conflict with special shows being booked by B. & K. in houses like the Oriental and some neighborhood stands, B. & K. is considering a plan by which the unit line girls will lay off on half salary.

Plight of the chorus girls, earning an average of \$21.42 a week, has become aggravated through these necessary layoffs in town, with nothing to fill in around here. In some instances B. & K. has tried to take care of the F. & M. girls and even some principals by spot booking them where and when possible.

## Job and \$1,100 Lost In Chi Union-RKO Jam

Chicago, Feb. 15. Following a jam that cost RKO \$1,100 to settle with the musicians' union here, Charles Eddy, local RKO club booker, is out.

Eddy contracted the Manny Gott orchestra for the Golden Pippin cafe on the west side, which fold without paying the band off. Union took the matter up direct with RKO. The circuit paid off pronto but told Eddy he was through. Latter was slated to appear before the musicians board for a hearing last week, but blew out of town and presumably escaped.

Ralph Williams is being sent on from New York this week to take charge of the RKO club department here.

### Discovered

Hollywood, Feb. 15. Mysterious mug got an interview with a studio exec, claiming he was a comedy idea discoverer. After handling the studio man some examples of his work, he was asked if he were a writer?

"No, just a discoverer," said the mug.  
"Where did you discover these ideas," asked the exec.  
At the RKO theatre," answered the mug.

## Film Names Ogle Vaude and Form Odd Stage Pairs

Hollywood, Feb. 15. Film names in increasing numbers are ogling vaudeville. In most cases a full route and not just a few fill-in weeks on the personal appearance bills are wanted. Pending or contemplated bookings after the following:

Anna May Wong, who opened this week at the State, Long Beach, Cal. in a song and dance turn.  
Owen Moore performed Feb. 27 to a monolog, using the picture screen as a stage through a girl foil who crossfires with him from the screen.

Sam Hardy talking \$1,500 weekly from RKO for a monolog on Hollywood.

Zasu Pitts and Johnny Hines is a two act soon to use Long Beach's convenient hideaway.  
Evelyn Brent and Tom Dugan, dramatic skit.

Less advanced in plans are turns individually by Robert Bosworth, Gettrude Astor, Henry Kolker, Edward Marindel, Lee Moran, Gene Tryon, Helen Ware, Kate Price, Tyler Brooks and a two act of Chester Conklin and Mack Swain.

Louise Fazenda is also breaking in a two act with a male partner in Phoenix, Ariz., within a few weeks. Subsequently he'll head east. Act written by Charlie Williams.

## BERNIE'S 6 RKO WEEKS AT \$6,000 IN SPRING

Ben Bernie's band, at \$6,000, has been booked for 12 RKO weeks by Webster-Simon. The ether maestro starts April 15 in St. Louis with the balance to take in other important midwest RKO towns and probably a session at the Palace, New York. Bernie will continue his CBS nightly broadcasts from wherever he plays, with the network paying the wire charges.

## Take Van Off Train

Chicago, Feb. 15. Sudden illness, believed to be flu, caused Gao 'Van' to be removed from a train at Springfield, Ill., on his way from Louisville, Ky., with an RKO unit.  
Bill opened at the Orpheum, Springfield, Saturday (13), with out Van. Nobody replaced.

## Oriental's Ether Pair

Chicago, Feb. 15. B. & K. is scouting for radio talent for personal appearances. Lee Simms and Homy Bailey, staff artists over NBC locally, play the last name ether act B&K used at this house was Clara, Lu and Em.

## WB PALACE'S 1ST OPPOSISH IN YRS.

Vaudevilleans Root for Hollywood Theatre and Palace to Prosper—Don't Expect Policy to Go Beyond N. Y., but a Morale Builder—Houses Line-up High Cost Bills

### HOLTZ \$25,000—NEWARK

Vaudeville people are hoping a hot opposition battle will develop on Broadway between Warners' Hollywood, which opened last night (Monday) with a \$15,000 Lou Holtz-booked and headlined show, and the RKO Palace. The vaudevilleans are also pulling for a successful even break for both houses in the fight.

Whether the policy clicks or not at the Hollywood, it isn't believed that the straight vaude will spread beyond Broadway. But the publicity value in the Broadway struggle for vaudeville business, according to current anticipation in the various booking offices.

For the first time in years the Palace bookers last week were confronted with the problem of booking an opposition show. In recent years they have been accustomed to buying bills for the Palace as a house that stood alone on Broadway and good or fell on its own merit, with no comparisons to harm or help. Not since the Shuberts' short lived variety threat have the Palace bookers gone up against the complete angle. Before that the only other opposition passed out when Hammerstein's faded. That was 18 years ago.

### Heavy Cost Bills

To back their opening shots, both theatres are priming their guns with heavy money follow-up bills. The Hollywood is negotiating for a line-up comprising Ruth Etting, Cab Calloway's band, Walter Winchell and his orchestra, and a line-up of the opening layout. Initial show has Holtz, Clark and McCullough. Vincent Lopez's band, Lydia Robert, Roswell Sisters, Venita Gould, Jay Brennan, Snakehips Tucker, Three Little Words and a Dave Gould girl line.

On Feb. 27, and hoping for a run, the Palace will counter with a line-up including Frater, Joe Barbara Stanwyck, Benny Rubin, Jack Hinely and possibly Marilyn Miller. If not on that show, Miss Miller may come in later in a proposed combination involving Leon Errol and Walter Catlett.

Pay and Miss Stanwyck (Mrs. Pay) are a combination booking at \$15,000. Robert and Holtz are down for \$2,000 each, while Miss Miller's asking price, \$5,000, is said to have been agreed upon by RKO. Latter originally offered \$1,000 less.

Currently the Palace is playing a bill booked in for two weeks, Sophie Tucker, Smith and Dale, Jack Whiting and Bill Robinson's colored unit are headlining.

### WB Figures 4 Wks.

Warners is planning on at least four weeks for its opening Hollywood bill and is considering a six (Continued on page 48)

## Sir Harry's Annual 'Goodbye' Next October

Sir Harry Lauder's customary farewell tour, with Bill Morris producing, is usual, will start next October in Canada. Probably pushing off in Toronto, jaunt will include around 20, enlisting weeks in the U. S. The usual variety bill will be complete.

At least one of the 20 weeks will be played in New York.

## RKO Limits Agents on Floor; Awaits Edict of 'No Politics' Before Launching Drastic Cut

### Pardo's Record

Bob O'Donnell, of Publix, claims Eddie Pardo has laid off for so long he's regained his amateur standing.

## ORPHEUM OPENS WITH DENVER SPLURGE

Denver, Feb. 13.

Denver's new Orpheum theatre opened Thursday night (11), as a civic affair. The entire gross from the opening show was turned over to the local committee on unemployment.

Because of this the Junior Chamber of Commerce arranged many of the details and was responsible for a parade at noon, marking the opening of 'Optimism' week, so decorated by proclamations from both Governor Wm. Adams and Mayor George Begole. All parade units carried banners of congratulation to the new Orpheum. The parade disbanded after passing the new Orpheum, where state and city officials sat in the reviewing stand.

A silver decorating scheme is carried out throughout the house. The silver idea, taken from the fact that Colorado is fighting for the comeback of silver, is carried out in the chandeliers, they having the appearance of being huge bunches of silver candles.

A thyatron switchboard permits gradations of lighting obtained by turning knobs similar to radio control, and permits finer and better results in lighting effects.

The house seats 2,600. Thousands stood in line and many were turned away the first day. Price is 65c, with all seats reserved.

The premiere vaude bill, an RKO intact unit, was sent out from New York to take up the extra week caused by the week here, headed by Nick Lucas and backed by Sid Marlon with Marie Du Val, the Four Ortons, and the Earl Lindsay Revue of 1932. The opening picture was 'Peach of Heno' (Kodak).

Earl Kaye, leader of the Denham orchestra the past winter, is leader of the Orpheum orchestra, with Howard Thilston, for years leader of the old Orpheum musicians, as assistant bandleader.

Louis Hellborn, manager of the old Orpheum for years, and Charles J. Stevenson, assistant manager for a long time, are back in their old positions.

Charles J. Wilson, formerly Sells-Floto press agent, will be advertising manager. Ben Serkovich was here handling publicity on the event.

## Jas. Thompson, Thought Destitute, Left \$2,000

Chicago, Feb. 15. Creditors of the late James Thompson, vaudeville actor, are likely to collect as a result of a hidden estate which was unearthed there last week.

When Thompson died in March, 1931, he was buried by the local NVA fund. Besides NVA, there are several New York creditors, among whom are agents of the American listed are Jeff Davis, Edward Wilmer and Charles Sampson.

Estate, opened here last week by attorney Henry A. Kitchin, figures about \$2,000. First to collect will be the NVA, which had funeral expenses of \$215.

Limitation of the number of agents on the floor at any one time, as instituted by the RKO booking office last week, is a temporary forerunner, to the impending wholesale cut under which all agents not showing a visible income of \$50 a week on RKO bookings will be ordered off the floor. Latter plan was described in 'Variety' last week.

At a meeting in the booking office the franchise holders, or office heads, were advised of the temporary reduction which went into effect the same day. Meanwhile, from reports the booking office is awaiting assurance from other RKO excess that there will be no interference with the final agents' cut, nor exertion of pressure in behalf of any agent who might be affected.

Said to be felt by the booking office that all past attempts to reduce the agency lists have failed because of intervention for agents by political connections, and that success is not certain until the impending cut unless assurance is given that no strings will be pulled.

### 2-Man Agencies

Under the temporary slice the four top-agencies, whose status was regulated by their income on RKO vaudeville booking commissions only, with no outside profits counted, will be permitted to have two representatives on the booking floor at one time. All other agencies are limited to one floor rep.

No limit has been made between the number of agents associated with a franchised office. RKO says it is not interested in who happens to be on the floor for an agency or how many people are teamed.

The four top agencies with two-man permits are Werber-Simon, Jack Curtis, Charlie Morrison and Blondell & Mack. Latter agency is only a year old, its joint franchise holders being Arthur Blondell, former Keith booker, and Bill Mack, former Loew agent.

There are now 51 franchised RKO agents and producers, with no real distinction made between the agenting and producing types. Included are the NBC and CBS artist bureaus, both booking direct with RKO under regular agency tickets.

### 1-Man Agencies

The RKO franchise holders limited to one floor rep are: Nick Agneta, Sam Barwitz, M. S. Benthum, Henry Bellitt, Charles Bierbauer, Lew Cantor, Wayne Christie, George Cioos, Ben Davis, Harry Fitzgerald, Leo Fitzgerald, Thomas Fitzpatrick, Marty Fortina, George Gifford, Max Gordon, Max Hart, Max Hays, Billy Jackson, Jennie Jacobs, Norman Jeffries, Eddie Leddy, Harry Lester, M. S. Lewis, Pete Mack, Charles Maddock, Bart McHugh, Hugo Morris, Morris & Oz, Roger Murrell, Harry Norwood, James Plunkett, Richards & Rogers, Harry Roman, Maurice Rose, Harry Seamon, Sam Shannon, Nat Sobel, Louis Spelman, Lee Stewart, Lou Turek, Thimman & O'Neal, Weedon & Schultz, Jack Weiner, Charles Winslin.

## COLUMBO WORKS GRATIS ON PERCENTAGE DEAL

Russ Columbo worked gratis on his opening Skouras stage date in New York last week, failing to draw the desired under a straight percentage booking. He's at the downtown Academy the current first half. Opening date was a last half at the uptown Audubon.

Academy, Harry rep a first half. Columbo is alternating at the two Skouras theatres with Ed Louvy.

## Want B'way Vaude Fight

(Continued from page 47)  
week stop limit for all shows. How long Holtz will remain, should the policy get over in a permanent way, isn't known. Meanwhile, he's personally booking the shows with the contracts signed jointly by Warners and the comedian.

Under the terms, the first \$15,000 in the boxoffice pays off the acts and Holtz. The next \$10,000, or expenses, go to the theatre. After that, if any, Holtz and the house split equally. Of the \$15,000 opening stage budget, Holtz is reported spending around \$9,000 for support

acts. He guarantees that pay-off himself.

With 1,800 seats at a \$2 week night top, \$2 Saturdays and Sundays, and on a 15-performance basis, the Hollywood can gross \$40,000 if playing to capacity. If getting \$30,000 the first week it will probably break. After the opener, \$26,000 or \$27,000 may get it by. Advance and first week's exploitation and advertising costs, charged off on the opening gross, amounted to around \$4,500.

The 15th performance weekly will fall on Saturday midnights. Warners figures on attracting a professional crowd at that performance. Palace's 15th is a supper show on Sundays.

### Holtz's 'Ice'

A modified ticket agency buy has been arranged for the Hollywood No. 3625 number of tickets named, agencies to buy what they wish on a week to week basis.

However, a premium, known as 'ice', goes on each ticket. That extra coin will be placed on the box-office statements. Reason for that is that Holtz will participate, being a 50-50 partner with WB in the Hollywood venture.

Newark, Feb. 15.

The Lou Holtz vaudeville bill in its break-in week at the Shubert

here last week, walked out with around a gross of close to \$29,000 and \$20,000 on percentage terms, giving Holtz a big profit on his gamble. He guaranteed the acts' salaries on a straight percentage deal between himself and the theatre.

Bill played at two-a-day and \$2 top. Holtz' terms gave him 75% of the first \$25,000 and 70% of anything over that figure.

### 2 Chi Sundays

Chicago, Feb. 15.

Two local theatres returned to stage talent last week, the Ritz, westside, and the Colony, southside. Both houses will play five acts of vaude on Sundays as a starter.

Out in St. Charles, Ill., Charles Pratt has once more changed his mind about booking the Arcadia. After having had the house in the hands of the Western RKO office and then the Schallman desk, he has now switched to the William Morris agency to be directly booked by Nan Elliott, who will also handle the Ritz and the Colony. Arcadia plays vaude on Saturday and Sunday.

### Herk III

Illness is keeping I. H. Herk away from his Columbia week office most of the time.

Herk is keeping away as much as possible until recouping.

### KUCHUK AS F-M BOOKER

Benny Kuchuk has been added to the Fanchon & Marco booking staff in New York. He was formerly a Fox vaudeville booker, and prior to that with RKO.

With Kuchuk added, the Fox-F & M act-playing coterie, under Doc Howe, numbers three bookers. Others are Phil Bloom and Jesse Kaye.

### TWO IN BERMUDA

A vaudeville office of five acts will be sent down to Bermuda for two weeks in three towns on the island. It will play a week at the Opera House, Hamilton, and a half week each in Somerset and St. George, opening either Feb. 22 or 23. Jack Linder is booking the two weeks on a guarantee and percentage.

### ADD 3 OHIO DAYS

Three more days, comprising two Ohio theatres, are on the RKO family debt, book under Jack Dempsey. They are an indie Sunday stand in Steubenville, O., and Paramount-Publix' Madison in Mansfield, O., a Saturday-Sunday date. Both spots use four acts. They were brought in by Ernie Forrest, RKO road scout.

### Daily Pay-Off

Chicago, Feb. 15.

Newest thought, in the last snap to save burlesque, is the scheme of paying off each day in order to keep the house open. Unions have started this notion, and it's likely the performers are going to insist on the same safety-first treatment. This protection scheme is being used at the Star and Garter, west side, a quick burlesque spot, which now gets underway daily by paying, pro rata, the salaries to its musicians and stagehands.

### Cohen Undecided

Max Cohen, independent operator of the Beacon, New York, lately dropped by the Warners, has not as yet determined on a regular vaude policy. Meanwhile, he is holding over Jimmy Carr's orchestra. The acts wanted for the house, it is said, are belted too costly.

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INDEPENDENT-RKO  
SIX FRANKLINS**

FEATURING  
ARMENIO  
WORLD'S FASTEST ACROBAT

**RKO VAUDEVILLE INTACT 36**  
(Week Feb. 13), RKO, St. Paul, Minn.  
**VERNON RATHBURN**  
"The Prince of Rhythm"  
and HIS SAX-O-TETTE  
(Dir. Harry Ward-Max Gordon)

**EDITH BOW**  
With Her "MAN TROUBLE"  
Songs by Jess Paurel  
(Direction of Lee Stewart)

**THE ELECTRIC TRIO**  
Wes and Lisa Adams  
Bernice Merahan

**DOCTOR  
ROCKWELL**  
**QUACK-QUACK-QUACK**  
(Direction of Harry Fitzgerald)

**RKO VAUDEVILLE INTACT 75**  
(Week Feb. 19), RKO, Spokane, Wash.  
**HAZEL MANGANE'S GIRLS**  
with ADELITA TATALL  
4 REEDS—AND NO BREDERS  
(Dir. of John Hickey-Jack Curtis)

**HOWARD—FINE—HOWARD**  
"THE THREE LOST SOLES"  
with  
**JACK WALSH**  
(Direction of Blomfield & Mack)  
**THE DECEITFUL ENTERTAINER**  
**FRED KEATING**  
In Spite of  
"The Great Alexander"  
(Dir. Chas. H. Allen—M. S. Benham)

**ADELAIDE  
H A L L**  
"The Crooning Blackbird"  
Personal Mgr. Nicholas Goytz  
(Direction of Weber-Simon)

**RKO VAUDEVILLE INTACT 74**  
(Week Feb. 19), RKO, Yonkers, N. Y.  
**BOB STICKNEY**  
With LILLIAN AXLIN  
in "UP A TREE"  
(Direction of Harry Fitzgerald)

**MAKER and REDFORD**  
IN  
"The Ear Bender"  
(Direction of Jack Curtis)

**THE WORLD FAMOUS  
SINGER'S  
MIDGETS  
OF 1932**  
(Direction of Wenden-Schultz)

**RKO VAUDEVILLE INTACT 73**  
(Week Feb. 19), RKO, Seattle, Wash.  
**FORTUNELLO and CIRILLINO**  
"The Happy Hooligans"  
(Direction of Weber-Simon)

**HOPE VERNON**  
"Singer of Romance"  
(Direction of Jack Weiner)

Meet  
**MARTY MAY**  
Friend of Thousands. Annoyed 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 Sailorettes  
(Direction of Chas. Morrison)

**RKO VAUDEVILLE INTACT 80**  
(Week Feb. 20), RKO, Toledo, Ohio  
**EBONY FOLLIES**  
"A Musical Comedy Romance  
from Alabama"  
(Direction of Harry A. Romm)

**WILL and GLADYS AHERN**  
with Brother Bos  
"Arizona's Fun Spinnery"  
(Direction of Milton Lewis)

Vaudeville's Popular  
**HEALY and CROSS**  
"The Stage Salomeans of Songs"  
(Direction of Charles H. Allen)

**ARTHUR and MORTON  
H A V E L**  
IN  
"Hot Water"—By H. C. Greene  
With Helen Lockhart, Denise Doolay  
and Bud Williamson  
(Dir. Jess Freeman—Chas. Morrison)

**RKO VAUDEVILLE INTACT 79**  
(Week Feb. 20), Milwaukee, Wis.  
**THE AVALONS**  
A Thrill a Second  
(Dir. of Billy Jackson & Jeff Davis)

**HAL NIEMAN**  
"The Yagabond Rover"  
(Dir. of John Hickey-Jack Curtis)

**DONATELLA BROTHERS  
and CARMEN**  
"Wait and See"  
(Dir. of Cliff Barry & Billy Jackson)

**CLARA BARRY  
AND  
ORVAL WHITELEY**  
"He Doesn't Know the Music and  
She Doesn't Know the Words"  
(Dir. of Thomas J. Fitzpatrick)

**RKO VAUDEVILLE INTACT 78**  
(Week Feb. 20), Danbury, Conn.  
**CHAPPELLE—CARLTON**  
"On the Stairway"  
(Direction of Harry Fortkins)

**KRUGEL—ROBLES**  
IN  
"DRUNK AGAIN"  
(Direction of O. L. Oz—Morris & Os)

**DON RUIZ and BONITA**  
The South American Dancers  
Marie Patri—At the Piano  
(Direction of Harry A. Romm)

**FRANK  
LIBUSE**  
The Colonel of American Nuts  
with Myrtle Lansing  
(Personal Mgr., Jesse H. Martin)

**RKO VAUDEVILLE INTACT 77**  
(Week Feb. 20), St. Paul, Minn.  
**THE ORANTOS**  
World's-Only-Duo-Perch-Act  
(Direction of Jack Weiner)

**MARTHA MORTON**  
The Darling of the 4 Mortons  
and **EDDIE PARKS**  
The Slick Soap Salesman  
(Direction of Thos. J. Fitzpatrick)

An Artistic Idea From Paris  
"LIVING JEWELRY"  
—with **HOOVER and CAMP**  
Evelyn Singer and  
Stanley Simmons  
(Direction of Chas. Morrison)

**DON  
ZELAYA**  
The Philosophical Pianist  
(Direction of Weber-Simon)

**RKO VAUDEVILLE INTACT 84**  
(Week Feb. 20), Rochester, New York  
**OLSEN  
AND  
JOHNSON**  
and Their  
"ATROCITIES OF 1932"

22 Nuts of All Kinds  
All With One Idea and One Purpose  
—To Make You Laugh—  
**BATA and BESSIE KAPPLER**  
"Two Beautiful Dancing Singers"  
"The Eight Mus-takes"  
"Nestling in a Bouquet of Idiots"  
With Moore and Shy, Geo. Moore,  
Joe Perry, Sidney Gibson, Gibson,  
Gibson, Gibson, Gibson and Gibson  
and Sandy Nuts—Too  
Numerous to Mention!!

**RKO VAUDEVILLE INTACT 83**  
(Week Feb. 20), 105th St., Cleveland, Ohio  
**ROSSETTE and LUTMAN**  
In "Dance Stories"  
With GRACE BEATRICE WYLLIE  
(Dir. of Max Tishman, Plunkett office)

**DE VITO  
and DENNY**  
with  
**DOT STEVENS**  
in "Lady Harrower's Reception"  
(Direction of Chas. Wilshin)

**LITA GREY  
CHAPLIN**  
"The Charming Chantrea"  
Personal Mgr. Nicholas Goytz  
(Booked by Weber-Simon)

**RKO VAUDEVILLE INTACT 82**  
(Week Feb. 13), 150 St. Cleveland, Ohio  
**GLORY E. LEE  
and HARRIS TWINS**  
TWO JACKS and a QUEEN of PEP  
(Direction of Sam Shannon)

**VIC OLIVER**  
Europe's Gift to America  
with **MARGOT CRANGLER**  
(Direction of Phil Olsen)

**CASS, MACK and OWEN**  
"On the Up and Up"  
(Direction of Sam Tishman)

**NAN  
HALPERIN**  
Tells You About Women Here,  
There and Everywhere  
(Direction of Jack Weiner)

**RKO VAUDEVILLE INTACT 81**  
(Week Feb. 20), RKO Dayton, Ohio  
**ANN ROTH** England's Pop  
Representative  
**JOY FINLEY** Havelian  
Dance Princess  
**MARY DUNCLEY**

**WALTER (Mouse) POWELL**  
Benny's Bad Boy and  
"RED" PEPPER  
The Cayenne Comedian

The Three Playboys  
**DENNY LYNCH**  
**MYRL ALDERMAN**  
**RAY EHRLHART**  
The Ultimate in Harmony

**BENNY  
MEROFF**  
and His Famous Orchestra  
Personal Mgr. George Wood  
(Dir. Bill McCaffery—Leo Fitzgerald)

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## Vaude Waking Up Again in Midwest; Butterfield Returns

Chicago, Feb. 15.

Biggest surge of vaude in more than a year is under way in the Midwest, three circuits having already set dates for the return of acts, to be booked out of the local RKO vaude office. Butterfield group in Michigan starts out once more, placing three days apiece into the Strand in Lansing and the State, Kalamazoo, starting Feb. 20.

Both theatres will use five acts, on Friday, Saturday and Sunday. Flint is now playing vaude on the week-end, booked locally, but likely to switch to the RKO floor here to fit in with the other two spots.

Midget intact is being established by the western RKO office to supply circuit houses in Missouri, Kansas and Arkansas. Public-Dubinsky theatres in Springfield and Jefferson form the first two dates on the route of a three-act intact, playing Friday and Saturday in Springfield and Sunday in Jefferson. On Feb. 18 the Fox West Coast theatres in Kansas and Arkansas hit on this route. Hutchinson gets the show on Thursday and Friday, then to Emporia for Saturday and finally in Arkansas City for Sunday. Sedalia, Mo., is announced as a probability shortly. Those and the Butterfield time will go on Dick Hoffman's book.

Matty Rosen to Yates  
Matty Rosen, with Lyons & Lyons for several years, is switching to the Charlie Yates agency.  
With L. & L. Rosen was in the vaudeville department.

## N. H. Fox Vamping

New Haven, Feb. 15.

Fox-Poll goes straight films Feb. 26. With switching of Fanchon & Marco units to the Paramount some months ago, house tried placing up its own units weekly, using previous Roxy material as the nucleus. Additional expenses of production made venture unprofitable and on Xmas it went regular vaude.

Dropping of pit men with incoming policy leaves a contract understanding with musicians hanging fire. Men claim previous contract of 1930-1931 for 30 weeks work is still in effect, with four more weeks to go. Management says contract expired a year ago and musicians have been working on two-weeks notice.

## Akron's Full Week

Akron, O., Feb. 15.

RKO Palace returns to full week policy Feb. 20, after almost a year of splits. Four act bill has been dividing the week between Youngs-town and Akron. Pictures will also run a week.

RKO has the only stage show in town now, with burlesque out at the Grand.

## FISHER KENTUCKY BOUND

Chicago, Feb. 15.

Mark Fisher, former B. & K. m. c., moved to the Rialto, Louisville, to take over the ceremonies job, starting Feb. 18.

Fisher, placed by Kennaway, is set for 20 weeks. Rialto recently joined the P. & M. unit route.

## F. M. St. Louis Units

Hollywood, Feb. 15.

Fanchon & Marco will produce two new shows in St. Louis, the first opening Feb. 26.

These will fit in after completion of the route of the pair produced there last fall.

## Pitman Joins Bentham

Richard Pitman, Equity franchised legit caster, is giving up his own business to go into the M. S. Bentham agency.

Pitman will head the legit and picture departments for Bentham.

## RKO Returns 7 Houses to Film; Two Add Vaude

With Pittsburgh, Detroit, Vancouver and San Antonio dropping vaudeville and Dallas a possibility, combination policies with RKO are receding since Jan. 1 rather than spurting as was looked for around Christmas.

Against a total of seven houses returning to straight pictures, only two RKO houses have been added to the vaude group since the first of the year, with a third, Trenton, N. J., to come in Feb. 27.

Sheridan Square, Pittsburgh, withdrew Friday (12). Orpheum, Vancouver, (Public-Canadian), goes out Feb. 26 and San Antonio Feb. 24. Both are on the intact route. Downtown, Detroit, booked by Bill Howard, goes back to films only Feb. 27. Previous losers for vaude since Jan. 1 were Columbus, Winnipeg and Calgary, all on the intact route.

Additions are Denver, which opened Friday (11); Trenton (rebut), coming in Feb. 27, and Albee, Providence.

As a result of losses on the intact route, it will be down to 23½ weeks when Vancouver and San Antonio go out.

Alabama, Birmingham, also on the intact route, drops vaudeville Feb. 27. This is a Public-operated house.

## 2 New N. Y. Indies

Two new independent houses go into vaude policies Thursday (15) after a long grind of straight pictures. One, the Orpheum, Kingston, N. Y., is believed forced into acts following Walter Reade's recent commencement of the policy in that town against I. Miller, operating the Orpheum.

Other indie addition for vaude is Embassy, Mt. Vernon, N. Y., one of the Knobie Circuit houses. Jack Linder will book both houses, furnishing five acts on a split for Mt. Vernon and five on last halves only for Kingston.

## Syracuse Leader On Intacts' Continuity

Syracuse, N. Y., Feb. 15.

Ken Sparron, director of the local RKO Keith pit band, has been assigned the task of writing musical continuity for all intacts.

Sparron, at direction of Milton Schwarzwald, circuit musical director, will prepare two copies, one preceding each intact to the next stand to familiarize orchestra there with requirements of incoming show.

## Chi Colored Stage Shows Feel Coin Pressure Most

Chicago, Feb. 15.

Depression hitting the large colored population in town has just about ruined the theatres in the southside sector. Principally hit is the Regal, B. & K.'s ace darktown stand, which has taken the count with stage shows several times and is now back to straight pictures.

In the same neighborhood Esplanade has withdrawn Ralph Cooper's band and all-colored show from the Michigan, also, going straight sound. Both the Regal and Michigan are putting on locally produced shows on a shoestring basis.

Conditions are extremely bad with the colored people, with not only the theatres but every other branch of amusements and business in general suffering. Savoy ballroom, next door to the Regal, once one of the brightest and best money making black and tan spots in town, skidded from a seven day week ball of fire to one night (Sunday), and finally had to fold completely.

Picture houses, too, have been hard hit. About the only kind of film attraction getting any notice from the colored belt seems to be the horror or freak kind. That perhaps because of the psychological reaction to the colored folk. Exhibitors are viewing the situation with alarm, but admit they can find no remedy at present.

## WB Is Checking Its Vaude Sites As Future Guide

Feeling that vaudeville, recently inaugurated in its eastern theatres, has had sufficient opportunity to prove itself one way or the other Warner Bros. is now checking the results. Comparative grosses and profits, on tests on the individual theatres since their vaude advent in December are being scrutinized by the theatre department.

It is expected that results of the analysis should be ready by March 1. At that time it will be determined whether several current vaude playing WB houses will retain vaudeville or return to straight film policies.

Warners' sudden vaudeville increase this winter was the biggest stage show spurge by any major circuit in years. It raised the WB stage time from about 10 to 20 weeks, making this the second biggest vaudeville circuit in the country. In addition, the Warner Artists-Bureau, for the first time, reached a profitable and self-supporting income through commissions on the stage bookings.

Only definite negative indications by the Warner vaudeville houses so far were in Pittsburgh, where the Harris and Enright dropped acts a week ago, and Jamestown, N. Y., where the stage shows go out next week.

Conservative belief among Warner men is that the vaude time will not be sliced to less than 15 weeks when the survey is completed.

## Switching Miss Patrice

Madeline Patrice, singer-violinist, has been taken out of the Olsens and Johnson RKO intact, currently in Syracuse, starting its road jaunt. Miss Patrice will be spotted in another intact.

## "The Greatest Vaudeville Act Produced in Years"

# HARRY DELMAR'S REVUE

## Now A Sensation Playing For RKO

The RKO Managers Say This Is The Best Unit Now Playing for RKO

## A Riot of Laughs. Beautiful Girls. Gorgeous Costumes and Scenery

### What the Critics Say

"Sometimes the impossible happens, and when it does it seems only fair to give a rising vote of thanks to the daring individual who accomplishes the feat. Herewith this reviewer makes his best bows to one Harry Delmar, appearing at Keith's, who has proved that there is still something to live for and that reviewers are not unreasonable cranks."

"Mr. Delmar, by way of identification, has assembled one of the most elaborate showman-like, diverting, miniature revues that it has been our pleasure to see. We use miniature advisedly, for with a couple more scenes his production would be in the class with those extravagant, glorifying spectacles that made Mr. Ziegfeld famous."

"For once vaudeville can boast of a first-rate, competent 'production' instead of a conglomeration of suitcase bread and butter acts scrambled on a program without reason or purpose."

### FEATURING

## LUCILLE JUNE

AND THE LATEST COMEDY SENSATION

## CHARLES KEMPER

### THE TACOMA DAILY LEDGER

"More than making up for the rather mediocre film which graces the screen, Harry Delmar's 1931 vaudeville revue offers some first class entertainment to vaudeville hounds who frequent the Orpheum this week end."

### Direction

BLONDELL & MACK

### PHILADELPHIA DAILY NEWS

"More genuine, honest talent is packed into the stage show offered at the Earle theatre this week than entertainment-seeking Philadelphia has seen in months 'n' months. In fact, the vaudeville bill, headed by Harry Delmar's extraordinarily fine revue, is really too much for the admission price which the Earle theatre is charging."

### What the Critics Say

By CHESTER B. BAHN

Dramatic Critic of The Syracuse Herald

"The happiest stage show that Charles J. Freeman has sent to the old home town in many a week."

"The footlights bill is Harry Delmar's production as pretentiously mounted as many a full-fledged show to play at the Wieting in the days when 'the road' was something more than traveling salesman lingo. Dunc numbers, comedy scenes and song interludes are fairly well proportioned, and the revue gathers speed as it moves along. The finale yesterday afternoon stirred enough enthusiasm to keep the company busy with encores for eight minutes by the wrist watch."

### Act Conceived and Staged by

HARRY DELMAR

## FOUR GOLDEN BLONDES

Songs  
16 Mins.; One and Three (Special)  
Palace

As the best new act—new in people and theme—now on in a long while, these four young ladies rate at least a column of praise. But it's almost just to say that vaudeville's understudy pins are given some badly needed support and its future considerably brightened by new acts of its sort.

Here are four girls in a turn that plays well enough without benefit of music or two-year vaudeville experience in time which many claim is necessary for perfection. Perhaps this is the explanation that proves their right.

The girls are not billed. At least two of them have been around in other acts but their names are recognizable. She's the daughter of Marie Hartman (Hibbert and Hartman).

The double and triple harmony, straight singing, talking and clowning. But for the absence of dancing this combination is the female counterpart of Clayton, Jackson and Durante.

Shortest of the blonde quartet is a particularly effective comedienne. She has a style that should take easily to development, and whatever her name may be it won't be submerged under the blanket label of a production act very long. The play-acting expertise therein should give her all she lacks.

After a short harmony introduction the girls set their record early and clearly, with a satire on radio broadcasters. They take off Kate Smith, Wona, Valies, McGonnes, and others in a manner that is written and shrewdly staged. The staging gets more out of the idea than the words by itself.

From then on the girls, back in 'one, are on their own excepting for the special lyrics. They clinch everything with their perfect timing. All blondes of the same shade and not bashful about kidding the locks. They're uniformly costumed in attractive brown and black.

Meyer Golden produced. He slipped his name into the title, as he did in the last act, and the billing if any producer ever did.

**HAPPY CHAPPIES (3)**  
Singing, Talking Parrot  
13 Mins.; One  
Jefferson

Happy Chappies is a radio act that was lured into vaude through prominence on the Coast. What makes the act so good is the ease, highly problematical, but it doesn't matter much since they're an okay harmony team.

With the act, for a reason that's hard to understand, is a talking parrot entitled "Chin Chin" who is to be the unimpeachable wonder of the world because the parrot answers questions and howls up his end of conversation. By way of radio amplifiers his voice is made audible to the customers out front.

Notwithstanding that the act is on the level and does what he seems to do, it's still a funny kind of act to slap it in the middle of a show of lads singing about the moon and you.

Besides which no matter how much the Happy Chappies make the audience that it's a genuine stunt, there'll be beaucoup doubters. It just doesn't seem to be a good one with the radio gadget making it that much more difficult to swallow.

That makes it worse is that the lads don't need the parrot. They can warble nicely on their own account.

**JARVIS AND HARRISON (3)**  
Comedy, Dances  
10 Mins.; Two (Special)  
Jefferson

This new act of this veteran mixed act shapes up as the best to date to its predecessor, which was staged before an 'L' drop. Setting of the scene is a dance hall, and the act is New Year's Eve. Jarvis does his house all through the turn. Weakness is in the patter.

Another comedy, lanky boy and small girl, assist with dances mainly. Girl does a good tap number on her toes.

## JACK WHITING

Singing, Piano  
18 Mins.; Two  
Palace

Jack Whiting, from the musicals and without much of a vaudeville background, managed at the Palace Saturday matinee to carry his likeable and lively style intact into a new field. He had to fight a bad attack of nerves all the way, but succeeded in doing a fine job of it.

He composed later in the week should sail along smoothly. In his act, Whiting introduced McDonald, also from the musical stage, who teams with Whiting in two dances and does a fine job of it. McDonald, also from the musical stage, who teams with Whiting in two dances and does a fine job of it.

Whiting sings chiefly twice alone and once to Miss McDonald, after which they go into their first "vaudeville." One of Whiting's solo songs is a well done torch ballad. Nervousness seemed to keep him slightly off his stride, but not enough to step on the results.

Act was an applause hit, the youthful and good-looking people in the audience giving the bill a class in the No. 3 spot.

**WALTER WEEMS**  
10 Mins.; One  
Hippodrome, L. A.

Former Southern-Gentleman has grabbed off some good gags and a fine musical routine, a variation of "The Three Trees," which he is credited with adapting for an early act. He is a good singer and a good dancer. He is a good singer and a good dancer.

Like most vaude people who make the mistake of not returning to the stage, Weems has forgotten a lot. Vaude has changed a lot in the past five years. In the five years, the comebackers leave a great deal in the dressing rooms.

**GUS SHY (3)**  
Comedy, Singing, Dancing  
14 Mins.; One and Three (Special)  
Palace

Gus Shy, musical stage clown and lately in pictures, offers a comedy-long dance mixture for vaude that makes the grade nicely. He is billed as "Taken for a Ride," by Eddie Preble. In support are Jeanette Fox and a good dancer.

With stage in "three," Shy and one of the girls drive in a small car, and the other two lead them into talk. Later the second girl, who apparently has been hiding in the wings, develops into a good dancer, takes part in a good-natured exchange of gags, talk and tomfoolery, and ends the act with a good laugh and a little drinking.

Numerous song and dance numbers are woven in. For windup, Shy tries an eccentric specialty.

**BILLY MAPLES AND BAND (15)**  
Singing, Dancing  
20 Mins.; Full  
Jefferson

Glenn Green, who owns this act, looks to have a good thing in it. It's not so much that the band is good, but that the specialists with it are good and the boys themselves are not bad. All colored act, ten musicians and four soloists.

Maples sings with his band and has a pleasant enough voice, being especially effective in "I Hope You Die." Musicians are all brass and with no change of pace, but hot and cold in the custom of the act. A neat specialty is the drummer playing on a washboard for a full chorus in front of the musicians.

**JERRY COE**  
Singing, Dancing  
10 Mins.; One  
Academy

At one time this act was Jerry Coe and Brothers and at that time it was three lads playing acrobatics and Jerry doing the dancing in between. The brothers have disappeared. Now, if Jerry's acrobatics does a Houdini, he'll have a good act.

## GUY LOMBARDO ORCH. (11)

Straight Music  
16 Mins.; Presentation  
Paramount, N. Y.

In 16 minutes of straight music, this smallest (in numbers) stage band seen in a de luxe picture house since the late '20s while did wonders with a de luxe orchestra. Nothing but music and a total absence of the usual specialties of novelty, comedy, or anything but music by a bandman could be considered as such. Yet a hand arrived after each number, and the band was never any sign that the audience was tiring.

At the Paramount, a radio name band now, in the Paramount for a week at \$6,000. This is its first Broadway stage appearance after almost two years of hotel and radio work in New York, due to the leader having declared all his time for the band wouldn't chance an in person on the big street until ready to leave New York.

There is no reason for the Lombardo band to leave town, nor to have any further fears of a Broadway musical act. The quality of dance music is worth listening as well as dancing to.

Comical style is orthodoxly soft, sweet, and purring. The brass boys are permitted to do so rarely, and the band return to soft strains quickly follows. At the Paramount, with none of the dancing in the act, Lombardo, doubling at the fiddle, increase the volume, for it seemed much of his stuff missed in the rear.

Otherwise no flaws. Band was a fine addition to the act, and the downstage to take its spot underneath the finale of a specialty presentation. Big.

**RUSS BROWN (2)**  
Singing, Dancing  
14 Mins.; One  
Jefferson

Russ Brown, formerly of Whitcomb and Brown and still more recently in musicals and shorts, here retains a good deal of the excitement in both. Works with a girl foil again, and effectively.

Girl does a neat dance towards the end of the act and handles her lines effectively. No clinch with Brown, either, because he is going pretty fast clip all the time.

He's not his lines with Brown, because the plenty of those have nice long words. He's not his lines with Brown, because the plenty of those have nice long words.

**BERNICE AND EMILY (4)**  
Singing, Dancing  
17 Mins.; Full (Special)  
Palace

Musical shows and vaudeville have not spoiled Bernice and Emily nor fooled them into changing their style. But for improvements, they're still a good act. They're still a good act. They're still a good act.

The girls do three numbers, first two being similar in style. Third act is a good one. Bernice and Emily are a repeat of their flat floor acrobatic work on a wide range of songs and dances. The girls do three numbers, first two being similar in style.

**LOU LOCKETT (6)**  
Dances  
21 Mins.; Full  
Jefferson

Lou Lockett, formerly of Lockett and Lockett, is a good dancer with a nice layout of dance talent and a fast flash.

Lockett opens with a turn with a girl, personally costumed. He follows with a solo tap number which is a good one. Lockett is a good dancer with a nice layout of dance talent and a fast flash.

**CHARLES R. FRINK**  
Singing, Dancing  
6 Mins.; One  
Palace

Charles Frink is expert at tickling the banjo strings, but too weak to do much more. He's a good duo instrumenter of this kind, would make a stronger turn, Frink, a nice looking chap, opens with a solo tap number. Frink is a good duo instrumenter of this kind, would make a stronger turn.

## VAUGHN DE LEATH (3)

Singing  
8 Mins.; Three (Special)  
Hippodrome

Vaughn De Leath is a veteran from the air. She's a CBS artist, lately broadcasting on, sustaining the act. She's a CBS artist, lately broadcasting on, sustaining the act.

Reception over here, weak when caught, can be no criterion of audience. She's a CBS artist, lately broadcasting on, sustaining the act. She's a CBS artist, lately broadcasting on, sustaining the act.

**ROGAN AND TRIGGER**  
Dancing, Acrobatics  
10 Mins.; Two  
Hippodrome

Male twain, one playing stooge, in a routine that is a good one. Rogan and Trigger are a good one. Rogan and Trigger are a good one.

**THE BREWINGS (3)**  
Acrobatics  
7 Mins.; Two  
Paramount, N. Y.

Imported three-man acrobatic combination that has something other similar turns not possess, which should assure it work on this stage. The act is a good one. The act is a good one.

**JAY HILLS and Florence ROBINSON**  
Singing, Dancing, Talk  
16 Mins.; One  
Hippodrome

Florence Robinson is out of musicals, including George White's act. She's a good one. She's a good one. She's a good one.

**DANCING DIVORCEES (5)**  
Dancing, Singing  
16 Mins.; Full (Special)  
Jefferson

Good-looking girls and a man in a nicely diversified act. Sloppy scenery hurts quite some, but the girls are a good one. The girls are a good one.

**KURT BONHAIR TROUPE (5)**  
Singing, Dancing  
5 Mins.; Three  
Jefferson

Peppy acrobatic turn featuring three boys. Two of the troupe, the heaviest, work on back rests, juggling the remaining three members. The boys top are all good. The boys top are all good.

**ROBINSON**  
Singing, Dancing  
10 Mins.; One  
Palace

Robinson murdered them as usual when he had to hold himself in to stay within the 50-minute limit. Most of the meat seemed in, but some of the material was saved.

**ROBINSON**  
Singing, Dancing  
10 Mins.; One  
Palace

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## PALACE

A great demonstration for one of vaudeville's greats—and the Lord knows there were a few—was the high-lighted the opening performance of the new Palace bill. They applied the most recent and each one of Sophie Tucker's return to the stage.

During the reception Soph was very nervous. During the farwell demonstration, she was a bit shaky. She was a bit shaky. She was a bit shaky.

It sounded and looked like old times in those moments and several others. The new sound and looked like an old-time Palace show during its first part, with speed and punch, the keynotes, everything running in dippy fashion and no m.c.s selling themselves to the detriment of the rest of the bill.

Miss Tucker in the headliner on the first new Palace layout in four weeks. The preceding Beatrice Little-headlined troupe stuck for a week, but the new sound and looked like an old-time Palace show during its first part, with speed and punch, the keynotes, everything running in dippy fashion and no m.c.s selling themselves to the detriment of the rest of the bill.

That first-part power is more of a handicap than a help to the all-around act, but it's a help. It's a help. It's a help.

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Singing, Dancing  
10 Mins.; One  
Palace

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## Colored Musical Replaces Feature In Hollywood Pantages; Biz Spurs

From early indications Friday it looked like an extra big week ahead. Both the first and second shows were sellouts. House went to five-a-day, continuing at that pace throughout the week, with six scheduled for Saturday and Sunday.

House features included a Preston Sellers organolog and a Lincoln presentation by the orchestra and screen, using Stephen Foster melodies as the theme. Usual news clips and *Passionate Plumber* (M-





# Variety Bits

NEXT WEEK (FEB. 20)  
THIS WEEK (FEB. 13)

Numeral in connection with bills below indicate opening day of show, whether full or split week.

## RKO

**NEW YORK CITY** Broadway Bound  
Palace (20)  
Sonia Tucker  
(Others to fill)

Bernice & Emily  
Sonia Tucker  
Smith & Dale  
Smith & Dale  
Bill Robinson's Rev  
Chorus  
1st half (20-23)  
2d half (24-26)

## BAYES AND SPECK

Routed and Expect to Play

## 52 WEEKS

For Funcheon & Marco

LEDDY & SMITH

Gilbert Bros  
Don Humbert  
Karl & Ensign  
Roscoe Allen Co  
Alie (24)  
Gautsler Shop  
Bobby Gillette  
Chesley & Leach  
Hill & Percival  
Van Dolin  
Chorus  
2d half (17-19)  
Emmons & Grant  
Lulu McConnell  
Harris & Riley  
White & Manning  
Coliseum  
1st half (20-23)  
(Three to fill)  
Kate Smith  
2d half (24-26)

Leelle & Robinson  
Smith & Dale  
(Four to fill)  
1st half (17-19)  
Larry Rich  
88th St.  
1st half (20-23)  
Jack Petri & B  
Lynch & Leach  
(Four to fill)  
De Torgue  
Harris & Percival  
Eddie Smith  
2d half (24-26)

## KE ROSE'S MIDGETS

BOOKED SOLDIER RKO  
JAMES PLUNKETT OFFICE

(Three to fill)  
2d half (17-19)  
J. B. Watson  
Archibald  
Hutchins & Smith  
Dillon  
Mills Bros  
Furthman  
(Four to fill)  
1st half (20-23)  
Ann Grayson  
2d half (24-26)  
1st half (17-19)  
French Midgets  
Mills & Jones  
Karl Nixon Co  
Harris & J.  
Harris  
2d half (24-26)  
1st half (20-23)  
Taylor & Marcelle  
Harris & J.  
Carl Shaw  
Harris & J.  
Smith & Dale  
2d half (24-26)  
King Bros & Cully  
Harris & J.  
Dart Walton

## Space Clinic

TOILETRIES

Are Available at VANIERE MARKET

Try My Face Powder (all shades)—\$1.00

2d half (17-19)

Homer Romane

Murray & Payne

Wicks & Little

Hippodrome (20)

2d half (24-26)

Grad & Rafferty Co

John Co.

Winnie Front

Brook & Tringer

Porter

Swan Neck & Daily

2d half (24-26)

Albany

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(Two to fill)

DORINGHAM

Kelley's (20)

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## BLACKSTONE

Booked solid for RKO

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Dr. Wm. Diamond, James Plunkett Office

Dr. Wm. Diamond, James Plunkett Office

Dr. Wm. Diamond, James Plunkett Office

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## Picture Theatres

NEW YORK CITY

Paramount (19)

Guy Lombardo or

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## Fanchon & Marco

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## News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and Variety takes no credit for these news items; each has been rewritten from a daily paper.

### East

On contention of the Bittling management that the show was vaudeville and not burlesque, Magistrate Harris dismissed the charges against four employees of the house arrested for alleged Sunday violation.

Philharmonic - Symphony orch. tells Brooklynites they must raise \$5,000 or else no concert next season.

Helen Lambert included in the roundup at the Excelsior club, E. 84th street, where the fed cops found 24 bottles. Miss Lambert was hostess, so she drew a green taxi.

Rose Tapley, pioneer of the old Vitagraph stock, has been given a part in 'Zombie.'

Loew theatre, at 3d avenue and 72d street, will have a staff of 106.

Dorothy Knapp filed a motion in the Supreme Court to compel Justice Hammer to listen to the further tale of her mental suffering to bolster her plea for \$250,000 from Mrs. F. C. Penfield for dismissal from 'Floretta.'

Roxy outlines drama and music mood at Radio city with room and board as low as 35 cents for pupils.

Billy Minsky celebrating the fact that he has lasted a whole year on Broadway.

Steel work on RKO building at Radio City completed last week. First.

City Magistrate Ford declines to pass on the morality of 13 mages who went into court by an ass. D. A. Hoids it to be no part of the judicial duties to act as censor, but merely to pass upon charges. D. A. declined to file charges, though Wolfe protested the entire troupe could not raise that much money.

Simon Wolfe, mgr. of the Amphion theatre stock co., a Jewish troupe, protested to the Brooklyn Supreme Court that there was nothing wrong in his attentions to members of the co. and that his wife, Rose, was not entitled to be treated as a retainer for his courtesies to Katie Kaplan and Yetta Swerling. But the court slapped \$40 a week on him, though Wolfe protested the entire troupe could not raise that much money.

Tenth Little Theatre contest to open May 2. Theatre not yet picked. Short plays the first week and full length the second.

Elsie Janie headed a parade in Tammany, N. Y. last week to mark the 15th anniversary of a bank. Marched with the mayor.

Paderewski concert in Mad. Sq. Garden for benefit of unemployed musicians drew \$35,000.

Tom Van Dyke switching from drama to the dance. Managing Harry Loese.

Dial enthusiasts who have gone in for short-wave sets in the expectation of being able to listen in on police broadcasts when started are in a spot. Cops will use code.

At Penn. orch leader, was passing a shoe store last Wed. and noticed the clerk was being held up. Hurrying back to the restaurant he had just left he summoned a policeman, dining there. Resulted in the arrest of the alleged thief.

Suit of Irma Schubert, of the stage, against Dr. Jos. Muir for \$100,000 has been settled out of court.

Luther Nieman, musician, of Atlantic City, was a vendor of Atlantic City. Nieman, of Phila. Car collided and Nieman's thumb so badly maimed he is no longer able to play musical instruments.

Police after bookmakers who offer odds in the hockey games at Mad. Sq. Garden. Arrested two last week who were held for special sessions in \$500 bail each.

Kate Smith visited Pres. Hoover Wednesday and was thanked for her kindness to the disabled vet. Playing a date in the capital and a home town gal.

Playchoir picks 'Alibi' as the play of the month.

'Zoom' will be known as 'Happy Landings' when it opens in Boston, 32.

'Great Miracle,' playing downtown

their daughter's. Producing team are brother and sister with Mike Marco married and the father of three.

Evelyn Nesbitt, suffering from pneumonia at her Atlantic City home, on the road to recovery.

Fed squads on the rampage Thursday (11) under the new raid-and-seize policy closed 30 places and did damage to the extent of about \$125,000. New raids are not for violation of 18th amendment, but under new law which permits confiscation or destruction where non-tax-paid liquor may be found.

Referee hears the plea of Mrs. Graham McNamee, sister of Ralph Sumpter, actor, due to a visit to McNamee's penthouse and Mrs. McNamee denied the hint of collusion. Referee will report back to the court when he has digested the evidence. Announcer is paying \$1,000 monthly alimony.

Will of late Wm. Hodge filed for probate by his widow, named executor, due to estate valued at about \$183,000 with more than \$1,000 in personal property.

Eddie Cantor begins stockholder's suit in Delaware against Goldman-Sachs Trading Corp., charging the firm due to mismanagement of holdings of \$333,000 share, valued at \$7,000. Asks a reversion, naming 15 respondents including the firm, and the firm's financial statement. Also asks for receivership for Central States Electrical Corporation.

Theatre Guild will move 'Electra' to the Alvin 11th, 23 to permit Moore to enter the Guild theatre.

Geo. P. Baker of Yale drama department, points out that five of the plays to reach B'way this season are the work of his pupils.

Just before he sailed for the U. S. the late Edgar Wallace took out a policy for \$100,000, \$10,000. Policy had still 10 days to run at the time of his death.

Drive headed by Walter Damrosch to raise \$300,000 for unemployed musicians has reached \$190,000. Drive will be continued for an additional fortnight.

Mary Kennedy, wife of Deems Taylor, born east of 'Barretts.' Unwilling to take to the road owing to the illness of her daughter, Mary Hampton will assume the part.

Albert Cavillo, Argentine actor, asked \$200,000 from Audrey Dale for a broken nose, shifts his complaint to name Wm. L. Royall, in-laws. Says he went to call on Miss Dale (not the actress of that name) and was met by Royall, who bled him. Royall maintains that he was never to see Miss Dale's apartment at the time mentioned.

Louis Calhern back in 'Brief Moment' until Douglas Gilmore, who succeeded him, recovers from an illness which took him out of the cast Wed. (10).

Joe Landry's claim against Aaron & Fries, owners of a week owing to illness of an arbiter.

Sam Gumpertz sends word from Sarasota that the Coney Island Eden Musee, recently destroyed by fire, will be replaced in time for summer opening.

Jack Gordan Agency, Ltd., suing Ruth Columbus, Russo Corp., N.Y. Lambert Co., Paramount Publix and Skouras Theatre for injunction and damages. Claims to have an exclusive contract with the singer, dated June 21 of last year, which he is alleged to have breached.

After two weeks of deep thought Fica Circus is held to be proper and the circus will be allowed to charges dismissed in Jefferson Market court. Goes for the rest of the museum show, too.

Geraldine Farrar announces her positive decision to leave the concert stage. But will continue on radio.

Rosette Andros, of Vienna, opera, to marry Baron von Ketschendorf in New York Feb. 18.

Moss Hart sails Feb. 25 for Europe. Expects to be gone about two months and will finish drama on which he has been working.

Louise Brooks, who is going through bankruptcy with clothes her only asset, stands on a Bermuda trip last Saturday (13).

Walter Winchell traveling with a police guard at his own request. He also has a couple of huskies as a private bodyguard to supplement the cop assigned. Says gangsters are after him.

Reported that the intention of Earl Carroll to produce a new 'Vanities' is due to his desire to shrink salaries. He had hired Mahoney and Wm. Demetree under contract for

the run of the play. They refuse to take a cut and he cannot cost them without getting into trouble with Equity. Figures it cheaper to produce a version at least 50% new than to keep on paying. Al Trahan may head new show.

Alfred E. Aarons and Dick Burnside to try old musical comedy hits at 40th Broadway at a \$2 top. First will be 'Pink Lady' in about two weeks.

Bill Morrissey threatens a spring production of a play based on the life of Rudy Vallee.

Vice Chancellor Church of New Jersey refuses to halt the raids on Plainfield theatres open Sundays. Finds clear violation of the law. Questions as to the validity of the 1874 statutes must be referred to Common Pleas. They were opened and pinched again last Sunday (14).

Lee Shubert back from Florida.

Dame May Whitley, in 'There's Always a Lady' and 'The Girl Who Came to Stay' in 20 years. Last seen here with Viola Allen.

'Good Companions' ended its run in Toronto Sat.

Mary Ellis may go back to light opera if she can find a suitable script. Reading now.

Joseph Urban has an exhibit of some of his architectural models at the Architectural League. Not so well known as an architect, but he has done several buildings.

Crosby Gale's Co. in 'House Beautiful' ends its road tour but will subway for a few weeks before all closing.

'Graphic' offering two tickets to see Harry Hershfield at the State to anyone contributing a gag he can use in his new col. in the paper.

Radio opera broadcasts going international. 'Caponachi' will be broadcast from Frieberg, Germany, Feb. 18, and 'Das Herz' will come in from Berlin the following day.

Major Bowes, of Capitol, leaves for Florida tomorrow (Wed.) to reside there for a while. Will be accompanied by Mrs. Bowes.

Another chapter in the love tangles of Lila Harris Bell was revealed in New York Supreme Court last week when Mrs. Margaret Lawrence, who was examined before trial in the suit for alienation brought by Mrs. Lila Bell, who as alleged bookings and salary off James E. Bell and that the then Miss Hawksworth, dancer, bought his love with a string of polo ponies. She is asking \$250,000.

Fog held the Beringeria at her pier (Friday) (12) a day beyond the starting time of a weekend cruise, and over 300 passengers canceled their bookings and walked off the ship. About 950 remained aboard, with the trip extended a day to permit the run to be made to Bermuda.

Valentine Schuck, retired merchant of Westwood, N. Y., found the following of the Westwood theatre following the matinee Friday (12). Believed to have suffered a stroke and fractured his skull in falling.

## 'Round the Square

### Pro Tennis Catching

The traveling professional tennis 'circus' under the direction of Jack Curley and Bert Corteyou will tour to the southwest and is due on the Metro lot April 4. A new series of tennis pictures will be filmed.

Saturday (20) Tilden will be opposed by Hans Nussehelm at the Garden, 25% of the receipts going to the committee for unemployment relief, at \$5 top. The German, Nussehelm, is the only visitor who has given Tilden a real fight for the championship. Both have scored two wins and Tilden will decide the title.

Smaller stands are going for pro tennis in a big way, as indicated at Paterson, N. J., recently, where \$8,700 was grossed in an armory.

Also in the pro tennis stable although not in all the exhibitions are Romain Nabub, Prussia; Albert Burke, England; Karel Kozelut, Czechoslovakia, and the Americans, Francis T. Hunter, Vincent Richards, Bruce Barnes, Robert Sellers and J. Emmett Pare.

### Levy For Gov?

Tammany Hall may spring a surprise by bringing forth Samuel D. Levy, Borough president of Manhattan, as a candidate for Democratic nomination for Governor of New York this fall, according to inside reports. Levy, rather than Lieut. Gov. Herbert H. Lehman, heretofore considered certain as the party's candidate to succeed Franklin D. Roosevelt, is said to be the present choice of many of the Hall's leaders.

However, Lehman, a partner in Lehman Brothers, bankers, interested in the picture business, undoubtedly will have strong support for the nomination from Gov. Smith, who first brought him to public attention, and from upstate and independent forces.

### Marine Two-for-Ones

Canal boat voyages from coast to coast have been so bad on some trips that 2-for-1ing became a common practice. Connecting station rooms were thrown open for two people in place of one. Maximum accommodations for minimum fares are not uncommon, also.

An idea of the gross may be had from one liner having 70 first class passengers out of a possible 400, and 82 tourist cabin fares of another. If it weren't for the cargo shipping, the line would be plenty in the red. Freight, too, has been considerably off. Gross is much better westbound right now than east.

### Mid-West

Orpheum, Ottawa (Ill.), burned to the ground, damage estimated \$125,000.

Harry Molt, Jr., and his girl friend, Verda Weir, were granted continuance until Feb. 18, when arraigned in Chicago Felony Court. Both are charged with being accessories to robbery and a statutory offense.

Cyrena Van Gordon, soprano of the Chicago Opera, old actress, wed again. This time it's Howard Dunham Smith, millionaire of New York, and San Francisco. Miss Gordon last venture was with Dr. Shirley Munnis, Chicago doctor.

Golden Lily cafe, Chicago, demolished by fire that ruined the entire building. Estimated loss totals \$30,000.

Medical science is baffled in the case of Clyde Beatty, Hagenback-Wallace animal trainer, bitten by a lion recently at Peru, Ind. Infection called dencys virus set in and medical staff figure it out, claiming it's unknown in humans, although common in animals.

St. Louis Art League putting on a series of Saturday night thumb-box plays, from original manuscripts, at the old courthouse.

Suit for an accounting of assets brought by Mrs. Burnett, Atlanta (Ga.) theatre man, against the Inter-State Amusement Co. of St. Louis, was dismissed in federal court of the city. Federal Judge Paris held that Burnett had no cause for action. Burnett's petition alleged the Inter-State concern owed him \$285,416 on notes covering one of his theatres in Birmingham. Court held that the notes are not.

Undetermined blaze destroyed the Audubon (Ind.) New office, causing damage estimated at \$4,600.

J. A. Mathews, publisher of the 'American News' at Aberdeen, S. D., and H. C. Anderson, editor of the paper, were in a contempt of court.

(Continued on page 66)

## Forcing Mex-Mades

Mexico City, Feb. 12.

Petitions that they be given JULY prizes in the way of presidential exhibitions at all the movie houses of the four native production companies have been needed by Rafael R. Melgar, president of the nationalistic campaign committee.

He has asked President Pascual Ortiz Rubio to fix it so that laws demanding all picture houses exhibit made in Mexico films at least once weekly, but strictly enforced. Mexican movie houses are now too much influenced by American talkers.

Petition avers American picture producers clean up from \$2,500,000 to \$4,000,000 annually in Mexico, which contributes to upsetting the economic balance.



# Taxi Huts Heat Biz With Special Nites and Steerers on Commish

Chicago, Feb. 15. Taxi dancehalls, which were supposed to have been buried snugly last year by the police, have popped up again, louder and hotter than ever. They formerly used to be content to work on the whipsaw, away from the loop. Now they're operating right on the hot alley, or, if spotted off the crossroads, have a staff of steerers down in the loop to give the lonely boys the tip.

Business so far is good, but competition is building daily as new middle-joints open up to grab a handful of the taxi mazzin. In the loop alone seven spots are going the blast, mostly in office buildings. These buildings, which a year or so ago, would have chilled to any notion of having a taxi-hut in its corridors, are abating their eyes to the evils of the pay-as-you-struggle joints.

On the edge of the loop are a dozen or so more. All are hitting it on their old policy: hostesses a dime a crack, some hotter, some cooler. They were cooler at first. Down in the loop as the midnight whistle rolls around, the taxi joint steers take the steerer on the corner, a dozen or so representatives on every corner. They rush the lonely boys, sticking their fists full of tickets, offering all varieties of prices and entertainment inducements. Most of the tickets offer free admission. Many are for the first dance, others have other cut-rate schemes.

**Prize Chatter**  
But other than the ducats, the chatter that the steerer pumps into the customer's ears is the prize-stuff. Steerers are surefire in their sales psychology and have talk to fit all situations. One of the best of 'em has a line that goes: "Keep this under your hat, but tonight is Harlem night. I don't know just what that means, but that's what it's like to tell you. Figure it out for yourself." Other guys have other labels for their nights: oriental, romance, girl of your dreams, artists and models, beauty auction, studio, etc. Besides there is just "Special Night." Steerers for some spots state that they've found this is the best sucker come-on label, especially when they give the boy-down wink at the same time.

Many of the joints make good on their steerer promise, and give the customer what he came looking for. This blow-off stuff, however, doesn't take place in the regular taxihovel, but is usually upstairs, or out of the building entirely.

This extra show is beginning to look like the real money-making angle of the local taxi biz. Steerers rate from 10c to 25c for each customer they send around. Most of the tickets are marked with 10c or 25c, and the steerer identifies the ticket, but even with this they tell the customer to tell 'em 'til sent you up' or 'No, 8 took care of you'.

## Grappers' Sea Jump

Hollywood, Feb. 15. George Godfrey, colored heavyweight prizefighter has turned wrestler and with Wladek Zbyszko and Ego Kharikovski will make a wrestling tour of Europe. Grappers will be managed by Andrea de Sotziola, former opera singer and now picture actor.  
Attention is to introduce American style of wrestling and meet all comers. They open in Paris. European coin figured easier to get if touring Europe was part colored.  
Parties were gotten together by L. M. Sackin, attorney, company including Billy McLean, who goes along as trainer.

## No Hoofing on G. W.'s 200th

Weymouth, Mass., Feb. 15. Morey Pearl, baton waver, was denied a license to conduct a Washington's birthday morning dance in his ballroom. Pearl wanted to start the dancing right after midnight, but the board of selectmen said nix.  
Declen came after clergyman said the 200th anniversary of G. W. was a poor time for such a good time.

## Not a Guest

Ed Sullivan, 'Graphic' columnist, is off gratuities from night clubs, special parties, banquets or other functions, with a view to protecting himself against any feeling of obligation.  
Decision to pay his way is personal with Sullivan and is the outcome of the recent Casino fireworks in ink.

## Pa. Cops Charged with Attempted Shakedown of 2 Marathon Promoters

Easton, Pa., Feb. 15. Alleging that \$300 was demanded from them for conducting a marathon dance in Sans Souci Park, Hanover Township, George Schworer of Willow Grove, Pa., and J. H. Evans of Chicago, who said they operate under the name of Keystone Amusement Enterprises, charged Justice of the Peace John J. Sullivan and Constable Russell Hiale as being the two public officials who demanded that sum for protection, so that the marathon could be continued on Sundays.

The charge was made before Judge W. A. Valentine in the Luzerne County court house. According to Schworer and Evans, all arrangements had been completed for the marathon and it was broadcast through Station WBAX, when they were informed that there was a warrant sworn out for them. They were not shown the warrant, however, but were advised to go to Sullivan's office.

When they arrived at the office the \$200 was demanded, to be paid at once, they allege. The state police were then notified and the officials were arrested.

Schworer and Evans said they had been marathon dance promoters about six months.

## DOG BIT WIFE

Husband Brought Him Home, She Says—Wants Divorce

Los Angeles, Feb. 15. Lew Werner, manager of the Park Plaza hotel, New York, is being sued for divorce here by Helen Weinberg. Werner's name is legally Louis I. Weinberg.  
Mrs. Weinberg charges cruelty, saying her husband kicked her on one of the last nights he was here, brought in a chow dog that bit her in the leg. Then they separated.

## Lopez Boys Injured

Worcester, Mass., Feb. 15. Four members of Vincent Lopez' orchestra were injured in an automobile accident here when their car skidded and crashed against a pole.  
Stanley Davis, 25, the driver, suffered lacerations to the left hand and head. The left thigh of L. Kenneth Sargent, 25, was injured. Robert T. Jones, 25, suffered injuries to his back and right foot, and Howard Hall, 25, was cut over the right eye.

## BIRTHS

Mr. and Mrs. Sweeney Hamill, son, at Polyclinic hospital, New York. Father is with Dorothy and Jackie; mother is one of the Real Sisters.  
Mr. and Mrs. Irving Kahal, daughter. Father is a Warner songwriter.  
Mr. and Mrs. J. Harold Kennedy, Feb. 2 in New York, daughter. Father is the pianist with Jerry and her Baby Grands.

## MARRIAGES

Josephine Sexton to Ken Porter. Roach studio publicity head, today (15) in Los Angeles. Mrs. Sexton an actress, and wife of Al Sexton, musical juvenile.  
John Considine, film producer, to Carmen Pantigas in Hollywood Feb. 14.  
Tom Mix to Mabel Hubbard, professional model, aerialist, at Yuma, Ariz., Feb. 15.

## LIGNEMARE A SUICIDE, VICTIM OF BREAKDOWN

Los Angeles, Feb. 15. William de Lignemare, well known in New York as general manager for 'Able's Irish Rose,' committed suicide by hanging himself here last Thursday (13). He was despondent as the result of a nervous collapse about a year ago. Born in Roumania, he was decorated with that country's Legion of Honor. Surviving are his mother, who upon her second marriage became the Countess de Varennes, and a half brother, both residing in Amiens, France.

Anne Nichols who wrote and produced 'Able' made de Lignemare vice president of the company about a year after it began making the world's run record in New York. Last summer Miss Nichols took him to the coast to recuperate from an intestinal ailment, de Lignemare being taken aboard and from the boat on his last voyage. That was in return for his solicitude, which she was seriously ill abroad several years ago. They were reported engaged some time ago, but that was never news.

De Lignemare committed suicide in his apartment. He was 43 years of age.

## Annual Talk of Another Mayfair, But for Charity

Usual mid-winter rumors are around of the intentions of New York legit players to found a club in opposition to John Rumsay's well established Mayfair. The latter holds forth weekly in the Crystal Room at the Ritz.

What seems to have steamed up the legit elites on the prospect is information from Coast circles who claim that the Hollywood Mayfair gatherings showed a profit of \$3.50 a head on a \$10 per plate charge for a full course dinner. The New York Mayfair charges \$7.50 and merely serves a light supper. Coast price is also now \$7.50.

These social Mayfair hours are different on both Coasts, too. In the east the clan don't gather Saturday nights until around midnight. Out west, at the Biltmore hotel in L. A., the Mayfair is but a monthly event so the entire evening is given over to the affairs of the members generally figuring upon a 9 o'clock dinner.

Profits of the Coast Mayfair are turned over to the Motion Picture Relief Fund and are said to be sufficient to care for 100 families. This is an inspiring point to the easterners, and their plan for such a club. The talked intention is to try the Saturday night affair and some exclusive Manhattan style with anything above the overhead to go to the Actors' Fund or a similar organization.

The faction which happened to broach the idea spent the past week dodging phone calls from would be promoters of the project. Who, in some way, learned of the proposal.

## Cent-a-Dance Spot Looks Bargain, But 23d St. Hall Has Its System

### 100% Bust

Peter Mayer, the 17-year-old college-going son of Arthur Mayer, was given an essay to do on 'Hamlet.' Pete, a 'Variety' reader, thought he would do it in the manner of a 'Variety' review.  
His review started with a description of Bill Shakespeare and how he had lost out on the royalty edge by going high-brow, winning only with the disposal of 'Hamlet' as a 'top show without a flop.'  
When young Peter's theme came back from the prof it revealed a complete 0.

A couple of weeks ago there was great rejoicing among the gents who take their pleasure in the taxi dance halls. A new 'ballroom' was due to open at 23d street and rumor had it, substantiated by impressive advertisements in the tabloids, that there was a spot where a chap could have a whirl for the small sum of one cent, one little copper penny.  
So they drew near the appointed place on the appointed night, burning with eagerness. Sure enough, there were the signs, reassuring in their message: '1c. Never bought such fun, pleasure and amusement before!' augmented with 'Dance the depression blues away!'

The outer doors opened easily, but the waiting doors and a ticket window. Above the window a sign announced 'Admission 85c,' followed by an itemized explanation of its component charges. Fifty dance tickets—50c. Admission—25c. Wardrobe—10c.

A bit dashed by that 85c advance payment, they paused for a moment. But then things are never quite what they seem, they realized, and after all, 60 dance tickets for 85c was still an overwhelming bargain. So the gents opted enough to be fortified with 85c bought.  
But no. This dance hall has a five-piece colored band. Violent colors on the walls. Chinese lanterns. A dejected soda fountain, placarded as 'refreshment bar' to give it verve. Hostesses with unguiped coiffures. All ages, all sizes, all types, united in a common ability to chew gum in perfect rhythmic beat to the music.

### Still 10c a Dance

Now the chaps on dancing beat drew for the 50 tickets, noting that they were trouped in ahead of ten. They advanced toward the girls of their choice, tearing off a single ticket for a penny's worth of fun. But no. This dance hall has its own unique interpretation of that phrase. A lad must engage a lassie for the entire group of 'ten' dances, which the management, in order to make it seem as one rosy dream, arranges to endure for five minutes with no break in the music to indicate the cessation of one of the 'ten' dances and the beginning of the next.

Then to the old guard taxi dance hall frequenters came the realization that no matter how you count it, it still costs ten cents a dance. No. Not 10c. It costs 85c, and their promised fifty dances abunk to five.

The hostesses here are credulous, too. The sign outside seeking their service for 10c is guaranteed. That must mean \$15 minimum, and the management agrees. But the management has a scheme for the payment of bonuses, if and when...

## Non-Providing P. A. Sued by L. A. Wife

Los Angeles, Feb. 15. 'Duke' Orbach, the actor and show p.a. now said to be in Plainfield, N. J., with his brother, is sued for divorce here by Eva Fox Orbach, who says that her husband has had no regular occupation in over five years.  
Mrs. Orbach also charges that her husband tried to borrow \$1,500 from some of her friends.

## DIARY OF A STOOGIE

By Claude Binyon

Peoria, Ill., Monday.

Being as how I got my new band today for the stage I figure this is as good a time as any to start a diary so I can look it over later and see how I sprung up. The new band is a dab and plays Home Sweet Home like a victrola. I played it for Lettie over at her house and she said I was right on the stage any day now. But her old man butted in and said I sounded like a milk wagon on cobblestones. That guy snoops around so much and gives me such a pain I settle and wait 15 minutes after he left the room before we started to neck. Lettie made me promise again that I will marry her, and I said I would as soon as they raised me to \$25 at the grocery store or 1 cent in the mail.  
The best build in town and a nice plain cooker, but I can't afford to throw myself into a wedding on 18 bucks a week.  
This diary writing is easy. All you got to do is say what is on your mind and it usually makes sense.

Peoria, Tuesday.

Lettie dropped into the store today for half pound butter and Mr. (Continued on page 79)

## Another Dizzy Grind

Another New Jersey dance marathon has started, this time in Floral Park, North Bergen, with Ted Brown's orchestra supplying the music.  
A total of 75 couples entered the contest when it started Thursday night (11).

**Evening Dress? Sure**  
Full evening dress is required—which means backless, shoulder-strap decolletee dresses. Sleeves extend a girl's arms to work in this exacting establishment, but if a girl in 'full evening dress' gets cold and puts on a sweater, oke. She's done her duty.  
All the girls agree they are most alluring to taxi dancing gentlemen in long satin skirts, swathed tightly across hips which are innocent of centurians. The more conservative maidens wear parties. The emancipated ones consider the underpinnings of burlesque taser: quite sufficient. All eschew pith coats. The transparency of sleazy material is a girl home unit to work in. The bouncer who circulates busy amongst the happy throng prides himself on the excellent conduct of his charges. He, too, has his rules which he summarizes in one pithy statement: 'I don't allow no shake-in'.

## Broadway

Richard Dix around.

June Laurie may have an operation.

Norma Talmadge seeing the town hospital.

Graele Worth ailing at French hospital.

Ben F. Kammer has changed it to B. Franklin.

John Morris is on that "Beren-garia" cruise.

Somewhat Freeman Bernstein got to Honolulu.

Joy Ray looking over the bill at the Jefferson.

Helen Chandler walking with Radio Harris.

Lon (not Loney) Hascall is reported quite ill.

Never so many vacant stores along Broadway.

Lee Marcus is back at Radio Pictures on B'way.

C. B. Cochrane after Patricia Bowman for London.

Mr. and Mrs. Dick Dix reached New York last week.

Barney Balaban, senior member of C. &amp; K. is in town.

Terry Turner ghost writing life of "Peaches" Browning.

Hans Bartsch may do some producing here on Broadway.

Bud Gray's swanky new apartment near Times Square.

Ora. Billingsley and his many stories, clean and otherwise.

George Antheil now living in Manhattan. Trenton too tiresome.

George Levy glad to be back on the main street after a stay on the Coast.

Jim Corbett again at Medical Center. Harkness Pavilion. Minor operation.

Beatrice Curtis (Mrs. Harry Fox) has patented a new idea in brasieres.

Mrs. Beddel of the Henry Miller theatre b. o. critically ill. Pneumonia.

Chas. and Ross Goldman of the "Stable" in glee over second anniversary.

One of the producer-distributors calls its projection room the torture chamber.

Shirts at \$1.25 seems to be a price mark of the haberdasheries are adhering to.

Charlie Yates reached the 28 mark Feb. 12, but doesn't look like another Lincoln.

Matty Zimmerman to Florida visiting the family.

Ray Peyton and Bernard McOWen back from "Blue Ghost" showings in Vienna film space.

Maury Foldare and George Moss are working pretty hard on that Motion Picture Club ball.

Florence Fador wants to frame that Jimmy Durante ad which Broadway still laughs about.

Frances Simon, wife of Bernard the p.a., makes her debut in "Wild Waves." Has nearly five lines.

Helen Hess makes hobby of picking out double entendre lines which newspapers innocently print.

Dance T. Hopkins Joyce will be Pemberton temporarily. Goes back when the producer does his next shift.

Edward Madden, Elling theatre, bought a \$3,200 car, and paid cash.

Arthur Seig returned to the agency business.

An old friend on 14th street has been uncovered with removal of a revealing facade in "Vaudeville," so sculptured on it.

Frank Wilcox in the cast of "Daddy" brother of "Daddy" on Tribune. It is 12th show that Charley Washburn has agented this season.

Cyrilla White, who understudied for Helen Morgan in "Sweet Adelaide" now hosting and directing the social stuff at the Stratford Arms.

Reservations of 400 rooms for the New York City delegation to Democratic National Convention in Chicago were made at the Hotel Blackstone.

That baby of Katherine Brown's, assistant scenario ed at RKO-Radio, much publicized as the way, is a female, five months old, weighs 12 pounds, has four teeth and is growing fast.

Heavy club tonight (Tuesday) on CBS will feature Ursula Parrott, authoress of "Ex-Wife." Tomorrow (Wed.) Peggy Hopkins Joyce will be featured on the same period. Just one of those coincidences.

Paul Andrews, a publicity boy in association with Dorothy Hall, sailed Feb. 10 to be four months abroad.

Dore Blum, Metro's foreign p.a., will debut in the new play, "Child of Manhattan" without her husband present as chief writer.

George Miller, politics writer on big paper, predicts Democratic landslide, confidentially.

"Depression Nights" being advertised by Victor theatre, male house. Prices nearly two for one.

## Berlin

By Max Magnus

Milton Diamond here. Max Schmeling back here. Carnera in Berlin also.

Robert Siodmak to direct the next Hans Albers picture.

Joe May film company liquidated with \$50,000 liabilities.

Pietro Mander, Pittaluga's foreign chief, off to Rome.

Plinckh make a Russian picture in Russian version.

Tino Patella and Erika von Thellmann to seek divorce.

"Stadliche Oper" will have \$45 in the box office one evening.

Agnes Straub will play at Theater am Schiffbauerdamm "Main Hair."

Berlin State theatre gave notice to 22 actors under new emergency decree.

Emil Ludwig left for the Sudan to collect material for his next book "Der Nil" ("The Nile").

Wolf Albach, young Viennese actor from Burgtheater, was signed for one-year contract by Ufa.

Jarmila Novotna and Richard Tauber will play and sing in Rehearsal "Froh" at the West.

Alexander Corda expected here to look for young actors and directors for his London production.

Mr. and Mrs. Sam Morris unchaining with Phil Kaufmann and Mr. and Mrs. Nissenau at Bristol hotel.

Lola Fodor, at Ufa theatre in a dubbed German version and she met with favorable reception.

The singer Irene Einsinger, known from picture "Feierstreich", married a physician. Dr. Gerhard Sponer.

Gustav Gruendgens to be Kaete Dorek's partner in Kuenneke's "Froh" at Theater am Schiffbauerdamm.

Fritz Massary to guestplay at bank department in "Froh" in Vienna in "Nina," play written by her son-in-law, Paul Frank.

## Salt Lake

By Philip G. Lasky

Monday show on. Auto show is bargain night. Ice cream charge at Green Dragon, night club.

Harry Golub advises that he used 14 pounds of cough drops and gallons medicine in getting over cold.

National Players, under Huron Blythe's management, in direction at Playhouse, doing better each week.

Major Louis Marcus, former theatre chain head, continues to reorganize town, much to newspapers' alarm.

Elliott, famed money-making dance hall, was sold to its bitterest rival, the Cocoanut Grove, owned by the Covey interests.

Amber Norman, platinum-haired crooner, recently from Reno, moves to the Covey interest.

Prater's Night Club, new club operated by Alan Steele.

The Army and U. of U. grid coach, silent return trip to confer with Iowa U. officials. Local sentiment heavy for Ike because he brought five consecutive victories.

Presented six big games.

U. of U. Junior Prom Friday (19). Proxy Thacker at Grand ban on automobile transportation and other luxuries.

Rumor has it that Lucky Strickles offered to pay for broadcast of prom, but Thomas said it was impossible for university to endorse cigarette.

## Tacoma

By Harry T. Smith

Dark noon signs predominate. Holes getting larger in the doughnuts.

Feb. 1 all small car insurance rates raised.

Local golfers ping-ponging during heavy snow.

Ron Gamble back as assistant to Doug Kimberley, RKO.

George Hays, RKO pit leader, only whispers his numbers.

Five typewriter pounders on "The Great Dictator" at RKO.

Herb Wells, big meat man, pres. largest packing house on coast, is suing.

RKO vaude acts are tipped opening supper show is when press drama boys visit.

George Miller, politics writer on big paper, predicts Democratic landslide, confidentially.

"Depression Nights" being advertised by Victor theatre, male house. Prices nearly two for one.

Democratic Democrats in state convention here endorse Gov. Roosevelt for pres. and a damp picnic.

Richard Barthelmess and frau visited here as guest of former Maj. Gen. Alexander. Enroute to China via Hong Kong.

James Boyle, for 12 years Fox doorman at Rialto and Broadway

theatres and probably the West known ticket man in the city, is dead.

"We heard about the great wide open spaces of the Northwest but I never thought there were so many open spaces," remarked Sir Hubert Robert Siodmak who began his lecture here in the Temple theatre before an audience of 25 children and 4 adults.

## Paris

Randall missed in new Folies. Edith Wharton on the Riviera.

Noli Coward's show coming off. Metro taking back a dozen people.

John Hailday to sail from Paris. "Bluff" not for New York after all.

All film actors trying to get legit jobs this year.

More dirty novels from Obelisk press.

Julie Dubas back at the Embassy.

Chaire Delorez down with pneumonia.

Claire at the shows with her brother.

Henri Samuel going to New York to teach French at the West.

Evelyn Herbert buying a few hats and gowns.

Her Man at the Palace is drawing crowds.

Prizefighters are going right back this season.

Left Bank filling up with Germans again.

Marc Klaw reading reports of German news.

Kathleen Norris over for some new material.

Charles Gordon to London to stage "Bluff."

Frank to do the sets for new Bourdieu show.

Celine Legrand came too late to cause a ripple.

Voya George taking a new left hand apartment.

Raquel Meller's songs in new show on stands.

Adolphe Menjou prepared to return to Paris.

Jimmy Shields now a prominent St. Moritz citizen.

John Mansfield preview here not getting much praise.

Walter Varney very ill and releasing apartment.

Charles Moreno dropped out of her bit in "Bluff."

None of the fashion shows as successful as last year.

H. Reeves Smith crossed the Atlantic for 160th time.

Hector de Renzo down to Trieste to launch a new ship.

John Mansfield leaving Paris to run the Athens office.

Charles K. Gordon working in Shanghai for Reuters.

Bob Schlegel assistant. Gatto, Walter's producer, is in Paris.

Saint Granier much missed as M.C. for the Opera ball.

Tadpole's "Das Lied" last Aus' are best sellers.

Mary Garden showing some temper in local houses.

Gordon K. Gordon from experts to drink "fine a Teau."

Pevy Marylature to Budapest and back for two hours' stay.

Desportes villa at Chally to be theatrical hangout this summer.

Mrs. S. Joe Zell giving a big party after the opening of "Hector de Renzo" at the Apollo to the Opera ball.

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## Budapest

By E. P. Jacobi

Bridge epidemic raging. Otto Indig, author of "Bride of Torocok," about to marry non-pro.

Swimming in winter in new indoor pool considered start.

Vasoli theatre gone broke, too. Jobless company playing on its own.

All up with Magyar theatre under its present regime. House dark and for lease.

Zolt Haranyi, president of Dramatic Artists' Society, divorced. Best of times and going out dining with ex-wife.

Three plays had their hundredth performance here. They were "Bride of Torocok," "White Horse Inn" and "Maya."

Imre Kalman here, looking for costume designs for his new opera, set partly in the Hungary of 100 years ago.

Uj Szinhaz another theatre that is dark. Arthur Bardos, noted director-producer, has taken up lease and will reopen next month.

Joe Coyne, actor, deceased great actor, Julius Hegedus, will clear his estate from debt. Sari Kocsak and Ferenc Molnar paid the rent.

Sari Faudt, actress, who drove her car without a license and ran over a child, sentenced to five months in prison.

Concessa Cerutti, wife of Italian ambassador to Brazil, who was Brail Paulay, noted Hungarian actress, before her marriage, here for grave operation.

Manel Lenhardt, cloak room attendant in a small cafe, discovered to own a valuable collection of horses, running under her own colors, gold and emerald.

Two prizefighters famous conductor, 65, divorced his fourth wife, about to marry Carmen Sturdt, 25, of the same name.

Raquel Meller's songs in new show on stands.

Adolphe Menjou prepared to return to Paris.

Jimmy Shields now a prominent St. Moritz citizen.

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H. Reeves Smith crossed the Atlantic for 160th time.

Hector de Renzo down to Trieste to launch a new ship.

John Mansfield leaving Paris to run the Athens office.

Charles K. Gordon working in Shanghai for Reuters.

Bob Schlegel assistant. Gatto, Walter's producer, is in Paris.

Saint Granier much missed as M.C. for the Opera ball.

Tadpole's "Das Lied" last Aus' are best sellers.

Mary Garden showing some temper in local houses.

Gordon K. Gordon from experts to drink "fine a Teau."

Pevy Marylature to Budapest and back for two hours' stay.

Desportes villa at Chally to be theatrical hangout this summer.

Mrs. S. Joe Zell giving a big party after the opening of "Hector de Renzo" at the Apollo to the Opera ball.

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## London

Stewart Rome back in talkers. Dora Maughan down with flu. Warwick Ward back at Elstree. Record net January. Record golf Feb.

Jack Harris flying cocktail party.

Gina Miao accompanied by George Foster.

Frank Ditcham on the normal diet again.

Lady Diana Manners luncheon at the Ritz.

Three still rates her semi-English.

Jean Harlow rumored coming over to the Jefferson.

Bert Errol recovering from pneumonia bout.

Three London film theatres giving convict acts.

Universal now playing its product at the Regal.

Tom Walls left for West Indies health cruise.

"Frankenstein" no children, tag pulled 'em in.

Caviar sandwich bar opened in Wardour street.

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## Portland, Ore.

J. F. Parker back in town. Says b. o. prices must stay low.

Two film executives are giving up information from "Variety" London office, and getting it.

The open-air garage in Mayfair, back of the Dorchester, they're talking in.

Barbette around here, prior to going Paris, to prove that his death was only a hoax.

British Broadcasting Co. seeking information from "Variety" London office, and getting it.

The open-air garage in Mayfair, back of the Dorchester, they're talking in.

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# Miami Beach

By Beachcomber

Judge Walter C. Kelly is mulling over a few new stories at the King Cole in Miami Beach.

Union operators will picket Capitol Theatre in Miami as fight goes into third or fourth year.

Villa Venice laments its of its extrajurisdiction in the way of wheels, etc., when constable staged a one-man raid.

Winchell's two kids, Gloria and Walda, modelled in the Burdine Sunshine Fashion show last week.

Miami Jockey club handle has bobbed over the \$200,000 mark on several days this meeting and that's something.

Embassy club packs 'em in with \$3.50 Sunday buffet supper, the tariff including ginger ale and other little extras.

Ben Bernie brought his band to Miami Beach on a mid-winter vacation and did their national radio broadcasting from WQAM, Miami.

Bille Dove has been vacationing at Whitehall in Palm Beach, where Talmadge, George Jessell, Colleen Moore and Joan Crawford, are also in Palm Beach.

Mrs. Tex Rickard gave a box party for some of the village notables in the room of the Hotel of Miami Beach. Kennel club. Mrs. Tex could be a winner too if she went in for beauty shows.

Ray, having a director, who has been making some kid movies over in England, is on his way to Hollywood by way of Miami Beach.

Peck's Bad Boy for Universal. Irene Bordoni is going over big at Embassy. Ray, having a director, who has been making some kid movies over in England, is on his way to Hollywood by way of Miami Beach.

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# CINE

## Winnipeg

By Matt Corbett

Chas. P. Wright directing College Tab players.

Frank McCracken signed by Mitchell for RKO.

Mabel Miller at College theatre. She's married now.

Nearly all the picture houses are doing double features.

Garrett theatre robbed for the second time in three months.

Martin Harvey here in 'The King's Messenger' at the Walker.

'Sinks' stranded troupe got fares back to England with a benefit Walter donated for the event.

The closing of Capitol vaude is making 'For stage hungry' hate letters being written to papers on subject.

Frank Wade and Ernie Holden, as the Scotch and Hebe comedians, won first prize in the local broadcasting contest.

RKO Winnipeg have signed up Gordon Mitchell to direct a series of one-act plays to be added to the regular RKO program.

Perry Wishart intends a production in the spring, which will be a 'Sinks' stranded troupe got fares back to England with a benefit Walter donated for the event.

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## Ottawa

By W. M. Gladish

Ontario Censor Board holds up three Paramount features.

Lillian Franklin, daughter of Joe 'Coke' Franklin, made radio debut.

Jack Elson is still working on his history of the moving picture business in Canada.

Leonard Bishop revives musical film as added attractions and the people like them.

Osar O'Shea, formerly at Embassy, now heads stock company at Raleigh.

Rayburn, Don Stapleton and Paddy Nolan go to Toronto for the film combine trial.

Amerson, who goes into the Embassy with his stock company, billed as a road show.

Harry Sedgwick of Famous Players is re-elected president of the Ontario Badminton ass'n.

Dent of British International Pictures starts from England to discuss dispute with Ray Lewis.

William Glick is awarded the major contract for the Ottawa Canada Exhibition next August.

Ottawa Fair turned in surplus of \$18,234 for city for 1931.

George Proctor for six days of the Capitol Badminton Club and is on tour.

Ottawa hockey tourists, headed by Cecil Duncan, home to big win after winning 22 games in Europe.

Viscount Duncannon, son of Governor-General and Lady Bessborough, played minor roles in several local stage plays.

Hon. E. A. Dunlop, Provincial Treasurer, discussed tax-raising on tickets under 25c, and raises tax on tickets 25c or over.

Victor Tandy tells Kiwanis audience English almost barred from Canada because of trade unions and controlled theatres.

## Hartford

By M. H. Hammer

Princess now has daily change of films.

Harry Needles back from Havana.

William Flannagan, assistant manager Regal, leaves for new connection.

David Cohen, formerly at Allyn, leaves for Capitol, Public, New London.

Walter Stuart drops into town on a business visit and then stuns away to New Haven.

Veronica Turasky, the stunning blonde Public Allyn cashier, captures local prize beauty.

Charley Benson, Palace manager, will be end man at the Elks Club Old Time Fairs.

Gladys Richmond and Margaret Harold voted two best looking girls in local Warner Brothers office.

Freddy Thayer, director of huge Fox Capitol to the local Jewish charities for benefit performance.

Freddy Mack, red-headed master of ceremonies of Capitol, leaves to assume a similar position in Brooklyn.

Joe Mullins, dean of Connecticut legislative reporters, dies after serving the Hartford 'Times' for more than 40 years.

Robert and Ruth Roland managed to meet every night even though the former was playing 90 miles from Hartford.

Local gun experts rush to Bridgeport looking for employment in the Winchester Arms plant.

## Montreal

Ston Eld off to London

Montreal Grand Gras stop

Jimmy Adams gives up golf for theatre

Ken Wright snapping up 'Herald' local paper

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## Loop

Jimmy Coston off to New York again.

Jack Sidley's wife drove in from Florida single-handed.

Jimmie Ascher's lunch consists of a whole boiled chicken.

Lester Hammett breezed through town en route to Hollywood.

Andrea Marsh is the new torcher for the 'W. C. Fields' combo.

Ashton Stevens didn't like Pola Negri's personal at the Oriental.

Keller Sisters and Lynch in an auto accident but no casualties.

The Bill Elsons are now the official exponents of contract bridge.

Walter Immendorf forgot to stay home last week to do his coughing.

Harry Lipton no longer associated with Public-B & K's 'Star News'.

Aaron Saperstein buck to the row after taking the rest in Hot Springs.

Gus Kahn has finally come into his own. Name graces a loop luncheon menu.

Dave Wolf blew in with Joe Lewis from the Coast. His first visit here in six years.

Officially the whole bar association at the opening of 'Counselor-at-Law'.

Edmond, head NBC continuity scribbler, is celebrating an event in Detroit.

In Union restaurant on Randolph street cut the way of all chatter mortgage foreclosures.

An on the level monicker of Nerts has been put in his own phone book. First name is Herman.

Florence Meroff, wife of the band leader, took in for a visit, leaving Bennie in Cleveland.

Ben Eisenberg strutting the film row after having copied the Universal picture in this territory.

Bob Sanders, former NBC band booker, in and around here now for a new assignment.

Elmer Rice in for the 'Counselor-at-Law' picture, unless a flock of inside info ruins the picture over a WGN milk.

Nettie Lovick, Morris agency sec. who got in the state with Joe Hirsch, non-pro, April 10, weather permitting.

Joe Lipton, among those who did a fast fadeout under the table when a souse unlimbered a cannon that south side black and tan spot.

Harry P. Munns spending his life in the loop these days, being quarantined in his own house while his kids get over the measles, or something.

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## Oklahoma City

By George Noble

Cecil Hill has rheumatism.

'101 Ranch' rechristened as 'Ford's' after 'Wonder Bar'.

Eggs selling for 12 cents a dozen, Russell Taylor making good in St. Louis.

Taxi fares in Tulsa three miles for two bits.

Pat McGee ate at home four nights straight.

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## Louisville

By M. W. Hall

Zona and Julia Marsh added to bill at Kentucky Night Club.

Madrid boss Bobbie Grice's reduction in salary from \$200 to \$100.

Major Blake, Savoy manager, plans to step out soon with a freak show at National.

Provincial sales picture ed in 'Times' now handling 'Times' book page, while Marion Green, regular cost.

Martin B. Campbell, assistant WIAS manager, is out George Underhill, program director, takes over his.

Conservatory of Music out as University of Louisville adds musical department.

John Donovan, Brooklyn, here in 'Wonder Bar' also got ill same time. Col. Johnson was down and out and was laid up at hospital through Tuesday.

Governor LaFollette presented Al Johnson with a colonel's commission at the Wednesday night perform-

ance of 'Wonder Bar' at the National. Joker comes in next day which state legislature heard resolutions recommending that all colonels commended by former Kentucky governors be required to pay a luxury tax. The bill was consigned to the Senate in the game and fish commission.

## Saranac Lake

By Happy Benway

Dick Knit is dead.

Edith Cohen up at times, short exercise.

Write to those that you know in Saranac.

Danny Murphy up for short walks and talks.

Ed. Edgar Mayer is back on the job minus his tussles.

Arnon Shapiro is staging a comeback at the Clancy stage.

Ed. Dowling and Ray Dooley Saranacing for a week end.

Dolly Lewis, newcomer, shows improvement in her weight.

Andrew Molony is back after a short look over of the Big-Town.

Ed. Edgar Mayer is back on the job minus his tussles.



## San Francisco

Ed Fitzgerald's birthday.  
 B. M. Brower out as Philco p.a.  
 Joe Schenck's rep, Lou Anger, in town.

La Argentina at the Tirol Feb. 23 and 24, better copyright laws.  
 Boulevard theatre in Jackson Heights opened again with stock by the Guy K. Austin players.

The stock has just presented two boys to the wives of two Tri-Boro men—Warren, Rusty, chief violinist, and Sidney Yelow, violinist.

Cliff Work, Mort Singer and Bern Bernard in and out again.  
 Zwei Menschen' holding over for third week at the Filmar.

Homey Curran eased soon to look over the Broadway play crop.  
 The Caritons (L. H. Hork, and Ruth Tribe) into the Bal Tabarin.

Bunny Duncan, blues singer, back after two years on KGU, Honolulu.  
 Claude Sweeten takes a week off from his Golden Gate baton waving.

Max Waldman, German dialectician, long in legit on NBC drama staff.  
 Gene Karlin, New Jersey singer and operator, new Premier, Oakland.

Naoum Blinder new symphony concert master, succeeding Nathan Abas.  
 Claude LeBellet returns to his 'New' drama desk after an appendix.

W. M. Rosenblum, former banker for theatrical interests, now a big real estate man.  
 Harvey and Kay Karels finally reach Frisco and with the fingers crossed.

Benay Venuta held over for a deuce week with Paul Ash at the deuce.  
 Bad man tried to hold up Elias Nasser with the Castro receipts but was captured.

Charles Deming, Jr., indie celluloid producer, and wife docked here after China trip.  
 Frank Stevens has a big get-together with the frau and a week-old daughter this week.

California Protective Association is planning a Feb. 23 benefit show at the Tirol.  
 \$12,000 on can buy Belle Livingston's Rolls, possessed by a Van Ness avenue car dealer.

Oswald Jacoby, bridge partner of St. Louis, did not come to see and to teach the Cubertson system.  
 While at the Fox, Frank Jenks is on the 'old' film, and he grew to know while m.c. at the Granada.

Frank March and Peggy von Eltz, Fanchon Royer and Jack Gallagher here after Hollywood marriages.  
 Hazel Rogers, studio cosmetician, here after world tour, sez she'll marry Robert Paul Thompson, L. A. radio announcer, March 20.

## Long Island

By Joe Wagner

Island beaches crowded.  
 Flushing to get 'nera on Mar. 12. Lots of bootleg sheet music vendors.

Rockaways may give carnival week to the realists.  
 Nabe pic houses playing films away.

Harold McMahon is feeling fine again.  
 College Point wants Station WMCA.

German and Italian pics going over in Queens.  
 The cops are grabbing lots of bootlegs in Jamaica.

Jessie Lowenthal is celebrating a marriage anniversary.  
 \$8,000 beach-combers are complaining about deperson.

Just too bad for slot machine operators and soothsayers.  
 Loads of North Shore folks in New York Social Register.

Bill Hawkins likes Flushing and likes to like to realists.  
 Motorcycle polo at old Rothstein race track in Middle Village.

Marjorie Keeler, Buby's kid sister, on Flushing Gridiron show.  
 Great Neck Players will do their stuff Feb. 23 and Mar. 1 and 2.

Frank Donoughue on Jamaica Bay, paper man, marries Ruth Laurier.  
 The North Shore Yacht Club in Fort Washington, Pa. reorganizes.

The Seminole Club of Forest Hills will hold its first revue on Mar. 6.  
 Several new golf courses will rise over the meadows on Jamaica Bay.

The mystery of the green belt has them guessing at Lewis' Tri-Boro.  
 The New Columbia theatre, once a famed nickelodeon in Maspeth, torn down.

Rock Glanburg, formerly of Roxy, is new chief of staff at the Tri-Boro.  
 It's about 11-12 they took new photos for the Rockaway picture cards.

Thyra Samter Windowlow dashed from her home in Kew Gardens to

Washington to fight light for more and better copyright laws.  
 Boulevard theatre in Jackson Heights opened again with stock by the Guy K. Austin players.

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Cliff Work, Mort Singer and Bern Bernard in and out again.  
 Zwei Menschen' holding over for third week at the Filmar.

Homey Curran eased soon to look over the Broadway play crop.  
 The Caritons (L. H. Hork, and Ruth Tribe) into the Bal Tabarin.

Bunny Duncan, blues singer, back after two years on KGU, Honolulu.  
 Claude Sweeten takes a week off from his Golden Gate baton waving.

Max Waldman, German dialectician, long in legit on NBC drama staff.  
 Gene Karlin, New Jersey singer and operator, new Premier, Oakland.

## New Haven

By H. M. Bone

Ruth Biting is nice to talk to.  
 Y. M. H. A. ball drew 1,000 to arena.

Harry Feldman no like foreign actors.  
 Cop on rampage against slot machines.

Now they're calling him Roy Stog.  
 Barney Rapp sticks at Bridgeport Fox-Poll Index.

Bernie Hynes has assumed Fox-Poll headlines.  
 Bill Tilden's tennis circus drew only 400 to Arena.

Stebert McCuskey got a kick out of that Tanguy visit.  
 Henry Busse swinging golf clubs indoors these days.

Has Bill Moffa still got that ring Mac Murray gave him?  
 Fox did \$75,000 damage to Antonio's Tremont theatre.

Kearney Walton going gym to keep that belt-line in order.  
 What memo did home, Ely, City of Yesterday' unit revived here.

Well, the Borderlight club had an annual dance home.  
 Too many celebs in one week had Harvey Cocks tearing his hair.

Did Stab Walton ever get back to the Coast, or is he still waiting?  
 They call B. E. Hoffman and Dan Finn 'boss' over at Warner's now.

This lifted \$25 from acrobats' dressing room at Fox-Poll week ago.  
 After ten years the Three State Bros. return to old home, Ely, City.

That new m.c. job at Fox-Brock-Poll got Freddy Mack's pan in local sheet.  
 Local Congressman Tilton's boy, John, is now assignment editor of Yale 'News'.

Joseph Hyndin observed Franz Josef's undn bi-centennial with song and story.  
 What memo did WITC has composed a number called 'Love Song I Write for You.'

What memo did F. Pascarella's face him when Lina Basquette called her an Irishman on stage.  
 'Goddess' will be the outstanding female stage on acrobat at this year's Yale Junior Prom (28)?

Mission Players offer original play, Princess and the Tinker, by James Masselli, director.  
 Engagement of La Argentina at Stubby gave blue-bloods cause to break out the boiled shirts.

Yale Drama School boys doing costumes, lights and scenery for skating carnival, 'Night of Magic,' at Arena (25).  
 What memo did go get a smash hit ('Blessed Event') in this town.

Gotham promoters cut its run short to rush it into N. Y.  
 Irvin P. Went one-time sports promoter and music publisher worth \$500,000, took poor doctor's oath in Manhattan. Unable to raise \$300,000 cost.

Buffalo

By Sidney Burton

Benny Wallerstein now operating the Broadway solo.  
 Legitimate houses go dark again for one night.

Russell Hardie's hit in 'Zoom' sounds good to his home folks.  
 Heavyweight champ, fled bankruptcy petition.

George McKenna on his own showing the boss in Florida via mail how to increase the weekly gross.  
 Kreutzberg and his dancing group in for one night at Erlanger Friday and after Ted Shawn, who vowed 'never again.'

Century rushed in showing of Tulane-Southern California film when Lafayette announced Notre Dame-Southern California special.

Saturday night's midnight benefit for unemployed under auspices local city organizations, turned in over \$5,000 for labor's special unemployment committee.

'Electric' had most of the local reviewers' votes on what to say and how to say it. Maybe Charlie Otto's between performance dinner to the local press and their femmes had something to do with it.

Indianapolis

By Gene Haynes

Charlie Davis still unoccupied.  
 Beer prices down along with alkyl. Jack Tilton's band playing over W. B. Rapp.

New prohibition administrator takes office.  
 Small downtown 10 cent houses drawing them in.

City of Indianapolis putting city-owned plane in service to combat traffic.

Lester Huff, organist, has completed circuit of downtown theatres.

Attendance at Indiana's state parks last year increased \$9,179. Paid admission total \$58,185. Free Archibald, alias 'Flatfoot'

of 'Green Pastures' and Chicago manure, were married Monday (1).  
 Red Curtiss' contract extended at Cantwell's Showboat eatery. He has been supposed to close last weekend (7).

Something new in stock. Berkell 'Little Jessie James', had ad of local dance outfit and girl's band.

'Green Pastures' in at English for week, sold out and thru quick arrangements was able to put on third matinee. Show grossed about \$25,000.

Indiana's straight song program holding up. Circle is down. That's the reason B. Y. Sturdivant, Y. M. P. mogul, wants Davis band to go in to put on stage shows.

## Denver

Auto show this week.  
 Police radio in operation. Orphan opened Feb. 11. Largest.

F. J. Barry, traveling auditor, N. Y., here checking.  
 New opera house opens few days in Black Hills selling RKO films.

Thermometer rose 33 degrees in one hour, but a strong wind. The reason B. Y. Sturdivant, Y. M. P. mogul, wants Davis band to go in to put on stage shows.

Sam Jackson on way to China as war correspondent for group of doctors.

W. J. Eckert, former art director Public theatres here, takes same job with new Orphan A. C. RKO team leads film row bowling league. Metro, Film Delivery and Paramount in that order.

J. T. Sheffield here for his trial with Thos. Sullivan and others over conversion of property at Gothic.

E. M. Gluckman, A. J. Kirwan, Henry Dreyfus, N. Y., Morgan C. Ames, Omaha, and Albert Kahn, Chicago, on RKO, here for Orpheum opening.

These out of town exhibitors seen on the row: R. G. Giffes, Hotchkiss, Colburn, Grey, Greedy, C. O. F. E. Rider, Waukena, Neb.; W. B. Cook, Central City, Colo.; E. M. Gluckman, A. J. Kirwan, Pueblo, Colo.; and Mr. and Mrs. Frank Kelly, Salida.

## Newark

By C. R. Austin

The songheats at 5c not only back, but they block traffic.  
 Nash opened stock with special trick ways of making the odor permeate outdoors.

Noting Paramount has opened a station for free parking: First to try this, running into more vehicles—less unit sawdust show cleaned up at the Shubert.

Hahne's, a department store, offered acts of vaudeville in a show Lincoln's birthday, all professionals.

Franklin ran out on the receivership of the Little and took a trip to Texas to see Stuart I. Rapp.

With the Mosque and Carlton closed in addition to the Rialto, South Broad street is, completely showless—less unit sawdust opening has brought Washington street break.

## Canton

By Rex O'Connell

No dark theatres.  
 No vaude here till fall.

Preak music makes appearance on Market street, first in years.  
 Captain's unit sawdust unit of retirement with brand new dance band.

Nickle pictures at Majestic in Akron, first here in almost 15 years.  
 Carole's unit sawdust unit for auditorium this month, definitely out.

George Marlow, a contortionist, soon for Europe again, ill at his home here.

Rob Russell's, circus midget here, signs with Hagenbeck-Wallace for this season. Was with Siles-Pinto last season.

Stoneman Celtics and Brooklyn Americans play at auditorium here for a half buck top, lowest admission on record for big time pro basketball ball.

Radio commercial getting tougher with few repeats at WHBC. Station using little flesh and trying to get by with transcriptions now on all commercials.

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## Kansas City

Will R. Hughes

Automobile show opened Saturday evening.  
 Hinda Wassau has been drawing big crowds to the Gayety.

No Wednesday matinee for Al Johnson here week of Feb. 28.  
 Ed. W. Schragge, who had opened at the Hotel Muellerbach, closed.

Local car drivers are busy pushing drivers' license cards, new for this town's March 1.

Jim Fulton and Freddie Sherman are new members of the Woodward stock.

Jack Moffit is running a new column in the Sunday 'Star'—Among Movie Fans.

Kansas City Blues will leave for Orange, Texas, winter training quarters March 1.

A fashion show and a television exhibit have been added to the regular automobile show.

Ed. W. Schragge, conducting his column in the Journal-Four from Palm Beach. Pretty soft this sporting editing.

Trains from east and west bring to several prominent picture stars Union station. Those who met were Eddie Cantor, Ben and Bebe Lvon, and Mrs. Tom Meighan.

'Ace' in his column, 'Lobbying' has been a success. He has a local theatregoers a verbal spanking for failing to attend 'Three a Crowd' March 1.

The show with the ones that like the show 'undressed and rough.'

## Rochester

By Don Record

Jules Greenstone sees loss of independent theatre operator blow to film industry.

Don DeLeon of the Auditorium stock is studying voice with Adella Fermin of the Eastman school.

Kansas City's Sagamore hotel, has installed a golf school with: Pro Tom Butler in charge.

'Aces' a Crowd' stopping off for three performances (13, 14) at the Lyceum on jump from Des Moines was here.

Riviera theatre follows the Monroe in putting on 'family night' program, featuring the Better Home Council.

Margaret Wolff, daughter of Mrs. Martin E. Wolff, owner of the Lyceum, is married to Count Louis Riccio of Italy in Paris.

'Mystery of Life' film held over at the University professors deflected scientific value, and pastors knocked.

Ed. W. Schragge, former manager of the 'Temple, packing his bags for his 15th annual Southern trip, mourns the old days.

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## Cleveland

By Glenn C. Pullen

Frank Miller on diet.  
Mitchell Plotkin booking parties for Cameo.

Kay Donna is WTAM's new singing sensation.

Addie Addison still wears iron hat he bought in 1887.

Larry Norrett taking annual winter vacation in Florida.

Another dark week at Ohio, making tenth this season.

Denny Thompson now has a baby son to add to his band.

Three Stuart Sisters, singers, signed by Ed Gill for road tour.

Del Mulcahy, Warner's Lake stagehand, broken leg in hospital.

Eleanor Healy, singer, rehearsing for lead in new Akron chime show.

Howard W. Higley at Elip gets new car, but can't find time to ride it.

Charlie Tent of Lotus Garden hit by messenger's bike, sued and collected.

Checks printed on sheet rubber swiped and worn awestruck all the time here.

Fred Lightner had his overcoat stolen and wore sweaters all the time here.

Rock Austin leaves WGAR to take singing announcer job on WBMD in Peoria, Ill.

Eddie Cameron has forsaken drama for a wife and store job in New York.

McLaughlin-Manheim team planning to open stock in St. Louis and Pittsburgh.

Sam Warshawsky is pounding out new play for stage return of Lionel Barrymore.

Frank Monaco, having got new dance spot opened, will rest up on Arlington ranch.

George Davis of 'Press' comes from Palmetville, but why does he boast about it?

J. J. Carr has formed vaude troupe, hiring local muggers, to make tour of Ohio hamlets.

Sam Manheim considering Orson's version of 'Lysistrata' for stock production.

WTAM off air whole day Feb. 11 due to broken insulator that wrecked antennae.

Dick Ziesler's Cameo whitewashing every burlesque show to draw more family trade.

Dave Apollon picked up Schwartz Brothers here, taking local dancers with him to Detroit.

Five midnight screenings by Loew's in one week nearly gave movie critics the heebies.

Carlton Brickert, former stock producer here, studying and running coffee stand at Illinois University.

Six local musicians were lured out to suburb and beaten up by musician when they couldn't show union cards.

Jean Wright Gorman, ex-Cleveland, suing Herbert Sherman Gorman, writer, in Reno for non-support.

Ted Meyn's organist at State, holding politicians, considered so hot it was pulled out after first performance.

Jack Dempsey here for 'Kayo' Christian fight, said to be flirting with radio for network program to net him 90 grand.

Jean Harlow blew in town only half hour before first show at State, adding few more gray hairs to Eddie Melnick's head.

Rae Samuels' manager sez report about star burning because Eleanor Wittenberg, local dancer,

grabbed so much space here isn't so. Eleanor's signed for five years by Samuels, so maybe it was two other gals.

## Connecticut

Auto show at Waterbury.

Tremont theatre, Ansonia, damaged by fire.

Palace, Danbury, cutting organ to first half only.

Auto show, Waterbury, had 12,000 paid admissions.

Capitol, Meriden, has inaugurated gift night policy.

Licenses now needed for dance halls at New Britain.

Sex pictures again appearing in western part of state.

Lina Basquette does personal appearance for Stamford firemen at ball.

Stuart Ayers, New York writer, and Mrs. Mona Tjader married at Dan.

Eva Casanova plays return engagement with Empress Players, Danbury.

Strand theatre, Seymour, now serving dance hall and basketball court.

Alexander Carr and Arthur S. Ross reviving 'Push and Perimut' at Empress (Danbury).

Anna Danton, New York dancer, spends night in Darien jail for failure to have auto operator's license.

Elsie Janis to be guest of Connecticut branch, League of American Penwomen, at Greenwich, Feb. 27.

## Westchester

By Al Crawford

Dorothy Knall now resident of Hastings-on-Hudson.

American, small nape pix in Yonkers, specializing in German films.

Jay Flippin to be m. c. at theatre employees benefit at County Center Feb. 20.

Margaret Mayo buys 20-acre plot at Quaker Ridge. Already owns estate at Harmon.

J. Noe Macy, wife of owner of newspaper chain in Westchester, in Reno for divorce.

High tension electric service granted Yonkers theatres by Public Service Commission.

Prize winning show horses were burned to death in \$15,000 barn fire on estate of Bernard F. Gimbel at Portchester.

Clare Trevor, starring in 'Whistling in the Dark,' used to be Claire Wemling, high school girl in Manhattan.

William Muldoon, 80-year-old state boxing commissioner, ill in N. Y. hospital for two months, now at his home in Purchase.

Casper Platter, 63, staff artist at Joseph Urban studios for 25 years, died at his home in Yonkers. Survived by widow and four children.

## Lincoln, Neb.

By BARNEY OLDFIELD

KIPOR talking of folding.  
Maures Dumesnil did a concert.

Newspaper ice carnival drew 4,000.

Mary Bal's parrot finally house-broken.

Deaux Arts balls and valentines in season.

KGNF and WCAJ asking for power increases.

Tom Pechousek squinted at Public booth equipment.

Bill Taylor succeeded as operator head by Dusty Miller.

Joe Cooper, spec and all, made his usual bi-monthly visit.

Al Wilson, by Ripley nomination, still world's biggest cop.

Sam Drolack has swapped his skates for a bowling alley job.

Joy Sutphen sounding public opinion on stock, although now located in the Brandells in Omaha.

## Montgomery, Ala.

By Tom Hall

Joe Allen victim of holdup.  
City to join air mail route Feb. 16.

Edna Haven Pepper putting Strand over.

Lava Leaven Inn destroyed by fire (Feb. 1).

Southeastern baseball loop organized.

Radio station now on Columbia system.

Baseball may come back this summer.

Jimmie Pepper says it is all a false alarm.

Maybe Jack Murphy is slated for a promotion.

Tivoli owners announce bookings for next 30 days.

Gene Marshall got a bad eye in basketball mixup.

Standing room only at Strand for Friday night vaude.

Lasses White got nice business from minstrel show.

Rubin & Cherry Carnival to depart around April 1.

Tom Oliver, Easton Red Sox outfielder, wintering here.

School teachers haven't been paid for last month's work.

Lillian Brantley is a registered nurse now and happy.

Police making quite a few arrests for traffic violations.

Shrine amateur minstrels (3-4) did the business at Grand.

Quite a few race horse fans here, and bookies doing good business.

Tulane-Southern California football game film failed to draw crowd.

Lasses White says in another year minstrels will be back on road.

High school basketball coach begging public to patronize the games.

W. A. Doster, Grand mgr., believes good vaudeville would pay at this theatre.

Theatre owners at Tuscaloosa can operate Sunday shows without being arrested now.

Nashville baseball club owners say they are interested in local baseball franchise.

Rubin & Cherry Shows and Mod-

el Shows of America to play Canadian National Exhibition in Toronto again, Aug. 26.

Some folks paid a dime to view an automobile that Al Capone rode in. Promoters here for a few days showing the car.

## Duluth

By James Watts

Police start drive on toters of hooch at dance halls.

Fellows one likes to meet—Manager Spauth and his college dog.

Curling in the real sport, now at Head of the Lakes with 38 rinks competing for the city championship.

The Lyric, after being dark since last December on account of fire, opened Friday, Feb. 12, with Edna May Oliver in 'Ladies of the Jury.'

Morris is a Minnesota agent, renews friendships here, harking back to his days as manager and actor here.

Pick getting better, avers Morris.

Nick Lahti of the University of Minnesota, amateur welterweight champion of Minnesota, defeated 'Handsome' Pikkas of Virginia, Minn., by the K. O. route in the third round of a bout at the Shrine auditorium here.

## NEW YORK THEATRES

5th MONTH — COMEDY HIT

A Church Mouse

with BERT LITTELL, RUTH GORDON  
PLAYHOUSE 48th, E. of B'way  
Evenings at 8:45

Matinee Wed. and Sat., 2:40  
Extra Matinee Washington's Birthday

GILBERT MILLER presents  
Edna Best Herbert Marshall

There's Always Juliet  
Comedy by John van Druten

EMPIRE Theatre, Broadway and 49th St.  
Matinee Wednesday & Saturday, 2:30  
Extra Matinee Washington's Birthday

THE DEVIL PASSES COMEDY SUCCESS

with the great cast:  
ARTHUR BYRON, BASIL RATHBONE,  
LORRAINE LAMAR, MARY MURRAY,  
DIANA WYNNARD, CECILIA LOFTUS,  
JACK, ERNEST CONSUME

"Altogether perfect. Every heart will relish something joyful and exciting from this charming farce."

SELWYN THEATRE, W. 42nd St. Eve. 8:40, 8:15 to 8:30.  
Mat. 2:40, 2:15 to 2:30.

GILBERT MILLER presents  
HELEN HAYES

IN HOLMAN'S NEW COMEDY  
THE COOK FRY

"Is one of the few triple-cast, immediately recommendable entertainments in town."

HENRY MILLER'S THEATRE, 124 W. 43rd St.  
Eve. 8:40, 8:15 to 8:30, 8:00, 7:30, 7:00, 6:30  
Extra Matinee Washington's Birthday

MAX GORDON presents  
THE CAT AND THE FIDDLE

By BERNARD KERN & OTTO HARBACH  
"Broadway hit and heard jocular music in its life."—Gabriel, American.

GLOBE THEATRE, Broadway 48th St. Eve. 8:30.  
Mat. Wed., Sat. and Feb. 22nd  
Good Seat, Seats at Box Office \$1 to \$3.50.

LESLIE HOWARD  
in PHILIP MARSH'S New Comedy  
THE ANIMAL KINGDOM

"The season's most caustic adventure."  
Perry Hammond, Herald Tribune.

Staged by Gilbert Miller  
BROADHURST THEATRE, 44th St. W. of B'way.  
Eve. 8:40, 8:15 to 8:30, 8:00, 7:30, 7:00, 6:30  
Extra Matinee Washington's Birthday

EARL CARROLL VANITIES

with WILLIAM MITCHELL  
MAHONEY, DORIS DUNN  
Company of 200—50 Glittering Scenes  
from The World's Most Beautiful Girls  
Nights, Entire Orchestra, \$3 Extra  
Eve. 8:40, 8:15 to 8:30, 8:00, 7:30, 7:00, 6:30  
Mat. Wed. and Sat., 2:40, 2:15 to 2:30  
EARL CARROLL THEATRE, 7 Ave. & 50 St.

ALEXANDER MCKAIG presents  
KENTON S. TRUMB  
WHISTLING IN THE DARK

By Laurence Gross and Edward Childs Cur.  
Director, Directed by Frank Rowland. Set.  
Stage by Donald Greig

Ethel Barrymore, 47th St. W. of B'way.  
Eve. 8:40, 8:15 to 8:30, 8:00, 7:30, 7:00, 6:30  
Mat. Wed. and Sat., 2:40, 2:15 to 2:30  
Wash. Birthday

Wholesale Mag. Ban  
Forty-five publications were taken off the newstands at Allentown, Pa., at the request of District Attorney John H. DeFenderfer, who refused to give out the names of the publications he asked to be taken off. The reason was alleged salaciousness.

## Spokane

By Ray Budwin

Word from Duncan Inverarity here to effect he is vacationing in Vancouver.

Liberty is holding Chatterton in 'Tomorrow and Tomorrow' for full week on strength of opening biz.

A. J. Bishell and James Lyons, operators of the Empress, have taken over the Grand as a grind, two-bit top.

Fox, with F. & M. for same three days, did well. 'Round the World' was stage idea, showing with film 'High Pressure.'

Mary Wigman did a sellout at Post Street theatre, as did Abbey Irish Theatre Players, first 1932 road attractions.

Ritz (second run pix) resented and redecorated. Cecil Miller, formerly Minneapolis Orpheum and Pan manager, operator.

Mrs. Joe Cooper and children arrived to join Joe Cooper, new Orpheum manager here. Cooper last week replaced Walter Fenney.

Singers' Midgates have been booked for the RKO's second vaude show, Feb. 12. The flesh returns Friday for a three-day split week.

A foot of snow and near-zero weather has hurt the box office. Spurge on ad space by all first-run over the week-end could only pry fair crowds from home.

Chamber of Commerce in flanking four-foot vaudeville show to public for 10,000 signatures to be forwarded to Bing Crosby. Crosby

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## Who Lives at The Park Central?

A MONG guests at The Park Central are prominent leaders in every phase of human endeavor. Stars of the screen, musical comedy, vaudeville and drama, select it because of its quiet serenity, excellent service and proximity to all theatres and railroad terminals.

Radio outlets...Electric refrigeration...Period salons and roof patio for private functions...Swimming pool...Golf...and other features equally unusual and desirable.

Largest Single Rooms  
in New York

PHONE CIRCLE 7-8000

The Park Central  
56 St. at 7th Ave., New York City  
H. A. LANZNER, General Manager



# Going Places

By Cecilia Ager

## Artist's Ladies Just Grin

The sweetness and light that permeates George Arliss' pictures has a surprisingly disastrous effect upon the actresses in his casts. The continuous smiling at his cuteness which constitutes the femme leads' acting in his films, sets their faces in grins of such fixed rigidity that often they find they are quite incapable of ever relaxing their countenances again. Violet Heming, chosen to be embraced by Mr. Arliss in 'The Man Who Played God,' in the latest victim of this singular facial paralysis. She seems to have an even more severe case than that which so distorted the features of Doris Kenyon in 'Alexander Hamilton.'

Miss Heming's case is aggravated by the fact that, observing the overwhelming archedness of the star, she has caught the fever to arch, too. Whilst obediently smiling at Mr. Arliss' charmingly opportunistic ever searching for a chance to be enchanting herself. The extraordinary grimace resulting from this double intent permits the audience a prolonged opportunity to study Miss Heming's teeth, to note their spacing, formation, whiteness, and so on.

Louise Closser Hale has sufficient faith in the richness of her own personality not to reach for mimicry. Bette Davis is as credible as any slip of a girl could be who is allotted the fanciful task of endorsing an ardent passion for the handsome character actor Arliss himself. In a new zest for the appurtenances of heady allure, makes up his lips with a precisely outlined rose lip, so that is somehow strangely agreeing on such a nice old fellow.

## Great for Great Aunts

Touched by the sentiment of St. Valentine's day, the Paramount stage show this week has gone clean and dainty. Aside from a brief moment when the David Blines Girls are unable to restrain themselves from sliding into a bit of snake hips, everyone's conduct and appearance is above reproach. Great aunts will find this presentation their meat, a mock beef loaf made out of healthful vegetables and nuts.

It opens very quaint, John and Edna Torrence performing airily a sweet little interpretive dance all about a love sick maid and a sympathetic postman. The Torrence team, with their grace and exemplary behaviour, theme the show. They appear three different ones, giving Miss Torrence the opportunity to prove she can wear an old fashioned red plaid taffeta frock, a sleeky black velvet princess gown, and an innocent pink chiffon and rosebud dress with like success.

The Blines Girls commit their breach of Valentine's Day behaviour in red and white four squared satin leotards. They've been so used to getting hot-cha in leotards that they just fall into it instinctively. Valentine's Day or no. Long black ballet skirts, red military jackets and gold officers' hats for their next toe ballet make an inexplicable costume design, until the announcement of the imminent appearance of Guy Lombardo and his Royal Canadians clears up the bewilderment.

It ends as nicely as it began, sweet music, sweet old fashioned dresses, and a sweet lace paper Valentine's set in case anyone's forgotten.

## Heroine Filly Punished

It's a judgment, the suffering that dogs Nancy Carroll in 'Wayward,' for she teaches little children how to sing pop songs with gestures. Such a menace to the community deserves punishment equal to the torment her pupils inflict, and Miss Carroll, who's turned out of her husband's home with just a cope and sequin rag to her back, whose chance meetings with 'other men' receive the worst interpretation, really gets off very lightly.

It's hard to believe, prettily soft and yielding-looking Miss Carroll would be a party to anything so wicked as the corruption of child life with torch chants and hot tapers, but there it is in black and white.

Of course, before Miss Carroll came to this low way of making a living, she'd been living a house dominated by Pauline Frederick as her mother-in-law, and it may have

temporarily deranged her. Miss Frederick's tragedy-queen voice, her surely registering characterization, her steely grimness and her suitably regal coiffure all together make such forceful competition that gentle Miss Carroll's just swept aside. Margalo Gillmore, foreseeing how it is, becomes forceful too, but Miss Carroll is too young and inexperienced, too much of an innocent cherub to best them.

## A Double-Xing Veil

The little nose veils screening the eyes of young women about town with such desirable mystery change into treacherous trip-teries when photographed, deceitful adornments that foresighted ladies of the time would do well to avoid. See how one betrayed Bette Davis in 'Hell's House.' She had a little hat that just cried for a nose veil, she thought, to get herself one, a bit of black mesh sprinkled, as the best of them are, with large black chenille dots. It probably was most becoming on the set, casting a spell of enchantment over the even round eyes, but on the screen, alas, it proved what untrustworthy affairs those veils can be.

Its black chenille dots blotted out the pupils of Miss Davis' eyes, and installed themselves instead. Since their irregular spacing did not conform to the spacing of Miss Davis' eyes, they made the poor girl look cock-eyed, a bizarre effect certainly, but just a little too bizarre to be admired. Fortunately this double dealing veil creates havoc with the lady's looks during only one sequence. The rest of the time she's a sweet thing with a regular, unpretty face and a torturous resemblance to Constance Bennett.

'Hell's House' is rife with the look of a quackie, and Miss Davis' clothes, make-up, and lighting suffer thereby. Clumsy writing gives

## All Business

Among the added scenes in 'Girl Crazy' at Radio are two new impersonations by Mital Green. Edna Mae Oliver and Roscoe Atte, Radio players, will be aped. Out of the picture are the take-offs on Chevalier and George Arliss, who are not on the Radio payroll. (From Variety's Hollywood Bulletin).

each spectator the chance to decide for himself just who she is, what she does, and what sort of person she's supposed to be. Emma Dunn and Mary Alden are intensely emotional, just as the director ordered.

## Trying to Be Good

Jean Harlow has often expressed a longing to play a 'good girl' in pictures. 'Three Wise Girls' (Beacon) grants her wish. In it she's just as good as good can be. But a good girl to picture audiences has to do more than that way; she's got to look that way. However, it is a physical impossibility for Miss Harlow to assume the straight, ascetic outlines which are the basis of virtue to film audiences. Her contours and manner of displaying them will never allow her to sneak into the good girl category no matter how sincerely she longs for it. Mae Clarke, who looks like a good girl and is cast for a bad one, and Marie Prevost, who doesn't aspire for a millionaire, but is happy with a chauffeur and a wedding band, complete the trio of girls laughingly called 'wise' in this pleasant little yarn's title.

## L. A. PAR'S OPERETTAS

Los Angeles, Feb. 15. Paramount theatre in changing its stage policy Feb. 25 possibly using condensed operettas. Will alternate every other week with stageband. George Cunningham is out.

# Uncommon Chatter

By Ruth Morris

## Bill Not Appreciated

None of the ladies in 'Business and Pleasure' appreciates Will Rogers the way audience ladies do. Taken all in all, they're pretty disagreeable—always bickering, nagging and be-littling.

Dorothy Peterson, whose married life in films has been one long round of patient self-sacrifice, should be grateful for a husband whose worst faults are gullibility and grammatical errors. But Miss Peterson's part says she must be suspicious and irritable so, though she's never been that sort, she complies with the sincerity of a capable actress. Audience ladies think Peggy Ross should be told that a daughter who talks back to Mr. Rogers should be spanked and sent from the dinner table. Jetta Goudal deserves the same fate for trying to lure a soft-hearted, respectable Rotarian away from quiet fireside.

A mother and daughter whose style consciousness was developed in a middle western town are expected to wear the neat, undistinguished frocks modelled by the Misses Peterson and Ross. The cosmopolitan adventures represented by Miss Goudal shows a won'ted taste for gowns whose grotesque line shames their expensive fabrics. Trying to create individual allure, Miss Goudal dresses as the sort of stylist who fancies a piano cover as an evening wrap.

## Roxy Goes Lincoln

The Roxy, despite many changes of policy, maintains its flair for celebrating festive days. The Cathedral has always done itself proud with rousing tribute to Abe Lincoln, but this year—just when holiday spirit seemed to have been clipped by the depression—it sur-

passes previous efforts. Its familiar devices of production clear the way for the new patriotism that swells to the mighty, blue-haunted rhythms of the Hall Johnson Chorus. 'Let Freedom Sing' is a rousing memorial, dignified and sincere. Abe Lincoln would have liked it himself.

Right on the heels of Feb. 12 comes Feb. 14, the way when hearts are worn on sleeves, postcards and candy boxes. The ballet corps has something neat to bestow upon St. Valentine. Its shining, jule and crystal ballet was beautiful several weeks ago when given under another name, and will be just as applause stirring on any future revival day.

The Three Girl 'Fridos, economical misses, freshen previously worn white crepes with neckerchiefs of scarlet chiffon, brilliantly studded with self-color sequins. Soft-colored harmonists who croon in a dimly lighted orchestra pit profit by a discreet touch of light-reflecting material.

## Galloping Gorillas

Beet on all sides by horrendous menace, Sidney Fox trips daintily through 'Murders in the Rue Morgue.' Macabre influences that well disturb the calm of any heroine leave her cool and unruffled. No murder can touch her, she's that serene and isolated in ingenuit's sweetness.

She gazes at a growling gorilla with the simplicity of a child on her first awesome trip to the Zoo. Honeyed intonations steal anxiety from her approach. Her eyes open wide to trustingly acknowledge an evil leer on the face of Bela Lugosi. Knowing no fear, she is spared the thousands of imaginary screams that torture horror-film heroines.

Possibly she agrees with the audience that the dangers in the Rue Morgue are just a little too highly colored to be real. But again, she may derive assurance from the knowledge that a studio dummy will take her place in the arms of a galloping gorilla and be trundled unprotestingly over Paris rooftops.

## Hollywood

(Continued from page 6)

following 'First Mrs. Frazer,' which Grace George (Mrs. Brady) stars rehearsing this week. Brady-Belco production was star Miss George. John Halloran of the London and New York 'Mrs. Frazer' brought here for the Coast presentation.

Wallace's Body to London Remains of Edgar Wallace, who died Feb. 10 of pneumonia, are being escorted to London by Robert Curtiss and Robert Downs, secretary and personal servant of the late writer.

## Standard Sound's Mess

In addition to 28 wage claims totalling \$3,765, Standard Sound Studio's asserted insurance of non-negotiable notes, amounting to \$7,844 to 32 other employees is being investigated by the labor bureau.

## 75c Stock Opens

Six-bit stock policy starts at the Music Box Friday (19) with 'Best Zeppo' Edna Elliott. Robert Drum, E. Forrest Taylor holdovers from 'Easy for Zee-Zee,' Richard Wilbur is considering Mary Nolan to guest in 'The Town's Woman.'

## U's 2 Hollywood Yarns

Universal's 'The Girl in the Woods' from two angles in next year's line-up. Studio has 'Once in a Lifetime,' and will make another dealing with picture people off the lot.

## Burr Borrowers

C. C. Burr has Regis Toomey, borrowed from 'Billie and Ginger Rogers for his 'Midnight Patrol,' newspaper yarn.

## Galloway at Tiff

Morgan Galloway, off Radio's payroll, is in 'Lena Rivers' at Tiffany.

## After Gahagan's Story

'Enter Madame' won't be Helen Gahagan-Duffy's last. With Lowell Sherman. Another story is sought, by James McGuinness, associate producer.

## 2d for Metro

Virginia Bruce, Metro actress, will do 'Buy Brides' and will as 'Miracle Man' for Paramount.

# Women on Percentage

A condensed review in points on the women of the stage mentioned hereunder. None can rank over 10 points on a single item, nor over 100 points in total. There are 10 items covered by the reviewer, with the named points opposite each player's name. Slight comment is added.

	Modeling	Acting	Make-up	Clothing	Stagecraft	Personality	Endurance	Charm	Appearance	Total	Comment.	
PALACE												
Sophie Tucker....	8	9	10	10	7	10	10	9	10	93	The genial star proves once again her mastery of the art of winning and holding an audience.	
4 Golden Blondes..	7	4	8	9	8	7	8	8	9	8	76	Slight tendency to go smart-alecky can be easily checked. Three variations on one costume cleverly achieved.
Bernice and Emily	0	7	5	5	7	2	5	7	5	7	50	New versions of acrobatic dancing smartly set but undersold by banal costumes.
Gertrude McDonald	7	9	3	5	7	3	3	3	0	3	43	Musical comedy style ingenuit colorlessly sweet.
Naomi Price (Hot from Harlem)...	5	6	5	5	5	1	3	2	0	2	34	Doesn't make the Palace grade.
Hot from Harlem Chorus .....	0	6	3	3	5	0	1	1	0	2	21	No flair nor spontaneity.
STATE												
Fanny Watson.....	3	8	8	5	7	10	10	8	2	10	76	Likeable comedienne who gets resonating laughs without any forcing.
Kitty Watson.....	3	8	8	6	7	4	7	5	0	8	56	Expertly sympathetic straight woman.
Josie Carole..... (Southern Gaieties)	0	7	5	0	7	3	5	3	0	4	34	Hot singer lacking individual style.
Bonnie Daniels.... (Southern Gaieties)	2	4	2	0	7	3	5	4	1	4	32	High-yaller make-up unevenly applied.
86TH STREET												
Mildred Bryman....	6	8	7	8	5	7	6	8	0	6	61	Well-groomed straight woman has agreeable faculty of looking interested in and amused by partner's witticisms.
Billie de Wolfe, Sally Metcalfe...	5	6	5	4	5	2	6	7	2	5	47	Conscientious dance specialists.
Audrey Dixon.....	2	2	4	4	5	6	6	6	0	5	40	Shoddy costumes, carelessly worn, don't do justice to a capable performer with a sweet personality.
Carmen Sans.....	3	8	4	5	5	4	4	5	0	2	35	Efficient comedy foil.



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## 15 YEARS AGO

(From 'Variety' and 'Clippings')

Carnival men panicked by the discovery that a rider to the Postal appropriation bill before Congress forbade the advertising of any game of chance or article to be distributed by means of punch boards, etc. Now have closed the mails to all their advertising, including the trade publications.

Vaude acts playing one and two night dates working for \$4 single and \$5 double, plus transportation. Some got as little as \$2 a night.

Acts were being notified that if they played V.M.P.A. time they must belong to the N.V.A.

Burlesque wheel managers were complaining that local stocks stole their best bits for their own shows. Also stripped paper sent to the towns by wheel shows, which somehow got into their hands.

Late J. J. Rosenthal, running a Bronx theatre for Cohen & Harris, was getting lonesome and friendly nights with a new idea. Displayed a picture of the society's head in the lobby until after the visit and then donated it to the members for the lodge room.

Gas Hill gave up the title use of 'Follies' for one of his shows. Contended Ziegfeld had no exclusive right to the name but was willing to be nice.

Having cleaned up the royalty matter with restaurants and cabarets, ASCAP was turning its attention to the picture theatres, and how the managers squandered. Still uttering pained sounds after 15 years of seat tax. Was 'per man' then with \$60 for organists.

Fatty Arbuckle started east in Joe Schenck's private car after a farewell banquet. One of the leading comics of the screen.

Music writers were planning their own company to get all the profits.

Judicial decision favored an agent's contention that as manager for an act he had the right to deduct more than 5 percent. Set a precedent.

## 50 YEARS AGO

(From 'Clippings')

Theatre in Indianapolis had just been remodeled and one of the big improvements noted was "a chandelier of 24 burners."

Two river circuses on the Mississippi were day and dating. Finding this costly, they combined the two troupes.

Barnum & Bailey were to open in Madison Sq. Garden March 13. Announced it had bought "the celebrated elephant" from the London Zoo for \$20,000. This was Jumbo.

Francois Blitz, prop of a dime show, was proud of his Xmas present from his wife. A watch with a case that weighed five ounces. Watches were watches in those days.

Philadelphia was agitating against issuance of licenses to theatres which sold liquor in the auditorium. 'Bulletin' pointed out that champagne was served in the boxes at the opera.

Ad columns were full of musicians wanting circus jobs and circus wanting everything but riders and leopards.

Charles H. Day, p. a., was advertising an offer to send a one sheet of Adam Forepaugh, in six colors, for 75c.

Boston Ideals were playing a N. Y. date with many of those who later became the Bostonians.

# Will Or Must Pictures Go Independent?

Anyone versed in the picture business will concede that notwithstanding what may be said about bettering the situation, what may be done with that objective in view, what changes or cuts may be made in any of the film divisions, that the one thing which must be made to draw at the box office is the picture itself. The only alternatives in sight for the current lighting picture on any screen are silent pictures or a stage show. Leaving but the silent picture, since the stage show at present where employed but bolsters the talker.

Figuring present costs of producing pictures by first line studios, the curtailment of production which these studios evidently are in favor of, and the new low theatre grosses that even the best money pictures are playing to, the condition of the picture industry at this moment seems to suggest that perhaps the business is headed back toward the independents; the independent film producer and the independent theatre operator. They pioneered the film industry; the indies brought it forward.

It is possible that the best known of the present first line picture makers can not reduce their production cost without greatly injuring their product. That is a possibility. Again, perhaps the theatre-going public has tired of the commonplace talker and there is a lack of sufficient ingenuity in the producers of those companies to pull the tired people to the theatres. Or else there is a greatly diminished picture audience today in the U. S. without a run of pleasing pictures that can return them to the full complement of the capacity theatre attendance in rosy 1929.

Any one of the above possibilities perhaps is the very reason why the independent producer again should have his try. The independent producer won't find it required to spend a highly profitless figure for a program picture; he will gamble on turning out a good picture. A good picture nowadays in the theatres, relatively, will do just as well, perhaps better for the producer and theatre owner than the higher cost 'class' production. While the lowered grosses in the picture theatres, for any talker, the best money picture of the year or the average grosser, merely repeat that the theatre has lost millions of patrons, and that the huge grosses are no longer there.

The big time film-producers might take one step in an effort to bring back the patrons and protect picture producers. That is by giving the creator of a film feature novelty or style, whether new or a revival, a moral business copyright protection upon the idea, or in other words a clear film field for that novelty producer for at least one year.

'Cycles,' as some copyists like to call them, are not cycles in the sense that the public demands. Instead a 'cycle' in the picture business is a rush of producers to hog what some daring, speculative or inventive producer has gambled with, with that producer perhaps receiving as his benefit the returns from only his first picture instead of having his novelty field to himself for a year, by which time the idea would doubtlessly have died away. The copy or cycle thing merely ruins initiative in any lax studio, it being so much easier to borrow than to create in the show business. How many producers would have dared 'Dracula'? How many producers since 'Dracula' have turned out a thriller or are thinking of making one or more?

## Inside Stuff—Pictures

A voting trust for Fox Films is at present giving Fox control to Harley L. Clarke. The three members are Clarke, Albert H. Wiggins and E. R. Tinker. Wiggins, of the Chase Bank and formerly president of Chase, is in the minority, from account, with Tinker claimed to be a Clarke man.

Tinker is president of Fox Films. The other Fox companies, like Fox Theatres and Fox West Coast, still have Clarke as their president. Clarke vacated from Fox Films to give Tinker the job. Holding onto the other Fox top offices has given rise to a rumor that Clarke wanted Tinker in Fox Films mostly for the purpose of putting over the recent Fox contract repudiation that is said to have been wholly a Tinker order. Clarke, from his Chicago offices, is the most prolific, it is said, in issuing instructions to any Fox staff member just at present.

Universal-Paramount squabble over who gets Gloria Stuart is still on, with arbitration by the Academy reaching a decision some time this week.

Miss Stuart, a member of the Pasadena Community Playhouse, was seen in a production by Carl Laemmle, Jr., and Fred Datig, casting director for Paramount. Laemmle had her come to the studio for a test. First part of the test was made but a make-up man was not available until the following day so the studio dismissed her at noon. Datig heard the girl was at Universal and sent for her. He made a test on the same afternoon and offered her a contract that night.

Non-Miss Stuart returned to U the following day she told the studio of the Paramount offer. Laemmle called Paramount, telling that studio he had priority on Miss Stuart's services. Matter was referred to the Academy which tabled it for a week.

General studio policy of distributing lot overhead among pictures in production is proving a heavy profit handicap for 'Seotch Valley' at Fox. It's the only picture in work at that studio.

Fox production activity has declined steadily during the prolonged executive uncertainty.

Executive with an iron bound contract, who hasn't resigned despite studio pressure to oust him was called in by the boss and asked to tear up the contract as a sporting proposition.

Exec's reply was: 'I bought this studio's stock at 30. It's now 5. What good sport will make that up to me?'

Some of the old timers are wondering whether the Tri-Ergon patent claim of the balance wheel as a stabilizer will be sustained by the courts. All of the early devices used wheels, and that on the Robert Paul device

This protection to producers extended to the independent producers as well might bring a flood of new ideas and pictures to the American market. And how this market needs them and will need them more as each season arrives.

That the independent theatre owner is on his way seems to be almost guaranteed by the chains. The indie theatre owner of more than one house and perhaps a circuit throws off the 'office overhead,' if he knows what that means. And then he buys his picture at a right price basis for him. Between the two he is more apt to make money than the chain and the smart indie owner now is unquestionably making more money, comparatively, than any chain—if any chain is really making any money?

With cutting down of film product would naturally come about a cut down of open theatres. Or it should. For there will not be enough pictures to furnish all of the theatres with screen product. That point is beside the protection argument so many believe is necessary to downtown protection, or subsequent runs or anything else except the de luxe theatre position.

The de luxe theatre, mostly operated by chains, is in a tough spot. The de luxers are placing their chains in a tougher spot. The days of never-mind-the-cost for the big seats can't come back; those theatres can't be rebuilt and their fixed charges can't be lowered—except. And unless the rental overhead of the de luxe is lowered, it looks as though the bondholders will either hold the bag through operating the theatre themselves or the de luxe will go shut. For the chains can't stand them and their excessive high rentals or overhead much longer. Local capital-promoted most of these elephants. Now that trade isn't so good, the localities will have to figure it out.

Cutting down the number of theatres may become somewhat extensive in time, but meanwhile in between and here or there the independent theatre man will slip in. And the more independent theatres the more outlet for independent producers. The two ends may work together, with the independents giving the indie producers enough income to warrant the indie producer taking a bigger chance the next time, if his previous pictures were not given chain openings. At present there are about 6,500 independent film theatres in this country. They are the total of indie theatres which any distributor considers of any account. That's quite a lot of theatres. And added to them may be estimated from 2,000 to 2,500 chain houses, making a grand total of 9,000 active picture houses now open.

The stage show as a support is still within the range of the exhibitor. Many are using it. Some cheat on the cost of the stage show. They are not backward in freely paying for talkers which do not draw, but are chary about the cost of the stage show in support. This may right itself in the future, when the theatremen will pay what he thinks the stage show should cost if the stage performance is to build up a patronage that the talking picture has failed to do.

If the opening for the picture independent is, at hand, it should shortly arrive, at the latest by the 32-33 season. But indie or no, the Hollywood studios are still in a fix over pictures that can draw, and that's a headache no banker can ease.

was more than two feet in diameter, suggesting the old fashioned coffee mill. Later the wheel was made smaller and taken inside the casing, but the balance wheel antedated the sound picture by 10 years or more. Henry Ford, in his Dearborn museum, has a practically new Paul machine which he purchased some years ago from the late John Le Clair, the juggler.

Merritt Crawford, working on a history of the motion picture, has just received Laemmle's Dickson samples of the earliest kinematograph films. Dickson, now living in retirement, did the practical experimental work for the late Thomas Edison. He also helped Herman Casler develop the Biograph, which sought to evade the Edison patents by employing a dog instead of the intermittent movement on which Edison based his chief claim.

The film clips, except for their age, look pretty much like current film except that the perforations are slightly smaller. They are, however, the standard four to the frame.

Need for product forces Paramount-Public to further narrow down protection between its New York houses, with 'Broken Lullaby' (Mah I Killed?) going out of the Criterion Monday (23) and opening at the New York-Brooklyn Paramounts day and date Friday (26).

Waiving protection more than other chains, Public also recently moved 'Jekyll and Hyde' (Par) out of the Rivoli, New York, directly into Brooklyn and 'Arrowsmith' (UA) out of the Gaity (23) and into the Rivoli within four days.

When Sol Lesser went with Universal as an 'ambassador without portfolio' some months ago to dispose of Universal, the asking price was \$12,000,000. Idea of Carl Laemmle was to give Junior Laemmle a million or two to produce independently, but as things have developed in the past season for U, it's just as well that nothing eventuated.

Another proposition was for Paramount to devote itself to deluxe picture making, enlisting U as its sub-organization to turn out the balance of the program. But that, too, didn't pan out.

Circuit head had a brother whom he could not continue to carry in his own organization because of various bulls and muffs. Let him out and gave him \$10,000 to buy a theatre, saying that otherwise he would have to support him.

Now, the big brother is running several houses that are on the boundary line between red and black and the one who got the loan is netting a profit of \$1,000 weekly on the house he bought.

Tremors around that Western Electric has perfected a new recording and reproduction system which is being withheld because of the economic situation, lead to but a new attachment for the projection soundhead.

(Continued on page 79)



# Co-Op Attempts Have Dropped 75% Since Share Term Rule for Players

Equity reports that after 10 months of operating its rule governing percentage shows—with co-operative casts—promises to be an effective curb on that type of shoe-stringing. The rule is that co-op shows are permitted only if the players are guaranteed 50% of picture and stock rights.

Not more than half a dozen co-op shows have been tried since the restriction was adopted. In no case have the rights been sold, but the number of percentage shows has dropped about 75%.

Lately of such shows is "The Samson of Hooker," which is aimed for Chicago. Piece was tried out with Lenore Ulric about two years ago by Messmore Kendall, who ordered it to the stockhouse. Edna Hibbard and James Spottswood will head the present cast. Frank O'Connell, formerly with Laura D. Wilcox, is the presenter.

In addition to the possible picture and stock rights guarantee, Equity requires return transportation to be deposited.

## STOCK AND FILM COMBO FOR SKOURAS AS TEST

Possible combination of stock with pictures may happen in Skouras' Queen Anne theatre, Bogota, N. J. Stock alone is being tried out tonight (Tuesday) in the house. Should the stage show fail, the combo experiment will be tried next week, with the additional possibility thereafter that the two play system may go into several other of Skouras' New Jersey theatres.

First show is "Xanex's" Private Army" with the Broadway Players presenting and playing in the house on percentage. "Xanex" was recently released as a talker by Fox titled "Smart Women."

Skouras already tried stock at Nyack, N. Y., in a dead house only open on week ends. The venture was unsuccessful and was to have been followed by the film-legit arrangement in Bogota when the decision was changed to the legit alone at first. Admish scaled at 50c.

In the combined arrangement, the legit will be cut down considerably in running time, as was the stage "Blue Ghost" when recently produced by Public-B. & K. in the mid west.

## CARROLL'S \$750,000 FINANCING REPORT

Earl Carroll is reported seeking fresh financing for his new theatre and production activity. The amount mentioned is \$750,000.

Carroll was directed to appear in court last week to show cause why an injunction should not be granted against the disposal of a lease on a brownstone house on West 4th street, partially used as an exit to the theatre. Rent has not been paid for the past four months and Carroll is seeking a rent reduction. The lease is in the name of his two brothers, James and Norman, and it is claimed the lease should have been deposited with the corporate board of the theatre.

The present position of E. R. Edgington, the Texas oil man who has backed Carroll for years and who financed the building of the old and new Carroll theatres, besides being in on the show, appears to be a mystery.

### Peoria's Legit Dates

Chicago, Feb. 15. Public-Grand States has two legit roadshows scheduled, both for its regular legit spot in Peoria. Maude Adams-Otis Skinner revival of "Merchant of Venice" plays the town on Feb. 23.

Ethel Barrymore is slated to bring "School for Scandal" in on April 14.

## James Hall in Legit?

Expected that James Hall, film actor, would close yesterday (Monday) to play in it's a "Wise Girl" legit, Albert Bannister is producing. Jenie Jacobs office is handling the Hall deal. Player is presently appearing in vaude.

Show is by Betty Laidlow and Lawrence Pohl, Standish O'Neill co-producing with Bannister. Charlotte Granville and Isabel Dawn are cast, to start rehearsals sometime this week.

Another cast possibility reported for "Girl" is Jacqueline Logan.

## MOSS-ABORN OPERATIC STOCK FOR BROADWAY

B. S. Moss: expected to set arrangements yesterday (Monday) for his Broadway, N. Y., to reopen in about four weeks, possibly slightly later, with a new revival of light opera. Arrangement resembles that operated successfully by Milton Aborn for the past year at the Erlanger, N. Y.

Aborn, Aborn will produce the shows, first of which will be Victor Herbert's "Pink Lady." R. H. Burnside will stage. Producers are trying to get Evelyn Herbert and Robert Halliday, recently forced out of the English production of "Waltzes in Vienna."

To open in about a month. \$2 top. Understood Moss backing.

## Chi Stock Revival Idea For Purcell-Segal Co.

Chicago, Feb. 15. Charles Purcell and Vivienne Segal, star managers of "The Chocolate Soldier" at the Erlanger currently, are figuring staying on here and reviving "Maytime" and "The Merry Widow." Both productions are intended to be sold on the two-for-one \$3 top scale, same as prevails during the local "Soldier" engagement.

Erlanger management strongly favors the "Maytime" and "Widow" revivals for that house and will work out a deal of its own with Purcell and Miss Segal if other bookings slated for the spot can be diverted to another local stand house already is trying to get Maude Adams to cancel her Erlanger date and move her "Merchant of Venice" into the Studebaker for this week's Chicago engagement, starting Feb. 23, so that the "Chocolate" show won't be forced to vacate.

## Chas. Hopkins Staging On Semi-Co-op Basis

Charles Hopkins' new show, "They Didn't Mean Any Harm," by A. M. Mine, is being done on a semi-co-operative system with the cast. It's said this is the first time this producer has operated under such an arrangement in a decade.

Players are being given a guarantee, stated to be of moderate size, against varying percentages of the show. C. P. Hoggie, coming back from talkers, has the lead, with others rehearsing: being Vernon Kest, Gavin Muir, Flora Sheffield, Ernest Lawford, Claire St. Clair, Ruth Vivian, Molly Pearson.

Show first went into rehearsal with Donald Meek in the lead. With Hoggie replacing, Meek may go into play with Nat Dorfman which Mack Hillebrand hopes to produce.

Hopkins, as usual, is staging, with the show slated for his house.

### Billing for Peggy

Present understanding on "Child of Manhattan" is that Peggy Sears (Mrs. A. C. Blumenthal) will be billed as presenting the attraction.

### 'Vanities' Coast Date

San Francisco, Feb. 15. Carroll's "Vanities" slated for Erlanger's Columbia about second week in May.

## Leslie Bans Free Shows

Chicago, Feb. 15.

Before leaving for New York last week, Leslie B. Smith, president of the benefit performances for members of his colored musical, "Rhapsody in Black." In the past few weeks a flock of societies and institutions have besieged the colored performers in the show to appear at various functions.

It got so bad that as many as three and four requests a day were coming in.

## 7 Broadway Mgrs. Delve Into Matter Of Stage Overhead

Banded together for the purpose of reducing present costs of legit production, seven Broadway managers, mostly of the younger group held their first meeting Wednesday (10) to talk over the question. Producers concerned are of the first rank.

Showmen involved are Dwight Wiman, MacGowan & Reed, Guthrie McClintic, Alexander McKaig, Roland Stebbins, Brock Pemberton and the Theatre Guild. First meeting was held at Wiman's office in the Playhouse. Another to be held within a week.

Joseph Reed, of MacGowan & Reed, opened the proposition. At the first meeting there was no discussion of incorporation, talk principally being about recent outlays of the producers, all of whom are active except Pemberton.

Producers declare that while costs in other fields have come down, there has been no proportionate reduction in legit, with the possible exception of actors. Talk went in the direction of scenery, transfer and stage hands.

MacGowan recently published an article on the high costs of legit producing, listing the figures involved in the last three or four of his shows.

## THEATRE LEAGUE DUCKS B'WAY BREADLINE FIGHT

The Theatre League ducked the problem of eliminating the breadline from Longacre Square, opposite the Palace and Globe theatres. In tabling a resolution the league's board of governors was of the opinion that it should not enter a controversy with a newspaper. The handout is sponsored by the New York 'American' Christmas Fund.

The negative action by the league came as a surprise. Understood that Equity looked upon the breadline with disfavor because spotted in the heart of the theatre district and was ready to endorse any move to have the food station moved elsewhere.

Argument against the stunt is that because theatres are donated for the fund shows and actors give their services free, the benefit performances by establishing the breadline on Broadway, is rubbing it in. The headline's location is an offense to show biz and a move to have it shifted may come from quarters other than the Theatre League.

## Holzman in on Cantor's Goldman-Sachs Suit

Wilmington, Del., Feb. 15. Petition for receivership of Goldman Sachs Trading Corp., a subsidiary of Goldman Sachs Co. was filed in Chancery Court last week by attorney for Eddie Cantor and Benjamin F. Holzman, of New York.

Cantor is the chief petitioner, listing his holdings in the firm at 2,375 shares, of common stock worth \$337,000 in 1928 when the company was formed. Holzman owns 250 shares.

List of grievances states Goldman Sachs used the subsidy only for its own interests as a dumping ground for stocks that company wished to hold, and to receive a commission on trading activities, disregarding the interests of stockholders in the trading company. Other complaints include charges of various misrepresentations of the trading corporation's financial structure.

Similar bill, it was stated, may be filed in the New York Supreme Court.

# Lee Shubert Back, Faces Pressing Need to Save Co. From Liquidation

## Astaire Successor

Pittsburgh, Feb. 15.

Vern Marsh joined "Band Wagon" company here at Nixon last week to begin rehearsing. Adele Astaire's role, which she'll take over when the show reaches Chi. Miss Astaire is leaving to marry Lord Cavendish, wealthy Englishman.

It will be Mi Marsh's third show this season. She was in the short-lived "East Wind" and took over Patsy Kelly's part in "Wonder Bar" in Pittsburgh, only to leave it a few days later when Miss Kelly went back into the Jolson piece through an Equity ruling.

## LEROEY STAR CONTRACT, DOING ZIEGFELD'S '17

A three-year alliding scale contract, which guarantees him star billing at the age of 21, was signed last week by Hal Leroy with Flo Ziegfeld. Mr. S. Bentham represents the youngster, who's now in the road "Polles."

Ziegfeld wants Leroy for Booth Tarkington's "Seventeen," musicalized.

## Twin N. Y. Stocks Try to Frame 6 Weeks' Tour

Stock productions at the Riviera, N. Y., and Westchester, Mount Vernon, now each playing a week at the two houses, are to be sent out on the road. Additional time being sought for the shows would bring the total for each up to about six weeks.

"Lysistrata," current in Newark, has been given additional dates in New Haven and Hartford, with more New England time pencilled in. Revival already played two weeks before Newark.

After a week at the Riviera, N. Y., "Strange Interlude" will start a southern trek. First date is in Richmond, Va., Feb. 23, with Richmond back in the legit time after a temporary layoff when the city's hall was closed to touring attractions.

"Music Master" is promised to follow "Interlude" at the Riviera, N. Y., Feb. 25.

"Last Mile," also redeone to Broadway, and then the road.

## Sold Out Ahead

Columbus, Feb. 15.

Hartman theatre, long home of stock, is getting a break for the first time in months this week with the showing of "The Iron Pastures" with the original company. Opening night was practically sold out four days before showing at \$3 top.

Old saying about this village still holds—if the show's right, so are the grosses.

## Hinton's L. I. Stock

Stock at Louest Valley, L. I., will be operated this summer by Chas. Hinton. Latter is a newcomer to producing.

Louest Valley house is in a re-modeled barn and was operated distastefully by G. Martin Coffin last year, finally being stopped by Equity.

### Hopkins' Two

Maybe the queerest title of the season is tacked on to Arthur Hopkins' next. It's "The Love Life of Mr. Tuffy." Piece is by David Hochman, with casting now going on for it.

Hopkins has optioned another show, "High Noon," by Frank Lovett and Edward Roberts. Play is a comedy and probably won't come on until next season to star Hope Williams.

### Stageless Town

Catesville, Pa., Feb. 15.

To make way for the new post-office building here, the old Opera House has been razed. The city is now without a stage theatre.

Lee Shubert returned last week from Florida where he recuperated from a recent operation. With locality remained he faced a mass of detail that had been piling up ever since he went to the hospital. Main problem is that of raising money to prevent the Shubert Theatre Corporation from liquidation. That would mean that theatres and other assets would be offered at a forced sale. And reality is at least 40% down from original values.

A decision must be arrived at within six weeks, well in advance of June 2, the time limit set by the court on the amount of the receivership. The extension of cash necessary to dissolve the receivership approximates \$2,000,000. That money is required to pay off obligations not inclusive of the debenture bonds, interest on which is in default. Interest on mortgage and taxes constitute a major item.

### Receiver Stymied

It is now evident that the receivership cannot work out the Shubert Theatre Corporation financial problem on an operating basis. The business is too good being at about an even break. When one or more road attractions are inactive, as happened last week, the margin between profit and loss is slim. It is true that the operating deficit has been wiped out and there is money in the bank, but there have been new production losses, the amount being \$100,000. "Missed" and "Little Racketeer." Also it is patent that the receivers will not be able to earn the \$2,000,000 to pay off the creditors.

Lee Shubert will probably make an announcement of a plan for reorganization early in March. It will be up to the bondholders and other creditors to accept or reject the proposal. Right now Shubert is being harried over an additional financial matter.

That concerns the holders of bonds on the Jolson theatre. The issue is \$475,000. Right now Shubert is being harried over an additional financial matter.

## MORRIS EQUITY CASTER DUE TO BUY-OUT OF PAR

Permission to cast in the legit field and an Equity casting franchise have been given to the William Morris agency. Granting of the permits followed when William Morris bought back Paramount's half interest in the agency three weeks ago.

Equity first turned down the Morris legit request about two weeks ago. The reason was the Far hoopcup. Billy Grady, handling legit for Morris, went on his own again because of Equity's refusal, repeated about a year ago. Morris himself and Frank Gilmore, Equity president, arranged the deal with Equity's council voting favorably Tuesday (9).

Morris office has been given complete legit coverage, in the three Equity permits. Latter are for straight engagement, 5% for 10 weeks, special, 5% for run of play and representation, 10% on 20 weeks guaranteed work.

No other agencies are in view as being given Equity franchises. Morris brings the total to 43. It is unknown whether Morris will join the association of Equity agents.

## Ice House Now Theatre

What was formerly the Ice barn of a monastery in Oakland, N. J., is being converted into a theatre for operation as a stock and summer spot. Monastery has been deserted for many years.

George Shubert, operating. Producer, left New York Wednesday (10) to start renovations.

### BLAIR ACQUIRES PUPPETS

Sam Blair has taken over Sue Hasting's marionettes, troupe that plays at the Guild theatre, N. Y., each Xmas. Puppets tour to 43 theatres in Philadelphia, Feb. 22, and have already played Boston.

## FUTURE PLAYS

### Shows in Rehearsal

'Too Much Money' (Rowland) Booth.  
'Didn't Mean Harm' (Chas. Hopkins) Hopkins.  
'Child of Manhattan' (Ambassador Play Co.) Erlanger.  
'Sandy Hooker' (O'Connor) Geneva.  
'Barrie Rue' (Brady) Playhouse.  
'Too True to Be Good' (Gullid) Gullid.  
'Moon in Yellow River' (Gullid) Gullid.

### Film Barriers

(Continued from page 25)

changes will be made in view of economic conditions. There is a definite market for American films in their country. They believe their product to be on a production par with American made pictures, despite that Americans turn out many more films. That customers in American cities have failed to patronize foreign film houses sufficiently to bring a profit is thought abroad to indicate that American picture companies and their representatives have propagandized against the foreign films. They think Germans admit that for the present they must continue to accept American products because they are short of sufficient films for their own theatres, but they see the day ahead when this won't be so. And then, the idea is to put U.S. films on the same basis over there as they claim German films are currently on over here.

First step in this line is the plotting in several European countries of the many more dubbed pictures it planned before the censor passed on it. Several other European countries are laying out similar programs.

### The German Peeve

Germans feel that they are being unfairly dealt with on this side. They point out that there is a definite market for American films in their country. They believe their product to be on a production par with American made pictures, despite that Americans turn out many more films. That customers in American cities have failed to patronize foreign film houses sufficiently to bring a profit is thought abroad to indicate that American picture companies and their representatives have propagandized against the foreign films. They think Germans admit that for the present they must continue to accept American products because they are short of sufficient films for their own theatres, but they see the day ahead when this won't be so. And then, the idea is to put U.S. films on the same basis over there as they claim German films are currently on over here.

First step in this line is the plotting in several European countries of the many more dubbed pictures it planned before the censor passed on it. Several other European countries are laying out similar programs.

### Paris, Feb. 15.

Picture Control Commission meeting here Friday (12) decided to establish a quota on all dubbing. Proportions have not been set yet. Scheme is intended to favor local producers and restrict foreigners without local production plants.

Move is a slap at Metro which has been doing all its dubbing in Hollywood, although it will hurt also quite a number of American picture companies making the dubbed films at home. Paramount seems, due to the new bill, to be in an exceptionally good position because of its local plant at Joinville.

### Rome, Feb. 15.

Conference which took place in Paris recently between American continental subsidiaries and their Italian branch managers has brought a victory for the Italians. Italians insisted on bookings entirely on percentage and with no guarantee basis.

American film men didn't like the idea but decided to accept half a loaf.

### 'BUZZ' PICKS WEAK ONE

Minneapolis, Feb. 15. A revival of 'Dancing Mothers,' with Grace Hayward, old time local stock favorite, did not click for Bainbridge stock, grossing only about \$3,000. Poor.

Present offering is 'Mrs. Moonlight.'

'Egyptian Politics,' with Celeste, guest dancer, did a fair \$2,500 for the Harry Hrach burlesque stock company at the Gayety.

Metropolitan continues dark.

## Inside Stuff—Legit

Walter Wanger's interest in 'Child of Manhattan' is no more, Peggy Fears (Mrs. A. C. Blumenthal) having bought out his interest in the show last week.

Purchase by Mrs. Blumenthal of the Wanger share, in addition to her own, is said to be the outcome of the film executive having offered to split his interest with Harry Cohn, president of Columbia Pictures with whom Wanger recently became affiliated. Cohn started telling people he owned part of the show, it got back to Mrs. Blumenthal, who became vexed and decided to quell the about town chatter by retaining the show for herself.

Management of Chevalier takes issue over 'Variety's' review on the Frenchman's Chicago engagement. That notice contended that the picture star had not been sold to Windy City film fans and thereby passed up an important potential audience.

Refutation to the reviewer's opinion is made in that a four weeks' advance campaign was waged in Chicago for Chevalier which included stories and paid space, to the extent possible, on the film pages of the dailies there. That the gross for the week, \$13,500 or slightly better, was pretty fair, is the principal point brought out in maintaining that the publicity on the engagement was satisfactory.

Chevalier, appearing alone other than for two pianists, personally called off a couple of the Chicago matinees before coming into town, due to the advance of the tour, and not because of sale specifications, according to the pilots.

Bobby Crawford bankrolled 'Blessed Event' and is aboard an indicated hit to the extent of 40%. Balance splits between Sidney Phillips and Harlan Thompson the new managerial duo, with the latter's wife, Marian Spitzer, also having a bit.

Marcel Seltzer has been hiding in the Shubert press department, really authored the comedy. During rehearsals Forrest Wilson was called in but his contribution to the script is said to have been small. Wilson is a newspaper man and short story writer.

The Shubert office could have had 20% of 'Event,' but went for 'If Booth Had Missed' instead. Latter show not costly but a flop, going out this week. From the receivers' angle the 'Event' participation was turned down because it was regarded unlikely that the investment would have been returned before the receivers were dismissed. Another angle is that the court might not have okayed going into a show venture as a minority interest.

Earl Carroll proposes to have his theatre dark for four days, or a week at the most, between productions, with the dark time to be used for setting up sets, etc., of the new attraction.

Carroll, with two comedians, James Barton and Al Trahan, the latter reported set but with the former already under contract, is trying out his material by means of the current 'Vanities.' Sketches are being given a tryout in the new show running, but are used for only one night, it is understood. When the new show is set it will rehearse while 'Vanities' is still on.

Barton was set by the Lyons & Lyons agency. Road tour of 'Sketchbook' to have co-starred William Demarest and Mahoney, is off. Players were to finance the tour, but with Ralph Farnum, Mahoney's agent, reported advising his client to let go.

A record for rehearsal time for a dramatic show has been established by a producerless play that started seven weeks ago. It's 'Meal Ticket,' by Stanley Whitman.

Play began rehearsals with the customary financial hopes, as yet unmaterialized. It's understood Equity is allowing the affair to continue in the hope some of its members will secure employment. Since the play is minus a manager there is no one who could be listed for salaries should claims be entered.

Harry McKee started directing when rehearsals began. Then he went out with the past few days seeing 'Ticket' without a director to top off the missing producer. Originally the show was called 'Go West, Young Man,' a satire on film.

Geraldine Ray, Gail Whitman, Stanley Marleaux, among the cast, which the show still contains.

At least three of the recent shows that have played the Booth, N. Y. have been the best of the month. This means they get part of the audience that group has at reduced ticket prices.

Shows remembered as getting this mention are 'Fatal AHB!', current, 'Jewel Robbery,' now at the Vanderbilt, and 'Broadwinner.' Last named was a flop and closed. Managers say there is nothing between the house and the group.

Laszlo Fodor, Hungarian playwright, has had three shows produced this season on Broadway, none of which has been a real hit. Yet, the Magyar scribbler can't kick as to his New York income.

'I Love An Actress' got three weeks, but 'Church Mouse' has been played for 15 at the Playhouse. Both 'Mouse' and 'Jewel Robbery,' Fodor's other show, have been sold to pictures. Warners buying both. Fodor has his earnings cut through having adaptors, but it is still a pretty good showing, especially under conditions.

Part of the cast of 'Child of Manhattan' spent a couple of nights last week incognito in a couple of Broadway dancehall absorbing atmosphere and mannerisms of the taxi-dancers. A young lady up at Danceland is reputed to have furnished the author, or director, with most of the sleights which will crop up in the piece.

What the management thinks of the play may be gleaned from its search for a Broadway air-cooled theatre.

Castling of Marion Burns for Chas. Hopkins' Milne play, 'They Didn't Mean Any Harm,' is one of those quick success yarns. Girl came into New York two weeks ago from the west where she had been in stock for some time.

Played one week in a stock around New York, and was grabbed therefrom by Hopkins. Miss Burns has the part in 'Harm' which Edith Barrett was originally going to play.

Number of new producing groups are suddenly springing up. One outfit plans to show on black control. Another is taking in other lines of art while doing a show and hoping to exhibit sculpture and paintings. Third has announced a play denouncing communism.

Frank Rowland, a newcomer, is rehearsing 'Too Much Money.' Producer is a cotton goods man.

Recent cut in stock royalties of between 25% and 33 1/3% has been of little help to small town managers. So claimed by N. Y. play brokers in the field.

Point is brought out that royalties make up one of the smaller items that go to complete a stock troupe's weekly nut.

With two plays current on Broadway and doing well, Elmer Rice may have a third play of his produced in the near future. It's 'Blue Hawaii,' but is not an original, being an adaptation from the German of Rudi Lothar.

George Lederer owns the production rights.

## 'SCANDALS' TO TOUR, RUN 7 WKS. BELOW BUY DEAL

George White has decided to send 'Scandals' to the road in three weeks, at which time the engagement will have ended 25 weeks. That is seven weeks less than the agency buy arranged for the revue here, but the producer aims to play the major stands in auditoriums at pop prices, figuring on grossing big money quickly by means of limited dates.

Auditoriums or convention halls with seats and regulation equipment have been booked in at least four keys.

First of those bookings is the Cleveland auditorium, where at \$3 a pop 'Scandals' could gross \$100 in the 10 performances scheduled. Chamber of Commerce, which is sponsoring the deal, offered to guarantee White \$35,000 on the week. The Chicago auditorium will also be used for the Loop date and similar houses will be played in Detroit and Cincinnati.

First date out will be the Boston Opera House on March 13. An offer for the show to play Los Angeles under a Chamber of Commerce guarantee was received by White, but bookings to the far west have not been arranged. 'Scandals' is slated to lay off during summer and resume touring in the fall.

The show will carry its own box office staff from the Apollo to handle the sales in the auditorium dates.

Ethel Merman will not tour with the revue. She will be replaced by Jean Abbott the understudy. Recently in a bit which calls for Miss Merman, she played the face of Everett Marshall she inadvertently boxed his ear with such force that the tenor has been under treatment by a specialist. That, however, is not the reason for Miss Merman leaving 'Scandals.'

## White Wants Indie Spots

Chicago, Feb. 15.

George White is negotiating to bring his current edition of 'Scandals' into the indie-operated Majestic here early in April. E. J. Lehmann, manager of the Lehmann estate owning the house, got a letter from White last week asking whether the stand would be available at the time for a four-week run and for information about the terms.

Understood here that White figures on booking his revue into indie spots exclusively when he takes it on tour, with the break from the Shubert office dating back to the dispute he had with the circuit last summer over his being frozen out of the Apollo, Atlantic City, as the result of a previous 'Vanities' booking. White at the time was forced to resort to an indie A. C. house. Majestic has been dark almost entirely the past three years. Last legit booking was Chicago Civic Shakespeare repertory last December. Only other pencillings in two seasons were 'Lysistrata' and 'A Lady in Pawn.'

## News of the Dailies

(Continued from page 56)

charges growing out of critical editorials.

Motion Picture Theatre Owners of Ohio elected William James, Columbus, president for the 11th time.

George R. Lockwood, 59, publisher of the Muncie (Ind.) 'Evening Press,' died there Feb. 12 from a heart attack.

Presence of mind by the operator saved the Humboldt theatre, Humboldt, N.D., from a blaze. Operator grabbed a flaming roll of film from the booth and threw it in the street.

Mayor of Evanston, Chicago's sweet suburb, just discovered that it's against the law to serve ginger ale and white rock in cafes. As a result every cafe owner in Evanston will face arrest from now on if he serves setups.

Dorothy Dell, of the 'Follies,' was struck on the back of the neck by a falling stage lamp at the Illinois, Chicago. Nothing serious.

Fox-Lincoln, Springfield, Ill., had a fire and \$25,000 damage.

'Too Much Money' by Thetta Franks, rehearsing for Frank Rowland, a new producer. Arthur Sircom is staging, cast being Hugh Buckner, Vera Allen, Katherine Stewart, Frank Munro, Horace Pollock, Frank Harvey, Harrison Dowd, Richard Skinner, Fred Forman. To open cold about March 3. Piece has been tried out in stock.

'Love or Money' French comedy by Tallien optioned by Chas. Dillingham. Adaptation by Thelma Rathbone.

'Nice Girl,' by Betty Laidlaw and Lawrence P. Pohl, is to go into rehearsal this week under the direction of Albert Bennett and Standish O'Neill. James Hall probably gets the lead.

'Intimate Relations' by Earl Crooker, casting for Henry Forbes and rehearsals next Monday (22). Blanche Ring in the lead and opening about March 7. Philadelphia Broadway Easter week.

'Thunder on the Left,' Jean Ferguson Black's dramatization of Christopher Morley's book, has been acquired from Cleon Throckmorton by Dwight D. Wiman, who plans to put it into work immediately.

'Homesick,' play by Wm. C. Lengel and Thos. Grant Springer from the novel by Forrest Wilson, announced for early production by Eddie Dowling. Play is a story of the Parisian underworld.

'Too Much Money' by Thetta Franks, will be produced by next month by Fred Rowland Productions, a new producing firm.

'The Lingering Past,' a play by Leonard J. Tynan, will be produced by the Seven Arts Guild Players with Edwin Hopkins doing the staging.

'Incubator,' several times spoken of, will go into a week or so, with Arthur Edison and George Burton producing. Play is by John Tynan and Roman Brown.

'Shining Blackness,' by Lulu Vollmer. Arthur Collins production reopening the Mason theatre, Los Angeles, tonight (15), has Dwight Frye, David Callis, John T. Prince, Wilbur Higby, Helen Fowler, Raymond, Horrell, Sylvia Page, Anderson Lawler, W. B. Woods, Helene Sullivan, Frederic Howard and Lucille La Verne.

'Cyrano,' the Richard Bennett version, opened at the Chicago on a bond waiver by Frank O'Connor. Cast is getting an assignment of 50% of the stock and film rights, with return railroad fares posted at Equity.

James-Spatzwood, Lister Chambers and Edna Hibbard are cast. To open at the Cass, Detroit, Feb. 21, and the Adelphi, Chicago, Feb. 23.

'Too Much Money,' by Thetta Franks, for March production by Frank Rowland. Arthur Sircom will direct, with cast including Vera Allen, Hugh Buckner and Katherine Stewart.

'Last Mile' revival, with Paul Kelly in the leading role, being readied by Chamberlain Brown for Broadway. Piece came in at the Forrest and then troupe.

'Stage Fright,' French script adapted by Harry Clarke being cast by Shubert Co.

Sally Starr, formerly in talkers, is set for one of the leads.

'City Forgotten' is the new play being readied by the Group Theatre while on tour in 'The House of Connolly.' Written by Max Anderson and deals with the conflict between Spanish and Am. colonists in Mexico a century ago. Lee Strasburg and Harold Clurman are staging.

# Chi Stumbles—Counsellor Starts Slow, \$13,000; 'Soldier' \$14,000

Chicago, Feb. 16. Bottom dropped out of the legit business suddenly almost all along the line last Monday night and stayed out for a couple of days. The market, particularly left its mark on many of the nine spots operating, but the recovery from that point on was fairly good. The week for all but two or three of the chronically weak ones. Ad- vances sale generally portends no picture the current week. Counsellor-at-Law opened last Sunday (6) to mixed notices and a near snout, but suffered with the rest Monday and Tuesday. Didn't start to show any appreciable pace until Thursday, when the success- ful initial pickup indicated that Elmer Rice and Joe Bickerton have little to worry about their loop pees. Critical notices, mainly harped on the draggy first performance. Word-of-mouth raves alone can be depended upon to lift this one into the click column. Limping start kept the initial take, on nine shows, down to around \$13,000. A dollar or so then direct through the box office. Producers still refuse to enter to the agencies unless they come with substantial buys and no returns.

Fata Morgana joined the season's fizzle brigade. Alvin's return, with the support of the Dramatic League subscribers, the Jimmy Crook revival gave a steep drop in receipts. The production folded Saturday (13). Cast, which had been working each on a \$25 guarantee and split on one into the click column. New York, we all returned to New York.

Charles Purcell-Vivienne Segal of The Chocolate Soldier did the expected, piling them in the last three days of the week and showing a solid \$14,000. A lot of work. Lots of coin for a cut- rater, with the outlook promising at least two more profitable stanzas. Eleanor Manning, managing with Maude Adams to take her 'Merchant of Venice' into the Studebaker, the Blackstone (15) retained. 'Venice' slated to come in for seven days starting the 23rd.

As 'Husbands Go' Saturday night from the Blackstone, 'The Adelphi and into the two-for-one claim. 'Marching Boy' dropped. The still selling tickets for the March 3d week. 'Grand Hotel' was clipped on another grand, winding up the clip. With the first house sellouts for the quarter, Yush- ny's 'Blue Bird' Russe never tolled off a nine week at the Studebaker. Lew Leslie's 'Thousand Times Now on 7th space, slipped badly, and has decided to call it quits at the Adelphi on the 23rd.

Fourth and final week found the 'Follies' still away in the lead. Clunk under the Illinois grill was slightly off. Monte Morelli, who had the rights, but after that it was practically capped.

'Mourning Becomes Electra' came into the Blackstone last night (15) for a three-week stay. Carried for one week as 'Band Wagon' and 'Experience Unnecessary'. Harris. 'Fred Stone's Smiling Faces' is set to following 'Grand Hotel' at the Adelphi and 'Fob'.

Estimates for Last Week

'As Husbands Go', Blackstone (4th-final week here) (C-1219; 33). Held up strongly from the 13th, carving out a substantial \$10,000 for the pullout. Took up its stand Sunday at the Adelphi on the two-for-one plan, at least for two weeks more. 'Mourning Becomes Electra', with Judith Anderson and Florence Reed, unfolded at the Blackstone Monday (15) on a three-week ticket.

'Blue Bird', Studebaker (1st week) (R-1365; 43). Favored with charity, but held out the first night, helping to give the Russian idea a satisfactory \$9,000 for the spasm. Two more weeks to go, with Maude Adams' 'Merchant of Venice' expected Feb. 23.

'Chocolate Soldier', Erlanger (2d week) (C-1319; 43). Two-for-one clientele increased. First night, handicapped by poor Monday and Tuesday, but pickup thereafter ample to make it a profitable. Available \$14,000 for nine performances. Agencies also doing well by it. Liked away beyond the hooking limit, Feb. 27.

'Counsellor-at-Law', Solwyn (1st week) (CD-1086; 33). Though not much, but it's the first in the first week \$13,000, the Elmer Rice affair is fast on the build. Road version 'Fata Morgana' by generally impressive cast. (C-1084; 33). Did a fadeout less than \$3,000. Production fold- ing. 'Experience Unnecessary' due in here the 22d.

'Follies', Illinois (4th-final week) (R-1355; 44.00). Started off weakly, but in three weeks has built up for Ziegfeld and the house. Better than \$4,000 for the first here. Show opened Milwaukee on Wednesday (15). 'Band Wagon' next Illinois entry, Feb. 22.

'Grand Hotel', Grand (10th week)

(D-1360; 43). Tapered off to around \$2,000, but leaving a profitable edge for the producers. Agency call has dwindled sharply, indicating show has seen its best grosses. Due to leave Feb. 27 for a week in Milwaukee. Fred Stone's 'Smiling Faces' replacing here.

'Marching Boy', Great Northern (10th week) (C-1065; 33). Pickup fair for Wednesday, near \$12,000 on the week. Expected to profit easily at the figure. Femme lead, Janice Joyce, had contract cancelled by the Shubert receivers and Deasre Tabor took over part Sunday (14). 'Rhapsody in Black', Garrick (7th week) (C-1250; 43.50). Down to around \$12,000, with closing date set for the 27th. Next stand not set- tled.

## Film-Press vs. Radio

(Continued from page 1)

evaporates the theatres remain steady and reliable space buyers.

Film press agents are making the pleasant discovery that news columns these days are being thrown open to pictures as never before. One high ranking executive of a newspaper chain out here frankly stated that his organization was trying to stimulate theatre attendance, or anything that will weaken the solidarity of the stay-at-home em- ployees.

Newspapers Own Shows. In most of the key cities the major dailies are staging all sorts of athletic, musical, educational, freak, or amateur attractions under their own auspices. To fill the largest auditorium, stadium, or theatre in town is their main objective. This fits in with their anti-radio activities. Anything to drag Amer- ica away from the dials.

Supplementary motive is co- operation with the merchants and department stores. It is to the in- terests of the dailies to promote spending with the merchants. Sim- ilarly, they want to promote theatre attendance, which in turn reacts on shops favorably.

Away from New York, Chicago, and Los Angeles, which are not typical of the country at large, the newspapers' tacit alliance with Ulm- don is best gauged by the syndi- cated Hollywood stunt. Right now interest in film chatter is possibly diminishing rather than otherwise.

At least there is grounds for belief that it isn't the public demand for film news but rather the publishers themselves ordering and encouraging the prominent use of picture publicity as part of a gen- eral box office stimulation policy.

# 'Crazy Quilt' Gathers \$22,000 From Staid, Show-Eager L. A.

Los Angeles, Feb. 16. 'Crazy Quilt', having trouped through the Texas states, arrived at the Billmore last week and started to pick up steam with the studio patronage hungry for an im- portant picture show. But the studio support was exhausted by midweek with business badly off thereafter. Family trade disapproves the gin- ger. Revue came into town on the quarter buying, so balcony was three- quarters empty. About \$22,000. It was the first Chicago girl show to drop over the Pacific slope in three years.

Premiere Sunday night was as close as melting seeds with film celebs, and thereafter the downstairs floor for the first five performances was a cross-section of Hollywood. Revue came into town preceded by a typical Ned Alford sex and nudity exploitation campaign. Out here where everything is subject to the restraint and decorum of the Hays code that splashing of voluptuous femininity had all the shocking force of the unexpected, strange, and forgotten.

Foster and Kleiser, custodians of the show, had to drop discreet patches over the lady on Mr. Al- vord's 24-sheets. Due respect for the Hays code must be paid. Henry Duffy's plan to capitalize on the frankness of the voice in the picture did not develop any sen- sational tidbits at the Lita Capital. First week under \$5,000 proved that

## Bennett's 'Cyranos' Tops Frisco in \$13,000 Wk.

San Francisco, Feb. 15. Three new legit and no holdovers are currently on the boards.

Richard Bennett in his own ver- sion of 'Cyranos' holding the edge over his competitors with brisk business for the Geary, grossing around \$13,000.

Henry Duffy's local production of 'The Monster' doing just fair at the Alcazar with a \$4,000 intake. In four weeks to lift a nap.

William Gillette in 'Sherlock Holmes' opened fairly well Friday (12) at Erlanger's Columbia and is set for eight days.

Curran gets 'Crazy Quilt' Feb. 21.

## \$175,000 for Chi Opera In Boston During Stay

Boston, Feb. 15. With the Chicago Opera out of the way, town opens its legit doors again and tonight (Monday) finds three attractions opening.

Last week's gross brought the opera's receipts up to about \$175,000, which is a record for the year. Season is guaranteed a sum, and the loss is made up by a local committee.

Estimates for Last Week

'Vanities', Colonial. Excellent \$23,300 at \$3 scale. 'Three's a Crowd' opens tonight (15) for a fortnight.

'Unexpected Husband', Hollis. Third week intake \$7,000 and stay- ing a fourth.

'House of Connelly', Tremont. Poor \$3,000 last week. 'Barrett's' supplementary motive is co- operation with the merchants and department stores. It is to the in- terests of the dailies to promote spending with the merchants. Sim- ilarly, they want to promote theatre attendance, which in turn reacts on shops favorably.

'Everybody's Welcome', Majestic. Opens tonight (Monday).

## 'Band Wagon' at \$40,000 Sets Pittsburgh Mark

Pittsburgh, Feb. 15. 'Band Wagon' a solid smash at Nixon last week, getting around \$40,000 and hitting new legit high for season. At \$4.40 top, started off at fast pace, and wound up last three days with S.R.O. at every performance.

Box office had bookings per- mitted. House currently dark, re- opening next Monday (22) with new Wed. show.

At Alvin 'Experience Unnecessary' had tough sledding, what with pan- ning of dailies and stiff opposition from 'Follies' surprise.

Shubert site has 'Smiling Faces' this week, with good showing for Fred Stone likely, inasmuch as it has 'Experience Unnecessary'. The Ziegfeld show next week, Alvin will have 'School for Scandal', also a subscription play.

# B'way Takings Dip Early, Advent Of Promising Musicals May Help

As expected theatre attendance on Ash, Wednesday was bad. Business generally last week dipped but Lent is not blamed. The downward trend happens to come about 10 days ahead of schedule, since Washing- ton's birthday (22) is usually the date of the break.

A shuffling of musical shows im- pends with several going out and at least two major productions coming in. Arrival of 'Face the Music' tomorrow (17) at the New Amsterdam in the week's highlight. In ticket circles there was some grumbling over the scale, \$5.50 top, but the agencies made a buy for 16 weeks. 'Of Thee I Sing' that spot, both shows being under same man- agement (Sam H. Harris).

'Hot Cat' So. n. Due

'Scandals' is leaving in three weeks by which time Ziegfeld's 'Hot Cat' will have opened. Plenty of room for the newcomers because the musical group is limited. 'Little Racketeer' at the 44th Street has but one more week and 'Through the Years' stopped at the Manhat- tan last Saturday. 'Cat and the Fiddle' takes the most constant of the stinkers.

Best thing among last week's premieres was 'Blessed Event' which opened Friday (12) at the Longacre. Drew excellent notices and approximated capacity the second night. 'The Fatal Alibi' has a chance at the Booth where it started \$9,000 the first seven times; 'Monkey Man' and 'Globe' did more, and 'Air Minded', Ritz drew mid mention and are doubtful. Maurice Chevalier drew very well at the Fulton in a concert appear- ance also price of \$2.50 figuring.

Premiere card for next week very light compared to the baker's dozen of arrivals last and this week. 'Riddle Me This' is tenta- tively slated for Tuesday at the 'New York to Cherbourg', re- lights the Forrest; 'The Merry Widow' will be revived at Erlanger's; something called 'Mirror to the Stars' at the little used Daly's 63d Street.

'If Booth Had Missed', a quick flop at the Elliott, goes out Sat- urday after Erlanger's 'Robin Hood' replaces it.

Estimates for Last Week

'Air Minded', Ritz (2d week) (CD-945-43). Opened, middle of last week; drew panning; chances doubled with small money after opening.

'Black Tower', Ambassador (6th week) (CD-1200-43). Moved here from the Fulton and drew \$5,000 but claimed to be breaking even; mystery place.

'Blessed Event', Longacre (2d week) (C-1019-43). Opened Fri- day (12), winning generally favor- able and some rave notices; capacity crowd on night.

'Brief Moment', Cort (15th week) (CD-1043-43). Appears to be mak- ing a little profit but doubtful of \$25,000; 'Fiddler', estimated around \$7,000.

'Cat and Fiddle', Globe (19th week) (M-1416-44.00). Should last out the season; business continues very good and not much musical opposition.

'Church Mouse', Playhouse (18th week) (C-1044-43). Going to road soon; moderate business to profit; last week about \$7,000.

'Collision', Gaity (1st week) (D-832-43). Presented independently (Louis B. Gensler); adapted from the German by John Anderson; due tonight.

'Counsellor-at-Law', Plymouth (10th week) (C-1042-43). Aimed for the warm weather; stand-out; 'Face the Music' New Amsterdam (1st week) (M-702-45.50).

'Cynara', Moroco (16th week) (CD-832-43). Maybe turning some profit but dropping steadily in past month; estimated around \$10,000 last week.

'Distant Drums', Belmont (7th week) (D-1000-43). Dropped \$7,000; four weeks agency buy has expired and continuance much longer doubt- ful.

'East of Broadway', Belmont (5th week) (D-1000-43). Supported by cut rates; low cost show; that it will stick doubtful; about \$4,000.

'The Monster', El Capitan (1st week) (L-1011-51.00). Stock pa- trons not so hot for their horrors on the stage. Take of \$5,000 just two weeks.

'Grand Hotel', Belasco (8th week) (D-1103-32.50). Dropped to \$10,000. 'The Monster', El Capitan (1st week) (L-1011-51.00). Stock pa- trons not so hot for their horrors on the stage. Take of \$5,000 just two weeks.

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paratively good money; playing three matinees weekly; last week estimated at \$9,000.

'If Booth Had Missed', Maxine (18th week) (C-1022-43). Fine week; going to Philadelphia for a subscription date; boosted in Sunday papers and may climb this week, but business last week only a cou- ple of hundred nightly.

'Jewel Robbery', Vanderbilt (6th week) (D-770-43). Moved here with business dropping, instead of in- teresting as hoped; around \$5,000 is not enough.

'Left Bank', Little (20th week) (R-1350-44.00). Still going strong to keep out of the red; average has been \$8,000; indefinite in small house.

'Little Racketeer', 44th St. (5th week) (M-1463-44.40). Another week and then stops; gross around \$12,000; cut rate support; well in the red.

'Monkey', Mansfield (2nd week) (CD-1050-43). Drew some favorable notices; still going strong after mid-week start not good and chances doubt- ful.

'Mourning Becomes Electra', Gaity (1st week) (C-1019-43). Dropped off to about \$18,000; last out season; moves to Alvin to make way for 'The Moon on the Yellow River'.

'Of Thee I Sing', Music Box (8th week) (M-1000-55.50). Heavy ad- vance sales indicate will go into beyond summer season; \$30,000, ex- pactly.

'Reunion in Vienna', Beek (14th week) (C-1168-43). Comedy leader parading; business improving; grosses consistently at capacity mark with \$24,000 claimed.

'Scandals', Apollo (23d week) (R-1350-44.00). Business improving materially; after; about \$29,000.

'Springtime for Henry', 10th week (C-1019-43). Dipped some- what last week but should go along well into spring period; \$9,000 esti- mated.

'The Animal Kingdom', Broad- hurst (8th week) (C-1118-43). To virtual capacity since opening is rated a smash; about \$20,000.

'The Bride the Sun Shines On', Cohan (8th week) (C-100-43). Making a little money and may last about \$10,000; last week estimated about \$7,000.

'The Devil Passes', Selwyn (7th week) (D-1067-43). Holding to big money what with numerous party sales; figured not far from \$20,000.

'The Fatal Alibi', Booth (2d week) (R-108-43). Got some good notices and broke; business improving; \$9,000 and should do moderately.

'The Good Fairy', Miller (15th week) (C-1044-43). Good business; virtual capacity at scale as indicated last week when \$15,300 was grossed.

'The Inside Story', National (1st week) (D-1164-43). Presented by A. H. Woods; his first production this season; with English comedy artist and Francis Verdi; opens Thursday (5).

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## Gulliver Set to Push Vaudeville Revival at Moss Empires Meeting

London, Feb. 15.  
General meeting of Moss Empires is definitely set for Feb. 23 and for the first time in the company's 23 years of existence will take place in London instead of Edinburgh.  
A stormy meeting is expected with Charles Gulliver, the most dominant figure, who will move to have the concern start a vaudeville drive in earnest. Gulliver is anticipating full support from the majority of directors including Will Wyvane, hitherto considered strong for pictures. Evans' wavering in his attitude in Cardiff and Southampton Empires abandoning a picture policy after a tryout period.

**For American Acts**  
Gulliver and his friends are determined to import American talent and are prepared to guarantee a month with options to imports, at salaries ranging from about \$205 to \$415. Higher salaries will be given where conditions are exercised, but the turns will be barred from playing opposition.

Changes in the Moss Empires directorate forecast include resignation of L. F. Gillespie, chairman, and brother of R. H. Gillespie, to be replaced by Walter Payne, a lawyer. Payne is a director of Moss Empires and chairman of the Synagogue. This indicates determined opposition to General Theatres.  
Another expected change in a booking committee of four, including Audrey Thacker, a young actress, inexperienced in booking, but believed to possess ability in that direction.

## Miller's London Play

London, Feb. 15.  
Good Companions' folds at the Lyric, Feb. 27, with Springtime for Henry replacing.  
Gilbert Miller is already casting 'Henry', but the piece won't follow right in, there being a gap between the plays, during which the house will be dark.

## Mex. Goes In for Art

Mexico City, Feb. 12.  
What it calls comprehensive courses in dramatic and theatrical art are being given by the National University of Mexico. America's oldest seat of learning, which was founded in 1553.  
Courses, presented by leading native dramatists and writers, comprise history of theatre, works of outstanding dramatists, costume, stagecraft, elocution, etc. Students are of both sexes. Criticism, theatre advertising and press agenting will be added later to the curriculum, the university announces.

## No 'Crazy' Deal

London, Feb. 15.  
Alex. Aarons, of Aarons & Freedley, New York firm, is here trying to get a deal to stage his 'Girl Crazy' in London.  
No nibbles thus far.  
Alex. Aarons met A. E. Abrahams over the week-end and discussed the staging of 'Girl Crazy' at the Pavilion, owned by Abrahams.  
New York producer insisted Abrahams invest \$35,000 for the cost of production, but with the English manager prepared to invest only \$5,000.  
Differences have resulted in there being no deal so far.

## PARIS PLAY FILM BET

Paris, Feb. 15.  
'Once Upon a Time', new Croisset play, is a big hit here.  
Looks like a picture bet.  
Play is practically identical with 'Claw and Whip', an earlier Croisset play which Al Woods produced in New York twenty years ago.

## Weather

Paris, Feb. 15.  
Drizzly cold, and icy sidewalks all week.  
Legit and picture houses both rushing new shows in, but mostly flops.

## British Humor

London, Feb. 4.  
The 'Daily Herald' has hit on the solution of the Dartmouth mutiny.

Interviewing an ex-convict in a recent issue they quote him as saying:  
'There appears to be a general feeling against long sentences.'

They say the English have no sense of humor.

## SHOWMEN TAKE OVER MOSCOW LEGITS

Moscow, Feb. 2.

One after another so-called 'Red directors' are being removed from theatres here and administrations put into the hands of bona-fide theatre folk. The process, it goes with-

out saying, is being greeted enthusiastically by the press.  
The red director was usually an ordinary worker or a Communist intellectual without experience in the theatre. The idea was that he was closer to the masses and could produce the theatre from becoming cloyed or forgetting its duties towards the revolution. In practice these directors often worked mischief and clogged the machinery though there are some exceptions of non-theatrical directors who did effective jobs.

Their elimination began when the management of the Moscow theatre was put back into Constantine Stanislavsky's capable hands. Now the red director of the Vakhtangov theatre has been removed and O. F. Glazunov placed in charge with V. Kuza as his assistant. Similar changes are being made in other leading theatres.

## Duce's Play in London

London, Feb. 15.  
That Mussolini play, already produced in Italy, Hungary and France, is scheduled to open here in May at the New Theatre. Barry Jones will play the Napoleon part. Flock dropped badly few weeks ago in Paris.

Sydney Carroll, who will present it here, tried to dispose of the American rights when in New York but found no bidders.

## Stoll Wants Boles

London, Feb. 15.  
Sir Oswald Stoll would like John Boles, American picture star, for his next musical extravaganza, 'Casanova'.  
Deal is being talked over, with nothing set yet.

Believed by British showmen.

Apparently the Admiralty granted film facilities on British ships in return for the use of the naval money to go to the Sports Fund.  
The judge dismissed the Admiralty's claims, granted a small one cross-claimed by the film company, and had some severe things to say about the use of the British Navy for film work.

Who's Baby Are You? was produced at the Vaudeville. It held up four nights and folded on Saturday. 'Say When' looks like doing the same.

The film censorship position is still as hopeless as ever, and there seems little chance of straightening it out.

Understood, however, the Home Office is dead set against national censorship of films, aware there would be a public squawk if civil servants were appointed to such posts.

The biggest box-office attraction in this town at present is undoubtedly the French art exhibition in the Royal Academy.

The receipts are around five grand a day, which would make most film theatres here look silly.

## Wallace Play, Opening in London As Author Dies Here, Makes Hit

## Anti-Church Play Ban

Paris, Feb. 6.  
Showings of an ultra communistic play titled 'Tyranny of the Priests' has been forbidden by the police.

They were being arranged by the communistic board of aldermen of one of Paris' reddest suburbs to take place in an equally red neighborhood. The police got wise to the thing, and protested.

## ONE FLOP OUT OF FIVE STARTS IN BUDAPEST

Budapest, Feb. 3.

Five out of the seven legit stages now playing in Budapest — three others being temporarily dark — had premieres within two days. None of them seems to be an overwhelming hit, but only one flopped decisively.

This was 'Pensjon Mermald' by Julius Somogyi, whose 'Cherries Are Ripe', in an English adaptation, was a touring vehicle for Vilma Banky in the States.

'Chaplet of Pearls', at the Kama, is a prettily set and charmingly acted series of pantomimes with old folk songs and dances. Rather in the style of the Russian Oiseau Bleu or Chauve-Souris productions, it belongs more to the cabaret or ballet stage, but it was a great attraction to see that type of production really well acted instead of merely danced.

'Pay Up Madam!' is the quintessence of a new musical at the Vigas, music by Emod and Torok, lyrics by Komlaty. Good mixture of up-to-date farce and sentimental operetta, well written and original. The music lacks big hit numbers, but is pleasant all through. Story is about an engineer who is in love with his boss' daughter and she with him, but the boy wants to fall out of love because sentimentality has his work. He consults an expert psychologist who advises that they be constantly together, almost like man and wife — two beds on the stage, with a wire partition between —. After the first act, the expert each other (expert has been married twenty years, and knows).

They undergo the cure, but with contrary results.

The spirited comedy, well acted by a cast that is worthy of better things, was well received. Of course, the locale is New York, as in most plays in which figure giddy millionaires and absurd situations. 'Pay Up, Madam!' looks like a success.

'Havay', the new operetta by Paul Abraham, the composer who has so much success abroad with 'Victoria and Her Hussars', was first presented in Berlin, although both Abraham and the librettist, Foldes, are Hungarians.

The music is very clever, but most of the numbers were already well-known here, and therefore can hardly be expected to succeed. Success and Abraham's prestige have been discounted, not much of a success remains. However, the play is scheduled for production in scores and scores of German theatres, in London, and all over the Continent.

'Tarisler Platz 13', the Vicky Baum play, is at the Belvedere, and has been a success so far. 'Bride of Torok' still alternates with it and beats it at the box office. Although it was predicted that 'Bride of Torok' would be a great hit sure bet but would not go beyond this country, it is already a hit in Vienna and seems to have an international career in front of it.

## TOURING HELPS JOBLESS

Paris, Feb. 5.

Attempting to alleviate unemployment in legit, all show business is encouraging the formation of touring companies, which would play the provinces.

Three of them have already been started, and more are to follow.

London, Feb. 15.  
'The Green Pack', last of the Edgar Wallace plays, was produced at Wyndham's on the eve of his death. It was splendidly received and is likely to bring a comfortable income to Wallace's widow and children for a long time.

'Rose Without a Thorn' at the Duchess, in another costume piece, 'The Day of the Dragon', received and looks like it may get a fair run for class patronage. Play is helped considerably by Frank Fosper's brilliant performance as Henry the Eighth, and by a very British king, Angela Baddeley, in support, also earned plaudits through her acting.

'Funchinello', at the Globe, is an excellent modern drama. Idea poorly handled. Much too talky and lacking in popular appeal. Piece folded after three days playing.

## Canada Tax Suit

(Continued from page 25)

Industry prompted certain organizations to supply Laurente with a letter to the effect of 'We are sorry to see a letter read by Crown Prosecutor Greer'. This was by R. A. Scott of the Vancouver office of Universal to Claire Hague, manager of the Toronto office.

James P. O'Loughlin, Canadian district manager for Fox, outlined the connection between himself and the case, as controlled by Famous Players Canadian. He explained that his dealings, prior to 1923, had been with N. L. Nathanson, one of the accused, who was then managing director of F. P. Can. Witness described the zoning system of F. P. Can. and Fox. O'Loughlin denied that he had ever been ordered by Nathanson to supply films to Paris. O'Loughlin said he had exhibited, unless the latter boosted admission prices. He also asserted that he had ordered his Vancouver manager to sell pictures here, but he could and had available to Laurente and not to give the latter's competitor exclusive rights unless he was willing to buy at least 50 or 65% of Fox productions for the season.

With the advent of talking pictures, Fox revised its methods of selling and instead of charging a flat fee, he sold them on a percentage basis of from 15 to 50%, O'Loughlin testified.

## H. L. Nathanson on Stand

Last witness called by Crown Prosecutor Greer was Henry L. Nathanson, one of the accused. He was asked to identify correspondence between him and F. P. Can., of which the accused was formerly managing director.

'We are not in the same position as the other exchanges, in that we have no money in the United States', said Nathanson. 'We are film brokers. We sell products for the U. S. A. but are not responsible to anyone over there. We sell M-G-M, RKO, Pathe and British films.'

F. P. Can. made it very difficult to sell pictures to opposition theatres, said a letter written by the witness to E. M. Saunders of M-G-M New York office. 'They were unreasonable where we have a prospect of selling to the opposition,' the letter complained. In another letter he said that he had said that F. P. and the B. and F. indie chain did not date their pictures until late, with the result that 'little fellows' were forced to wait. Further evidence showed that in 1930 F. P. sought protection the exchange could not see fit to grant with the result that they met un-derstand. Cooper and set a minimum and maximum exhibition. Witness said all accepted the decision except Arthur Conan, pres. of F. P. Can., and that as far as the latter was concerned, the matter was still open.

'Was there any difference between the policy you adopted toward Famous Players and independent theatres? You made efforts to check up on delinquents?'

Nathanson replied, 'None at all.' 'Did you ever discuss with your brother (N. L. Nathanson) any other than the limit the supply of films?'

'No,' said the witness.







## Winchell Locked Out

Saturday, Walter Winchell was barred from the Daily Mirror offices and same editorial order went out for Ruth Cambridge, his secretary. It was the result of the most recent clash between the executive heads of the tab and the columnist who threatened suit on the grounds that the new Sunday column was a copy of Winchell's style.

A. C. Kober, publisher of the Mirror, received notice of that intention from Arthur Driscoll, attorney for Winchell. The barring appears to have followed a confab between the tab's attorneys who presumably decided that would not break Winchell's contract. Latter is noting any chance for a breach, having received an offer from the News.

Lee Mortimer who attracted attention with his gossip column in the New York Sunday Mirror is out after five weeks, because of legal threats by attorneys for Walter Winchell, who refused to write the Sunday column, claiming it would break his contract. Mortimer's column last week made several references to Winchell, one referring to him as the fellow who cluttered up the air waves.

The thing that riled Winchell, however, appears to be a veiled reference to an expatriated columnist which however first appeared in Emile Gauverre's column, also in the Mirror, which he edits.

Paul Taylor, who has been writing feature stories for the tab, took over the Sunday column in the Mirror. Mortimer, under contract for six months has been put on assignment Broadway reporting.

## 'Another Odd Book'

Few book titles are as completely explanatory as that of the latest compilation of stories from the writings of O. O. McIntyre. It is another odd book to add to the series, but not just another odd book. These odd volumes represent the original newspaper and magazine stuff is gotten out for two sorts of readers; those who have read it before and want to re-read, and those who have not yet had that pleasure.

It is all in his simple, intimate style, with its odd angles of viewing life and an occasional flash of genuine inspiration as when he describes a New York fire's night out as the best dressed and the worst mannered mob in the world, or when he describes broadcasting as 'talking into a knothole.'

McIntyre never seems to grope for effect, never punctuates a given number of words with a flashy sentence. It just comes out of his writing as it does in his speech, and therein lies his chief charm as columnist and author. He's natural in these days of wisecracking columnists.

Published by Cosmopolitan.

## Pushing 'Gazette'

Creditors are pushing the ancient 'Police Gazette.'

As a matter of fact, the 'Gazette,' which has been published for about 58 years, received a death blow nearly 30 years ago. Under the penmanship of Richard K. Fox, who is reputed to have given away something like \$1,000,000 in champagne corks, belts and medals, the 'Gazette' was the acknowledged organ of the sports world. It also adorned with crude but vivid woodcuts of the latest crimes and happenings, in which by no chance was a woman's skirt ever drawn as flying below the knee.

Fox clung to woodcuts long after halftone became generally used for other picture papers, and before he realized it Blakely Hall's 'Standard' had cut into the 'Gazette's' circulation to the point of danger, while the daily papers, giving more and more space to sports, edged him out on that angle. The lost ground never was recovered, though the paper has exhibited remarkable vitality.

## Real Names of Authors

Cecil Strange, author of 'Tree Lady,' and Sam Ornitz and Lester Cohen, the fakers! Not Ben Hecht and Charles MacArthur, as reported elsewhere. Not Ben Hecht and Andrew Otway, as Stephen Southwold, John Rhode, 'The Fire at Greycomb Farm,' is Cecil J. C. Street. Storm Lutens, that was Yesterday, is Mrs. Guy Chapman. 'The Last of Chaos' is Come Again, is Claude H. Oldfield. Helen Ashton, 'Bricks and Mortar,' is Mrs. Helen Rosaline Jordan.

## BEST SELLERS

Best sellers for week ending February 8 as reported by the American News Company, Inc., and branches:

1. Loads of Love (\$2.50) ..... Anne Parrish
  2. Silver Bird (\$2.50) ..... Ethel M. Dell
  3. Mary's Neck (\$2.50) ..... Booth Tarkington
  4. Mr. and Mrs. Pennington (\$2.50) ..... Francis Brett Young
  5. Husbands (\$2.50) ..... William MacKaye
  6. Summer's Night (\$2.50) ..... Sylvia Thompson
- Non-Fiction
1. Only Yesterday (\$3.00) ..... Frederick L. Allen
  2. Epic of America (\$3.75) ..... John Truslow Adams
  3. Inside Story of the Harding Tragedy (\$3.50) ..... Harry H. Laughlin and Thomas Dixon
  4. A Fortune to Share (\$1.50) ..... Vash Young
  5. Story of My Life (\$3.50) ..... Clarence Darrow
  6. Washington Merry-Go-Round (\$3.00) .....

## Thyra Winslow's 'Pie'

Thyra Samter Winslow has added another book to her series of short sketches of life which are not so much stories as studies of character and environment with their relation to each other. Plot is subordinated to the realities of life, but incident becomes plot through the forcefulness with which she depicts the scenes her readers. The volume, which carries the title of 'Blueberry Pie' from one of the contributions, contains 14 diversified tales of life in many phases of which one of the best is the first, which tells of a vaudeville actor who feels that he can do better as a single only to find that double harness works best both of and on.

There is a capital study of a picture star, 'Just a Sweet Girl,' that seems aimed at no one in particular, but which might hit many of the stellar lights, and a third theatrical story of a girl 'Born in a Prop Trunk.' The author is happy in her ability to make her setting seem absolutely real, and there is sufficient diversity to her heroines to offer every reader a type by which he may judge the accuracy of the other developments. She offers real people in convincing actions with a fidelity not often encountered. Book is published by Alfred A. Knopf.

## Book Shelf Mag.

New Idea of W. M. Clayton, the pulp mag publisher, is a quarterly mag, each issue containing but a single novel-length detective tale, called 'The Detective Library,' and selling for two bits.

Although bound in paper and pages of pulp, the mag is gotten up in book form, with the story's title and author on the fold rather than the name of the mag intended thus for bookcase display.

First of the series is 'The Bleeding Sapphire,' by J. Werner Phelps. Regular detective novel, and at two bits a bargain for the detective story nuts.

## Sino-Jap Topical

Sino-Japanese dispute makes any new book on either country valuable now, hence Ray Henkle will send off 'The Mother' to a big start.

As an account of Japanese life by a native of that country, Yusuke Tsurumi, and Henkle will throw a few of the author tomorrow (Wednesday) a few days in advance of the book's publication.

The Good Earth, a story laid in China, has been a constant best-seller since its publication, and Henkle believes he can do as well by its Japanese counterpart.

## Wet Propaganda

Throwaway in the form and size of a standard newspaper and what appears at first glance to be named 'Herald Times' excites those who don't go over it thoroughly. Really done by a Philadelphia anti-prohibition organization calling itself the Republicans Citizens' Committee and headed by one Raymond E. Cairn, but for the most part looks serious enough.

Close inspection proves the name of the throwaway to really be 'Herald (of Good) Times.'

## Theatre Mgt. to Resume

Suspension of the mag, 'Theatre Manager,' is only temporary, with Ethel Jones, editor, and the rest of the staff retained. Intention is to resume the mag shortly in a pocket size, and with all new features.

Idiot for the mag's suspension was Joseph's, a former newspaperman, in order to get a complete survey of the field before going on with the new policy.

## Ends With a Kicker

Phyllis Gordon Demarest, who wrote 'Hollywood Gold,' gets away from screen folk in 'Lady Gone Wild' and makes her heroine a society girl who hires a husband when she cannot have the man she wants, and, more than that, she hires a professional gambler of good standing. She figures that the hiring will be as simple as the hiring, but finds her error when her first ideal gets his freedom and comes to her again.

In the end the gambler wins, as most wise readers have guessed before the story is much more than half over, but she redeems the obvious fade out with a neatly put kicker that comes on the last page as an entire surprise. It makes for good light reading unburdened by analytic psychology and introspection, and it carries the reader nicely to the trick denouement. (Macaulay, \$2.)

## Bridge Spoof Sequel

'The Bridge Battle of the Century,' the travesty on the recent Lenz-Culbertson bridge contest, by Halsey Ralnes, of the Metro-Goldwyn-Mayer press department, the subject of a letter-writing contest for cash prizes. Ralnes publicizing the letter-writing contest himself. Topic in 'My Most Amusing Bridge Experience,' with the letters limited to 200 words. The best letter will fetch \$100, with other awards.

The twelve prize-winning anecdotes are to be incorporated in a later issue of the book. Ralnes is confident there will be a later edition.

## Somethings' Higher

For the first time, this year's (1932) edition of 'Editor and Publisher's Year Book' is selling for \$1. Instead of \$1.50 previously.

The Year Book has always sold at 'Editor and Publisher's' regular weekly newstand price of a dime, with demand every year tremendous.

## Young Carl This Time?

Homer Croy's 'Heading for Hollywood,' exploited in advance as the first novel to give the celluloid center a break, has as one of its characters a young film genius, supposed to be Carl Laemmle, Jr., and a heroine who finally goes back to Iowa convinced that the mad pace of Hollywood is not worth the candle.

Croy has written this with his eye on humor possibilities and has made it as entertaining to outsiders as insiders. Harper & Bros. published.

## Howard's Gags

Willie Howard to publish a book this spring, 'Gag a la Mode,' to be a compilation of what he thinks are the best jokes he has ever heard. For the past 23 years he has recorded every joke and has a collection of 25,000 from which to select.

## Kidding the Cards

'Bridge and the Cards of the Century,' Halsey Ralnes' book satirizing recent Culbertson-Lenz match, may be made into a one or two-reel film short.

Companies are negotiating for the rights.

## Retrenchment

Scraps-Howard San Francisco News underwent a retrenchment policy that included 15% cut in all employees and abandonment of colored comics and magazine section heretofore included in the week-end issue.

## Olmstead's Tome

Ed Olmstead, Public advertising representative at the New York office and a Broadwayite for some years, is writing a book. It will deal with his life and other phases of the big town.

A taste has not yet been picked.

## Brooklyn Exposes Hollywood

First issue of Hollywood Tatter, 15-cent monthly purporting to reveal the inside of new and ancient news in Hollywood, has experienced no sales windfall in the film town, according to dealers. Product of Popular Publications in Brooklyn and edited by Harry Steegar, president.

Reads like the outside looking in and harsening a few guesses.

Mother of Frederick McQuigg, dramatic editor of the Chicago Evening American, died of heart disease in Chicago Feb. 7.

## Binyon's Letters

Claude Binyon, of 'Variety' Hollywood staff, has had a book compiled for a new publication by Harrison's club. The book is titled 'One Woman's Men.' It is a compilation of the 'Elise' letters which ran in 'Variety' for some time. Tome will be priced at \$1.50.

## Chatter

Eddie Cantor changing publishers. Switching from Essaness to Lasker & Smith, and David Freedman trails with him, of course.

Richard Boleslavsky, the picture director, will be bloated by Helen Woodward.

Wilbur Daniel Steele back from Europe with the new Mrs. Steele. She's also a scribbler.

Robert Carse will look over the French.

Thyra Samter Winslow's one of the few names that can sell short-story collections.

Margaret Ayer Barnes the only Chicago scribbler who has not used a gun-play episode in any of her tales.

Baroness Carl Jensen, author of 'T. P. Y.' here for her first visit to this country. Irving Deakin introducing her around.

Alfred A. Knopf to Europe for a couple of new scribbles.

Frazier Hunt describes Paul de Krul, next to G. K. Chesterton the bulkiest scribbler, as a combination of war and a gorilla.

Algo Sand goes to the Brazilian jungle as soon as his 'Senor Bum in the Jungle' gets into the bookshop.

Smart thing for foreign scribbles upon their return home is to praise America.

William Mills Peyton writes a novel in a month, and then lays it off the other eleven.

With stuff on Mexico still in vogue, Diego Rivera being feted about town. However, no real Mexican scribbler discovered yet.

Maxwell Bodenheim rapping H. L. Menck.

Will Horace Liveright return to the book biz?

Winifred Wilson is the new editor of 'The Independent Woman.'

Lionel White back in New York with a terrific tan.

Oscar is a part of the Fulton Oursler name, but he's never used.

An ex-Villager has fitted up one of the Times Square stores like one of the old-time Village literary bazaars.

Mrs. Lee Mortimer, wife of the 'Mirror's' Sunday columnist, who is Gerry Pascal, knows the book biz as few in New York do.

There's a more exciting story in Evelyn Wall than he's ever written.

The Moss & Kamin bookshop getting out a quarterly literary mag, serving as a house organ. William Carlos Williams will edit.

For the Cell, the busiest author's agent in town.

Colette's new novel, 'A Lesson in Love,' supposed to be mostly autobiographical.

## Old Album Out

(Continued from page 1)

for only one reel and that a silent 16 mm. If one of those things involving a rich amateur parlor magician or a life of the party guy is under the lens, the camera fellow forgets all about his own limitations and grinds 'n't his arm gives out. Then the nick is what the traffic can stand.

Companies also take sound pictures, with the limit here being what noise the equipment can take. And an equipment take it? Both shutouts at 35 mm. (standard) film records all more Bradstreeting and credit reference. Average readings are generally put on one reel, unless the ceremony involves some one in the 300 section of the 400.

Pictures are made in homes, hotels in chambers. It is declared one of the firms has an understanding with about 15 or so of the local hostels giving advance tips on forthcoming nuptials, etc. When the pictures haven't sound, the companies supply a completely titled reel, even to the names of the bridegrooms and what they wore.

Completed pictures are given to the customers as keepsakes, but will be shown by the various companies any time a screening is wanted. Custom usually is to show the affair in conjunction with a feature obtained by the company at one of those evenings at home.



# CBS Declares All Contest Sponsors Out When Present Contracts Expire

CBS will shortly refuse to accept commercials intending to run contests during their broadcasts. CBS has had this move under consideration for some time.

CBS clients now sponsoring contests will be permitted to do so until their current contracts expire. After that, if they desire to renew, they will have to drop their contest policy.

NBC denied it is considering taking the same action.

CBS reason is said to be in the number of public complaints received. Majority of the listeners who have a squawk about contests make them to the network direct.

Networks have always been against the contest form of advertising on the air, but have not done anything about it until now. Currently contest clients are more rampant than ever.

It is regarded as improbable that CBS will adopt the no-contest policy without NBC, since a move of that sort might drive all clients desiring to sponsor contest programs to the opposition network.

## 850,000 Letters

Chicago, Feb. 15. Recent give-away stunt connected up with the Goldbergs serial (NBC) drew over 850,000 pieces of mail, which local advertising agencies figure to be a new record for a program on a limited station hook-up. Act is carried only over eight stations.

Program's backer, Pepsiadent, offered an unbreakable drinking cup for the top from a toothpaste carton, tying up with this an emotional appeal to the effect that the mail response would determine the continuance of the show. Idea pulled far beyond expectation, and the dentifice-maker is trying to get additional stations on the network. Slight chances of extending the program's release spots right away, due to the fact that the Swifts (Columbia) have practically everything south and west tied up on the same network for the required period.

## Publix After Alex

Publix is negotiating with CBS for Alex Gray for the Paramount, New York.

Gray is under CBS contract on the Chesterfield broadcasts.

## NICK LUCAS

"The Crooning Troubadour"

Headlining the Opening of RKO - ORPHEUM OMAHA, FEB. 19

## "EASY ACES"

(Sponsored by Lavis)

Overcasts, \$25.00

Lavis, . . . 25c

Use Lavis

WGN 9 O'Clock Mon. Wed. C. S. T. Fri.

"Hello Everybody!!!"



## WBBM SHAKEUP WITH 3 OUT, ONLY 1 IN

Chicago, Feb. 15.

Latest personnel shake-out at WBBM, local Columbia key outlet, last week found three program staff men on the way out and only one on the way in to fill the gap. Trio who were Fred Ibbett, who came over from the NBC production department last November; Chauncey Parsons, concert and mike tenor, who was taken on only two weeks ago as assistant musical producer; and Arvid L. Peterson, program director and night studio supervisor. Latter is a brother of Walter Preston, Columbia's western program director and in charge of the WBBM studios.

New staff entry is Ray Appleby, who takes over Ibbett's job as producer of dramatic shows. Several other changes in the program and production departments are slated for the current week. Also dropped at the same time with the producing trio were three controlroom operators.

Station denied that the letouts were the result of a retrenchment move ordered by Columbia's New York office, explaining that the studio setup was merely being put through a 'slight housecleaning and reorganization.'

## Wis. Air Group Pans Statesman's Idea for Non-Commerc. Sabbath

Chicago, Feb. 15.

Representatives from 11 Wisconsin stations got together last week and dealt out a verbal shellacking to one of their congressmen, Thomas A. Amle, for introducing a bill favoring the exclusion of commercial announcements from Sunday programs. In addition to passing a resolution containing their collective peevish toward the Amle bill, the assembled broadcasters voted to complain to Sen. Robert LaFollette about his fellow statesman's attitude toward their business.

Resolution minces no words. It says that Representative Amle showed no comprehension about using commercial radio on even Sunday for getting votes in his recent campaign, it accuses the newly elected congressman of 'hastily grasping, in his apparent anxiety for personal publicity, what appeared to him a brilliant opportunity for fame by defaming commercialism in radio.'

## Radio City Planning Mag For Newsstands Monthly

Radio City intends publishing a magazine of its own when the development is ready for its launching. It will be a monthly and contain special stories and other material on Radio City activities—stage, radio and other personalities, etc. Present proposals with several meetings already held on the matter, is to place the publication on the newsstands, thus taking it out of the classification of a house organ.

## 'Trib's Television

Chicago, Feb. 15.

WGN, 'Trib' mouthpiece, is equipping itself with a set of picture broadcasting equipment.

After a period of experiment, station plans to make application for a television wave length to the Federal Radio Commission. Only two other outlets in town with television apparatus are WIBO and WMAQ.

## WKLY CHANGE PROGRAM

Eugene Lutz, a hair waving company, starts March 6 on CBS with a series called 'International Revue.' Period will be on the air each Sunday for four weeks after which it will shift to Mondays and Thursdays.

Sam Lannin's orchestra is engaged. Policy will be to feature different artists on each period.

## Harlow's CBS Booking Is for Canada Only

Jean Harlow will broadcast on the Canadian National Railway chain from CKWG, Toronto, April 15. Miss Harlow, one of three names and a band whom CBS will book for this period, which is being sponsored by an association of about six Canadian mercantile companies.

Although CBS has been engaged to supply the talent, the network will not carry the period. It will be heard in Canada only.

The 'Street Singer' (Arthur Tracy) may go on the same period.

## NBC Declares 'Guesting' and Benefits Out

NBC executive department has issued orders banning its contracted artists from 'guest star' appearances on other stations and forbidding the loaning of any NBC artists for benefits.

In panning 'guest' appearances NBC followed CBS, which adopted the measure two weeks ago. NBC has even gone further than CBS as far as 'guest' appearances are concerned by declaring them out for sustaining artists as well as commercial. CBS put the bars down on commercial talent only and gave the sustaining artists the privilege to get an executive okay if desiring to do 'guest work.'

Like CBS, NBC found it necessary to adopt the measure due to the many requests artists receive. NBC's ban against its artists, playing benefits is believed to have grown out of the anti-benefit meetings held recently at RKO by theatre booking executives, which NBC attended.

NBC has given orders that no artists are to be permitted to work at benefits without getting the official sanction of the executive department.

NBC's action against benefits is taken as an organization. However, it will permit artists to appear at benefits if they personally desire to do so, but NBC as an organization will not sponsor any benefit appearances.

## Vallee Leaving Hotel for Road Trip with 'Scandals'

Rudy Vallee goes out of the Pennsylvania hotel, New York, the first week of March to go on the road with 'Scandals.' Show's first road date is Baltimore the week of March 6.

Vallee may leave the cast of the 'Scandals' two weeks before the show closes in New York to take a vacation.

## Firm Dissolves

Famous Artists of the Air, radio disc recording outfit organized about a year and a half ago, dissolved last week. Among the losers was National Service, which paid \$50,000 for a half interest in the wax firm some time ago.

Of the organizers only Monty Brice, former film director, remained at the finish. He became head of the firm which Eddie Dowd and Bill Rowland left to form their own disc company, Stars of Stage and Screen.

When formed, Famous Artists was rumored to have been backed by the Federal Reserve. This was never verified nor denied.

## Mickey Mouse for Air

Chicago, Feb. 15.

Francis Hooper, enterprising writer for Walt Disney's cartoon for the company's 'Myst and Marge' serial, has cornered the radio rights to Mickey Mouse. Contract with Walt Disney gives her the world's fourteenth presentation of the cartoon character.

Now that she's got it, Miss Hooper is trying to figure out how it can be whipped into a program idea.

# Change in Commercial Ruling May Give Television Impetus It Needs

## L. A. STATION'S \$1,000 MONTHLY U.P. FRANCHISE

Los Angeles, Feb. 15.

KNX has signed a one-year contract with United Press to buy the latter's news service for four daily news broadcasts. First time a wire company has contracted with a radio station to supply news and is in the nature of an experiment. If it turns out okay, U. P. will probably broaden its activities to include the entire radio field.

In the case of KNX, service is costing the station about \$1,000 monthly, which is slightly over what an average paper would pay. Station has seven reporters on its staff to handle local news, one of the reporters acting as city editor in preparing the news for the announcer.

Unlike a newspaper deal, U. P. does not receive news from the radio station. Agreement is that the station digs up anything that the wire service can use, the latter is welcome to it, but there is no stipulation in the contract that the wire service has to run all news gathered by the radio reporters.

Deal with KNX is a personal matter between U. P. officials and Guy Earl, owner of the station and former owner of the P. A. 'Express' Expansion into the radio field by U. P. will not be considered until the local experiment has eliminated all the flaws.

## Sponsor Reneges, but Must Pay; Program On as Sustaining

Chicago, Feb. 15.

Last minute change of mind on the part of the commercial about hooking up its name with the program left the Earl's series still on the air, running as sustaining feature, but with the local sponsor at the same time holding the bag. Sponsor is a member of the Affiliated Products cosmetic and drug group. Makes the first instance locally of a commercial bankrolling a program without getting any advertising value out of the broadcast.

Decision to defer bracketing the commercial's name with the show came after the contract for station time had been signed and the production had started to make its debut. As originally planned, the program was to be used to ballyhoo a shaving cream.

Following the cream maker's reneging, Affiliated Products, a combine formed for the distribution and advertising of several firms' goods, found itself in the spot of having no alternative, but to continue backing the serial until it could be unloaded on one of its other associated manufacturers. Now figured to let the serial run for at least four weeks before tackling on a commercial alliance. All of which will depend on the way the program takes. If it fails to get a substantial favorable mail kickback from the consumers within that period, it will likely go on under the sustaining banner for the remaining term of the 13-week period.

Earl is built around a small-town barber shop locale, carries a cast of six and is being produced on a six-time nightly schedule in the NBC studios.

## NBC N. Y. Says Phones OK for Chi Phones

Chicago, Feb. 15.

NBC powers that be on the New York end have decreed that it won't be necessary to install teletype machine in the office of the Chicago and press associations. Figure telephones are still efficient and quick enough for the network's p.a.'s here to get their spot stuff over to the radio editors.

Chain news has letters, operated from the publicity department, in the wire rooms of all the New York dailies and news services. Chief reason for the innovation was that it eliminated heavy messenger charges.

Chicago, Feb. 15. Partial removal of commercial restrictions from television by the Federal Radio Commission figures the local broadcasting trades will serve to stimulate interest in the medium and expedite its mechanical developments. Ruling recently made by the commission permits stations with television equipment to transmit commercial programs simultaneously with their sound broadcasts and collect an extra charge if desired.

Change of attitude on the part of the either supervising quieted eliminates the argument frequently set up in the past that television wouldn't make any headway toward perfection until it got a commercial impetus. Owners of picture transmitters would be loath, it was contended, to spend any heavy money on experiments until they could see some source of revenue to help carry these experiments along.

Lifting of the commercial ban has prompted WMAQ here, operated by NBC and affiliated with the 'Daily News', to install a complete new set of television equipment and start negotiating with commercial prospects for combined sound and picture programs. Only extra charge insisted on for the time being is for costumes used in the tele broadcasts, and the extra musician demand for such occasions by the Chicago Federation of Musicians. If a musician wears a tuxedo before the ether projector, the fee is \$1 over his regular sound broadcast salary.

Commission's rule on the subject of television broadcasting still bans the transmitting of a commercial's product on which the label or trademark may be used. It okay for the station to exhibit the preparation of a cup of coffee and to verbally ballyhoo the brand used, but at no time may a can or carton showing the brand's label be brought into the etherized picture.

## CBS' \$4 Outlet

Panoho's orchestra, which opened at George Lamey's Park Avenue club, New York, Thursday (11), booked in by David Bath of CBS, will be placed under a two-year contract by the network. It okay for the CBS wire from the club thrice weekly. Lamey's place operates on a \$4 oucvert policy.

## "MIKE" FRIGHT?

Forget it. New broadcasting courses include microphone technique, use of vocal chords, preparing your for orating, etc. You learn the how and why and what from the first. These courses as given at RCA Institute, New York, are prepared with the help of NBC and CBS. The instruction is one of local Florida, telecasts of broadcast stations, all the radio operation.

You no longer need fear the microphone. You can afford to fear. Thus be ready for talking, broadcasting and television. Whether you are now on the air, in the talks or want to enter the profession, these new courses (for either men or women) will help you. You learn the how and why and what from the first. These courses as given at RCA Institute, New York, are prepared with the help of NBC and CBS. The instruction is one of local Florida, telecasts of broadcast stations, all the radio operation.

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A Radio Corporation of America  
RCA Institute, Inc.  
Dept. V-2, 75 Varick Street,  
New York, N. Y.

Please send me your General Catalog in which I am taking below the plate of radio in 1 of the following:

☐ Microphone Technique  
☐ Public Speaking  
☐ Talking Pictures  
☐ Television

☐ Aviation Radio  
☐ Radio Operating

Name

Address

Occupation



## Inside Stuff—Radio

Lord, Thomas & Logan, handling the Lucky Strike broadcasts, has placed a ban on issuing any advance publicity on the orchestras engaged for the broadcasts unless the bands have been okayed by George Hill, president of the American Tobacco Company.

Hill personally checks all orchestras booked by the Music Corporation of America for the programs. Previously the lineup of orchestras was sent out to radio columnists before Hill had said yes or no.

Original intention of CBS to use the billing of "Sleepy Time Gal" for Vivian Ruth, who started sustaining recently, has been discarded. CBS now bills the nite under her own name.

First week after the announcement there were over 2,000 applications, which impressed the restaurants.

Roundabout way of attracting new customers was resorted to by the Franco-American Baking Co. in a broadcast over KFVB, Hollywood. Every week after the restaurants to buy its rolls, but could make no special appeal to them in a broadcast.

Company, instead, offers free tickets to witness the broadcast, which has about 15 acts, to any listener, but the listener can get them only by applying at a restaurant.

NBC and CBS can't figure why the New York "Times" threw out its former style of listing radio programs and introduced a new method which saves less than a column. New method the "Times" is using is an incomplete listing, arranged as to time only, with but certain periods listed, those which the "Times" evidently thinks the best each day.

Reported that the move was made because the "Times" believes radio program listings carried by morning papers are not important and that the evening sheets major on these listings.

**ACCLAIMED**  
one of  
**RADIO'S GREATEST**  
**HENRY THIES**  
and his  
**ORCHESTRA**  
FEATURING  
**CHARLES DAMERON**  
VOCAL SOLOIST  
WLW Commercial Broadcasting  
N.B.C. Blue Network  
Sunday, 11:35

**JOEY BILL AND JANE**  
"CREAM OF WHEAT" PROGRAM  
Every Morning Over WJZ at 7:45  
National Broadcasting Company

**MILLS BROTHERS**  
4 BOYS AND A GUITAR—  
**COLUMBIA BROADCASTING SYSTEM**  
PERSONAL REPRESENTATIVE  
**THOMAS ROCKWELL**  
1776 BROADWAY  
NEW YORK CITY

**HOWARD LANGFORD ORCHESTRA**  
BROADCASTING—THE  
**CAMPBELL'S SOUP**  
PROGRAMS  
EVERY NIGHT EXCEPT  
SATURDAYS AND  
SUNDAYS... AT  
**7:15 P.M.**

## Play Kids Radio

Hollywood, Feb. 15.

"O-Kay, New York!" musical satirizing radio, has been written by Jerry Horwin and Allen Rivkin, picture writers, and Sam Coslow, Horwin and Rivkin are responsible for the book, and Coslow for music and lyrics.

Possibility that an ether name may get top billing.

## Seven Firms Go Radio Disc; Kellogg Sets 26

Chicago, Feb. 15.

Kellogg's Foodtown Pops takes to the ether Feb. 15 in 18 different spots with a 15-minute disc musical program on a twice weekly schedule. Thirteen of the series of 26 programs slated have already been recorded, with the entertainment provided by an orchestra under H. Leopold Spitznagel, Chicago theatre pit maestro, and a collection of warblers from musical comedy and vaudeville. Latter include Guy Robertson, Dennis King, Navarre Sisters, daughters of the local Panama consul, and Jean Maxwell.

Spitznagel has been contracted for the entire series. KYW is the local outlet picked by the cereal miller. Other companies slated to go radio disc during the current month are Keds, a U. S. Rubber Company outfit, Beechnut Food Products, Frigidale, Dutch Masters and Gold Seal Cigarettes. The latter, headed by all these except Beechnut. Latter is set to release a five-time weekly mystery serial, starting Feb. 23, with five stations in the Midwest, picked for a starter.

## Grofe's 2d Concert

Ferde Grofe will conduct his second concert late in March. At that time he is conducting his own composition descriptive of the inside workings of a newspaper, also "Rip Van Winkle".

Another new number will be "Broadway Fantasy," composed by John McLaughlin. Grofe is making the arrangement.

## Fritzel to Frolics

Chicago, Feb. 15.

Mike Fritzel has turned back Cosmo's to Mike Polson, his former owner and operator. Fritzel goes back to the Frolics in which he has an interest, along with Ralph Gallet and Jake Adler.

## FROLICS

Chicago, Feb. 15.

With night spots coming and going around town these days, the Frolics stays on as an independent leader in the field. Jake Adler and Ralph Gallet have been guiding this place for many years and they're a couple of boys who seem to current floor show boasts a layout of that nature and looks like a neat bunch of coin was thrown over it. Jack Waldron is starting his second month here and will probably still be there when the hot breezes start blowing. Waldron holds a record at the Frolics, once went out a year, and a previous stay. Reason for his marathoning is explained by his versatility and hard work. With shows changing every four or five weeks, Waldron always comes through with new routines, bits, gags and what not. In the present frolic he's doing a burlesque on Gandhi that's a scream.

Elly Tankski still putting on the productions here and making a good job of it. Bunch of girls on this floor is probably classier in looks and work than most any other spot in town. Principals include Home and Duinn, taking a six-week tour of the city and its features. This singing battery never did belong in a cafe, being much too high class. Outside of the wear and tear on the pipes it's no cinch trying to outpipe a night club mob.

Vercelle Sisters made a descriptive column to the show, while Gypsy Ithum-Jae is an eye-opener soubrette. Nellie Nelson, an old standby of the Frolics, is back and drawing plenty attention. Miss Nelson is one of those girls hard to tire of. Ted Gork's hand backs up the show. Gork was formerly a B. & K. m.c. around town, only recently deciding to take a hand of his own out.

Span.

Phil Davis now with M. K. Jerome.

## Theatre as Broadcasting Studio Rented by Radio Advertiser

### Chi Civic Opera Birds On Butter Co's Disc

Chicago, Feb. 15.

Blue Valley Butter pruned the Chicago Civic Opera warbling list for its series of 13 radio programs scheduled for release Feb. 29 on 38 stations. Tony parade of recordings will carry Alice Mock, soprano soloist, a double mixed quartet and a 20-piece symphonic orchestra.

Waxings run 15 minutes each, with the broadcasting placements being for one a week. Commercial figures assigning the disc to 30 more stations around June 1.

### Denny's CBS Commercial, And NBC Sustaining

Jack Denny's orchestra leaves the Mount Royal Hotel, Montreal, after about five years to broadcast with the American Safety Razor's Eveready period, CBS, for 26 weeks starting March 13. Band leaves Canada March 10 and will broadcast from New York.

About last October NBC claimed that it had Denny under contract after it took him away from CBS and gave the band weekly sustainings on its own network. Despite his new CBS commercial account, NBC will continue to use the Denny band on its network for bi-weekly sustainings. NBC is obligated to continue spotting Denny on sustaining broadcasts due to its contract with the band which was for a period of one year. Denny, however, if he pleases, can walk out of the NBC sustainings.

The razor commercial does not call for Denny's exclusive services but permits him to take one more account.

### Brown Loses DeWitt

Syracuse, Feb. 15.

Over the protests of Julian S. Brown, who built the night club at a cost of \$250,000 last summer, the Cafe DeWitt was leased last week to Samuel Troupin by order of Federal Judge Bryant in receivership action in U. S. District Court. Lease is for one year.

Receivers for Brown and for the DeWitt Development Corp. closed the night club two weeks ago and declared they could slow more profit to creditors if the property was leased. Under Brown's management, prior to the receivership, the club had an overhead of about \$7,500 a week.

### Coast Speak Raid

Hollywood, Feb. 15.

Former projection rooms in the Producers' lab building, recently transformed into Hollywood's swankiest speakeasy, was knocked off Thursday (11) after only 14 days of operation.

It was raided by Federal officials at the lunch hour with 18 patrons, mostly picture people, guests at the time. Four employees were arrested but the guests were not detained.

Layout comprised three rooms, including a dance floor, and gaming wheels.

### WGN's Baton Switch

Chicago, Feb. 15.

Gaston Dumolin, vet radio orchestra leader and with the station for over six years, leaves WGN, the "Big Red," after three weeks. Dan Owen, currently in charge of the station's production department, will take over Dumolin's baton.

Ed Barry of the producer staff is slated for the Owen vacancy.

Phil Davis now with M. K. Jerome Music.

Los Angeles, Feb. 15.

Project of turning the Egyptian, Hollywood, into the first of a series of houses devoted to broadcasting of air programs awaits the arrival here of the new circuit operators. Idea of a radio theatre, with revenue coming from rental to the advertiser, who in turn either gives away or sells admissions to the staged broadcasts, came on the heels of the Franco backed broadcast weekly over KFVB. This takes place on one of the stages at the Warner Brothers' studio, with 700 guests, capacity, weekly. Admission is free and the bakery claims a waiting list of 10,000 applicants.

First of such broadcasts in the Egyptian would be on Saturday nights, presenting one of the big hours that uses lots of talent and a fun spirit throughout.

Success of the recent "Happy Go Lucky" hour performances at the Shriners auditorium, without the thing but air ballying is another argument in favor of theatre production of air entertainment.

Columbo's Sponsor Vamping

Russ Columbo may lose his sponsor, Listerine, about the middle of March. Listerine's 13-week contract with NBC expires and the commercial will not renew, it is reported.

As yet NBC has nothing further in view for the baritone.

**MARIAN AND JIM**  
IN  
"SMACKOUT"  
1:45 p. m. C.S.T.—Monday, Tuesday, Wednesday, Thursday and Saturday—  
2:45 E.S.T.  
WMAQ, Chicago, to NBC-WJZ Network

**The Voice You Love to Hear**  
**VAUGHN DE LEATH**  
Radio's Friendly Singer of Friendly Songs  
Columbia Broadcasting System  
Now Appearing in Person in RKO Theatres

**HARRY RESER**  
BANJO SPECIALIST  
Conducting  
**Cocanut Club Salutes**  
Radio's Oldest Commercial  
Each Friday Evening, 9 to 9:30 P.S.T.  
WEAF, NBC RED NETWORK

**ALLISON and FIELDS**  
Broadcasting Daily For  
**MILLER FUR CO.**  
**GOSHEN SHIRT CO.**  
1:15 P. M. DAILY  
WBNS—CBS, CHICAGO

**SYLVIA FROOS**  
KNO Management  
Appears Regularly  
WJZ and WEAF  
Victor Recording Artist

**LEO REISMAN**  
POND'S PROGRAM ON WEAF OVER A RED NETWORK  
EVERY FRIDAY EVENING  
9:30 E.S.T.; 8:30 C.S.T.; 7:30 M.T.; 6:30 P.T., N. B. C.



## JAN. SALES UP, AND THEN DIVE

New York, Feb. 15. January started out like an exceptional month for the music business in sheet sales, but crumpled toward the end. Publishers reported increased business during the early part of the month and a big slump later. Increased sales during the first part were more than cancelled by the lull later on.

Mario Musile's 'Home' sold strong and topped the ace January berth from Robbins' 'Good Night Sweetheart', the No. 1 seller for the past three months. Later slipped to No. 3.

Berlin's 'All of Me' also came up with a rush and though unlisted in the previous survey (December), earns No. 2. DeSylva's 'Where the Blue of the Night,' which Bing Crosby popularized by using as a theme song, rated fourth. Witmark's 'Was That the Human Thing to Do?' started out slowly but came up fast and rested in No. 5. No. 6 spot is occupied by 'Sleepy Time Down South' (Freed-Powers), a holdover from December.

Right on the heels of 'Sleepy Time' for first sixth rating were 'By the Sycamore Tree' (Berlin), 'One More Kiss, Then Good Night' (Muller) and 'Cuban Love Song' (Robbins).

Four songs which listed among the best six for December disappeared from the current list due to loss of strength. In January, they were 'Faded Summer Love,' 'You Try Somebody Else,' 'Call Me Darling' and 'Time On My Hands'.

Disc sales were customary weak during January. The Brunswick catalog was supported by the recordings of the Mills Brothers, who have been three best sellers among the first six, and which they share with Bing Crosby. The latter, a recording of a passe song, 'Dinah,' was an experiment by Brunswick and proved successful inasmuch as the Crosby and Mills Bros. names on the discs brought it up among the best sellers.

In the Victor list, Paul Whiteman, who recently topped the Victor banner after an absence of some years, has two of his recordings among the first six sellers.

### Chi Weakens

Chicago, Feb. 15. Trade is slipping off badly again, following the heaviest surge of business during the two previous months. Pressure particularly felt in the disc field, which has no outstanding tune to force sales.

Sheet music prize list drew a new leader to replace the long-running 'Good Night Sweetheart.' 'When the Moon Comes Over the Mountain' finally displaced the winning card, its No. 2 spot being usurped by 'Blue of the Night,' which came up from the fifth rung of the previous month. 'Faded Summer Love' and 'Call Me Darling' are also gone the way of all hit tunes.

Just missing the blue ribbon crowd were 'Cuban Love Song,' 'Sleepy Time Down South' and 'Evening in Caroline.' 'Home,' the ace sheet music tune, exhibits something unusual by not showing in the prize lists of any of the discs.

### Coast Stands Up

Los Angeles, Feb. 15. Sheet music sales fluctuated a lot during the past month, but all in all proved almost up to December, the peak of 1931. 'Good Night Sweetheart' held up well in top spot until the last week, then started sliding out of sight. 'Home' showed promise in a steady climb from nothing up to first for the last week.

Disc sales brightened up a bit and showed promise of coming back to a profitable basis.

## 23-Year-Old Conductor

### In Brooklyn Par Pit

John W. Green, 23-year-old composer-arranger, goes into the Brooklyn Paramount as pit orchestra leader in three weeks. Orch will be augmented from its present 22 pieces, to 28 for Green's debut.

Green is under a songwriting contract to Famous Music, Par subsidiary.

# JANUARY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JANUARY BY THE LEADING MUSIC JOBBERS AND DISK DISTRIBUTORS IN THE TERRITORIES

## 6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
No. 1—SONG	'Home'	'Home'	'Good Night, Sweetheart'
No. 2—SONG	'All of Me'	'Where the Blue of the Night'	'Where the Blue of the Night'
No. 3—SONG	'Good Night, Sweetheart'	'Good Night, Sweetheart'	'Sleepy Time Down South'
No. 4—SONG	'Where the Blue of the Night'	'All of Me'	'Home'
No. 5—SONG	'Was That the Human Thing to Do?'	'New Is the Time to Fall in Love'	'Call Me Darling'
No. 6—SONG	'Sleepy Time Down South'	'By the Sycamore Tree'	'Faded Summer Love'

## 3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Of Thee I Sing,' 'Laugh Parade,' Medley (Abe Lyman Orch.)	'Dinah' (Bing Crosby and Mills Bros.)	'Dinah' (Bing Crosby and Mills Bros.)
BRUNSWICK—No. 2	'Tiger Rag' (Mills Bros.)	'You Rascal, You' (Mills Bros.)	'Scandalous' Gems (Vic Young Orch. Bing Crosby, Boswell Sis, Mills Bros. Frank Munn.)
BRUNSWICK—No. 3	'Dinah' (Mills Bros. and Bing Crosby)	'When We're Alone' (Tom Gerun Orch.)	'Evening in Caroline' (Hoswell Sis.)
BRUNSWICK—No. 4	'All of Me,' 'When We're Alone' (Tom Gerun Orch.)	'Nobody's Sweetheart' (Mills Bros.)	'I Hear' (Don Redmond Orch.)
BRUNSWICK—No. 5	'You Rascal, You' (Mills Bros.)	'Where the Blue of the Night' (Bing Crosby)	'Baby, Won't You Please Come Home' (Mills Bros.)
BRUNSWICK—No. 6	'Kickin' the Gang Around' (Cab Calloway Orch.)	'How Long Will It Last?' (Jacques Renard Orch.)	'Blue of the Night' (Bing Crosby)
COLUMBIA—No. 1	'Too Late,' 'River, Stay 'Way from My Dear' (Guy Lombardo Orch. and Kate Smith)	'River, Stay 'Way from My Dear' (Guy Lombardo Orch.)	'Chinatown' (Louis Armstrong's Orch.)
COLUMBIA—No. 2	'Oh! What a Thrill,' 'Good Night, Moon' (Ben Selvin Orch.)	'You Can Depend On Me' (Louis Armstrong Orch.)	'Too Late,' 'River, Stay 'Way' (Guy Lombardo Orch. and Kate Smith)
COLUMBIA—No. 3	'I Promise You,' 'Home' (Ted Wallace Boys)	'Can't Stop Me from Loving You' (Ethel Waters)	'Ooh, That Kiss' (Dorsey Bros. Orch.)
COLUMBIA—No. 4	'Cuban Love Song,' 'Too Late' (Ruth Etting)	'Good Night, Moon' (Ben Selvin Orch.)	'Cuban Love Song' (Ruth Etting)
COLUMBIA—No. 5	'An Evening in Caroline,' 'Old Playmate' (Ted Lewis Band)	'All of Me' (Ben Selvin Orch.)	'Good Night Moon' (Ben Selvin Orch.)
COLUMBIA—No. 6	'That's Why Darkies Were Born,' 'Tell Me with a Love Song' (Kate Smith)	'Good Night, Sweetheart' (Guy Lombardo Orch.)	'Harvest Moon' (Ethel Waters)
VICTOR—No. 1	'Ooh, That Kiss,' 'You're My Everything' (Ohman Orch.)	'Delicious' (Nat Shilkret Orch.)	'Home,' 'I Promise You' (Van Steeden Orch.)
VICTOR—No. 2	'Good Night, Sweetheart' (Wayne King Orch.)	'All of Me' (Paul Whiteman Orch.)	'Lady of Spain' (London Mayfair Orch.)
VICTOR—No. 3	'Sleepy Time Down South,' 'Can't You See' (Paul Whiteman Orch.)	'Paradise' (Leo Reisman Orch.)	'Two Loves' (Ted Black Orch.)
VICTOR—No. 4	'Home,' 'I Promise You' (Peter Van Steeden Orch.)	'Good Night, Sweetheart' (Wayne King Orch.)	'When We're Alone' (Arden-Ohman Orch.)
VICTOR—No. 5	'Night Was Made for Love,' 'She Didn't Say 'Yes' (Leo Reisman Orch.)	'Two Loves,' 'Evening in Caroline' (Ted Black Orch.)	'Of Thee I Sing,' 'Who Cares' (Arden-Ohman Orch.)
VICTOR—No. 6	'All of Me,' 'By the Sycamore Tree' (Paul Whiteman's Orch.)	'Lazy River' (Wayne King Orch.)	'Blue of the Night' (Russ Columbo)

## Inside Stuff—Music

An increase claimed in the sales of pianos and the resultant increase in the home use of standard and classical music is leading some members of the industry to believe that the sales of popular sheet music may stage a comeback.

That a revival of interest in the personal performance on pianos has and is taking place is evidenced through the figures of 'Business Week' on piano sales for the year 1931, sent out to publishers by the Music Publishers' Protective Ass'n. This letter states that one piano firm showed an increase of 23 1/2% in the number of pianos sold in the first 10 months of 1931 compared with the same period in 1930.

The reason for the increase of interest in piano playing is believed by some to be due to educational music broadcasts such as the Walter Damrosch programs. It is also evidenced in the fact that Carl Fischer, vying up with an NBC music educational series, has been publishing a series of booklets tying up with the broadcasts. At first the booklets were given away gratis to all who wrote for them. Now they are being sold for 10c. And Fischer is making money on them.

One of the leading music stores in Los Angeles has a crew of salesgirls who are loyal to their pet crooner. This chap and another quite similar went about the same time and both are now making records. Girls know both boys, who used to drop in and hear other crooners' records before they were in the money. They feel that the one they dislike copied the style of their fav and make no bones about it.

Getting a record or song with the second one's name on it is almost impossible in this store. The girls either can't find the desired number or are out of it. Meanwhile they're pushing all the platters and numbers made by their favorite.

Although the record division of the Brunswick company has been sold to an independent firm, the recording jobs of the Brunswick artists in the midwest are still being handled by the Chicago branch of the mother Brunswick Recording company, the Warner Brothers' subsidiary.

This contract for the recordings has just been entered into, and is merely to take care of the Brunswick artists and bands located in, and near Chicago. The Brunswick Record company (as distinct from the Brunswick Recording company) has its own studio for its phonograph diskling in the east.

Main midwest waxings at present are the Ben Bernie and Isham Jones bands.

With the United States now unable to join the Berne convention even in desirous of doing so, it is reported the Patents Committee will introduce a bill in the House of Representatives recommending membership in the Rome Convention. Latter is a revision of the Berne Convention, with less of an international membership.

The U. S. is now unable to join the Berne Convention, due to the latter closing its membership lists at the end of 1931. From this year on only

the Berne Convention may be joined by countries not members of the Berne Convention and desiring automatic international copyright protection.

Milton Schwartzwald, in charge of all orchestras for RKO and actively manipulating the RKO radio period, has a platter of every RKO broadcast to date.

Device is at his home and is turned on to pick up his program, after which he can return to go over the routine note by note. Method also serves as a squawk alibi if accused of omitting this or that from the schedule, etc.

Cab Calloway is peeved at members of his family, and persons who say they are his relatives, who are attempting to cash in on his current rep. There's a girl playing dancethalls by the name of Jean Calloway who claims to be the colored orchestra leader's cousin and plays up the Calloway name. Then there's Cab's brother, Elmer, playing night clubs, and who bills himself as 'Cab Calloway's brother.' There is also Cab's sister, Bianche, who last week billed herself at Proctor's Newark as 'Cab Calloway's Sister.' There is also a band billed as 'Calloway and his Orchestra' playing Chicago which is causing Cab another headache.

Because of his divorce troubles, Nacio Herb Brown refrained from publishing anything during the past year. He has spent most of this time in New York and Reno.

But now, back in Hollywood, Brown has about a half dozen numbers ready for publication. Some of the sheets were written and held, due to the financial tangle resulting from the divorce.

George Mario, publisher of 'Home,' the No. 1 best seller in sheet music, has been in the publishing business for but six months. Previous to his publishing venture, Mario was with DeSylva, Brown & Henderson.

Having a No. 1 song after but six months in business is a freak in the music business that hasn't happened in some time. Associated with Mario is Sam Wigler, who previously also was with DeSylva.

## Suing Summer Camp

American Society and DeSylva, Brown & Henderson have brought suit in U. S. Court, Northern District of New York, against the alleged proprietors and a group of associates, of Becker's Camp at Eagle Bay, N. Y., for playing or permitting to be played, 'Walking My Baby Back Home,' without permission of the copyright owners.

Defense of Becker's attorneys is that he did not operate Becker's Camp in 1931 when the alleged violations occurred.

## L. A. Songwriters Suing For 'Lucky Day' Profits

Hollywood, Feb. 15. Rene, Ellison and Rene, composers of 14 lyrics of 'Lucky Day,' have brought suit for an accounting and injunction from further use against the Hollywood Production Co., Arthur Silber, and John Doe Kline.

Writers claim their agreement was 50% of the profits, that they believe profits to date are over \$25,000, but have not collected anything.



**Davis, Coats & Engel, Inc.**  
719-7th Ave., New York



## CIRCUS BATTLE OFF; SELLS ALONE IN CHI

Chicago, Feb. 15. Sells-Floto went out in the local indoor circus battle and was waged between the Coliseum and Stadium. After the latter, Sells-Floto came out in an opposition show to bring in a play day and date, an amicable adjustment between the two factions was made, with the Stadium closing off its own circus until after S-P gets out of town.

S-P will open as per schedule on April 16 for a 10-day engagement. Last year the Stadium opposed the Ringling show with the European-Style Indian circus.

Understood that the Stadium bondholders became nervous at the last moment at the thought of the heavy expense involved.

## Mexico's Hoodoo Circus

Mexico City, Feb. 12. Hard luck is still dogging Frank Beas, owner of the Beas Model Circus. First, he was almost caused by a short circuit, did damage to property of the show estimated at around \$1,200. Blaze broke out after the last night performance in the circus tents in a lot here. Nobody was hurt.

Show was practically wiped out and 30 employees were killed in blaze caused by a train wreck while the circus was traveling, 15 months ago.

Beas had to cancel a performance of his show in the National Stadium here while police investigated his charge and that of Arthur B. Probst, Stadium concessionaire, that two men had maliciously damaged the Stadium and circus equipment.

## ROBINSON BROS. SELL

Long Beach, Cal., Feb. 15. Robinson Bros. Shows has been bought by Harry A. Phillips. Previous owner Clarence C. Parker.

## Stooge's Diary

(Continued from page 57)

Clem was out, so I gave her a kiss and a pinch. She laughed.

I saw the vaudeville at the Orpheum and there was a bonjo player, very good. He played St. Louis Blues well and I practised it. Until pop made me cut it off. The bonjo player had on a white shirt and tan face and looked real clean.

### Wednesday.

Mr. Clem at the store bawled me out for practicing on the banjo, the muck. Some day I'll swap 10 pounds liverwurst around his neck.

### Thursday.

Oh, boy! This diary brought me luck!

I went to see the new show at the Orpheum and I got all set to go on the stage. I'm ripe.

I'm going to go for Lou Clay, he's a comedian and he has two fellows who come up on the stage from the audience. One of the fellows went crazy, Mr. Clay told me later, and I got the crazy fellow's job.

It all happened so funny I was surprised. Mr. Clay came out on the stage dressed like a magician in a black suit with shiny buttons and he asked for people to come up on the stage and look into a casket that was on a platform. I found later the two fellows always used to come up then but I thought he meant it and went up with the fellow that works for Mr. Clay. They both seemed like they didn't want me at first, but I went to look in the casket and I tripped and fell in.

Everybody laughed.

I found out later from Mr. Clay that the fellow that went crazy used to do that only they had to tell him to do it.

After they got me out of the coffin the other fellows looked in it and started arguing with Mr. Clay, saying he was a fake. All at once he slapped Mr. Clay in the face and everybody laughed. Then Mr. Clay slapped him, and he slapped Mr. Clay. They kept it up. Finally Mr. Clay shoved the man into the coffin and closed the lid and then knocked all to pieces and the man was gone. Mr. Clay brushed his hands and smiled like he was glad, but all at once something dropped from above and it was a dummy, only it looked like the other man. It fell right on Mr. Clay, and he started

fighting with it and I rushed over to help him. We had a swell time. We did lots more stuff. Mr. Clay made me come out and bow with him and the people clapped for me. It sure felt swell.

Then Mr. Clay took me into his dressing room and talked to me, and I'm going to get \$25 a week when we work. I am hired already and I'm not going to the store tomorrow. Nuts to Mr. Clem.

I got to quit so I can practice on my banjo.

### Friday.

I'm having a swell time. I fell into the coffin and did the other stuff today and people clapped. I asked Mr. Clay what I should call myself, a plain actor or a funny actor, and he told me I am a special kind of actor that they call a stooge. He told me how to spell it and I wrote it down. I rushed over to Lettie's house and told her all about it, that I'm a stooge, and she was so happy, but the old man sneered at me.

When the old man left the room Lettie said now we could be married because I'm getting \$25 per week, but I explained about how expensive it is to be a stooge. She cried something terrible and I had to neck her for a while. I told her I'd come back as soon as I was a big success. I stayed in a couple of months, and we'd get married in style and move to New York. She acted like she was afraid I will forget. I kissed her more and ran back to the Orpheum and fell into the coffin. She's a fine kid, a swell build, and I'll miss her cooking.

Mom and Pop almost died when they heard about me acting, and Mom cried and Pop said he was afraid no good would come of it. But I talked to them and told them when I got real rich I'd buy 'em a big house on Broadway in New York for them. Finally Mom stopped crying and told me Mr. Clem called up and asked why I didn't show up today, and I was fired. Pool!

Mr. Clay and us leave town tomorrow night and start all over again in Joliet, Sunday. He doesn't know where we go from there. I don't care.

### Saturday.

This is between times I fall in the coffin and I got my stuff packed and said good-bye to Mom and Pop. I cried. I couldn't help it, and Mom cried and told Mr. Clay to take good care of me.

The other stooge, his name is Joe Thomas, he looked like it was funny to him when Mom and I cried. I don't like him. I only have been a stooge a couple of days and I'm better than he is. Lettie was in, too, and cried, and I promised her I'd be back soon. I almost quit being a stooge, I felt so sorry about leaving her, but first of all a stooge has got to get about his future.

We are driving to Joliet in Mr. Clay's car, the other stooge and Mr. Clay and me. Mr. Clay gave me \$1,000 spending money because he said he better hold the rest for me.

Boy, I'm happy! Bon revaui!

## Inside Stuff—Pictures

(Continued from page 64)

Device is claimed to make the entire reproducing equipment better attuned to frequencies not being picked up by the present method. No date has been set for the marketing because a sale price has yet to be determined.

Plug for Fox male players is contained in 'She Wanted a Millionaire'. Scene shows several girls in bathing when a train, Hollywood bound, passes.

Walk veers to the film capitol and the girls discuss their respective favorites. None of them can think of anyone but Warner Baxter, Charles Farrell, Will Rogers or James Dunn.

First National's Coast studio publicity department gave Hollywood a glimpse what a mimograph work reporting an exploitation stunt at the Warners' Hollywood theatre referred to Gene Dennis throughout the story as 'Ruth St. Dennis, noted psychic,' and said she had 'amazed' Professor Einstein.

There are two Joe Quitters, both of whom have been exhibitors. It is Joe in Connecticut, however, who is going back to the business via a house in Brooklyn.

The other Joe is staying out and sticking to law. These two Quitters happen to be cousins.

Demand for something different in the way of press books finds Warner Bros. with a novel type campaign arrangement. It's bound at the top with leaves turning over as with legal documents.

It is printed only on one side to permit exhibitors to clip it apart.

Election of officers of the Chicago operators' union will be held March 17, following nominations to be made earlier. No opposition to the present ticket, headed by Tom Maloy, is expected.

New term will be for five years as previously.

RKO-Radio sales house organ, 'Titan,' has been reduced to eight pages. In view of merging of Radio and RKO-Pathe, name of the organ has been changed to 'Radio-Pathe Titan.'

## C. E. BRAY DIES OF HEMORRHAGE IN N. Y.

Col. Charles E. Bray, 72, veteran showman, died suddenly of a cerebral hemorrhage early Sunday (14) in his apartment at the Astor hotel, New York. He is survived by his wife and a brother.

Col. Bray came out of the Spanish-American war a captain and later acquired the title of Colonel for his participation in the state of Louisiana. Thirty years ago he was vice-president and general manager of the Orpheum circuit and was the first to import big foreign acts.

He handled most of the real estate operations of the old Orpheum when it was expanding in rivalry with the B. F. Keith interests. He built the Palace in Chicago, Palace in New Orleans and the Orpheums in San Francisco and Los Angeles. Subsequently he became general manager of the western end of the circuit making his headquarters in San Francisco with Morris Meyerfeld and having full charge of operations west of Salt Lake.

Bray had made 12 trips around the world and it was during these travels that he introduced the Orpheum circuit to the United States. Out of his taste for globe trotting he became interested in the Martin Johnsons, and it was he who bankrolled their trips into the African interior from which they returned with jungle and savage life films.

He was born in Salem, Mass., where his brother is still curator of the Marine museum. His last active employment was as supervisor of the building of the NVA Sanatorium in Saranac, N. Y.

It was the showman's wish that he be cremated and his ashes scattered on the sea.

## Stone's Mother Dies

Mrs. Clara Stone, 77, mother of Fred Stone and wife of Fred P. Stone, old time western pioneer, died at her home in Freeport, L. I., Feb. 15. Smiling, playing in Washington, was closed while the comedian hurried to his home. Services were held Saturday (13).

Mrs. Stone is survived by her husband, two sons, Fred and Paul, and a brother-in-law, Andrew Stone.

## Pay As You Go Books

Nice, Feb. 5. New hedging gag of publishers is to sign author: for three votes in as many years, advancing \$1,000 a vote. It first falls to clear the advanced mile, the difference is to be chiseled from the second mile.

Authors are balking, insisting that it is a violation of copyright. \$1,000 royalties in a year, the tie-up is a flop either way and in the interest of both parties had better be cancelled.

## Music Man Dies

Chicago, Feb. 15. Clayton F. Summy, 79, head of a music publishing company here for 25 years, died of heart disease at his home in Hinsdale, Ill., Feb. 10.

Summy came from Pennsylvania, starting here as an instructor in the old Hershey School of Music back in 1877. Later he went with Lyon & Healy after which he entered the sheet music business.

He is survived by his widow and two daughters.

## Mahu, Band Man, Dead

Chicago, Feb. 15. Alphonse Mahu, 72, former orchestra leader, died of a carbuncle operation at St. Elizabeth's hospital, Belleville, Ill., Feb. 10.

Coming here from Europe in 1884 he organized the Mahu concert orchestra which toured this country for 16 years. In recent years Mahu was practically retired, residing at Lebanon, Ill., where burial took place.

Widow and two adopted sons survive.

## OUTDOOR SHOWMAN DEAD

Birmingham, Feb. 15. Parker J. Donegan, outdoor showman, died last week at Meridian, Miss. after an illness of 18 months. He was former owner of Donegan Shows, Inc.

Surviving are his wife, Mrs. Ethel Donegan, of Los Angeles, and several brothers and sisters.

## PNEUMONIA TAKES MARTIN

Tony Martin, 41, vaudeville actor, died from double pneumonia at the French Hospital, New York, Feb. 8.

Martin was working in vaudeville as a comedian for about 15 years. His last act was as the team of Moreno and Martin.

## DEATH TAKES LA JESS

Providence, Feb. 15. Theodore LaJesse, 60, who played in vaude for 40 years, died Feb. 7 at his home in Ware, Mass.

LaJesse was born in Troy, N. Y. He survived by his widow and a brother, Joseph.

## BELASCO'S SISTER DIES

San Francisco, Feb. 15. Mrs. Sarah Mayer, 76, sister of the late David Belasco, died at her home here last week.

Surviving are a son and three brothers, all of whom live here.

## Aged Actress Dies

Mrs. Clara Miller, mother of Harlan Briggs, and herself an actress for many years, died in the Staten Island Hospital Feb. 7.

Interment in Actors' Fund plot in Kensico.

## Operation Fatal

Mrs. Dorothy Brugler died in City hospital, Newark, N. J., Feb. 10, following an operation. Funeral services were held from her home on Saturday.

As a child actress she was known as Baby Dorothy and later played in stock under her own name. She is survived by her husband, Arthur, and a son, George.

Dr. A. H. Balliet, of Allentown, Pa., died at his winter home in St. Petersburg, Fla., of diabetes.

Dr. Balliet, one of the most active officials in the Allentown, (Pa.) Fair organization, was also a leading racing man in regard to trotting horses.

Bert Carpenter, 52, stock actor, died in New York, Feb. 13, in the N. V. A. Club. He is survived by a sister. Interment in Kensico.

John McKenzie-Rogan, 76, English bandmaster, died in London Feb. 10. He led the band at Queen Victoria's jubilee and again at her funeral, playing for King Edward, and at the coronation of King George.

Mother, 61, of Heaven and Earl MacQuade, Hollywood agents, died in Hollywood Jan. 24 of diabetes.

Georges Noblet, 82, died in Monte Carlo, where he had retired since 1926. He had in his time been one of the most popular French comedians.

## Edgar Wallace Dead; 200 Novels, 23 Plays In Amazing Career

Hollywood, Feb. 15.

Edgar Wallace, 56, English novelist and playwright, died here Feb. 10 of double pneumonia. A world figure as the producer of more fiction, mainly mystery novels, than any other contemporary writer, Wallace died as he had lived and worked, swiftly. He complained of a cold the Saturday before he passed away, was in bed with influenza on Monday with this developing into pneumonia the following day.

Born in the London slums his schooling ended at 10, when he started selling papers. At 18 he enlisted in the English army during the Boer War and began writing while in South Africa, encouraged by Rudyard Kipling. All his life he was an omnivorous reader of military and tactical books.

Buying his discharge from the army, he covered the remainder of the war as correspondent for Reuters and the London 'Daily Mail.' Then he founded the 'Rand Daily Mail,' the first English newspaper in South Africa. Here he started writing adventure and mystery stories on the basis of a firm production that brought him at the top of his profession in quantity of work.

### Six Play Record

Mr. Wallace wrote 23 plays, the last being 'The Green Pack,' which opened at the Wyndham's theatre in London, the night before he died. Best known to American audiences was Wallace's 'On the Spot.' At one time he had six plays running simultaneously in London.

Wallace was president of British Lion Films and was under contract to Rialto Pictures at the time of his death. Studio had just accepted his third original since his arrival, Dec. 1, and he was working on another, 'The Soul Hunter,' when he died. The first, 'The Beast,' is being filmed now, and 'The Man without a Face,' and 'The Table,' are in the process of being made. The Friday preceding his death he had discussed with David O. Selznick the possibility of his directing one of his originals.

List of his novels runs well over 200. In addition Wallace wrote articles on a multiplicity of subjects including horse racing, since he was an enthusiast and owned one of the largest stables in England. Wallace became known over here as the 'Violent Wallace,' and four children, two boys, 26 and 15 years old, and two girls, 24 and eight.

He is survived by his wife, Ethel Violet Wallace, and four children, two boys, 26 and 15 years old, and two girls, 24 and eight.

Memorial services were held at Pierce Bros., Los Angeles, Feb. 11, the body being sent to England for interment.

## MED SHOWMAN GONE

Dallas, Feb. 15.

John H. Gassaway, 78, pioneer of the medicine show in Texas, died here last week.

Gassaway spent the last 35 years barnstorming this section on the musical liniment wheel.

Bernard Smith, 70, discouraged of any employment, leaped from the window of his fifth floor apartment Friday (12). He had been out of work since Aug. 1930.

Survived by his widow, known on the stage as Ada West.

Paul Casanova, of the French Parnament band in Marcella, France, was killed in a motor accident on the Riviera. A truck drove full speed into the car in which he rode, resulting in instant death.

Fredk. B. Swanson, 50, musician and entertainer, died in New London, Conn., last week. At one time he conducted an orchestra with G. T. Sheppard.

IN MEMORY

of  
**ERWIN CONNELLY**

Feb. 13, 1931

**HONORABLE WU**



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BELIEVE COLUMBIA HAS A HOT BOX OFFICE ATTRACTION IN BEHIND THE MASK RESULTS HERE PROVE THIS STATEMENT INSPIRE OF TERRIBLE BAD SHOW WEATHER INCLUDING WORST FOG EVER SEEN IN SPRINGFIELD AND THE FIRST WEEK OF LENT AGAINST TREMENDOUS DRAWING CARDS AT OTHER HOUSES WE ARE STANDING THEM UP SHOULD BE RECORD WEEK CONGRATULATIONS=

AL ANDERS BIJOU THEATRE..



Directed by  
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From the story "In The Secret Service"  
Story, Adaptation and Dialogue by  
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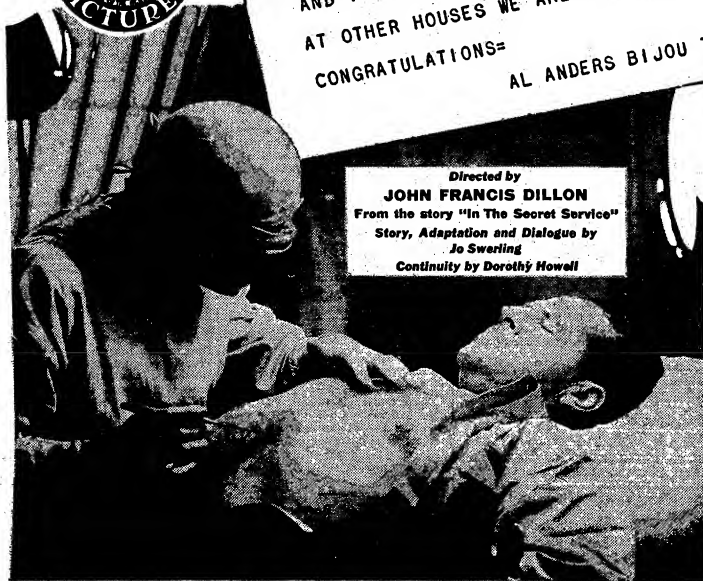
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## CONSTANCE CUMMINGS

Lovely foil against a sinister background of stark horror.





# VARIETY

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56 PAGES

## REVOLT ON CONCERT FEES

### Keep Peace in Advice Giving Radio Advertiser's Family—It's Hard to Do

Chicago, Feb. 22. Differences among the advertiser's board of directors over the type of entertainment unworked by the Breathem program, a Saturday afternoon event on the Columbia network, has caused three complete revisions of the show in four broadcasts. As the other session now stands, it's a compromise affair, combining the tastes and wishes of the members of the board, their families and relatives and the company's entire personnel, who also had been caucused for opinions.

Wrangle among the directors and executives of the Tennessee Products Corp., a \$30,000,000 outfit, with the candy lozenge, Breathem, one of its minor manufacturing activities, first broke when the sister-in-law of an influential board member complained about the bad effect the program was having on her children. Entire quarter hour of the Breathem show on the initial broadcast (Jan. 22), outside the ad burlesque, was given to a shocker of the 'Dracula' school, with the setting laid in a haunted house on a lonely hill.

The shouts, screams and shots coming from the loud-speaker and the dire suspense created by the skit's enacting unsettled her youngsters. (Continued on page 36)

### STUTTERING COMEDY IS INFLUENCING KIDS

Los Angeles, Feb. 22. Recent complaints by parents to the Hays' office on the theory that stuttering film comedians, notably Roscoe Ates, cause their children to mimic the impediment, is paralleled here in radio.

Formal complaints have been lodged with Station KNX by the Los Angeles board of education, protesting against including a stuttering child in a continuity comedy put out on radio discs by the U. S. Rubber Co. Board claims that parents fear children imitators may become permanently affected.

School board had previously requested a local station to spot a continuity melodrama later in the evening because it was claimed the children were so affected by the horror stuff they couldn't sleep, or else had nightmares.

### A. & A. Switch Broadcast To Watch Pugs Tussle

Chicago, Feb. 22. Rather than mull the Dempsey-Lewis battle last Thursday (18) Amos 'n' Andy broadcast their regular nightly program from the Stadium.

Arrangements were made to have the radio pair do their stuff from an impromptu room near the arena. Same time NBC got a plug in.

### Type-Conscious

Hollywood, Feb. 22. Walter Walker, new actor out here who plays banker types, was up for a Fox part and was seated in the studio restaurant with William S. Gill, his agent.

The playboys immediately spotted him as another new banker on the lot and dropped by the table for an introduction.

### All But 2 New York Dailies Take Networks' Direct Teletype Wires

CBS and NBC are installing teletype machines in the offices of the majority of the New York dailies and the newspaper syndicates. Machines are expected to save time in getting out stories on special broadcasts, such as 'verbatim' speeches of politicians or speeches made during international hook-ups.

Heretofore all radio speeches made were typed and sent to the dailies by the networks via messenger.

All New York dailies but two agreed to use the machines. Those that refused were 'Herald-Tribune' and 'Sun'.

### Now It's Personality

Galveston, Feb. 22. 'Personality' pageant will replace the international beauty show as major event of summer season this year.

Grand prize will be extensive vacation trip with all expenses paid but no cash.

George Mitchell, association secretary, says cash awards are all wrong, tending to make the girls too mercenary.

### Anti-War Song

The first war song since the World War will shortly be published by Phil Kornheiser Music. It's also probably the first anti-war song.

Title is 'Let Them Fight It Out In Their Own Back Yard,' its Nobody's Business But Their Own. Authored by Ned Washington, Al Goodheart and Al Hoffman.

### A BEGGAR'S BILLING

Paris, Feb. 22. 'King of Street Singers' tentatively used as a title by a film producer, is claimed by a well known Paris beggar, who is suing the firm.

Bases his suit on the fact that producers of the film, 'Boothill King' had to indemnify a boot-black film which claimed the exclusive rights to latter title.

### MGRS. SAY CURB NOW OR NEVER

Directors Favor Percentage—Paderewski, Kreisler, Hoffman at 80/20—Fees 1/3 Higher in U. S. Than Elsewhere—Not 10 Concert Artists Known to Masses—List of Fees

FIVE \$4,000 OR OVER

Heavy guarantees now being made by concert stars are due to be cut down in many cases. In the same proportion that other prices have lowered in the past year. Concert managers are complaining that unless the demands of vocal stars are curbed now they will rise even higher, with present conditions making it difficult for them to break even or make a profit with some of the fees and guarantees the artists are now asking and have been getting.

This is along the trend of the general collapse of the entire Chauvauque and platform type entertainment, with the concert impressionism.

(Continued on page 32)

### RUSSE ANTI-RELIGIOUS FILM LAID IN STUDIO

A picture made in Russia as a silent, and declared to be highly atheistic in its subject matter and treatment, has been imported but probably will never be released according to picture men who have witnessed it at private showings.

Reports are that 'Festival of St. Jorgen,' title of the anti-religious item, has been brought in by a Communist organization in the U. S. and will be utilized as propaganda in Russia's present crusade against churches, if not sold for distribution here. Chances on its reaching a theatre are said to be remote because of its treatment.

'Festival' is supposed to have been expensively produced. Its locale is a picture studio where a religious picture is being made with Biblical characters heavily lampooned.

It's among the last of the silent pictures made in Russia.

### Page One Again

San Francisco, Feb. 22. The usher who walked out on the Golden Gate theatre when RKO handed him a \$1.80 salary slash a couple of weeks ago, landed on the dailies' front sheets last week when police held him and an accomplice on charges of robbing the Fox of \$1,100 in receipts.

He's Jack Allitt, who formerly ushered for both Fox and RKO.

### Cruise Losses by Steamship Lines Figured as Promotional for Future

#### Eastern Version

Variation of a Hollywood ruse to crash the gate is being used locally to impress the Shubert office switchboard operator. People now call the Shubert headquarters representing themselves as so-and-so of the Irving Trust Co., the receivers.

In Hollywood, to get in, they name themselves as from the Internal Revenue Dept. It generally works.

Stock market losses seem, and have been great, but there are other ways and businesses to drop myriads of coin. This is pointedly proven by the socks to the bankrupt taken by the major ocean transport firms. Cruises long and short have become as financially hazardous as margin trading, according to reputed figures. One recent trip resulted in a net loss of \$500,000 to a company.

This concerns a cruise to the Mediterranean which covered a period of 70 days. There were but 200 passengers aboard and their combined fares totaled just enough to pay for the trip's publicity. It is reported that the average ocean liner, diverted to long or short cruises, must carry in excess of 600 passengers to turn a profit.

#### 120 Trips Listed

Even the shorter cruises have been up against it this winter. One floating palace which altered the schedule to make a 10-day run to the West Indies cost the line \$65,000 because there weren't enough customers. That about measures up to the losses on the longer trips.

Something like 120 cruises to some place were scheduled from Christmas to mid-March. Many have been postponed, but the majority put to sea. Most of the trips have entertainment, either cabaret floor shows or specially booked orchestras.

Asked why the trips were made with the definite knowledge of a loss, officials stated it was promotional since it attracted people who had never been abroad but who might pick up the marine travel habit.

### BEER TAXES BRING IN BRITISH BOOTLEGGERS

London, Feb. 22. England is in danger of a beer racket. The idea that London may become the centre of a bootlegging industry is by no means fanciful. The nucleus has been formed already.

Legitimate saloons in this country are being crippled by the additional beer taxes. Licenses are not being renewed all over England because receipts are down and profits wiped out.

Strenuous efforts are being made by brewing interests to have Parliamentarians repeal the new taxes on beer, but the chances are said to be slight.

Other interests, aiming at prohibition, are said to be supporting additional liquor taxation for all they are worth.

The climax will be reached when the Budget is ready in about a month. If the Chancellor does not indicate the tax on beer will be lower, saloons all over the country will have to shut down.

### Minskys Wanted Diamond Widow and Sweetheart On Same Burlesque Bill

Minskys wanted to play Marion 'Kiki' Roberts, sweetie of the late Jack 'Legs' Diamond, on the same bill with the gunman's widow this week at the Apollo, Harlem, but couldn't get an okay on the booking of Miss Roberts. Her manager refused to take a contract, although it would have meant a holdover for 'Kiki' who went into the Apollo last week for \$1,500.

Minskys, as a result, shifted Miss Roberts to the Republic, downtown, with coming week at the Central under an original three weeks' contract.

### No Strings

Stringless marionettes have been perfected by a Russian inventor and will soon debut on stage and screen.

Instead of the wooden figures guided from above, the latest version of the hand-controlled marionettes will function by under-stage lever control. The figures, under new process, are made of rubber with weights in head and torso.

Such details as protruding tongues, puffed cheeks and a nearer to natural walking stride are claimed for the new method.

### New Gov't Rule Makes Salesmen of Barkeeps

A barkeep's complaints are numerous since the government announced it would tax confiscated drinks according to bottle label. Not only are the tenders given extra work in filling the merely initialed decanters, but their tongues have to wag extra hours explaining to customers what is in the nameless containers.

Empty bottles with the labels are being kept under the bar. These are flashed when the guy on the other side wants proof of verbal guarantees.

Patrons, when sober, are easily handled. It's later that it takes a lot of convincing.

## Difference Between the Old and New Stage Is the Actor, Says Bill Hart

The big difference between the show business of today and yesterday, as William S. Hart sees it, is mainly in the actor. And it's principally that success, as now measured, carries dollars and cents as the yardstick. The dollar has replaced the satisfaction and pride, now practically extinct, which arose from the knowledge of giving a good performance and which was the measure that once was used, says Hart.

And this fact, in turn, is due to another—the disappearance of the road and its companies, opines Wm. S. There is no stage in America today," he declares, "because the indicators that bred actors, the stock companies and the road, are things of the past." Hence, he says, the desire to have approval gauged by the reaction of audiences, to hear some one say, "That was the best performance day and night," has become nearly extinct. Hart maintains that he is prouder of the fact that Lew Wallace complimented him on his portrayal of "Messa" in "Ben Hur" 31 years ago than he is because he can write a good-sized check today.

**Less Serious Now**  
Regardless of what the field may have been years ago, silent pictures or the stage, Mr. Hart feels that both actors and managers used to feel a greater pride in the artistic outcome of their plays and films than currently. The work was taken far more seriously then from the production angle.

Mr. Hart, who turned 12 years of legit trouping, that Mr. Hart made his first picture. He was one of the earlier stage players in Hollywood. There's a big gap between the salaries of those days and contemporary wages, but in the first year of his picture work, Mr. Hart explains, this did not exist. It was in 1925 that the salary ascent started and kept going until the recent slumping, points out the former film star.

A parallel of the old and the new is that pictures always have provided a better money break for actors than any other phase of their work. In 1914, Mr. Hart states, he was getting the highest sum he ever received as a legit performer, \$175, which in turn was just half his top vaudeville stipend. His film earnings, of course, made these amounts look silly.

Mr. Hart looks at things from only one aspect, that of the actor. And he does so with pride. The nonsensical riding of horses, and working, and which he still does on his Santa Clara Valley ranch, have made that physically possible. Mr. Hart emphasizes that soundless pictures depended considerably on a player's acting ability. However, with mikes hanging over every studio actor's head today, a great deal depends not so much on the rouser's voice but on the technician, he maintains. "It's the actor," Mr. Hart believes, can either make a voice over or fealike, in which sense this actor maintains sound was also partly a bad break for actors as well as a bad one.

**No Spectacle Like 'Hurt'**  
Getting back to the stage aspect of things, Mr. Hart believes that no spectacle comparable to "Ben Hur" has been produced since its theatrical success. This leads to his belief that he stage has lost a great number of play dates because the producers are neglected the art of the hippodrome production.

And in explaining that "S" in Mr. Hart, he declares it was taken from "Surrey," a nickname given to his father and which he adopted.

### BILL HART'S SHORT VISIT

William S. Hart, arrived in New York last week to take care of some legal matters.

Former western film star expects to return to his California ranch in about 10 days.

Good temper is the rudder by which good sense steers the ship of life.

MR. AND MRS. JACK NORWORTH  
180 West 40th Street  
New York

### Polly Moran's Molars

Hollywood, Feb. 22.  
Metro execs are reported protesting Polly Moran's new set of store teeth. Claim they are too perfect and take away facial comedy value. So she went back to the dentist to get a not so perfect renovation.

Miss Moran's revamped nose some time ago was similarly protested on the grounds that she was making a funny face foolproof.

## WARWICK AND MIRANDA AMONG L. A. BANKRUPTS

Los Angeles, Feb. 22.  
Tom Miran, A. editor and writer formerly associated with Fox, is in voluntary bankruptcy with \$7,902 liabilities and \$1,500 assets.

A \$1,650 loan from Albert W. Schloss, of Detroit, and notes of around \$1,000 each held by Walter M. Pettiford, Daniel C. Blum, and Charles H. Morris & Co., are the big debts. Assets include a \$200 claim against "Colorart" Pictures, Inc., and the copyright on a game, "Dice of Fate," value unknown.

Robert Warwick, actor, whose legal name is Robert Taylor Elen, also took bankruptcy for \$11,968, most of the items being loans here and in New York. Largest is \$2,500 borrowed four years ago from J. B. Gallagher, New York.

Paul W. Culvert, drummer, handed a stack of bills totaling \$4,145 to a bankruptcy referee for solution.

Assets are a coupe, household goods and a bass drum.

## M. P. Relief's 90% Profit From Fan 'Voice' Series

Hollywood, Feb. 22.  
Louis Lewyn's "Voice of Hollywood" series shifts from Tiffany to Paramount release under a new arrangement whereby 90% of the profit goes to the M.P. Relief Fund, Lewyn gets 10%.

Mary Pickford and Conrad Nagel set the pace for the fund and have the assurance of Nicholas M. Scheraga and J. L. Warner for 100% play dates plus Public.

New deal enables Lewyn to have access to all contract stars where formerly his "Voice of Hollywood" had depended chiefly on free-lance talent.

First under the new setup commences shooting within a week or so.

### FOX'S AUTHORIZING 13

Hollywood, Feb. 22.  
Basel Woon and Red Dolan dropped from the Fox writing staff last week, which reduces the scenario hustlers to 13. The junior writing staff has been completely eliminated.

Maureen Watkins is back on the Fox lot after working at Warners.

### QUINN MARTIN'S MISSION

Hollywood, Feb. 22.  
Quinn Martin reported back on the Fox lot Friday (19).  
Was two weeks in New York looking for stories.

### SAILINGS

April 8 (New York to London) Mr. and Mrs. Ben Blue (ile de France).

Feb. 27 (New York to Paris), Arthur Loew (Europe).

Feb. 25 (New York to Paris), Robert Kane (Berengaria).

Feb. 24 (Honolulu to San Francisco) King Vidor, Dolores Del Rio, Joel McCrea, and "Bird of Paradise" (Radio Co. (Matsonia)).

Feb. 19 (New York to London) Auriole Lee, Ivor Novello, Mr. and Mrs. Geo. Carey (Majestic).

Feb. 18 (New York to Paris), Ben Higgins (Bremen).

Feb. 18 (New York to Paris), Rosa Raisa, Giacomo Rimini (ile de France).

Feb. 17 (New York to London), Joseph Schildkraut (New York).



### WILL MAHONEY

In Earl Carroll's "Vanities" The London "Evening News" said: "Mr. Will Mahoney is the most humorously energetic, blemish, billy-goat-hatted, bright comedian America has ever sent to London. Great stuff, this Mahoney."

Direction

### RALPH G. FARNUM

1660 Broadway

## Hearst Has Suggestions For WB Newspaper Film

Hollywood, Feb. 22.  
To avoid trouble with the Hearst papers as in the case of "Five Star Final," Warners sent a script of its new newspaper story, "The Ferguson Case," to William Randolph Hearst.

Publisher made some suggestions for alteration on points. Some of them will be headed in production, which has begun.

### ERSKIN AS DIRECTOR

New U. A. Deal; With Jed Harris Out, Has This Objective

The four-cornered deal between Chester Erskin, Jed Harris, Lewis Milestone and Joe Schenck, head of United Artists, for legit and picture production, is cold with Harris out. But new deal, with more or less the same players, has been framed with Erskin ultimately to become a film director.

Erskin has already started on a regular salary basis with no contract. He is working with Max Will Anderson on an adaptation of "Rain," which Milestone will direct. When that film is ready, Erskin switches over to adapt an original for Al Jolson to be written by Ben Hecht and Harry Arrant. He'll get no screen credit for this one either, but will then be considered ready to begin directing for United Artists. He will be allowed to choose his own story and cast, his salary to double.

Understanding is that next season Erskin will also serve as a legit staff-man for United Artists and will stage any play in which United Artists may become interested. Under the previous set-up Jed Harris was to be a non-rosa legit producer for U. A. with Erskin staging. Trouble is reported to have started from Erskin and Harris not being able to get together on how to stage a play.

### DIX INCOG FOR OP

Baltimore, Feb. 22.  
Richard Dix, reported to Johns Hopkins hospital last week as Burke Johnson and underwent a minor operation. He is recuperating rapidly.

While here, the screen star is having a routine examination made of his eyes. This is Dix's second hospital visit in Baltimore. Several years ago he was a patient at the Union Memorial hospital here.

Mrs. Dix is also in town.

### EDNA PURVIANCE'S HEART

Hollywood, Feb. 22.  
Edna Purviance was stricken with a heart attack Saturday (20). At the Hollywood hospital it is stated her condition is slightly improved.

### ISLIN AUSTER, RADIO

Islin Auster has joined Radio's story department in the east. Auster was previously on the East story board and was that was story editor for Columbia.

### WB'S RADIO SHORTS

Will Use Jerry Wald, N. Y. Air Columnist, in One-Reelers

Warner Bros. will do a series of shorts with Jerry Wald, N. Y. Air columnist. Will be titled "Jerry Wald's Radio Newsreel" and each one spool in length.

Wald will interview the ether cubs at the Flatbush studios on a schedule of one a week.

Wald's first goes into production this week. Radio artists slated for the series so far are Russ Columbo, Boswell Sisters, Kate Smith, Abe Lyman and Reis and Dunn.

## 'UNPRECEDENTED' NOW TELLS COAST ALIBI

Hollywood, Feb. 22.  
Flop of the sun here this winter has provided new fuel for the old east-west arguments on advantages of living in New York or California. Everybody who has worked in both spots is taking part, while the local Chamber of Commerce is doing a runaway.

People who came here for the Caliente are getting it out the California boosters are still crying "usual." For variation, they say "unprecedented."

Rain has held back production to some extent, Universal's "Information Kid" being delayed several days on starting. Daily figures on the rainfall are the subject of betting, even with recent New Yorkers, who lay money on how many inches for the storm, what the seasonal total will be and when the rain will stop. It at all.

### More Censor Trouble

For Hughes' 'Scarface'

"Scarface," nee "The Menace," "Shame of the Nation," et al., is in the censor bag again. This time a revised version suggested by the New York Censor board, and reported to have cost Howard Hughes an additional \$40,000, has been rejected. Reports are that Hughes did not adhere to censor suggestions, although the latest edition is known to have met with the approval of Hays codists.

Hays' organizations and Hughes' friends are making all efforts to get the revised version into distribution.

### Martin Brown at U

Martin Brown, playwright, leaves the west several months. He'll write for Universal.

Brown's contract is for the usual three months, but what's unusual is that there's no option clause after the original period is up. Brown is opposed to tying himself up for a longer time.

### GOLDWYN STARTING PROD

Arthur Hornblow left Friday (19) and Robert McIntyre got away Saturday (20) for the coast to prepare for resumption of production activities with Sam Goldwyn. Both have been several months, buying material and taking tests.

Goldwyn, now in Florida, returns to Hollywood direct from Havana by boat, reaching California by March.

First Goldwyn picture for the new year will be Eddie Cantor's "Ballyhoo."

### Kann from Abroad

Hollywood, Feb. 22.  
George Kann, who has been in Paris six several months, testing foreign talent for Metro to use here, will return to the studio around March 15.

He is bringing with him a French actress to talk Garbo's role in the French "Mata Hari."

### Jelson's U. A. Original

United Artists, still desirous of making a talker with Al Jolson, may have an original written for the mammy singer.

Al Jolson is on with Ben Hecht to that end.

Out of the depression, with its layoffs and part time, is springing up a quantity of new authors. Film press agents are conspicuous in the latest literature, fully 13 of them having books on and off the press and another estimated 50 in the throes of turning out something.

Prosperity dampened ambitions. But hard times quickly reversed the happy-go-lucky p. a. slant on life and caused many of those in jobs to attend to the manuscript at night.

Dan Daugherty, old Fox newswire exec, has made good, his promise to turn author. When the premises decided to give it, men one week's vacation out of every four he finished his story to a Covet-Friddle now has it on the forms.

Don Clarke, the antithesis of Daugherty, opus: speaking, had written enough books and sold sufficient screen rights to quit his present job with Metro before the industry began to feel depression.

Even chatterers for the met dailies are turning booky. Dorothy Herzog and Rose Felzwick have sex and mystery large binders to their credit—one each. William Boehnel, "World-Telegram" film critic, is half way through a book and Walter Eberhardt, publicist for Western Electric, is closing with a publisher for one of his own.

Herb Crooker, Warner p. a., caught the fever when he was handling a copy for Johnny Hines. Now he has three books to his credit, all mysteries, and is on a fourth.

Manny Lee, a freelance p. a., is writing under the name of Ellery Queen.

One of the author surprises from film ranks is an ex-trade paper lad, Manuel Kromoff, who has to his credit several works which readers think considerably high hat. Another trade paper man who has been working on a book for the past five years is Sumner Smith. In between he is selling squibs to the "New Yorker."

Al Selig, Myron Brinig and Charles Jones are other film p. a.'s who are writing or have to their credit first second or third books.

Dean of them all in the picture field is Frank Wlatach, the only p. a. who attempted authoring a dictionary. His book on similes was off the press before the change p. a. of today took up publicity.

### A Phoney Hellinger

Hollywood, Feb. 22.  
Man who claims to be Mark Hellinger, N. Y. columnist, is in town and calling the studio heads of the columnist's friends at all hours demanding luncheon dates, interviews and whatnot. Claims to be here to consult with E. P. Schugart, a writing coach at Paramount.

Just what his game is does not appear, since he never keeps the dates he so insistently demands.

Hollinger, N. Y. "Mirror" columnist, is in the east.

### MATIESON KILLED

Hollywood, Feb. 22.  
Otto Matieson, 49, Danish, with Max Reinhardt's company in Europe before coming to America 18 years ago, was instantly killed Feb. 19 in an automobile smashup at Stafford, Ariz. Duncan Renaldo, also pictures, with him in the car, was only slightly injured.

Messrs. had just completed Metro's "Grand Hotel." He is survived by a widow, Isabelle, non-pro.

### HELD UP AT BORDER

Hollywood, Feb. 22.  
Serge Eisenstein's return to Hollywood was interrupted by the Immigration authorities at Laredo, Tex., where he attempted entry with his co-director Alexandrov, and Pisse, his cameraman.

Upton Sinclair and Mrs. Crane Gratz, wealthy Pasadena, who is in with Sinclair as backdrop of the Mexican picture, are working through the liberal senators at Washington to aid his re-entry and it is expected that he will be permitted to resume his trip in a few days.

# EX-ROTTENS' ROOM CHANCE

## Punch-Pulling as Actors' Dubious Revenge for Studio Salary Cuts

Hollywood, Feb. 22. Punch-pulling on the part of cutting and thereby peeved actors is the problem directors are up against at present. Sore at the slice in salary some actors are retaliating by giving the producer a cut in quality of performance.

When the director suspects a player of pulling his dramatic punches it's hard to remedy, and the practice is impossible to prove. Gauging Performance.

Attitude of the actor is illustrated by the remark of a freelance who got \$175 a day before and is now handed an even cut. A fellow actor made the remark that the scene just made wasn't as hot as the freelance's work in a previous picture. Reply was: 'When they pay me \$175 they'll get \$175 worth of acting.'

Punch-pulling is a mild form of sabotage, but unless it gums up the action hopelessly, the damage is hard to define. People doing it are careful not to let their screeds reveal itself in sulking, confining themselves to just getting by with a part in place of throwing themselves into it.

Reaction would seem to be ultimately to hit the actor's own reputation, but the spite-splatters don't seem to think of that.

### GARNETT CALLED WEST

WB Sends for Director to Do 'S. S. Atlantic'

In typical Hollywood manner, Tay Garnett had to come to New York to be recalled from Hollywood. Darryl Zanuck wired the ex-Pathé director for the assignment for 'S. S. Atlantic,' an original by James A. Creelman, which Garnett was to do immediately for Warner Bros. He leaves tomorrow (Wednesday) for the Coast.

His wife, Patsey Ruth Miller, stays on for personal stage appearances.

Both came on a week ago, Garnett to confer with Charles R. Rogers until the Zanuck bid popped up.

### Screen Only—Mix

Hollywood, Feb. 22. Tom Mix will not appear under contract this summer. He holds no circus contract.

Instead, Mix will continue to turn out westerns for Universal. Riding ace has completed his first two westerns for his screen comeback.

### U Wins Gloria Stuart

Hollywood, Feb. 22. Academy awarded Universal right to contract Gloria Stuart, former Pasadena Community player, who was taken by Paramount while awaiting a U test.

Has a term with U along with Onslow Stevenson, who played with her in 'Sea Gull,' where both studios saw her.

### Helene's U. S. Divorce

Paris, Feb. 22. Helene Costello states she will divorce Lowell Sherman in America. She will not seek a Paris decree.

### GRAINGER'S COAST SURVEY

Hollywood, Feb. 22. James R. Grainger, Fox gen. sales mgr., is due in today (Monday). He will put in about two weeks conferring on the program for the coming season and to get material for the sales meetings presently to be held.

### FELIX YOUNG TO U

Hollywood, Feb. 22. Felix Young has been given a contract as associate producer at Universal. Formerly bore the same title at Paramount.

His term will start in March.

### Tricky Gams

Hollywood, Feb. 22. If nothing more, southern California's extra rainy season is giving the p. a.s. an opportunity to shoot leg pictures, which have been recently prohibited them by the Hays' code.

Every publicity department has taken its quota of pictures showing the femme celebs stepping through miniature lakes in the streets, with emphasis on the gams. Out-stander showed last year's local rainfall as marked on a femme 'limb with this year,' marked on the thigh and a question mark as to the high water mark if the rains continue.

### MARILYN MILLER IS IN GORDON SUMMER REVUE

Hollywood, Feb. 22. Max Gordon may not have become particularly interested in picture production here, but his sense of the theatre led him to secure Marilyn Miller for a Broadway revue which he will do this summer.

Miss Miller expects to remain west until May 1. She has no play dates pending settlement or fulfillment of her contract with Warner Brothers.

### McGuire for Cantor

Hollywood, Feb. 22. William Anthony McGuire has been contracted to write 'The Kid From Spain,' Eddie Cantor's next production for Samuel Goldwyn. Harry Ruby and Bert Kalmar, originally considered for the job, will not be able to take the assignment since they are held on the Paramount lot until March 15, working on the Four Marx Bros.' production. Cantor has announced that this bid he will not clutter up the set with gag men as was done with 'Palmy Days' because he says, the United Artists' lot is too small.

The comedian has turned down cold Belasco & Curran's proposition to head a test straight vaudeville bill at the Belasco the week of March 14. Chief reason is that the bid does not even approach his \$8,800 Palace, New York, salary.

### Turnbull Shifts West

Hollywood, Feb. 22. Hector Turnbull arrived here yesterday (Sunday), after about a year at the Paramount Astoria studio and will resume his berth as associate producer at Paramount here.

With him came Bertholt Viertel, director; Russell Holman and Ross Alexander. Alexander has been working in 'Wiser Six' at the eastern plant.

### DeMille's Ass't

William Schorr, legit stage taken up by Paramount couple of weeks ago, gets his first chance in 'Sinners in the Sun.' William de Mille is directing the picture with Schorr to stage the dialog. First time DeMille has worked with an assistant director.

Chester Morris and Carole Lombard co-starred.

### DOUG'S PARTY EMBARKS

San Francisco, Feb. 22. Sailing from here Wednesday (17) and bound for Tahiti were Doug Fairbanks, Harry Ham, business manager; Maria Alba, lending woman; Eddie Sutherland, director; Bill Farnum, player; Tom Geraghty, writer; Mrs. Allen Bauer, linguist, and David Rose. Group will be gone for several months making Doug's South Seas picture.

Mary Pickford was up to bid Fairbanks' adieu.

## ROMANTIC MALES SCARCE FOR FILMS

### Nils Asther Getting Metro Buildup, Although Dropped Once—27 Former Leads on Comeback Possibility List

#### OTHER TYPES PLENTIFUL

Hollywood, Feb. 22. Rekindling old flapper flames, bringing back the forgotten Romances of the screen, may eventually as a result of the acute shortage of capable actors to handle romantic leads. All studios unite in agreement that while there is an abundance of most screen types, in something like the ratio of six acceptable candidates for any one role, there is an exception in the case of male romantic leads.

Mc-G-M's taking back of Nils Asther, whom it dropped a couple of seasons ago, is symptomatic. Asther will be in the unique position of getting a star buildup by twice within five years and by the same company. He was formerly a fix with feminine America and has since improved his English.

These former romantic leads, and probably many more, are reported as having been recently restored to the 'possibilities' or several casting directors' lists. In some instances the names have been missing from the major categories for years.

Huntley Gordon, Robert Farn, Charles Delaney, Victor Varconi, Norman Kerry, Antonio Moreno, Percy Marmont, James Rennie, Bert Lyell, Wyndham Standing, Rod LaRoque, Wallace MacDonald, Charles King, Walter Pidgeon, Harold Murray, Cullen Landis, Joseph Schildkraut, Stanley Smith, Theodore Vor Eitz, Francis X. Bushman, Jr., Harrison Ford, Lars Hanson, Ivan Mozhukin, Everett Washburn, Jack Egan, Kenneth Harlan, and House Peters.

#### From Memory

This does not mean that all, or any, of them have been given contracts, but simply that the powers are again recalling their personalities. Out of sight in Hollywood is generally out of mind, so getting thought about or spoken about is half the battle. If the scarcity of male leads continues, as seems likely, it will probably give the old timers, has been and faded ones a chance for a second blooming.

Casting directors on several occasions have asked an assistant: 'Whatever became of Harold Frothingham?' only to learn the forgotten one had died. In other cases they have found the former feminine heart flutterers had grown so fat and patriarchal that any question of casting them as romantic leads was absurd.

### JULIAN SAENGER'S WILL

1/3 to Adopted Son—Rest to Brother—No Mention of Widow

New Orleans, Feb. 22. Will of Julian H. Saenger, who died Feb. 6, was probated in Civil District court here. Late theatre man left one-third of his estate to his one-year-old adopted son in a trust fund.

Residue of the estate goes to a brother, A. D. Saenger. No mention was made in the will of the widow, the former Mrs. Marjorie Kent Weston, whom he married two years ago.

Request is made that an inventory of the estate be taken at once.

### LEBEDEFF RETAKE OUT

Hollywood, Feb. 22. Radio has eliminated Ivan Lebedeff from the retakes on 'Girl Crazy.'

He is replaced by Brooks Benedict, a free lance.

## Only 100 of 700 Picture Directors Signed; Rest \$160 W'kly—at Times

### O.K. for Sound

Hollywood, Feb. 22. Dwayne Esper is using the swank speakies established in the Producers' Laboratory projection rooms, shut by the Feds after a two weeks' career, for a dubbing room.

Walls fortified with acoustic plaster and other devices to keep the sounds of high revelry from outside ears proves to make for ideal recording conditions at no cost for installation.

And just as a side line Esper is trying to get his rent back by offering to hire the expensively furnished rooms to independents looking for swank nite club sets. Raid and ruin policy does not obtain out here yet, and the rooms were left in their pristine splendor after the raid.

## FILMS GET RAP ON HAWAIIAN TROUBLE

Hollywood, Feb. 22. Moralists have hopped on Hollywood as the bad influence that undermined Honolulu. Need for film censorship was just one of many reasons given by Hawaiian commentators as to what was wrong with the island capital.

Reform elements ignored everything else and concentrated on the film indictment, which they have been disseminating through their usual channels.

Among the things that should be done according to the various citizens of Honolulu, these suggestions stand out:

- mit sexy stuff from tourist publicity.
- Stop Army and Navy drinking. Discourage beach boy familiarity.
- Print more news.
- Print less news.
- Sterilize rapists.
- Confine mental defectives.
- Abolish women domestics at Army posts.
- Censor films.

### Colleen's Legit Date

San Francisco, Feb. 22. Henry Duffy has secured Colleen Moore for a possible March 20 opening at the Alcazar in 'Church Mouse,' marking the first stage or screen work the former star will have done since her old first National contract expired.

Her recent marriage will probably effect the local date.

### BLATT, SERLIN SET AT PAR

Edward A. Blatt and Oscar Serlin, legit producers now with Paramount, both have option pickups. Blatt is now set for the coming nine months.

Serlin went out to the Coast on spec with his takeover being for the initial period.

### UNOPTIONED SHUBERT

Hollywood, Feb. 22. Bernard S. Shubert's writing contract at Radio has been completed. No option.

### Dunn Back With Fox on Coast

Hollywood, Feb. 22. James Dunn arrived today (Monday), from his vacation and picture house tour in the east, where he has been making personal appearances. He will start work in Fox's 'Society Girl' in about two weeks.

Hollywood, Feb. 22. Bottom in directors' salaries has been hit in the past month, with several old line megers lined up with indie producers at \$500 per picture, usually involving three weeks.

It's a case of take it or leave it, and directors prefer to take it rather than miss money.

No group of individuals has been hit so hard as the directors. About 700 men are in Hollywood capable of putting a story on film. Of this number around 400 are freelancers who are hustling around trying to get one of the five or six jobs available weekly. That leaves 300 out of luck.

#### Voluntary Cutting

Eagerness to grab off the jobs has resulted in a price cutting to where the \$500 per picture salary is about the limit paid by producers who make their pictures in six days.

Measured on a basis of one week preparing, a week shooting and a week cutting, the director's salary amounts to a little over \$160 weekly. After the picture is finished it is a battle again for another \$500 job, which may be several months in showing up.

Listed on the quickie programs for productions, they have directed, in the past few months are a dozen men, who were first line directors within the past year. They all figure that even if the money is small there is a chance that they will turn out something bringing them to the attention of the major lots.

With six days to get a picture in the cans, there is little chance of a director showing anything but speed. When it is finished it is just another quickie and the director's chances of landing on a big lot are farther away than ever. When the picture is washed up he has nothing but the \$500 to show for his work.

## U. A. Wants Lil Harvey, But Not at \$4,000 Wk.

United Artists has turned down terms made by Lillian Harvey, Ufa star, for a Hollywood engagement, when U. A. propositioned Miss Harvey, later asked \$4,000 a week on a six month to one year contract basis, which U. A. found entirely too high.

Miss Harvey is a German girl of English parentage, speaking French, English and German equally well.

### INDEX

Bills	33
Burlesque	55
Burlesque Routes	55
Chatter	37-40
Editorial	42
Exploitations	21
Film House News	29
Foreign Film News	17
Foreign Show News	47
Inside—Legit	42
Inside—Music	53
Inside—Pictures	53
Inside—Radio	42
Inside—Vaude	42
Legitimate	42-48
Legit Reviews	46
Letter List	54
Literary	49
Music	53
New Acts	30
News from the Dailies	36
Picture Gossip	52
Obituary	55
Outdoors	55
Radio	51-52
Radio Reports	50
Sports	54
Talking Stars	13
Pictures	2-24
Picture Reviews	13
Times Square	34-35
Vaude	23-28
Yankee	55
Women's Page	41



## Chi Leaders Draft Trade Code In Effort to Curb Exhib Evils

Chicago, Feb. 22.—Seeking joint co-operation in readjusting admission prices and eradicating the triple feature bug that has sprung up overnight among these parts, local exhibitors are finally getting together on a definite plan.

To assure exhibitors at large, including indies and circuits alike, the following items of trade policy were drawn up and approved by an exhib committee for general consideration:

1. No theatre to exhibit at any time, either for regular or special performances, three feature pictures.
2. Closing hour of matinee performances shall be set at 4:30 p. m. from Monday to Saturday, inclusive. Closing hour for matinees on Sunday, 5 p. m.

3. Schedule of admission prices to apply to all theatres, for all seats, main floor, balcony or gallery, to be as follows: Pre-release 'A' houses, with stage shows, 35c matinee, 60c night; same shows house minus stage show, 25c matinee, 40c night. 'B' theatres to be scaled at 25 and 40, and 'C' houses at 20 and 25. First week general release, 15-25; second general release week, 10-20; third week, 10-15, and thereafter straight 10 cents.

Sunday mat prices not to be less than weekday night scale. Children prices to be set at a minimum of 10 cents at any time. Discussion over early bird Sunday mats is to be continued. General opinion on this matter is that the practice should be altogether eliminated. However, if exhib vote for it, then the closing hour for such matinee shall be not later than 2 p. m. and the price not less than weekday matinee price.

4. Use of cut rate tickets, or any other such plan or device, shall be considered a reduction in admission scale, with the current film to be considered on the same basis. This is in accordance with the plan to set general release dates in line with prices. Under this price classification a 'C' theatre, for example, giving 35 and 40 cents for 20-25, automatically goes into the 15c class and from pre-release to third week general release.

No theatre to advertise an attraction more than 14 days in advance, outside of lobby displays and other parts of the house proper.

6. Complete record of all theatres now using giveaways of any kind to be scheduled. Such houses now employing these practices to be permitted to continue only until completing current proposition. All other houses to discontinue giveaways immediately, with none to be allowed to start, whether continuous or occasional. Idea being for a complete elimination of giveaways as possible for all giveaways. Any theatre disregarding the same shall be considered in the light of a reducing admission price, similar to the cut-rate ones, and exhibitors for such theatres shall be set accordingly.

## Almost Impossible To Check the Number Theatres Gone Dark

Film industry will never know at any one time the total of world theatres which are dark. Efforts on the part of several member companies of the Hays Organization to check world closures both individually and with Government aid are reported complete failures.

Reason given is chiefly one of expense. Check-up of this kind would necessitate cablegram expense alone of \$500 which would have to be weekly to keep dark figures up to date, it is calculated.

Ordinary service by mail from various parts of the world would result in mail deliveries 70 days late in many instances.

### Lesser's Delay

Sol Lesser is still confined to his hotel in New York with a cold he's had ever since he stepped off the S.S. "Pennsylvania" a week ago.

Indisposition will delay him a fortnight as he has to set to sea for Zane Grey's south seas travelogue for distribution. Joe Goldberg, who is in with Lesser, is also in town.

## Block-Sarecky Let Out By Col.—Connolly Joins

Hollywood, Feb. 22.

Upon Harry Connolly's returning to the Columbia studios here as president of the corporation, two letouts and one addition immediately followed.

Those let out are Ralph Block, associate producer, and Barney Sarecky, writer. Myles Connolly is the addition who joins as an associate producer.

## 4-Lens Camera Draft for A. P. Newsreel Plan

A camera with four lenses and four magazines on a double or triple tripod, but with one crew of men, is under discussion as an economic measure for all newsreels. If mechanically practical it may save \$500,000 or more for the news service. It's the Associated Press idea for the screen.

Such a camera, it is proposed, will furnish each of the major newsreels with a negative print of the event covered. In this way one of the greatest handicaps to single coverage would be eliminated in that no company would have to contend with duplicate print delays.

Back in the silent days the reels commenced discussing ways and means of getting together to simplify coverage and reduce costs. That the expense is encountered chiefly in excess of man power, rather than cost of film stock, are points which have come up in previous newsreel conclaves. The companies that had to take the duplicate prints were the companies which voted against the general service, it is stated.

If the four-eyed camera should be put to use, the matter of newsreel competition would chiefly be one of editorial judgment on major events.

## UA Finally Takes Disputed Indie Made for Release

After several weeks of doubt, on appropriation of United Artists owner-members, it was dubious whether U.A. would distribute "Silver Lining," independently made by Patricia Picures (Emil C. Jensen). The picture has been reached and U.A. will distribute. Sam Goldwyn is said to have resented distribution by U.A. of the indie-made talker originally.

Joseph M. Schenck assured Jensen of release, from accounts, with the U.A. sales organization going ahead to market the picture. Contracts were taken before a distribution contract was entered into between U.A. and Jensen, opposition meanwhile coming from Goldwyn. When that occurred, U.A. immediately held off on everything in connection with "Lining," including any publicity.

Understood that when the picture goes out it may not carry mention of U.A. as the distributor.

Cost of picture is reported at \$60,000. Releasing sales deal at U.A. calls for the first \$75,000 to the distributor, then cost of distribution and a split of 50-50 thereafter, it is said.

Patrician, the producer, is a Jensen company formed to produce this picture. Jensen was interested with Walter Camp, in Inspiration, released since "Eyes of the World," dormant two years ago. "Lining" is looked upon as the open scheme to possible return of Inspiration to the field as a U.A. producer.

### ROY'S NEW SERIAL

Roxy theatre, New York, starts its fourth Universal serial March 15. It is "The Great Airmail Mystery" in 12 episodes.

## One Agency's Year

Hollywood, Feb. 22. One coast agency in 1931 is said to have grossed \$1,500,000. That was at a low ebb for the agency, cut-ups, etc. in the agency-studio angles.

## FIVE FOREIGNS SOLD FOR U. S.

Sudden activity in New York's foreign film mart during the week has five European features placed with three leading American distributors for this side. Pictures are "M" and "Thet of the Mona Lisa," German films; "Mussolini Speaks," Italian talker and "Sunshine Susie" and "Michael and Mary," British films.

Both German pictures and the Italian were sold by Tobis Foreign Films, "Mona Lisa," going to Radio and the other two to Columbia. All three will be dubbed into English on this side with Lowell Thomas to do the Mussolini picture. It's a propaganda eight-reeler about Italy with Il Duce doing some of the talking.

"Sunshine Susie," taken by Radio, is a Gainsborough version of "Private Secretary," German film already shown on this side in the original. Renate Mueller, German girl, stars. "Michael and Mary," which Universal has, is a Gaumont British version of the A. A. Milne play and stars Herbert Marshall and Edna Best, English stars currently appearing in Broadway. It's a legit play "There's Always Juliet."

Ufa is also attempting to sell a couple of pictures. Company has two direct shot English versions titled "Monte Carlo Madness" and "Congress Dances" which is attempting to place with some American company.

## Film Men Favor World Copyright Law as at Rome

The international copyright law is officially favored by the American film industry, according to its spokesmen. "These men are hopeful that the U. S., before the end of the present session of Congress, will become a signatory to the Rome convention, formerly the Berne movement, which is advocating this law for the world.

As it pertains to all creative writing work, such as books, plays, etc., the international agreement would automatically copyright such a work upon its completion. In the event of a dispute, since there would be no agency to sue, the author would have to prove to the satisfaction of a court in his own country that his brainchild was completed before all others.

It is believed that the source of revenue now realized from copyright in the States will be retained, despite the fact that the general purport of the international law is for no charge. This charge or fee, now exacted for a copyright, \$1 now exacted for a copyright, is now expected to be continued in that the author could register his work with the idea of referring to such registration in the event of a claim for remedy, or an alleged violation.

### Hindrance Removed

The greatest hindrance to the U. S. becoming a party to the international agreement has been removed, it is pointed out. This was effected upon elimination of the requirement that an author, desiring to have copyright recognition in this country, first must have his works published in the U. S.

The international understanding, it is declared, would not terminate copyright and title bureau now effective over them. It is maintained that the Hays bureau would still have to function in its clarifying of title complications, which frequently arise in the exchange of product among studios, as far as pictures are concerned.

### More 'Torchy' Comedies

Hollywood, Feb. 22. Educational has renewed C. C. Burr for more "Torchy" comedies in that series. Ray Smith will again appear in the name part.

## Touchy National Egos Force Studios To Seek Okays from Those Affected

### Radio Convenes in May; Program Will Be 40-45

RKO-Radio will hold its annual sales convention, first combining the products of the former RKO Pathe and Radio companies, sometime in May in the middle west. City has not been chosen but will be picked with a view to cutting down necessity of too much travel for RKO sales representatives from all parts of the U. S. and Canada who will attend.

Program now being made up, will embrace 40 or more but will not number over 45.

## Radio Tests New Faces and Ideas In \$100,000 Pix

Hollywood, Feb. 22.

Untried talent, new trends in stories and original production ideas all constituting a bugaboo in expensive pictures, will get their chance in Radio's series of low cost Titans.

High price of regular program films have made most producers afraid to chance something or somebody new unless it seemed surefire. Failure brought plenty of censure. Titans, to cost around \$100,000, will be used by Radio as an opportunity to develop young players and new picture stuff. Players are of especial importance to Radio right now as the studio is in need of a larger list of stock names.

Willis Goldbeck is in charge of the Titans at the present, although other supervisors will also work on an occasional low cost story. "Lame Dog Murder" (formerly "Lame Dog Inn"), a sensational yarn probably too risky for a \$100,000 negative, and another story are being readied as first in the Titan group.

Low cost of the Titans is expected to be achieved mostly in cutting down on the cost of negative exposed and by outlying every day's filming before starting the picture.

## Skouras Asks That Oldknow Stay with F-WC, Fox Settlement

Los Angeles, Feb. 22.

Oscar Oldknow continues on a monthly basis with Fox West Coast Theatres at the request of its present operators, the Skouras Brothers. Oldknow is said to have received a 100% settlement, part cash and notes, of his Fox contract. This agreement had on and a half years to go.

Spyros and Charles Skouras are due to reach here tomorrow (Tuesday) and assume charge of FWC operation. Charles will take active charge with Eddie Alpersen arriving with him as assistant. Eddie Peskay, previously reported coming out this way as Fox W-C operator, remains east as assistant to George Skouras.

By this new arrangement the anticipated detachment of the Schanberger-Midland Circuit, of Kansas and Missouri, from Fox W-C will not occur, it had been reported that Alpersen and Peskay would join in a separately operating the Midland circuit.

### \$50,000 FOR PLAY

Purchase by United Artists of "Whispering the Wind," legit mystery satire, understood to be set with U. A. to star Eddie Cantor in the talker. Cantor will play the part of a mystery writer, played in the legit by Ernest Truex. Reported price is \$50,000 pretty close to top for the current season's collection of film prices.

Hollywood, Feb. 22.

Difficulty in the past over pictures offending countries, organizations and individuals has brought about the general submission of scripts by studios to outsiders. Stories dealing with subjects that might be touchy if handled the wrong way are being freely passed out for okay or comment to persons who might be affected.

Practice of letting laymen pass on scripts became frequent about the time navy officials began complaining about hoke naval stuff, which shed an improper light on seamen. This after the navy department had co-operated in most cases by loaning battleships and other props, now practically all stories dealing heavily in naval background and in which navy equipment is used are submitted voluntarily by producers. Same goes for army or marine yarns.

If equipment of the defense departments isn't used to any extent, studios invite military or navy officials to see the finished picture for comment, and to keep their good will.

### Censals Advise

Seething comment on native backgrounds for stories of foreign locales has also caused producers to be wary. They now call in the local consul or ambassador for residents of the countries, in question for a conference on the scenes before they get into negative. Trouble Metro had in Cuba over "Cuban Love Song," and threatened to shut it out, was materialized over Radio-Pathe's "Prestige" because of French Indo-China prison scenes, are instances which have caused producers to be wary. This wounding of national pride by Hollywood was first felt in the days of silent, when every picture had a Mexican villain. Now villains of any country, outside the United States, are usually handled so as not to offend any ego.

Hearst Randolph Hearst's editorial objection to Warners' "Five Star Final" is causing other studios to be wary. It is believed that stories to outsiders before okaying them for production. Warners submitted "The Ferguson Case" to Hearst voluntarily for suggestions on the newspaper angles.

Picture burn thus always been anxious to tread on no one's toes. Latin races and the French have been those most easily offended. Submitting is usually done through the Hays office, but sometimes producers do it direct. Baron Valentim Mandelstamm, a contact man between studios and the French government, and on studio payrolls, is called in to read all scripts involving France to any extent.

Suggestions of these outsiders are generally carried out to the letter.

## Four Steel Story Yens And No Steel Stories

Hollywood, Feb. 22.

Despite Universal's many stars and no finishers on a story of the steel industry, three other major companies are currently in the market for stories of this ilk for the new program.

Columbia is intending a steel mill story for Jack Holt and Ralph Graves and is trying to get a story from local scribblers. Metro and Warner also want a similar story on the new program, which Universal will make more attempts to get a story out of the several scripts written.

### Rowland Buys

Hollywood, Feb. 22.

Richard A. Rowland, who is staying at the Fox studio indefinitely, is preparing to move into a Beverly Hills home.

Edward R. Tinker left Thursday (18) for New York. Glenn Griswold, in charge of Fox public relations, will remain here for another week.

### Rosenwald at RKO

Edward Rosenwald, former operating assistant to Harry Katz, Public Division head over Indiana, has joined E. M. Ornitz's publicity staff with the new Universal. He will serve as contact on both picture and vaudeville exploitation.



# SHEEHAN IN FULL CONTROL

## Profit-Sharing By P-P Outfit For Goodwill

A profit-sharing arrangement for all Paramount-Public employees, rather than a bonus to theatre managers in line with the Skouras idea, may be evolved shortly. So far the proposal has merely been discussed in a preliminary way by the heads of Paramount-Public, who are reported anxious to devise a means by which the company's manpower can profit in a somewhat commensurate way with loyalty to P-P.

Profit-dividing idea would apply to all people on the P-P payroll in all parts of the world, from executive down to office boys.

It is intimated that the final intention may be similar to the inter-Paramount salary deduction system that was in vogue several years ago when H. E. Franklin was with the organization. At that time a specified amount was taken out of employees' salaries weekly, with the company adding to it at the end of a given period.

The scheme lasted for about a year, with Paramount itself putting in around 25% as interest on the employees' money. Provision was made if anyone left before the expiration of the agreed period, he or she was to collect 5% interest. When dropped after the year's trial, many Par persons from the big expense lamented the end of the idea.

Indications are that P-P is trying in various ways to restore any good will on the part of the personnel, that may have been destroyed recently. If morale was hit by the two recent salary cuts, the proposed profit-sharing arrangement, plus the thought of relief on employee stock purchases, it is believed will bring back greater harmony.

Paramount Public employees can now have their say, either over the signatures or anonymously, as the result of a request from Sam Katz for any suggestions P-P payoffs might have looking to the benefit of the company.

Bulletin was handed out to all employees requesting that suggestions be dropped in boxes placed for this special purpose.

## Booking Mixup Costs Laemmle His Dinner

Hollywood, Feb. 22. Carl Laemmle and junior left here Sunday for New York to straighten out the tangle on distribution of Universal product for next season. Accompanying them was Jack L. Schindler, newly appointed general manager. Mixup in booking with three circuits in line for the U output, with sale of certain pictures on the schedule to Loews and Public being disputed by RKO.

Because of sudden departure of Laemmle, Sr., he will miss the Wampas dinner Tuesday night (23) to celebrate his 26th year in the film business. The Laemmles will return in three weeks.

Laemmles will be in New York not longer than two weeks. Carl, Jr., is due back here Mar. 9 when he and Irving Thalberg will be initiated into the Breakfast club.

While in New York he will look over the new plays while his father confers with L. J. Schaffler to be appointed as gen. sales mgr.

## Bill Fox Rents

Hollywood, Feb. 22. William Fox has rented a house on the outskirts of Hollywood and will move out here within a month.

Decision is presumed to have a connection with Fox's real estate interest in this area, which are extensive.

## Brookhart Off on New Campaign Against Trade

Washington, Feb. 22. Sen. Smith W. Brookhart (R. Iowa) is on the war path again, having announced that he will introduce a resolution in the upper chamber tomorrow (Tuesday) calling for an investigation of the picture industry by the Committee on Interstate Commerce.

The corn belt statesman has so far merely declared his dissatisfaction with the film trade in general terms, but on his previous record it is presumed that he is again tilting against the Hays organization, "moral" quality of pictures, block booking, zone protection and alleged "unfair business practices" which the Federal Trade Commission and the Department of Justice have both examined exhaustively.

## CHASE-FOX MEN SEND SOUTH FOR KENT

Palm Beach, Feb. 22. Authoritative word here is that S. R. Kent is leaving to be in New York this Friday (26) to confer with Fox-Chase representatives. Information is that the call came from the north for Kent, and he is cutting short his more or less vacation to keep the date.

Belief is that the Kent deal with Warners is now growing cooler. Throughout the past week word was that Kent and the Warners, all of whom were here, were trying to get together on a buy proposition, Kent to be the purchaser through banking connections.

Harry Warner is slated to return to his desk Tuesday (23). He has been spending the past two weeks at Miami.

## SCHEEN WON'T KID POLITICS

'Washington Merry-Go-Round' and all stories of that ilk will be purchased strictly for title value. There is each instance will be completely re-written, so say executives for Columbia.

After several trips to the Capitol to fully discuss governmental factors concerning the screen versions of 'Go-Round', such pictures will reach the screen with the approval of all political parties, according to Columbians.

'Merry-Go-Round' is now being adapted by three writers, whose names are being kept secret.

## Schulberg, Seznick New on Ass'n Board

Hollywood, Feb. 22. Association of MP producers met Thursday (18) and elected B. P. Schulberg and David O. Seznick to replace Jesse Lasky and J. Schindler on the board of directors. Adjourning for further business to this week, due to announced lack of a quorum.

Absentees: Howard Hughes, Sam Goldwyn, Darryl Zanuck, Winnie Sheehan, J. Schindler, Carl Laemmle, Jr., and Hal Roach.

## MAYER UP AGAIN

Hollywood, Feb. 22. General meeting and election of officers of the Producers' Association will be held Thursday (25). Louis B. Mayer is up for renomination as president.

No opposition ticket to date.

## TO TAKE CHARGE OF FOX STUDIOS

Returns to Lot with All Authority Following Month's European Trip—Rockett 2d in Command, Wurtzel as Studio Mgr.

## MONEY FILMS TELL

Hollywood, Feb. 22. Control of Fox film production will be reinvested in W. R. Sheehan. His reappointment comes after weeks of conjecture within and without the Fox ranks as to who would ultimately take charge of Movietone City.

Decision to give Sheehan full command places the former production head on no divided power basis formerly existed when both Sheehan and Sol Wurtzel were giving orders. Under the new edict Wurtzel becomes general manager of the plant in charge of studio detail. Al Rockett, named as associate producer next to Sheehan, or almost the same position formerly held by Wurtzel.

The new production lineup goes into effect upon Sheehan's return from Europe which is expected to be about a month after he sails.

Sheehan, now in San Francisco, will leave direct from that city for the continent within a week or so. His port of embarkation is unknown at this time.

Decision to return Sheehan to his former post, with even added authority, is understood to be the outcome of an analysis made by company heads of the books regarding income from film sales. Through this means the investigators discovered that the only real money firms turned out by Fox the past season were those directly produced by Sheehan. And this was the deciding factor.

In Temporary Charge While Sheehan is away the newly appointed Fox production board will function with the Rockett-Wurtzel duties as outlined here. In the case of Wurtzel he will retain the same assignment upon Sheehan's return.

D. E. McIntire will continue as business manager of the studio while W. E. Michel, an executive vice-president of Fox, will become a member of the production board until Sheehan's active resumption of control. Michel, while here, will also aid in adjusting the Fox West Coast Theatre situation as regards the start of operation of this circuit by the Skouras brothers.

Any bitterness which Sheehan may have felt because of the dismissals and changes in personnel made all around him is believed to have lessened. There is not much question that these discharges are what disturbed Sheehan's state of mind until he was on the verge of a nervous nervous collapse. On the other hand, now that the changes have been made, it is also a matter of conjecture whether what took place has not also relieved personnel situations of embarrassing personnel situations.

Board of production management consists of Sheehan, McIntire, Wurtzel, George Dinal, controller; Al Rockett, Robert North, associate producer, and Richard Rowland.

## Schenck, Rubin Westward Suddenly for M-G Confab

Nicholas M. Schenck is on his way west or about to leave New York for a sudden Coast visit. Owing to yesterday's (22) holiday exact time of departure could not be learned.

Report is that Schenck was called to Culver City by Louis B. Mayer for important studio conferences. J. Robert Rubin will accompany Schenck.

## Franklin Joins RKO for Trial Period As Advisor, Delves Into Production

### Nameless Stock Story

Los Angeles, Feb. 22.

The Los Angeles 'Times' yesterday (Sunday) carried a New York dispatch stating that the interests around Paramount were trying to buy the stock holdings of its chief executive.

Story stated a price above the market had been offered but that the heavy Paramount stockholder was holding out for a considerably higher amount. No names were mentioned.

In New York it was mentioned that an offer was made at \$20 a share with the owner of a stock holding out for double that amount.

## COLUMBIA WILL TRY BONUS SYSTEM

Introduction of the bonus system in the production end of the film industry, with Columbia as the first company to attempt the experiment, will not result in any dispute with Equity or the individual star.

According to Walter Wanger, who has long advocated the bonus basis for production, lesser players and production people will be on a straight salary and the bonus will be optional with a star.

Wanger contends that a star who prefers not to gamble and to travel along the routine way of a flat salary will get the same, but that the star willing to gamble will cut himself or herself in on a return possibly colliapsing at the flat income.

The plan will likely be extended to directors and to well known authors.

Production of stage plays in New York by Columbia, with Wanger supervising legit activities is a prospect.

Idea is to develop material and talent. Wanger is listed as leaving for the coast this week.

## GAG RUMORS CHECK WASTE

Hollywood, Feb. 22. Obtaining efficiency and economy in studios by spreading rumors is a new gag introduced by the banker contingent and is apparently getting results.

At one studio the number of personal telephone calls has been cut by the rumor routine.

In the first case a report was dropped from headquarters that the telephones were being tapped to find who were running up the bills. Report spread like wildfire over the studio and there was an immediate lull in other-than-business calls. Other studio rumor, started for obvious reasons, was that secret checkers were clocking all writers and office help as to time of arrival and departure. This also worked.

Regarded locally as the ultimate in efficiency inasmuch as desired results could be obtained without hiring help to effect them.

John Emerson for Metro

John Emerson has been contracted by Metro as a director. He is at present on the coast with Anita Loos (Mrs. Emerson), recently placed on M-G's writer list.

Harold B. Franklin joined RKO last Saturday (20) in an advisory capacity. The appointment is a 60 to 90 day trial without contract or title and is believed the aftermath of last week's RKO board of directors meeting at which Hiram S. Brown was tendered a vote of confidence. The RKO negotiations with both S. R. Kent, former Paramount sales head, and E. V. Richards, Saenger theatre circuit operator, are now reliably reported to be off.

Franklin's association with the company is immediate. He will take office today (Tuesday), having already sent west for his secretary, and will work close to Brown.

Franklin, one of the few recognized theatre operators in show business, will not be concerned with this phase of RKO. Belief is that he will be asked to concentrate on the Radio production situation, to that end, will likely leave for the Coast shortly where he must also wind up his affairs regarding his deal with Paramount-Public concerning the Paramount and United Artists theatres in Los Angeles.

First Production Try It marks Franklin's first active connection with picture production although what plans he may have are understood not to include the disturbing of the present studio personnel. RKO's belief that the former theatre operator will be of value on the production end is based upon his close proximity to the studios during those years he was at the head of the Fox West Coast circuit with headquarters in Los Angeles.

Reports are that Brown would like to see a system of unit production developed, with the advertising and publicity of both Radio Pictures and the RKO circuit combined into one department and under one head.

If the Franklin appointment mutually works out satisfactorily a decision is present will be drawn up at the termination of the introductory period. Prior to offering Franklin the advisory post, RKO had two proffered him the proposition of operating the Orpheum string of houses, affiliated with RKO, west of Chicago. And Franklin had twice rejected the bid. In his accepted position, Brown is that he will split his time between both Coasts.

Los Angeles, Feb. 22. With Franklin joining RKO, a deal may go through, it is said, of the two downtown Public houses operated by Franklin, the Paramount and United Artists, where, by these sites will go to Fox West Coast for operation.

Consent will be required from Publicity for Skouras, who is expected to take over these theatres. Franklin has been operating both spots for over three months.

Franklin is expected to return here on March 1 to adjust local matters.

## 'FREAKS' HAS CENSOR TROUBLE IN GEORGIA

Atlanta, Feb. 22. City censors forced 'Freaks' (19) from the Fox theatre screen here Saturday (20) because of its gruesomeness.

House rushed in 'Polly of the Circus' (M-G), Marion Davies film, as the substitute. Theatre tried to secure an injunction against the removal order but was unsuccessful.

## SARNOFF'S HEALTH TRIP

David Sarnoff, RCA president, left for the Coast Sunday (21), following last week's meeting of the RKO directorial board.

Vacation is a means for Sarnoff to shake off the ravages of a heavy cold. He will be gone about a month.

# Reisman (U), Hatch (Ed) Join Kent, Alperson as Departing Sales Heads

Further distribution disturbance has been stepped out of Universal as its general sales manager, and Stanley Hatch leaving Educational as its picture-marketing chief last week. Both are widely known in the industry. Reisman departs in two or three weeks with a settlement under his contract amicably arranged between himself and the organization. Under his three and a half years' agreement, which started in August, 1930, reported settlement will be \$6 week's salary, minus a small percentage said to have been entirely acceptable to Reisman and U as a cushion on former's part.

U. contract with Reisman, who was brought over from Pathe, while calling for three and half years, carried a clause in it that was serving to Universal the right at any time to cancel it through payment of equivalent of 56 weeks' salary. His prerogative is believed to have been exercised by the Laemmles possibly at the suggestion of Reisman following the development of a gulf between them.

In addition to questions of policy between on product and distribution it is said Reisman met with some difficulties on strictly sales matters, and finally decided it was best that there be a parting of the ways.

Since it was suggested, according to report, that U and Reisman agree to disagree and that the buy-out under the 56-week clause entailed a settlement, the separation is on a more or less friendly basis.

So far Reisman has not talked to anyone concerning a future connection as far as known.

Between the sudden withdrawals of Kent, Reisman, Alperson (WB) and Hatch it would appear that the distribution department is getting the bulk of complaints directly accruing out of depressed exhibition conditions.

J. J. Schlaifer, U's eastern division manager, and runner-up for the general sales post, will succeed Reisman, it is understood, either supervising the east additionally or until such time as someone else is spotted for that under him. Schlaifer has been with the organization for many years.

It is reported that Saul Rogers will succeed Hatch at Educational in full charge of sales. Hatch's future plans are not given.

## Radio Will Attempt Pre-Film Economies With Script-Cutters

Hollywood, Feb. 22. Radio is attempting pre-film economies by cutting pictures in theory before they are produced. With this in mind Doane Harrison has been appointed pre-production editor, a new title. Harrison, former head of Pathe's cutting dept., will attempt to eliminate superfluous footage and unnecessary scenes, that would otherwise be scissored later, by going over stories with producers and writers. Working out camera angles and action with miniature sets to eliminate time waste later on is another idea being set up.

First pair of pictures on which these theories will be tried are "Lame Dog Murder" and "Westward Passage." Series of \$100,000 pictures will also be subjected to Harrison's analysis, with an attempt to reduce amount of negative exposed on these to 100,000 feet, half of the prevailing amount.

## DENVER SETTLEMENT

Denver, Feb. 22. When half way through trial, Thomas Sullivan and H. T. Nolan, sued with Arthur M. Trent, Inc. for \$7,000. J. T. Sheffield was principal owner of Audio and the suit was brought over alleged conversion of property. Settlement also denied the dropping of the suit by Sheffield against Sullivan, Nolan and others over an asserted forcible entry charge.

Case grew out of fight between Sullivan and Sheffield to make money in two theatres in a Denver suburb only big enough for one. The first case resulted in the jury awarding Sheffield \$7,000 but both sides asked a new trial, which was being heard when settlement was reached.

## Standard Aperture Set

Hollywood, Feb. 22. Standard aperture dimensions have been ratified by all the major studios and most of the independent consultation with the large theatre chains. Same set of measurements is now in use throughout the film industry for the first time since some years ago.

New pictures will have a negative image .868 of an inch wide by .631 high. Projector aperture will be .825 of an inch wide by .606 high. Difference between aperture size in cameras and projectors due to allowances for film shrinkage and mechanical tolerance.

## PAR'S QUAKE PICTURE SCOOPS EXPLAINED

Why Paramount has scooped all other newsreels in the field on earthquakes in South America during the past two years is no longer a mystery—it's a system.

According to cameramen, Par works these earthquakes from outside rather than in. When Par learns of a new quake it doesn't negotiate with a correspondent in the area, taking his word that he has everything under control and already in motion. Instead, Par hires a plane, putting two men aboard, one with silent equipment and the other a sound attachment.

To get the scenes on Broadway first, one or two shots of the upheaval are taken in sound. These are edited into the major silent footage, giving all the impression of sound. In follow-up coverage for general national release the sound coverage is complete.

Cameramen on any South American quake assignment are limited to three hours in the trouble zone. Par's units in South America during the past two years is no longer a mystery—it's a system.

Shifting Jack Barry The personnel department of Public is shifting again to another division, with its head, Jack Barry, either leaving the organization or to be spotted in some other capacity.

Chester L. Stoddard, a Katz lieutenant with general duties, including figures, will assume the work of the personnel department.

## Separate Academy Groups Framing Protests Against Governing Talent

Hollywood, Feb. 22. Incorporation in the producers' anti-raiding agreement of a clause requiring notification of outside bids to the employee concerned as well as to the producer employing him, is expected to lead to the principal adjustments demanded by the Academy.

Indignation is chiefly among actors, directors and writers over the terms of the hands-off pact, with oratorical comparisons culled from "Uncle Tom's Cabin" to express the feeling that creative talent can be made to work for board and keep and little more if the document is held invalid.

Claim Joker Main joker, as the talent sees it, is the clause requiring written notification to the last employer of intention to make any offer to disengage people.

Previous employer then has the privilege of meeting the offer providing the employee consents.

In practice, some Academy members claim, one producer will notify another he intends to make a certain offer to a relinquished player or director, the second will reply that he'll equal it, and the matter will be dropped with the employee never hearing of it, and continuing to work for a lower figure. Picture talent looks on it as a big scale poker game in which they're

## 'RAIN' UP AGAIN

Box Or Bankhead—Schenck and Milestone Jointly

"Rain," once made by Gloria Swanson in synchronized form, and to be remade as a talker by United Artists, will be jointly financed by Joseph M. Schenck and Lewis Milestone. Milestone will direct.

Tallulah Bankhead on loan from Paramount may be under the Thompson pact. Maxwell Anderson will adapt.

Miss Swanson, who did "Rain" under title of "Sadie Thompson" several years ago for U.A. release, recently was reported having suggested remake of the story by herself, with nothing coming of the proposal at that time.

## PUBLIC'S YENS FLOP AS B. O. GUIDANCE

Hollywood, Feb. 22.

Producers in the annual throes of lining up next season's product have concluded that they can't get any help from the public in picking film fare.

Public's only reaction, good or bad, is when a picture is finished—and that's the answer at the box office. Just how a similar type picture will fare is still uncertain, although a new type picture that clicks can generally promise healthy returns for some of those following in its wake.

Hollywood Nightmares Hurry to get the first few in the theatres before the fashion dies results in a cycle of one particular kind. But the Hollywood nightmare is being on a sell and one cycle when audiences are flocking to L.E. forerunners of a new cycle.

This year producers have closely watched the several audience surveys conducted by newspapers and magazines, all hoping to be originators of a new b.o. cycle. When all the dealers were gathered and tabulated, they found themselves just where they started with public tastes still a mystery.

Watching one eastern paper's survey, they found that the readers would like to see on next year's program the following type pictures: Romantic, detected mysteries, spy-thrillers, comedies, wild animal pictures, musical comedies, wild west dramas, operettas, gangster films, newspaper pictures, and spectacles.

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.

Harold Wertz, aged 4, stepped into Hal Roach comedies through a contest. He'll stay. Company likes him as a fatty member of "Our Gang."

Trapped in "Tijuana" "Trapped in Tijuana" here. Will production, went to Mexico for authenticity. Glenn Tryon starred.

Illness Delays Massey Illness marooned Raymond Massey in New York. He's due to start on a Universal directorial job.

Goldberg East Jesse Goldberg, Burr Darsky's partner in a proposed series of 10 indie features, flew east. Setting distribution. George Walsh starred in first picture early in March.

Al Kvale, ex-Chicago m.c., recruited in "Tijuana" here. Will be given a chance by Mack Sennett on one short.

Variety Ogles Paul Gerard Smith is scripturally abetting the vaudeville tendencies of Jack Mulhall. He and Gibson are another flimty ogling the varieties.

Per Picture Directors To further the best interests of economical management, Radio will henceforth ticket its directors by the picture, not by the week. Gregory LaCava and George Archibald are the first on that basis. Others will follow.

Anna May Wong's vaude tour stopped by assignment to "Road of the Dragon" at Radio.

Radio's Second Chinese Radioland is making a second Chinese story, "Passage to Hongkong," by George Kibbe Turner. George Archibald to start meggling early in April.

Nathanial H. Rubin, young checker champion, booked into the mezzanine of Loew's State Wednesday (24). Plays all comers in batches of 20, forfeiting \$10 to winners.

L. & H. English Personalities Laurel and Hardy, making their last short for the season. After doing a feature for Metro they figure on going to England for romances in June.

Columbia is looking for a circus story to top up leftovers from "Rain or Shine."

Joe Jackson, pioneer talker writer at Warners, completes his four years March 20. New contract in negotiation.

Roach Ends Tour Hal Roach due home tomorrow (23) from his latest tour of the Americas. Arthur Loew left the party at Mexico City.

Metro Holds 'Lupin' Metro's release of "Arsene Lupin," set for this month, is being delayed until a foreign copy is definitely cleared. "Business and Pleasure," Will Rogers film, replaces it in the Criterion Thursday (25).

Pickford East Mary Pickford is due to New York this week to do a little shopping preparatory to the picture she expects to start April 1.

Child Labor Warning Before getting tough about the child labor law, Labor Commission is trying to educate theatre managers, dancing schools and agents as to the statistics. After a warning, they'll grace the minions will start mincing.

Levy's Helping Hand Benn W. Levy, English playwright, now at Universal City, is helping Edward Horton put on "Springtime for Henry" at the Hollywood Playhouse. Levy knows this play should be cast and pleasing him is delaying the play.

Herman J. Mankiewicz starts again at Paramount. He survived six consecutive renewals.

Marx's Adagio Writers Bert Kalmar, Harry Ruby, S. J. Perelman, Art Sheekman, George Marion, Jr., and Harry Sweet are the writers of the participating Horneaux on the new Marx Bros. film, "Horse Feathers."

Indie production schedules went haywire last week because of the rain. Working mainly outdoors, most were delayed waiting for a break with the sun.

Metro's Imports First of Metro's new crop of foreign imports to arrive is Alain Delon, French writer. George Kinn, returning here in three weeks, re-

## Hollywood

cruted more than a dozen foreign writers and players for French, German and Italian syncs.

Harry Bannister replaces Irving Pichel in latter's part in "State's Attorney" here. Pichel is directing following Rowland Brown's walk.

U's Three Buildups Universal will build Tala Birell, Boris Karloff and Sidney Fox for stardom this season. Miss Birell gets under way by dyeing her hair four shades darker to play "Nana."

Lesser's Backing Sol Lesser is reported to have the backing of A. F. Giannini, Bank of America president, in negotiating control of Talking Picture Epics, indie release organization.

Stowell-Warner Suit N. W. Stowell and Franklin G. Warner are sued for \$750,000 as guarantors to that sum of a \$150,000 bond issued by the Warner Bros. Garden or Allah Hotel Co., owner of the Mayan theatre.

Par's Lubitch Offer Paramount has offered a separate unit for Ernst Lubitch to produce his pictures minus any supervision as the studio in an attempt to get together with the director on his remaining with Par after his contract expires Mar. 7.

Gulette Bye-Bye Netra Gulette, college grad who snagged a contract out of the Universal studio in an attempt to get together with the director on his remaining with Par after his contract expires Mar. 7.

Warners' 10 Acts Warners' downtown dumps from five to 10 acts Thursday (25), while the RKO, a block away, has cut from eight to six acts, deciding to use only two weeks, augmenting the eastern units.

Four shopping district grinds out pre-6 p. m. admission to a dime for double feature bills, to compete with the theatre bills in the city's newest houses, Roxie and Los Angeles.

Wood's Nose Trouble Judith Wood in for a nose operation second time in two months. Second to correct the first.

Al Rosen, agent, is huddling with E. B. E's creditors on an idea to (Continued on page 41)

## PALOOKA IN LAWS

Contracts Draw Poor Relations Quicker Than Taxes

Hollywood, Feb. 22. Everyone in Hollywood who has a steady job is being visited by relatives they have never heard of before. That goes from the prop boy to the star.

Studios are being pestered all day by distant, cousins and aunts who have important messages for their loved ones, under contract. When questioned, they admit that they haven't seen their working kin since they were kids. All they want to do is remind the star of the days when they all played duck on the rock—and make a touch.

Investigation proves that most of the relatives come from the actor's home town and have a slight knowledge of their earlier days. In some cases, the claim has been authentic, but the relatives were not welcomed. No matter how a successful actor's day more than a visit from a poor relation.

Claiming relatives, mostly grifters, are quickly spotted by the doorman and aunts are usually hustled out of the studio with the supposed relative never knowing that they have called.

## L. A. TO N. Y.

Jose Lopez Rubio Jesse Goldberg E. R. Tinker Mary Pickford

## N. Y. TO L. A.

Ralph Farnum Russell Mack Bennie Ziedmann Tyt Garnett N. M. Schuck J. R. Rubin

# DOUBLE FEATURES

## Film Stocks Make Great Flurry Going Nowhere, While Bonds Rise

**By AL GREASON**

Market opens this morning (Tues.) after a double holding (Tues.) the percentage against an advance, but Wall street is figuring in only a brief recession before the campaign to give stocks the needle is resumed both from Washington and Broad street.

The furrowed brows of heavy economists are wrinkled with doubt over the elaborate program to pull business out of impending doom, but Wall street is making an energetic show of being in a hotchka mood over the prospects of a stimulated period of trading which may, with the aid of the Administration's program of bank credit extension, inspire business to snap out of it.

Take it from the Street trumpeters, the Administration will see to it that the market keeps going probably into April, with a "corrective setback" then and a resumption of the upward movement running through the presidential campaign. Ask 'em and after that? and all you get is an eloquent shrug of the shoulders. Wall street wants a Republican president and an active market and will co-operate with Washington all the way. If the trick can be turned nothing, it is lacking in effort to that end, from both centers of politics and commerce or vice versa.

**Amusements Laggard**

How far the picture stocks would participate in any such upturn is a question. Certainly they gave no evidence of well-being, but an upward surge went before last. Low, practically the only amuse-

### Public Service

A graphic example of Broadway circuit house service was evidenced recently when one house had the ropes up with patrons standing three and four deep waiting for the 9.30 'break.' Business was such that they started to spill outside the ropes, at which time an usher gently started to push the overflow back within the limits. That is, until he ran across one patron who didn't want to budge.

So the house's attitude wound up by saying: 'G'wan, get inside those ropes or I'll punch ya' in the nose.'

## PUBLIX 100% IN IND., ST. L.

Chicago, Feb. 22.

New set-up for the operation of the Skouras and Publix houses in Indianapolis and St. Louis is reported locally. Understood that the P-P control scheme will be discontinued and that Publix will assume full managerial charge of the houses in these two towns.

Millon Feld is reported to take these theatres under his supervisory wing.

St. Louis, Feb. 22.

Control of the Ambassador and Missouri theatres here passed officially and informally into the hands of Paramount-Publix last week. This despite that P-P shares ownership of the houses equally with Warner Brothers. Each own 50% of the stock of the two houses, but the P-P control comes through a prior deal with the Skouras family.

Formal transfer of control occurred simultaneously with the departure of Charles Skouras for Los Angeles. Skouras' resignation as president of Super Theatres Corp., which operated the Ambassador and Missouri, also ended the theatrical reign of the Skourases in St. Louis. It is the first time since 1914 that the city has been without a Skouras-operated theatre.

Reeves Espy, long connected with Skouras, is in charge for Publix. No change has been made in personnel or in policy.

### Flynn for Stilson

Larry Flynn has been appointed general traffic manager for Paramount Publix, succeeding Palmer H. Stilson, who went out Saturday (13) after 15 years' service with the company. Flynn up to now has been in charge of transportation under Stilson.

During Stilson's incumbency with P-P he instituted many systems and devices having to do with shipping, tracing, routing, etc., of film, effects, equipment, etc.

tion picture studio business: New York City, 2325 Decatur avenue, Bronx; 40,000 shares, \$100,000 preferred, \$10 and 20,000 common no par.

Pleasure Pictures Inc., 19 Dover Green, Dover, Del., motion picture; New York City, 14 Wall street, New York City; John S. Stever, managing director; 2,000 shares no par.

Oklahoma Tulsa, Feb. 22.

Midwest Theatre, Inc., D'Ambricht, Okla.; capital, \$2,000, incorporated, \$10; \$10 and \$5; W. P. Moran.

Alexander Theatre Ticket Office, Inc., New York.

### JUDGMENTS

Butler Davis Corp., M. Barnes & Co., 188-60.

Audio-Chemicals, Inc.; Leo Lowy; Okla.; \$1,000; 100 shares.

St. Louis, Feb. 22.

Midwest Theatre, Inc., D'Ambricht, Okla.; capital, \$2,000, incorporated, \$10; \$10 and \$5; W. P. Moran.

## SERIALS, SHORTS IS ONE WAY OUT

**Typical Rentals Excessively on 2-for-1 Houses Is Another Suggestion — 1,800 Houses, 20% of Best U. S. Market, Playing Twin Bills**

### 20-30% RENTAL LOSS

Producers and circuit heads are determined to eliminate double featuring with the advent of the 1932-'33 season. Special types of serials, and serialized short subject blocks, are getting wide consideration.

Another remedy being considered, which will have to be approved by virtually all distributors before any effectiveness, is stepping up percentages or flat rentals in two-for-one theatres higher than they have ever been.

Even certain national leaders of independent exhibitors are in sympathy with the move to terminate the double feature. Consensus of representative opinions sounded is that it will force the industry off a quality basis unless steps are taken immediately to retard and finally eliminate it.

Already distributors are facing a general reduction in rental returns of, from what is estimated, 20%, and 30%.

### 1,800 Doubling Houses

Revealing that during the past year doubling has spread until now about 1,800 theatres, or 20% of what distributors rate as highest accounts in the U. S. and Canada, are included, the method in which rentals decline is defined for the first time.

Sales tactics with the theatres doubling are such that in many instances the distributors have to give away the second feature to the exhibitor the same as he in turn now does to the public. This, it is revealed, is brought about in such cases by the second picture being included in the house overhead and deducted from receipts before the first feature can participate in percentage.

Serialized shorts and serials with three-reel episodes, each telling a complete story are getting more serious consideration than ever before. Warner, Radio and Universal are making an important feature of this type of product in the 1932-'33 programs. Exhibitor leaders of independent organizations believe that the right kind of material in the house overhead and deducted from receipts before the first feature can participate in percentage.

**Urges Sales System Change**

Certain of the Hays member companies are dubious that any other except a change in sales methods will eliminate the two-for-one. These believe that jacking up percentage on the first picture until the figure has reached a new high to the exhibitor is the only way.

That plan, as well, calls for picture rental to be being sold on a flat rental basis to have their charges markedly increased in houses that persist in a double program.

Only point admitted favorable to the double from the point of view of certain distributor heads is that occasionally the maximum program will help sustain the first picture through attractive larger attendance of most-for-the-money shoppers. This inclination toward double, however, is conceded by the same minimized on the comparison of general box office return.

Educational next March will release the first of a series of three-reel shorts.

(Continued on page 55)

## Major Firms Seek Own Solution As Protection from Nat'l Indie Squabbles; Favor State Bodies

### Finish Fight

Hollywood, Feb. 22.

Kid playing a jockey was being ganged up for 'County Fair,' Chadwick — Monogram. Defense wasn't stiff enough for Lew King, megger, who yapped 'Get in there and fight.' 'What d'you expect for \$5,' cracked the kid, 'a mutiny?'

## SEVERAL B. & K. SPOTS SET TO FOLD

Chicago, Feb. 22.

B&K is going over its large group of local houses with a fine comb in an effort to weed out the weak ones, with an eye to peddle them off or shutter 'em in the near future. Included in the group is said to be the Regal, south side colored house and a consistent loser; the Belmont and several of the former Lubliner & Trinz houses, which the stipulation that the house stay.

It's estimated that B&K has been losing around \$35,000 a month through the affected theatres, with the circuit anxious to wipe the deficit out some way. In the case of the Regal it's understood that B&K got a reduction in rent several months ago, reported to have been from \$85,000 to \$60,000 yearly, with the stipulation that the house stays open until next July anyway. Under terms of the deal, B&K decided to fold the colored house sooner, the rental price goes back to the original figure.

Belmont on the north side is being operated by B&K under lease from RKO, which is also interested in the Tower south side, another B&K stand.

## RKO BOOKS RUSS FILM FOR 7 GOTHAM HOUSES

RKO has taken 'Road to Life,' Russian talker, for seven Metropolitan New York houses. Theatres include the Jefferson and 23rd St.

Film, first all-Russian talker, carries a set of American super-imposed captions. It's currently in its fourth week at the RKO Cameo, New York, on its first run, and figured good for a fifth. Other New York RKO houses to follow immediately after the Cameo run.

If proving successful in New York, RKO is toying with the idea of booking it through the circuit in selected houses.

### RADIO'S JUNGLE FILM

Frank Buck, author and big game hunter, has reached an agreement with Radio. Possessing an amount of African footage, the company has accepted the Buck film and will probably weave it into a feature. Picture is being out in New York but will be sent to the Coast for further polishing. Release is scheduled some time in May.

### N. O. COLUMNIST'S SHORT

New Orleans, Feb. 22.

Mel Washburn, columnist and dramatic editor 'Item-Tribune' is currently on the Orpheum's screen in a short of gags.

It's a two-way jump for house and paper.

On the eve of the annual conventions of two national independent groups, affiliated exhibitors throughout the country are involved in factional fights which are stirring MPPDA (Hays) producers to discuss means to secure their own interests and, if possible, to make them independent of the independents.

Indie organization repudiations and recantations have set major terms to seek further means to safeguard their box office returns.

Producer spokesmen feel that the indies, instead of co-operating with the industry, are seeking to capitalize the depression and that the business can realize little unity in meeting important problems if the independent exhibitors are to be depended upon.

### Cross Purpose

An instance of the feeling among indie organizations is pointed out in that the Theatre Owners' Chamber of Commerce is not on speaking terms with MPPDA. MPPDA is running state organization plans and Allied is reported endeavoring to attempt a rival state unit in New York. Also that the MPPDA wants the 50% concession and that the while Allied, which supposedly also favored it, now has changed its mind.

On the other hand, the MPPDA is going into territory formerly held by Allied and the latter organization has dated its convention in Detroit six days ahead of the MPPDA convocation in Washington, set for March 18.

That little can be gained by national organizations of exhibitors has ever been successfully produced representatives. Their attitude, according to their own statement, is based on indie records to date which show that no indie group has ever functioned successfully for any length of time on national lines. The producers, however, are encouraging strong state units of exhibitors.

## BIP EXEC DUE OVER FOR CANADIAN SUIT

Toronto, Feb. 22.

Despite London reports that Arthur Dent, head of Wardour Films, director of Pathe Pictures, and managing director of British International's export company, has headed for America in order to dispose of British product in the United States market and take back U. S. products to England, film people here claim that he is really making the trans-Atlantic voyage in order to deal with the \$500,000 suit which has been launched by Ray Lewis against B. I. P. here.

Ray Lewis is required by an order of the Montreal, K. C., to produce all correspondence that passed between himself and D. Morris, of London, Eng., alleged to have been her agent, in connection with negotiations of an agreement between her and British International Pictures (Export), Ltd., for the distribution of British film in Canada.

Miss Lewis, known in private life as Mrs. Joshua Smith (wife of the artist who has painted the King and Queen of England, Lord Kitchener and Lord Roberts, etc.), and British International Pictures (Export), Ltd., are suing British International Pictures (Export), Ltd., and British International Pictures, Ltd., to recover a total of \$500,000 for an alleged refusal by the British companies to carry out an agreement whereby, the plaintiffs say, they were to have had the exclusive right for five years to distribute 20 of the best pictures produced in 1931 by the defendants. Plaintiffs and defendants disagree as to the terms of the agreement.









# TREAKS' POOR AT \$19,000 AS PITT SOBS

Pittsburgh, Feb. 22. Everything off all along the line this week, and had dose of gloom prevalent.

Only thing that stands a chance was making a half-hour show at Warner. Arliss film got off to a very hazy, ballyhoo premiere at the lobby and invited guest-list from the social register, and critics were not kind. Stanley's picture, which slowly Friday, but picked up for nice trade and Saturday showed signs of building. Inhibition point to \$14,000 and present plan is to hold it for a fortnight.

'Freaks' will prove one of the biggest disappointments in some time at the Penn. Widely heralded ahead showing picture came in on great expectations of instilling a new feeling, but simply won't work with mob. Notices pretty indifferent and Joe Cook on stage hasn't been around here for so long that they've forgotten him. Not more than \$15,000 looked for. Pretty bad at this site.

'Tomorrow' (WB) (2,000; 25-35-50) and 'The Girl of the Year' (Fox) (2,000; 25-35-50) are both in the same line. Stanley, will do better, but not by much. No stage names to back it up, and although Chicago's point of view is not shared by the critics, she has much to atone for locally.

**Estimates for This Week**

Davis—(WB) (1,750; 10-15-25-35-50) 'Reckless Adventure' (Fox) Plugging Buddy Rogers heavy due to his simultaneous appearance in 'Hot Chai'-at-Nixon block away, but even that can't help under \$20,000. Estimated. Last week 'Woman From Monte Carlo' (FN) about \$23,000.

Shaw—(Shaw) (1,500; 10-15-25-35-50) 'Stepping Sisters' (Fox). Nameless cast won't help; farce doesn't indicate more than \$15,000 at this time.

'Prestige' (Pathe) fair at \$6,000.

Harris—(WB) (1,800; 10-15-25-35-50) 'The Girl of the Year' (Fox) 'Cannon Ball Express' (Sono-Art). Diamond street grid, usually pretty dependable for average gross; off this week, too. Last week \$3,000, not so far. Last week 'Speckled Band' (British) and 'Air Force' (Paramount) (2,000; 25-35-50) Penn—(Loew-UA) (3,000; 25-35-50) 'Freaks' (M-G) and Joe Cook on stage. Little appeal indicated with but \$10,000 in sight; that low for some time; Cook hasn't appeared locally since 'Vanties' of last week. Last week \$12,000. (M-G) bettered \$28,000, nice.

Stanley—(WB) (3,000; 25-35-50) 'Tomorrow' (WB) (2,000; 25-35-50) Site celebrating fourth anniversary; no stage names and looks just a fair \$22,500. Last week 'Hatchet Man' (WB) (2,000; 25-35-50) Warner—(WB) (2,000; 25-35-50) 'Man Who Played God' (WB). Shows slowly, but building; no shows signs of building in line \$14,000; will stay two weeks at least. Last week 'Men in Her Life' (Radio) (1,500; 10-15-25-35-50) accounting for per \$5,200.

# TEAM-CHAN' \$11,500, WITH MONT'L BIZ OFF

Montreal, Feb. 22. Lent has not had the effect on film attendance as expected. Business, however, remains off.

Legit house comes in again after two weeks' darkness on experiment with English vaude at \$2. Nobles have had surprisingly good grosses lately.

**Estimates for This Week**

His Majesty's (CT) (1,900; 50-52). Legit. English vaudeville attempt this week. House good.

Palace (EP) (2,700; 75) 'Lovers Courageous' (M-G). Robert Montague sure to do (the \$12,000) and to net over \$16,500. Last week 'Hell Divers' (M-G) (2,500) good \$17,500.

Capitol (EP) (1,500; 50-52) 'Team' (Fox), and 'Chan Chance' (Fox). House getting big matinee biz, but fading nights; will be about \$12,000. Nicely built picture. Last week (M-G) at \$11,500.

Loew's (EP) (2,300; 35-50) 'High Pressure' (WB) and vaude. William Powell big locally and with acts should gross \$14,000. Last week \$12,100.

Princess (CT) (1,600; 35-50) 'Sherlock Holmes' (British) and 'Chance of Night' (Radio). In nature of a trout, but may hit the bell at \$9,000. Last week 'Girl of Rio' (Radio) and 'Fanny Foley' (Radio) fair at \$5,000.

Imperial (EP) (1,900; 25-35-50) 'Left Over Ladies' (TNR) and 'Branded Man' (TNR). Last week \$11,500.

Week Road to Reno' (Par) and 'Is There Justice' (WB), around \$2,500.

Cinema de Paris (WB) (1,500; 25-35-50) 'Nouveau Libre' (French). May get \$2,000. Last week 'Le Chanteur Inconnu' (French), second week, \$1,350.

# French Versions Of German Subject Censor-Delayed

Paris, Feb. 15. Censor difficulties are holding up the simultaneous exhibition by Dufrenoy and Varma of a stage adaptation of the German film, 'Girls in Uniform' in their little legit stand, the Foch, and a French film adaptation of same production in their Palace to follow 'Her Man.' Palace is specializing in sensational films.

# NEWARK SUMS PLEASE; PROCTOR'S LAPS \$23,000

Newark, Feb. 22. Looks as if Proctor's would lead with the Four Mills Brothers this week \$23,000. But Bradford Loew's with George Arliss on the screen and Conrad Nagel in person, respectively, will come in second.

This is based on the assumption that the Mills boys show up regularly, they missed the opening show and killed the turnover.

**Estimates for This Week**

Bradford Loew (WB) (2,960; 20-35-50) 'Man Who Played God' (WB) and P-M up on stage to break through to \$16,000 despite weak opening. Last week 'Forbidden' (Col) fair at \$14,000.

Capitol (WB) (1,200; 15-25-35) 'Jekyll' (Par) and 'Three Wise Girls' (Col). Nice bill and Proctor's turnkey ought to mean over \$5,000 here. Last week 'Silent Witness' (Fox) and 'Private Lives' (M-G) good at \$5,000.

Little (Cinema) (229; 50) 'Das Alte Lied' (Cine) Krenzberg. Should reach good \$15,000. Last week 'Der ungetreue Eheker' (Tobis) weak at \$4,000.

Loew's State (2,750; 30-50) 'West of Broadway' (M-G) and vaude. Conrad Nagel in person expected to make up for weak film; should do well enough with over \$17,000. Last week 'The Champ' (M-G), very big, \$24,000.

Newark (Adams-Par) (2,248; 15-25-50-60) 'Tomorrow' (Par) and vaude. Good vaude can hardly pull this above \$15,000. Last week Weber and Fields on stage and 'Wayward' (Par) a poor \$13,800.

Proctor (RKO) (2,300; 25-40-50-60) 'Tommy' (Radio) and vaude. Milne and Brooks due to pull gross over \$23,000, great. Last week good vaude helped 'Girl of Rio' (Radio) to the \$20,000.

Terminal (Skouras) (1,900; 15-25-50) 'Dance Team' (Fox) with 'Reckless Adventure' (Cardinal) and 'Age for Love' (Vine) with 'Sporting Chance' (Peerless) on split. Should do fairly with \$4,500. Last week 'The Girl of the Year' (Fox) (2,000; 25-35-50) (Tower) with 'Union Depot' (FN) and 'Law of the Sea' (First Div) \$4,300.

# Caballero Joins Skouras And Takes Swing Around

Charles A. Caballero has left Fox theatres to act in a general executive capacity at the New York home office of the Skouras Bros. He will under George Lowmyer, in charge of eastern operation, while Spyros and Charles are touring Coast territory.

Caballero returned Saturday (20) from a tour of the upstate Fox-Schne group. He was assistant g.m. of theatres for Fox under Harry Arthur.

Syracuse, Feb. 22. Skouras Bros., through the Central New York Theatres Corp., operating company, are seeking to radically reduce expenses in the 30-theatre Fox house, recently taken over. This explains the visits here of both Charles Caballero and Don Jacob.

Caballero is giving his attention to film rental and percentages. Caballero to theatre overhead, including personnel.

Milwaukee, Feb. 22. Spyros and Charles Skouras, on a brief inspection tour of the newly acquired Fox-Midwest theatres in Milwaukee and Wisconsin, promised that the change in personnel would take place.

Fourteen local houses and the Wisconsin Roof ballroom are included in the switch. Harold Fitzpatrick is head of the Wisconsin division.

James Coston, Warner division manager at Chicago, denied that the Skouras brothers were negotiating for the Milwaukee and Wisconsin Warner chain.

# BALTIMORE LETS DOWN; 'GREEKS' \$20,000, FAIR

Baltimore, Feb. 22. Sunday film question was passed to the people last week when the Mayor signed the referendum ordinance. This means the matter will come to a vote at the primary election in May. But that won't settle the matter. The opponents are preparing to fight it through the courts.

Film biz is now feeling Let. The County with 'Greeks' should lead this week, but hardly by a fancy margin. 'Freaks' at the Stanley and heavily advertised, may get a surprise draw.

Last week 'Arrowsmith' was okay with 'The Three Musketeers' and Schumann-Heink on stage was well below expectations and 'Lovers Courageous' was floppo at the Parkway.

# Estimates for This Week

Century (Loew-UA) 'Greeks' (UA) (2,200; 25-50). Title hardly a screen lure; James Hall on stage a draw, however; maybe \$20,000. 'Hatchet Man' (WB) last week, none dived to \$16,000.

Stanley (Loew, Stanley-Crandall) 'Freaks' (3,500; 25-50). Doesn't look so strong; maybe \$15,000. 'Arrowsmith' (UA) despite both name, drew well last week, getting satisfactory \$21,000.

Vineyard (Loew-UA) 'Tomorrow' (Par) (1,200; 25-35). Failed to draw at Stanley and doesn't look so hot at this court stand; a fair \$2,800. 'Union Depot' (WB) last week \$2,300.

Parkway (Loew-UA) 'Tomorrow' (Par) (1,000; 25-35). Title hardly a class trade up; hovers but hardly big draw; \$4,000. 'Lovers Courageous' (M-G) last week disappointing at \$3,000.

Keith's (Schanbergers) 'High Pressure' (WB) and vaude (2,500; 25-35-50). Bad name and stage, over \$20,000 picture; expects about \$20,000 big. Last week 'False Madonna' (Par) way off with Schumann-Heink on stage; short of \$13,000.

New (Mechanic) 'Business and Pleasure' (2,000; 25-35-50). Names doesn't pan out at this house; possibly \$7,000. Last week 'Our Children' (Radio) just \$5,500.

Hip (Rhapsody) 'With Past' (Pathe) and vaude (2,500; 25-50). Should do good average biz of about \$15,000. 'Woman of Experience' (last week) to good \$14,000.

Rivoli (Romeo) 'Feathered Serpent' (1,800; 25-40). Should get fair \$10,000. 'Private Scandal' last week \$2,500.

# U TRIES READING ALL SCRIPTS EARLY

Hollywood, Feb. 22. Universal is lining up its entire story schedule for the year now, before turning a camera on the new lineup of films. The department from the usual method of prepping stories as needed.

List of features is almost completed, with David Warner, eastern actor, and Charles Skouras, who spent working on the program here, Werner left Saturday (20). Approximately 26 set, with 14 westerns and cheapies added.

It is the general opinion in advance, U has the largest scenario staff in its history, with 43 plot-weavers and dialog writers at work. New additions to the staff are William McGrath, formerly at Fox, and Charles Vidor, last at Metro, Gilbert Embury, Lester Cohen, Ernest Robert and Darian Manfield.

# NO COLOR, BUT DARK

Chicago, Feb. 22. Essaness has given up trying to put the Michigan over in the colored belt. House closed last week, and Essaness is now making the move was made to scare the house and reduce the rent. Some time ago the Regal, B. & K. owned, in the same neighborhood, attempted the same thing.

Michigan has been an in-and-out for some time. When it folded, the house was straight pictures, but pret to that tried all colored stage shows that didn't click.

# IN JAIL, AWARDED \$3,000

Paris, Feb. 15. Lady Edmee Owen, widow of an English knight, a former French actress, and currently serving a five-year term in jail for shooting the wife of her doctor, won a \$3,000 suit against motion picture producer Dante. Dante obtained this judgment by contract and refused to star her in a picture titled 'The Double Mistake,' which told of her own misadventures.

Picture was made, but not according to contract and refund claim has only now been settled.

# Picture Possibilities

**'Trick for Trick'—Favorable**  
'TRICK FOR TRICK' (Mystery Melodrama, Robert V. Newman, Har- rish). The magician's art fused with the metaphysical provide a first-rate entertainment of the mystery type. 10cc.

**'Collision'—Unfavorable**  
'COLLISION' (Comedy, Lewis E. Gensler, Galety). Too slight a story for full-length picture. 10cc.

**'There's Always Juliet'—Favorable**  
'THERE'S ALWAYS JULIET' (Comedy, Gilbert Miller, Emptre). Light comedy should make pleasant enough release. Of British authorship and first shown in London. Rights possibly sold there. 10cc.

**'When the Bough Breaks'—Unfavorable**  
'WHEN THE BOUGH BREAKS' (Arthur Lubin; 48th). Story of selfish mother, resembling 'Wayward' (Par). Play has its worthiness, but plot tragedy, coupled with previous coverage, appear to make this one not for film usage.

**'Wild Waves'—Dubious**  
'WILD WAVES' (Comedy—Doran, Ray & Hews—Times Sq.). Although Paramount is said to have financed this legit entry, and is holding the screen rights, it will require considerable publicity boosting to get it into the theaters. The picture has been optioned by the studio with the broadcasting cycle by the studio studies. Its basic premise is in flattery to radio and radio crooners particularly. 10cc.

# FRISCO SNAPPY WITH ORPH UP TO \$16,000

San Francisco, Feb. 22. While the Warfield is getting most of the heavy this week, rest of the street is doing well, too. Change of policy at the Orph, with a Duke Ellington's band on stage, the first of a series of name attractions.

Warners, with Chic Sale in 'The Expert', clicking moderately, a 'revival' of an old Walter Knott short, 'Bard of Broadway', helping considerably through publicity.

Two holdovers, Garbo in 'Mata Hari' drawing it at the Paramount, and 'Arrowsmith' in its third stanza at the Union Artists.

# Estimates for This Week

Fox (5,000; 35-55). 'Two Kinds of Women' (Par) and stage show. Betty Compson in person helping for fair \$15,000. Last week 'The Guardian' (M-G) \$13,500.

Golden Gate (RKO) (2,844; 35-50). 'Big Shot' (Pathe) and vaude. Weaver Bros. a draw and \$12,500; house is doing five less shows a week than previously and still \$13,000 on an unexcused Father'.

Orpheum (RKO) (2,270; 35-50). 'Ladies of Jury' (Radio) and stage show. Duke Ellington band getting the credit for a good \$16,000. Last week 'Prestige' (Pathe) so bad with \$5,000.

Paramount (Fox) (2,700; 35-50). 'Mata Hari' (Radio) and stage show. Holding up \$13,500. 3rd week around \$28,000.

United Artists (1,200; 25-40-50). 'Arrowsmith' (UA) (3d week). Last stanza taking \$2,000, okay. Deuce week saw \$12,000 in the safe.

Warfield (UA) (3d week). 'Plumber' (M-G) and stage show. Around \$24,700, looks a cinch; House getting \$12,000 a week. Last week 'Hell Divers' drew a good \$18,000 after being moved over from Fox.

Warners (1,385; 35-50-60). 'Expert' (WB). Chic Sale a fair \$4,500.

# BOSTON FAIR WITH 'MAN' AFTER \$35,000

Boston, Feb. 22. With most houses running mid- night shows, grosses this week ought to be alright.

**Estimates for This Week**

Met (Publix) (4,880; 50-75) 'Man Who Played God' (WB) and stage show. Good draw, ought to be better \$35,000, all right. Last week 'Tomorrow' (Par) good at \$34,000.

Keith's (4,000; 35-50-60) 'Lady Vain' (Pathe). Bennett name good for \$22,000. Last week 'Panama Flo' (Pathe) weak at \$13,100.

Keith-Boston (4,000; 35-50) 'Law and Order' (U) and vaude. Around \$17,500, fair. Last week 'Ladies of Jury' (Radio) (2,000; 35-50) 'Plumber' (Publix) (Vaude) 'Man I Killed' (Par) and girl show. Due for a fair \$12,000. Last week 'Union Depot' (WB) fair at \$10,000.

Olympia (2,200; 35-50-60) 'Hatchet Man' (FN). Robinson name good for \$10,000. Last week 'Man Killed' (Par), second week, good \$10,000.

Edgewood (2,000; 35-50-60) 'Hatchet Man' (FN). About \$9,000 for this company house. Last week 'Man I Killed' (Par), second week, fair \$10,000.

State (4,000; 25-35-50) 'Freaks' (M-G). Hard telling but not over \$20,000. Likely. Last week 'Greeks' (UA) fair at \$15,000.

# SOVIET OUTPUT SECOND ONLY TO U. S.

Moscow, Feb. 4. Officials announced that throughout the Soviet Union in 1931 film companies produced 250 six reel pictures. More than 100 of these were so-called 'educational' films, and the rest 'art' productions. By educational they mean travel films, and others without a story basis. Dramas are put under the art classification.

Plans for 1932, it is indicated at the same time, are more ambitious. The Soviet film industry expects in the near future to take a place second only to the United States.

By the end of last year there were 23,000 film houses, mostly small ones in peasant districts, in the country—more, it is said here, than in all the rest of Europe put together.

# Tank Censors Kill Off Main St. Mob Trade and Shops Balk on Taxes

London, Feb. 11. The obscure hamlet of Beckenham, which is just outside London, found itself on the front page when its quaint town council decided to censor films.

After enjoying themselves for a time the self-appointed scissors men found they were getting local opposition.

Now, as a result of giving the films they ban so much publicity, locals are going to the neighboring town and seeing the scissorsed stuff for themselves.

Consequence is half the tradespeople in the main street swear their takings are down 50%, that they can't live, etc., and are refusing to pay local rates.

# Exhibitors Become Wise To Building Trades Cuts

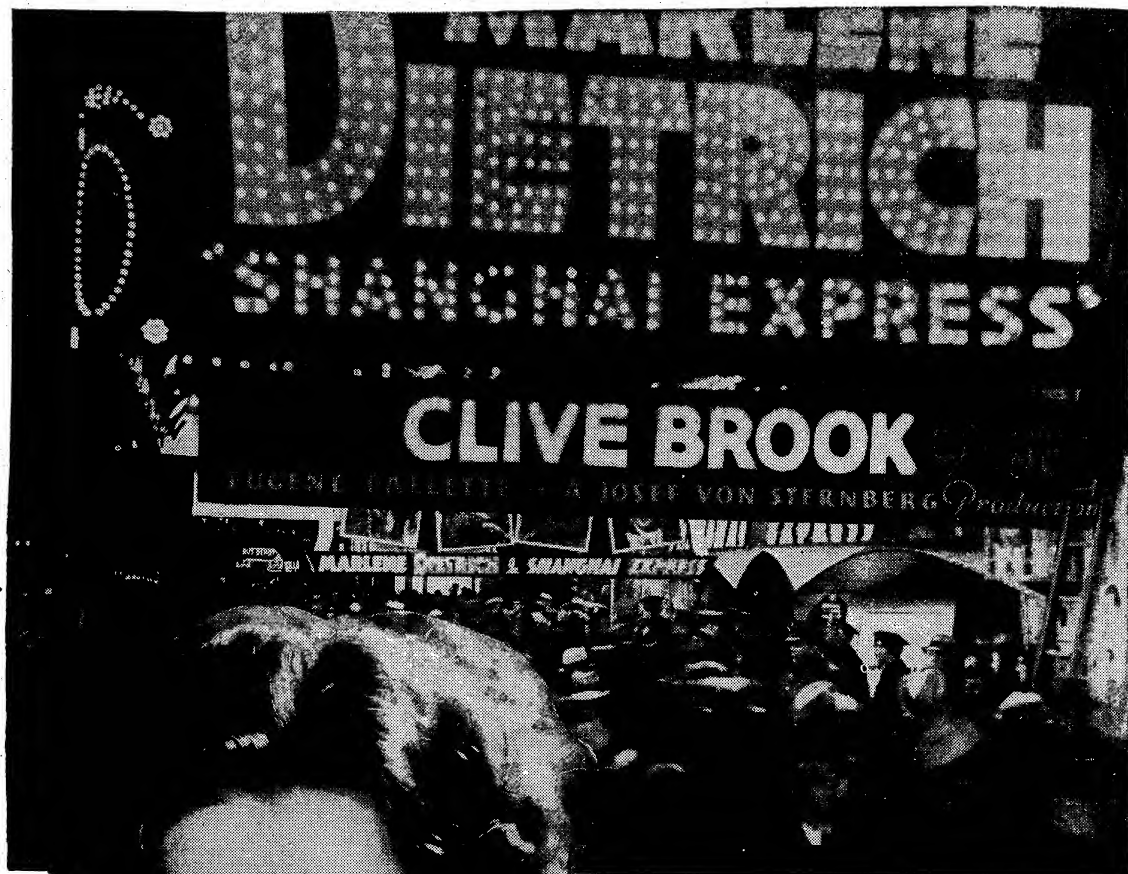
Chicago, Feb. 22. Until tipped off, exhibitors didn't know that the recent 20% cut instituted by the Chicago Building Trades affected theatres, as it also included painters and electricians.

Building trades thing threw a lot of shovemen off the track, figuring that labor body mostly as bricklayers, sheet-metal and boiler workers. Theatres are hep now and taking that 20% off.

**WB's French**  
Hollywood, Feb. 22. Further ideas for version production at Warner Bros.—First National has two pictures lined up for possible French dialoging.

Either 'High Pressure' with Andre Luguet, or 'The Living Strongbox' with Douglas Fairbanks, Jr., should be picked for French production.





● **RIALTO, N. Y.**  
*Greatest Opening*  
*Day in Three Years!*

**MAKES EVERY BOX OFFICE**  
**A GOLD MINE**

**PARAMOUNT** *Extra*  
**PROFITS**



# Talking Shorts

**STREET SINGER**  
(Ruslan Lullaby)  
Song-cartoon  
10 mins.  
New York, N. Y.

Largely because of the presence and lure of Tracy, this is one of the best Max Fleischer song-cartoons to date. Song is an Irving Berlin on-timer.

Starts with a flash of Tracy playing his own accompaniment and singing the chorus, into a cartoon for a few minutes of nonsense, then the Tracy voice, plus words, syllables, and syllables, with some more cartoonery for a finish. Nicely handled throughout with at least two hearty laughs in the pen matter.

Some question whether it's smart using nine-year-old songs for these films. *Kauf.*

**'STUDIO MURDER MYSTERY'**  
S. S. Van Dine Series  
5 mins.  
Strand, N. Y.

Vita. No. 1332

More melodrama than mystery and not nearly as strong on entertainment value as most in this series. Production poorly managed, with scenes cluttered up with people and no real punch anywhere. Just passes for moderately important spots.

Start is laid in a picture studio where a stabbing scene actually happens, with heretofore killed. After considerable of the usual routine questioning and investigation, not very dexterous detection establishes guilt and the detective shoot the murderer as he's trying to escape.

Donald Meek, John Hamilton, Robert Middleton, and others in the cast, with Meek less effective because of poor story situations and dialog than he ordinarily is. *Char.*

**SCREEN SNAPSHOTS**  
Novelty  
8 mins.  
Translux, New York

All the rears reels passed up the Wampas baby stars this year, so 'Screen Snapshots' is working them in its latest issue.

Sidelights during the filming of 'Spirit of Notre Dame', just now strike the Hollywood reel as news. Return to Hollywood of Gloria Swanson and Clifton Webb follow up a stock clip of the incoming choocoo.

Some dollops at Malibu beach and a premiere at the Chinese comedy. *Waly.*

**JAPAN IN CHERRY BLOSSOM TIME**  
Travelogue  
7 mins.  
Strand, N. Y.

Engraving the taking in the scenic beauty of Tokyo, Yokohama and other points in Japan. Minor footage is a little dull, but there's considerable that's a credit to the photographer.

James A. FitzPatrick's smooth accompanying lecture as usual, builds up into poetical impressiveness the scenes his camera has looked upon. Heretofore has been particularly agreeable voice and an aptitude for choosing his words fittingly. *Char.*

**'STRANGE AS IT SEEMS'**  
Curiosities  
5 mins.  
Translux, New York

Steel and glass erect in Nevada is the most unusual in line-up. Armadillo farm in Texas and female rattlesnake apprehender in Arizona. We use the skins for clothing from boots to dresses. Rich Indian and custom of an Indian tribe whereby the mother-in-law is bedden by tribal law from looking at her son-in-law are included. *Waly.*

**'EGYPTIA MELODIES'**  
Cartoon  
6 mins.  
3rd Ave. Playhouse, N. Y.

One of Walt Disney's 'Silly Symphonies' and just fair film. Nice penmanship, as usual in this series, is outstanding.

Starts out as though it's going to be original, with an Egyptian background, and one of the sphinxes suddenly opens a door. Sphinxes in and down corridors, with then the usual ghost and mummy stuff. *Kauf.*

**TOM AND JERRY**  
'Judge Jam'  
Cartoon  
6 mins.  
Stanley, N. Y.

Lot of new pictures in this one which is far better than average in light entertainment.

The two boys are stranded among cannibals. They tie alligators tongues, slip under razors, dance and finally seek the aid of the navy. *Waly.*

**LAUREL AND HARDY**  
'Zwei Bangle's Brats'  
20 mins.  
78th St.

One place where there is no foreign language headache is in comedies and comedy shorts. Pigeon French or pigeon German (as in this case) in a comedy is acceptable to audiences who rebel against accents in pictures, no matter how slight. It almost makes the comedies funnier.

Laurel and Hardy in this one are very funny. Both speak German with very heavy American accents and for almost constant laughs. It's the one in which the team is shown as being parents of a junior set of Laurel and Hardy kids who start all sorts of headaches.

Special view of the shortage of German shorts to fill out programs with German talkers, the one ought to prove very welcome in foreign houses on this side. *Kauf.*

**MR. AND MRS. JACK NORWORTH**  
'Niggers at the Opera'  
Comedy  
10 mins.  
Strand, N. Y.

Vita. No. 1331

Far below the standard set by the Norworths in previous shorts in the 'Niggers' series.

Norworths are involved in one of their usual arguments with neighbors (after a poor call for a poor call on paying \$10 to first one calling the other a name, the two start for the opera). A mad old moth ball gag is followed by Mrs. Norworth trying to get her dress fitting better with mud, which isn't so new, either. No scene at the opera excepting quick arrival and as quick departure, ending mystery keeping short alive.

Falling out of their chair accidentally has been part of some of those service station gadgets that raises 'em in the air surfaces for the laughs. Alf Goulding directed. *Char.*

**'SYMPHONY MURDER'**  
Mystery Sketch  
20 mins.  
New York, N. Y.

Vitaphone 317-18

One of the Dr. Crabtree series of mysteries and quite nice. Not too original in subject matter, but maybe that's too much to ask in a two-reeler.

Mystifying murder is committed when a musician in the big symphony is shot suddenly during some crescendo music with no one seemingly the possible killer. Dr. Crabtree, the criminologist, steps in and patly solves the mystery. Maybe just a bit too patly, is the trouble.

Donald Meek in the Crabtree role is excellent, with the other parts capably handled. Okay filler for any type house. *Kauf.*

**LAUREL AND HARDY**  
'One Good Turn'  
Capitol, New York

Usual dead-end H. & H. stuff, this time with a breakaway flivver for some of the business and a wood-chopping bit for the suspense.

Title answers the kind old lady who gives the bums, Laurel and Hardy, a handout. They over-act a bookend melodramatic sequence, which is a meretricious rehearsal for the community chest, really helping interpret it the vagans endeavor to promote that \$100 they overheard was necessary to lift the mortgage.

One of the comedies finally takes them into a fadeout after a couple of reels of mild mirth. *Abel.*

**GEHEIMNIS DES EISCHALE**  
(Secrets of the Egg-Shell)  
Educational  
10 mins.  
Ufa-Cosmopolitan, N. Y.

What goes on inside an egg as birds and snakes are being hatched. From an educational standpoint exceptionally good, with nice photographs.

Subject matter is told in the form of a student being asked questions for an examination. His answers are photographed. Must have been a sort of X-ray process used in the photography of the subject matter with that part unexplained but impressive. *Kauf.*

## WRONG CREDITS

Hollywood, Feb. 22

'Variety gave the wrong list of credits on the (states rights) feature, 'Cavalier of the West.' John T. McCarthy directed and co-authored the story with Harry Crist, Frank Kesson did the camera work, and the cast included Harry Carey, Kane Richmond, George Hayes, Ted Adams and Maston Williams.

## Miniature Reviews

**'Shanghai Express'** (Par). Good program picture bolstered by the Dietrich name. Excellent camera work, for action, overcomes really hoke melodrama story. A minimum of dialog, however, but that's not very good. 'Finishing' implied in title. It will help.

**'Lady With a Past'** (Pathé). Satisfactory woman's picture which should do nicely for business. Light comedy gaining most of its momentum from Ben Lyon as Constance Bennett offers a gown display. 'Nice Women' (Universal). Sidney Fox in an unreal role that even Sidney Fox can't make interesting. Jumbled story of romantic intent but no romance. Story for men to yawn over and women to scoff at which spells inferior product for any spot.

**'She Wanted a Millionaire'** (Fox). Joan Bennett and Spencer Tracy together. Heavy melodramatic twist toward finish wet blankets earlier chances for good light program classification. Develop into a sordid talker that won't do.

**'Lovers Courageous'** (M-G). A lightweight Montgomery starter. Drearly talky and specially very bad. Lonsdale story treatment. Will need all that star can lend for F.N.B. pull.

**'The Great Love My Child'** (Fild). One of the best, if not the best, Joe Brown picture to date, with Brown in perfect in a surefire comedy story. Offers an important sound track, grosses wherever played. Suits any type audience or fan from kids up to the aged.

**'Die Grosse Liebe'** (Allians). Mediocre Austrian drama with some musical comedy interpolations. Poor b.o. but even in strictly German nabs.

## SHANGHAI EXPRESS

Paramount production and release. Stars Marlene Dietrich and features Clive Brook. Directed by Josef von Sternberg. Screenplay by Josephine Tinsley. Adaptation, Jules Furthman, photography, Lee Garmann. On Release, to run from Feb. 11. Running time, 84 mins.

Marlene Dietrich Capt. Donald Harvey.....Clive Brook Hue Pao.....Warner Oland Sam Salt.....Eugene Pallette Eugene Pallette.....Eugene Pallette Grant M. Hargrett.....Louise Closs Hale Louise Closs Hale.....Louise Closs Hale Col. Lengard.....Emile Chautard

Good program material wrenched from a commonplace story by camera work. Its other assets are the Dietrich name and the timeliness of the title in view of the Sino-Japanese situation.

Von Sternberg, the director, has made this effort interesting through a definite command of the lens. As to plot structure and dialog 'Shanghai Express' runs much too close to old meller and serial themes to command real attention. Hence,

'Shanghai Express' (Par). Grouping of variegated characters on a de luxe route from Peking to Shanghai offers romantic entertainment for the ladies. Feminine attention, piqued by the timeliness of Oriental background, is sustained by melodramatic suspense convincingly woven into love interest.

'She Wanted a Millionaire' (Fox). Mistleading title and an incredible story progressing in absurdity will attract only the most fervent of Joan Bennett's none too sizable following.

'Nice Women' (U). Conflict of true love versus a wealthy marriage. Presented without a convincing viewpoint fantasies expect of a film that deals with one of their favorite screen problems. Fundamental interest denuded by dull dialog, a non-box office cast, and development that can't decide which character rates the leading role.

'Lady With a Past' (RKO-Pathé). For all its excellent direction, civilized dialog and admirably sustained sophisticated mood, this Constance Bennett picture will not gross as much as its predecessors. Its story is casual, it lacks necessary elemental hoke, and it ends with the wrong man getting the girl, from the audience point of view. Smart stuff for the flaps, but it takes solid American beliefs too lightly to align the matrons and hinterland ladies in smashing boxoffice numbers.

'Lovers Courageous' (M-G-M). Too plaid and unconvincing a romance to take such a long time to tell about it. Only the Montgomery personality to lean upon, which without production help is just enough to make an average program.

the finished product is an example of what can be done with a personality and photographic face such as Miss Dietrich possesses and the ways to circumvent a trashy story.

It is not a film which will help Miss Dietrich to any extent. Indeed, filmgoers seeking a good human film for the first time will be disappointed in view of what other fans have probably seen. However, 'Express' shouldn't do her any harm either. It therefore seems as Miss Dietrich being on a treadmill until her next picture. This was her last under her first Paramount contract, since renewed for three more.

As the director has seen the two principal characters they are, perhaps, the two most emotional lovers of the screen since sound. And when Clive Brook wants to register boredom it consummates quite a void. Those who care to will classify this feature as another offshoot of 'Grand Hotel,' this time on wheels. The camera has far had adapted the idea to a boat and r.r. depot. At least, it seems as if Von Sternberg had tried to break the script down to the level of the layman. Photographically he's successful.

It relates how the heroine became China's most beautiful prostitute who meets her former English fiancé (Brook) on board train. The man has become a medical officer in the British army. With a revolution going on, Warner Oland turns out to be the rebel leader, has the hero shot down the train. Photographically he's successful.

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## LADY WITH A PAST

RKO-Pathé release of Charles Rogers production. Stars Constance Bennett, Ben Lyon and David Manners. Directed by Josef von Sternberg. Screenplay by Josephine Tinsley. Adaptation, Jules Furthman, photography, Lee Garmann. On Release, to run from Feb. 11. Running time, 78 mins.

Constance Bennett.....Constance Bennett Ben Lyon.....Ben Lyon David Manners.....David Manners Eugene Pallette.....Eugene Pallette Eugene Pallette.....Eugene Pallette Grant M. Hargrett.....Louise Closs Hale Louise Closs Hale.....Louise Closs Hale Col. Lengard.....Emile Chautard

Light and satisfying material for the women. It's box office journey should be happy, although the trip may not be exciting. A particularly good matinee film helped by 'Constance Bennett's femme dard.

Lady with a Past doesn't reveal what might be expected from the title. The background Miss Bennett acquires is strictly nettlesome and indicated by an American lad in Paris whom she hires to break her wall-flower record. The boy happens to be the man who has discovered to be married when she arrives back home, and though the script down to the level of the layman. Photographically he's successful.

That amounts to a double cross in the script, for Manners has previously spurned the fair Constance as anything masculine has always tied her tongue. That is, until Lyon takes her in his arms and she discovers to be married when she arrives back home, and though the script down to the level of the layman. Photographically he's successful.

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## NICE WOMEN

Universal production and release, directed by Edwin H. Knopf. Sidney Fox stars. Screenplay by Josephine Tinsley. Adaptation, Jules Furthman, photography, Lee Garmann. On Release, to run from Feb. 11. Running time, 78 mins.

Sidney Fox.....Sidney Fox Frances Dee.....Frances Dee Lucille Peeler.....Lucille Peeler Eugene Pallette.....Eugene Pallette Eugene Pallette.....Eugene Pallette Grant M. Hargrett.....Louise Closs Hale Louise Closs Hale.....Louise Closs Hale Col. Lengard.....Emile Chautard

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# TAKE ANOTHER MEDAL, Frank..

for putting into "After Tomorrow" the same greatness that made your "Seventh Heaven" and "Bad Girl" pictures that the public can never forget.



FRANK BORZAGE

# TAKE ANOTHER BOW, Charlie..

for coming through again after knocking 'em over in "Delicious." The best acting job you ever did—not excepting "Seventh Heaven."



CHARLES FARRELL

# TAKE A BIG BOUQUET, Marian..

for a swell job of acting in one of the most dramatic young-love roles ever created. It puts you right up with the top-notchers.



MARIAN NIXON

Released MARCH 13

# TOMORROW

**FOX PLAY DATES ARE PAY DATES**

# TAKE ANOTHER HIT, Mr. Exhibitor...

from FOX—one company that's beating  
its great early-season product with even  
bigger hits! Better date it in RIGHT  
NOW!

*Like*

YOUNG AS YOU FEEL  
MERELY MARY ANN  
BAD GIRL  
DELICIOUS  
DANCE TEAM

# WATCH N.Y. AND CHI. Papers..

for reviews on these  
pre-release bookings

Balaban & Katz  
ORIENTAL (Chi)

March 4

ROXY (N.Y.)

February 26

With CHARLES FARRELL

Marian Nixon  
William Pawley

Minna Gombell  
Nora Lane

William Collier, Sr.  
Ferdinand Munier

*Based on the stage play by John Golden and Hugh S. Stange*

FRANK BORZAGE'S

# AFTER DROW

FOX PLAY DATES ARE PAY DATES

## KEEPING UP WITH F. & M.

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

### Raid Continues

That very funny Billy Dooley from Christie Comedies is latest Movieite to go Fanchon & Marco. And he'll be a sailor lad just like in the pictures. Sailor from the Swiss Navy, uniform and all. Frances Lee, also from the Christie Comedies, in same idea. "Swiss Movements." Compton Lake Dooley and Lee all grabbed out of the studios in past thirty days, an F. & M. "raid" record.

### Valentine Stunt

Valentine Day in Atlanta, Ga., was not overlooked by L. H. Keene and Manager Youngblood of the Fox Theatre, posing Jean and Sue Dillon, sister act with "Dream House" idea back of a big "happy valentine." Shot got three columns in the Constitution. Same sheet went out to auto wash track for picture of elephants in F. & M.'s "Circus" idea, getting the daily bath. "Nother three column break."

### Eva's Story

What is said to be the finest writeup ever given flesh performer in Bridgeport appeared in the Post, yarn on Eva Tanguay. "Stars of Yesterday" idea, running depth of magazine page and across two columns. Written by Eva, story dwelt on her stage experiences and carried out signature at final. Cartoonist Charles Katz had accompanying sketch of Eva at the typewriter in Bridgeport Post office.

### Lyda Returns

Lou Holtz's supreme vaudeville at Hollywood Theatre, Manhattan, got big hand from critics who especially went for Lyda Reverti, F. & M. "find" back from Paramount Hollywood Studios to rejoin Holtz. From Hollywood to Hollywood, as "twere" big floral piece to Lyda at opening bore name of Lucille Page, who broke into American show biz with her in same F. & M. idea. Two mighty successful "grades."

### Make Grade

Chicago American-Balaban and Katz World's Fair Contest winners are undergoing their stage training well at the F. & M. main studios, Hollywood. Three of 'em, Lucille and LaVerne, dancers, and Carlyle Bennett, singer, coming along so well that Producer Gene Foster will use them as the nucleus of specialty talent in "Chicago World's Fair" idea, to open March 2nd at Loew's State Theatre, Los Angeles.

### More Winners

F. & M. Coast studio certainly getting its share of contest winners to make finished troupers out of. Right on heels of Chicago arrivals came Hershell Stuart's New England winners, Madeline Schmidt of Bridgeport, Conn., and Edna Errico of New Haven. Kids were met by Fanchon and go into rehearsal for as yet untitled unit this week.

### Announcements

Larry Ceballos' next for Fanchon and Marco will be "Shadows" idea. Probable that Brox Slaters will headline. F. & M.'s "Vells" idea previously scheduled to open in St. Louis, will be presented for first time at Loew's State, Los Angeles. Time about middle of March. Pall Mall, black face singing star, only member of cast signed so far. Bayes and Specht, comedy burlesque, added to "Chicago World's Fair" idea.

### Marshmallow Fiend

Great chance for tieups with marshmallow stores when "Gobs of Joy in Bermuda" hits the route. Particularly if they will supply Young Lee, now F. & M. find, with marshmallows for his unique clowning act. Lee broke his own record at Los Angeles opening by annihilating forty-two of the mushy marshmallows at one show. Local tieup dealer ran out of stock before week ended.

### F. & M. Conscious

Coast Will Hays office gathering data on great F. & M. national activities. Amazed at scope of this show institution which is indolible part of de luxe picture house operation. Paint Manufacturers' Association interested in forthcoming "Clean Up" idea, because they are plugging clean-up and paint-up campaigns all over country. General Motors branch offices sending theatre parties to welcome F. & M.'s Bob Hall in "Stage Door" idea wherever he plays.



# YOU NEED BOTH TODAY

*F. & M.'s added flash peps up  
your profits*

## Indies Increasing Bills and Selling Vaude Over Films More Than Ever

On the ground that pictures are not selling for them, including some that have established themselves as New York hits, independent exhibitors with combination policies are selling their vaudeville stronger than ever. Along with this new trend among the indies is a move to increase number of acts on shows.

Indies who in the past few months have moved into the vaude column are beginning to give their stages more billing and plugging than their pictures. In the old days they sell the most sought to actually sell the vaude show, usually concentrating most of their energy from the b. o. viewpoint on film.

From VARIETY of  
February 16, 1932

● Every day more acts are wising up to the fact that 42 weeks of playing time keeps the "ouch" out of "grouch bag."

# FANCHON and MARCO INC.

Offices

HOLLYWOOD SAN FRANCISCO SEATTLE MILWAUKEE NEW YORK



## Fight Swedish 1,900 P. C. Tax Jump On Imports; Censor Bans Increase

Stockholm, Feb. 11. The new film tariff, which is called temporary only, went into effect immediately, and will probably last for a year. The duty on films used to be 21 cents per kilogram at the normal rate of exchange, or 16 cents at the present rate. The new duty is \$4.24 at the normal rate, equivalent to \$3.06 at the present rate of exchange, all per kilogram. The Film Renters' Association in Stockholm, consisting of five American members and one Swedish member, are endeavoring to take some joint action against the tariff. Most likely the renters will endeavor to charge additional cost to the exhibitors, except in cases where the costs have already been entered into preventing such additional charge.

**Swedish Importations**  
The footage of films examined by the Swedish censors during 1931 amounted to 14,118,186 feet, divided as follows:

	Feet
American pictures....	7,069,076
Swedish pictures....	3,530,602
All other pictures....	3,518,508

Total ..... 14,118,186  
The corresponding figures for 1930 were:

	Feet
American pictures....	6,841,390
Swedish pictures....	2,816,371
All other pictures....	3,183,843

Total ..... 12,842,594  
The total footage of American pictures increased with 227,686 feet. (Continued on Page 44)

## Believe Metro Nearer Production Abroad—Execs Say

Belief in New York foreign film circles is that Metro will inaugurate production in France within a few weeks or two. Metro, which by Metro has been suspected for some months, it was made stronger during the week by announcement that Arthur Loew calls for Paris this Friday (26).

Loew still claims Metro has no intention of doing any production on the other side. He now admits, however, for the first time that Metro's executives may make such a move advisable in the future. This refers to the quota law on dubbed films passed in France a week ago. Metro, several weeks ago, made an offer to Paramount to take over the Paramount studio and plant in France. That was at a time when Paramount was supposedly discussing advisability of closing down abroad, since rescinded.

H. Seidenman, Paramount's foreign chief, said last Friday (19), but Robert Kane, head of the Joinville plant, who was also to leave on the same boat, has been delayed in Florida by a cold. He will not embark until Wednesday (24) on the Batengaria.

## WE-RCA FAVOR LICENSE RATE CUTS FOR EUROPE

London, Feb. 22. Harry Marston, Western Electric financial manager, sailed for New York Thursday (18).

He had attended the recent patent conference in Paris, which agreed to a European license rate cut subject to approval in New York. Understood that Marston, on arrival in New York, will tell his company that such a cut is absolutely imperative in Europe under present conditions, despite the fact that it may endanger price rates in the United States. RCA's men, who also attended the secret meet, are understood to be equally convinced.

## Hakim Calls One Off

London, Feb. 22. Eric Hakim, local Metro production unit, has abandoned work on "Diamond Whoopee," an original inspired by Adolphe Menjou. Piece was written by Viscount Castlerose, noted local gossip and journalist.

## MOVIEZONE EXPANSION

Ben Higgins Extending Fox Newsreel Coverage Abroad

Ben Higgins, European chief for Fox Moviezone, left for Paris Friday (19) after a four week stay in New York. Conference with Truman Talley concerned further Fox expansion abroad.

Higgins took back with him six new portable Ford truck equipments to be added to the two now in service over there.

## FRENCH QUOTA EMBARGO IS DOUBTED

Paris, Feb. 22. It will be several months probably before the government and picture commission have gotten together on the proper ratio for the quota against dubbed picture passed last week. Meantime picture folk here are wondering just what will come and expecting the worst.

Understanding is that the censor has been unofficially instructed to delay all imported films until such time as the ratio and ruling becoming definite.

Foreign film channels in New York are inclined to doubt that anything so nearly resembling an embargo as the move mentioned in above cable is possible. None of the foreign film offices have heard of even such an intention, although admitting that should such a move have been inaugurated it would of necessity be severely handled. All foreign film execs on this side are closely watching France at this time in order to be protected when and if the blow definitely falls.

If, as is suspected, the quota dubbing bill, when framed, will favor dubbed product shot in French territory, it is considered quite likely that there will be a consistent move of American film folk into France.

Meantime all the major companies are believed to have enough product on hand, and past the censor board in France to hold out for a couple months even if there should be a secret embargo against them.

## NEW FILM CENSORSHIP SET UP IN AUSTRALIA

Sydney, Feb. 22. Federal Government has abolished the Censorship Appeal Board here. Brigadier General Mackay is now the sole appeal censor, with two men and one woman appointed as ordinary censors.

Under the new set-up distributors are allowed to view pictures and modify them to meet whatever requirements are laid down by the censors. An appeal to General Mackay becomes possible if disagreement with the censor's judgment arises.

## Retakes for Brit. Film Following Exhibition

London, Feb. 22. "Nine Till Six," newest Associated talker, flopped badly at a downtown tryout. Possibility it will be taken back for some re-shooting.

Associated is Radio's local production unit.

## Chev's Three French

Hollywood, Feb. 22. Paramount pleased with Maurice Chevalier's French version of "One Hour With You," and has decided to make the next three Chevalier pictures into French versions. "Love Me Tonight" goes into production shortly with Rouben Mamoulian directing.

## Arlen Remake

London, Feb. 22.

Paramount's next British production will be Michael Arlen's "Man of the World," done a year ago in Hollywood. William Powell and Carole Lombard were starred in the Hollywood version.

Film will be given a different locale and cast over here, but attention will be made to sell it to the world market nevertheless.

## UNION CIRCUIT NOW DOING OK

Sydney, Feb. 22.

Greater Union Theatres, Ltd., under the new set-up, has managed to round the corner and is now out of the banker's control. Company got into trouble some months back, reorganized with Stuart Doyle as head, and evidently has overriden its difficulties.

Doyle is sending his attorney, R. W. T. Mackay, to America immediately to right the company's matters with distributors and to establish new trading conditions.

## FOREIGN AUTHORS' PLAGIARISM SUIT

Paris, Feb. 22.

Rudolph Lothar, German playwright, has started suit against Paramount here charging that the scenario of "Tu Seras Duchesse" ("You Will Be a Duchess"), for which Paramount paid Yves Mirande \$8,000 was lifted from one of his plays. Picture is currently showing at the Paramount here.

Lothar charges that he had submitted the play to Mirande for French disposal and his claim is substantiated by Robert Mackoff, agent. Mirande, in denying the charge, claims he wrote it first and then submitted it to Lothar for German disposal.

Lothar asked the court to seize the film and interrupt the Paramount run, with the court creating a precedent by turning down the request. Court figured Paramount was a responsible organization and ruled the showing could continue until such date as a decision is reached.

## Brit. Trade Board Again Halts Delta Film Series

London, Feb. 22.

Board of Trade has refused a quota certificate for a series of interest films produced by Delta Pictures, small indie concern.

This is the second time in two months that a Delta series has been turned down by the Board.

## Paris Wire Confab

Paris, Feb. 22.

Week beginning Feb. 29, Western Electric holds in Paris a European sales conference. Hatfield and Clifford Smith will attend, as will all continental managers.

Main problems are development in North Africa, which is now proving the most fertile field in a year which is otherwise one of replacements.

## Heaving a Wrench

Paris, Feb. 22.

Report that Metro, Fox and Warner would combine with Ufa in an association to produce in Yugo-Slavia is denied by Laudy Lawrence, special foreign rep for Metro.

Report is seen as a probable Yugo-Slavian attempt to disrupt the unanimity of American action in fighting the Balkan film quota.

## RUBIO-MARTINEZ PLAY

Hollywood, Feb. 22.

Jose Lopez Rubio brought here by Metro two years ago to direct Spanish talkers, left Hollywood last week to return to Spain.

Rubio and Martinez Sierra will produce a play, "Tal Para Qual" in Madrid. Men collaborated on it while Sierra was here for Fox.

## Defense in Can. Trust Trial Calls No Witnesses; Decision March 7

## STUDIO FORECLOSED

After Blattner Co. Shows \$200,000 Net Profit for '31

London, Feb. 22.

Wilfred Dawson, head of Bentley, served a mortgage foreclosure writ on Blattner's. Understood Blattner studios liability to Dawson totals about \$175,000.

Only a week ago Blattner Picture Co. announced \$200,000 net profit for the past year.

## MORE CLOSINGS CONFIRM UFA RETREAT

Ufa closes its Cosmopolitan, New York, March 4. House has been run by Ufa on a percentage rental basis since June. Closing it down means cessation of the German company's theatre activities on this side.

Wilhelm Meydam, Ufa's foreign chief, here to straighten out the company's affairs in the U. S., is still working on a program for continued distribution activity in America.

Several deals are being considered for some American company to either take over all Ufa product for America, or pay Ufa a set sum for the New York territory, allowing the German to continue distribution in the rest of the country without fear of a cash loss.

## NATAN'S CHARITY PIC FOR FRENCH EQUITY

Paris, Feb. 22.

Though benefit performances for charity are frequent, making a film for charity purposes is a new move inaugurated by T. Natán. This he will produce for the benefit of the Union des Artistes (Local Equity), and the trade press relief fund. Natán is supplying production material, including film, studios, etc., and all services of contributors are given free.

Yves Mirande, specially lent by Paramount, will write the scenario, and the cast, directors, et al. will contribute gratis.

## 'Jekyll'-'Emma'-'Sooky' Strong in London's W. E.

London, Feb. 22.

West End cinema's weekend trade was satisfactory with the outstanding "Jekyll and Hyde" (Par) at the Carlton, "Emma" (Metro) at the Empire, and a double bill at the Plaza, "Lord Babs" (Gainsborough) and "Sooky" (Par).

"Emma" opened mildly but its weekend spurt makes a holdover certain. Carlton is doing exceptionally well with "Dr. Jekyll and Mr. Hyde." First week's take was about \$15,180, splendid.

Picture is being held over.

## Film Authored by Cleric Ruled as Offensive

London, Feb. 22.

British censor has ordered three big scenes cut from "Ria Rago," Catholic propaganda talker, currently showing at the Polytechnic. Censorship of the film would offend Catholics everywhere. Script was written by a leading Jesuit.

## TEXAS' SPANISH FILM

San Antonio, Feb. 22.

First all-Spanish talker produced in Texas was tried at a midnight preview by the Public-Aztec here. Film is "Amor Y Vida" ("Love and Life") and was made near here with native talent.

Promoted as indie venture for release as special among the border towns heavy on Mexican population.

Toronto, Feb. 22.

Although over three weeks had been taken in the hearing of 39 prosecuting witnesses the film probe trial here ended with unlooked for drama when defense counsel intimated they would call no witnesses to testify in the indictment proceedings leveled at most of the major film-producing companies and distributors. They stood trial on two charges of restraint of trade under the criminal code and a third charge under the combines investigations act. Presiding Judge Garrow will pass judgment March 7.

High lights of the trial included reputed bomb raids, alleged intimidation of indie producers, charges of 'malicious and fraudulent competition,' the censoring of chain bookings, 'clandestine and tricky methods' and the asserted threatening of independent builders of new theatres.

Assertion that F. P. Can. and its affiliates not only controlled the supply of films to indie exhibitors to the detriment of the latter, but through this control of the largest theatre group in Canada, forced the public to pay the highest possible prices, or the indictment of an unreasonable length of time to see a feature.

(Continued on page 36)

## British Gaumont Unit Showing 1931 Profit, Declares 4% Dividend

London, Feb. 22.

Denman Street Trust, Ltd., one of the concerns in the Gaumont British Corp. structure, and originally organized for financing the theatre building, announced a profit of \$175,000 for last year. Trust is capitalized at \$3,500,000, with all \$3,000,000 of stock outstanding.

A 4% dividend has been declared on all stock while \$37,500 has been set aside for the current year's cash working capital against the \$60,000 or so last year. Investment at cost is set down at \$3,000,000 after allowing for depreciation, which valuation is probably in excess of the actual market value at the close of the year.

## CO. OF 20 BIP PLAYERS NOW SHOOTING IN EGYPT

Alexandria, Feb. 22.

Twenty British International picture actors arrived here Wednesday (17) to take some desert exteriors for "Tales of the Nile." Shots will be taken in Luxor, Haifa and all along the Nile, Egyptian and Sudan governments, as well as the Royal Air Force, are co-operating with the picture makers for the shooting of a skirmish between Bedouins and a Camel Corps.

Among the actors here for the BIP pictures are Dorothy Barland, Kathleen O'Grady, Hubert Harden, Arthur Chesney and Jack Raine.

## Free Bus Rides to Lure Teuton Trade to B'way

Free bus service from the heart of the German colony in Yorkville to the Europa theatre on West 56th street, has been inaugurated, in an attempt by the Broadway house to attract business that ordinarily would go to the third German nabe theatres in that section. If stunt works, theatre is going to experiment with placing buses in several other German sections of the city.

## Centralizing?

Moscow, Feb. 1.

Soyuzkino, largest film trust in the Soviet Union, is being split up into a number of independent trusts to make more economical work and closer control possible. This is in line with similar policy throughout Soviet industry of dividing unwieldy organizations into smaller units.

## SAM BERGER BACK

Sam Berger, executive rep of Metro's foreign department, is back in New York after a six-month sojourn in Mexico, where he reorganized the Metro sales dept.



This clever Window Card is typical of the seat-selling paper First National has provided for this great comedy.

# DUST IT OFF!

YOU'LL NEED IT SOON FOR—



A FIRE-BUG WHO WILL  
OVERRUN YOUR HOUSE!

"I see by the PAPER  
that—it's Box-Office!"



A panic with the flames and a riot with the dames.



There's fire in his heart—and water on his brain.

## Some Royal Ovation

at Hollywood, Los Angeles,  
\$6,000 over Par First Week—  
Held over 2nd Week!

"Easily his funniest."—L. A. Examiner

"Shrieks and roars... Fine, furious fun."

"Hilarious."—L. A. Daily News

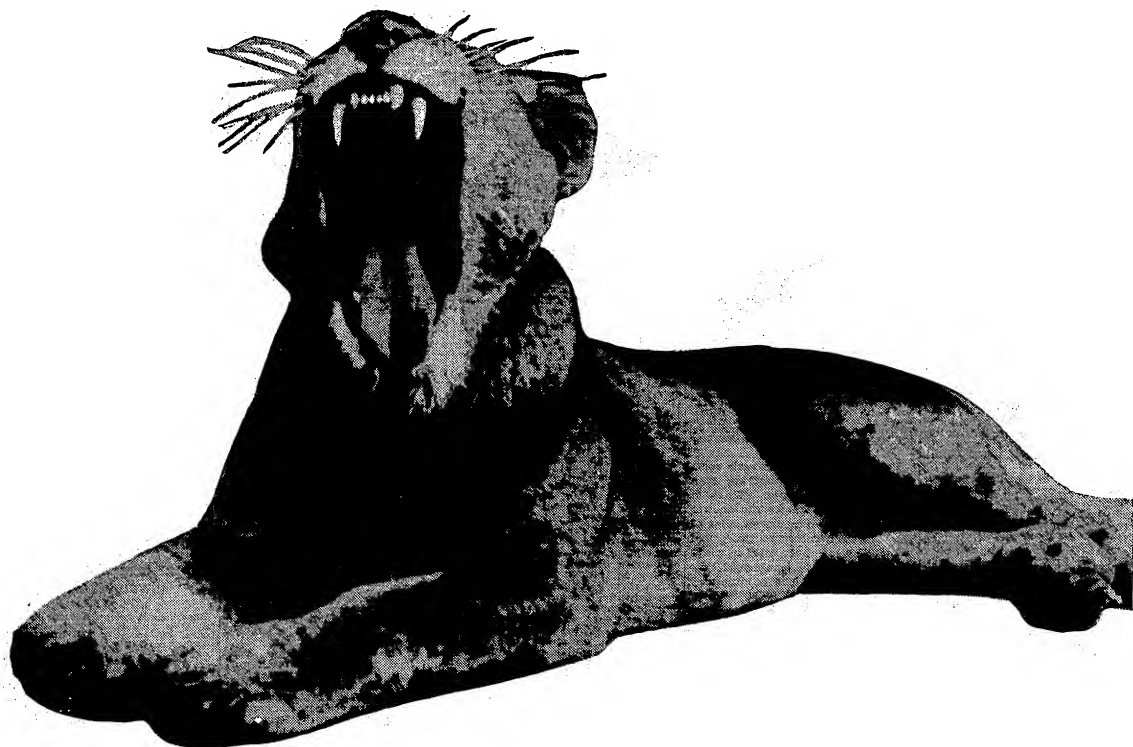
—L. A. Record

"Big laugh fest."—L. A. Herald-Express

BY ACTUAL COUNT, THE SIXTH  
MONEY HIT IN A ROW FROM

# WARNER BROS.





# HO! HUM! LEO DOES IT AGAIN!

**'Tarzan' Bangs At Sneak Preview**  
 San Diego.—The MCM crowd sneaked out of Culver City with 15 reels of their latest picture, "Tarzan," and sprung it on an unexpected audience in the North Park theatre, a neighborhood house seating 1500, every seat in the house being filled, as this is the first time it has ever shown a preview.  
 It looks as if MCM has another smash, in this production. The audience was highly enthusiastic and at once time, when the film broke, and there was a delay, it was easy to recognize this enthusiasm.

**THIS CLIPPING** from the Hollywood Reporter gives you just a faint idea of what the motion picture colony is talking about today!

## **"TARZAN, THE APE MAN"**

is being discussed at every studio, by every producer and director as one more "fast one" pulled by that M-G-M crowd! Not since "Trader Horn" such excitement. Wait! You'll see. Meanwhile, stick close to your pal—Leo, that good old Metro-Goldwyn-Mayer lion!



# EXPLOITATION

By Epes W. Sargent

## Subscription Shows

Often happens that a small town manager fears to book a big attraction because of the expense of submitting a high grade performance on the chance that the better class of patrons will turn out.

One small town booked "The Guardsman" for a single date. The manager, a woman with good social connections and an urge to run something, persuaded her to form a Film Guild. Made permanent club members canvassed the town and the picture had its rental and overhead practically assured, and the subscriptions being with the proviso that they would not be called for unless a certain sum had been subscribed. The evening performance offered subscribers a reservation of the main floor, which was not sold to the public until \$30. Public clamored for seats largely because it had been told to wait. Scheme also worked so well the Guild has been meeting to discuss the next booking.

## A Winter Book

Bookmakers can take long chances in making "winter book" because the odds are so much in their favor. Adapting the idea, an exhibitor is making a winter book on the political campaign.

He is distributing to his patrons coupons on which to place their names for the names of the Republican and Democratic candidates for president and v.-p. If any patron names a Republican, he will get a six-month season pass for two. Three out of four will get same term for one season with a three-month's single to anyone who gets two names in their right places.

## Mat Samples

In many cities the downtown houses are complaining that the nabs get the bulk of the night trade. A dozen or more years ago Ezra Rhodes, who had a theatre somewhere in Ohio, used to bait his traps at the noon hour. Between 12:30 and 1 o'clock any patron could ask for a return check good that evening. The idea was that if he dropped in to see part of the show during the lunch hour, they would come back and see the rest in the evening, and probably bring one or more persons with them. The others paid the higher night price.

## Thinking Baseball

One manager is starting to think about baseball. He will contact the Y.M.C.A., the Y.M.H.A., the boys' clubs, and adults and boys' clubs with the idea of organizing a league to play from May until Sept. There will be a conference of the various heads next month to lay plans, with everyone invited to see the show after the chat.

Plan is to make a deal with a sporting goods store to allow a discount and to permit each nine sell tickets on commission for the purpose of paying for their uniforms and equipments. Manager is going to hang up a new poster appeal is that each member of the winning nine (not more than 12 winners) will be given a pass good from Sept. 1 to Xmas.

## Specialty Stamped

A midwest exhibitor read that a specialty stamp had been printed for use at Lake Placid during the Olympic sports. He had a friend in Saranac and arranged to have 200 letters mailed from Lake Placid the first day the special issue went on sale.

He mailed was a mention of the special stamp on the envelope, a report of the ice and snow events and the reminder that the new attraction the theatre would show the cream events of the games.

Some thing can be done during the July track meet in Los Angeles.

## Boomerangs

Advertising "The Man I Killed," a western manager staged a fight in a top story window with the hook and ladder called to rescue the victim. The murder was done. Police wagons were summoned and there was wild excitement before a banner was unrolled advertising the coming of the movie.

No official backfire for the police and fire depts were enlisted in the scheme with the new attraction. The mayor, but a lot of people are off the theatre until the incident is forgotten, because women witnesses were almost hysterical.

## Tape Measures Again

There was a time when every Anne Kellerman was taken to the theatre accompanied by a tape measure. When they were printed the star's measurements instead. Generally these were printed on a card paper with marks for the ankle, calf, knee, hip, bust and other measurements. Plan was that the girls took them

home and compared for their own measurements.

No company has brought out such an accessory for a long time. Theatres could have a matron do the measuring with tickets to the girls who come closest to the standards.

## Watch the Fans

This is the time of year to go over the fan system if not using an air conditioner the year around. Make sure that the motors not only will run but are in good shape. Test the brackets; make sure that everything is in proper order by April 1. Nothing hits a house a harder slap than to be caught unprepared the first few warm days, which are felt more than later on when the steady hot weather injures the sufferer to the heat.

Even with a conditioner, be ready to switch from heat to cold.

## Anti-Weddings

Cleveland, Feb. 22. Stunt weddings on public stages have been on the list by the Cleveland Ministers' Union. The result of notoriety attached to a recent ceremony held at a food show here.

Association of clergymen claim the stunt has become a gag and demand any church going community. Ministers are also gunning for one newspaper now running a leap-year proposal contest, with a free wedding for the winner. Providence, R. I., feels the same way about the public marriages due to a recent experience.

## On Hoarding

With a government drive on against hoarding, an exhibitor is advertising that there is no inventory in this section has gone for a week in a long time.

In another town the theatre man has persuaded the banks to come into a co-op with the theatre.

The only institution other than the banks to be given space. Promoted the idea and sold the rest of the space, getting his own advertisement in lieu of commission.

Figured it was worth the trouble to get his house in such solid company.

## Showed the Kickers

Mexico City. Teatro Regia, largest first-run house and Metro's show window here, was up against it when a genuine opera chameleon protested the showing of "Illicit" on the ground that it scoffed at marriage. Officials took it seriously and finally looked as though a costly campaign would go for naught.

Then the management arranged for a private preview for the chief of the Divisions Dept. and the femme kickers. They not only gave the picture a prime bill, but endorsed the film in advertisements, which helped it over the top.

## Built Up the Story

For a laugh a small town manager offered to let any family into his theatre on an off night for \$100.00 to see the play "The Orphan Asylum" the idea of bringing 27 children. A parley at the box office the evening was discussed, with the manager deciding that it was a single family, and passing them in free.

He got him half a column in the paper the next morning and a load of good will for the house.

## Heralds by Messenger

Chicago. Getting together with Postal Telegraph, Eddie Seamon posted a distribution to loop offices of 50,000 heralds on "Arrowsmith," at the Public-USA Artists here. B. & K. then had the heralds delivered by air, on paper which resembles the Postal wires, and Postal had his messengers on the job bringing to every loop office.

Big item in the herald was the punch-line, "Come directly from the front of the line. Buy 50¢ price until six o'clock. Results very good."

## Gifts for Clubs

A manager has found a scheme in which club children are not given presents at the theatre, but are required to go to the store of the theatre to buy presents. Involves more strongly the fact that the merchant and not the theatre is giving the present and the storekeeper is more apt to repeat.

## Digs Up Winchell

San Francisco. Capitalizing on Walter Winchell in the local "Call-Bulletin" and his three weekly etchings, Ed Fitzgerald, manager of the Warner, dug up Winchell for his current bill.

Short, "The Bard of Broadway," had been played here and drew publicity.

## Stage as Playground

Lynchburg, Va., Feb. 22.

Tying the kids in more closely has been the aim of Warner's ever since it took over the Trenton theatre here. Latest idea is innovation of Manager Abercorn. It is to have playground contests on the stage every Saturday morning at a special matinee. Shows last half an hour during which the youngsters from the city's two dozen playgrounds compete in stunts, games and athletic contests. Kids have started leaning forward to the shows as a standard feature of the house.

## Lobby Sitter

Remembering an old stunt an exhibitor already has his lobby idea for "Immanent Madder." An attractive maid will sit in his lobby for three days in advance backed by a card reading "I am an 'Immanent Madder' Don't see Lew Ayres in his new picture. It's not coming until Saturday, but I am an 'Immanent Madder' Don't see before, but not in his town, and old enough to be new anyway."

## Rangers Spreading

Atlanta. Ted Toddy's club idea is going over in this section. He has three launched.

Monroe, Ga. Toddy persuaded the Cherokee theatre to stage a Columbus Jubilee. Week of four Col. shows has been leased for 20 weeks in this section has gone for a week in a long time.

## Tickets for Wisdom

Playing on the title, offer tickets to "Three Wise Girls" to the three girls in high school deemed the wisest. First show will not take it up, can be switched to any store or factory.

Youngstown, O. Hartman theatre at Columbus, one of the largest and oldest downtown houses, has been leased for 20 weeks by Harry Swartz and A. J. Cooper of this city.

Uniontown, Pa., Feb. 22. Harry Swartz, operator of the Great Lakes Theatre, who recently leased the West End here, has taken a 20-year lease on the Hartman, Co.

Los Angeles. Fox grandhouse, Ingledwood, closes Feb. 22 to reopen March 15 in 15-cent grindhouse, dime lower than present scale.

Hall Neides, former manager of the Egyptian, now closed, transferred to the Belmont. Replaces Robert Green, no longer with Fox West Coast.

Birmingham. R. Sansome of Gadsden taken over the Opera House at Fort Payne, Ala., and installed sound equipment.

Omaha, N. Y. M. J. Kallet was elected president of both Kallet Realty Co. and Kallet Theatres, Inc., at annual meeting of stockholders Feb. 18. M. E. Conner of Corporation was re-elected vice-president. Kallet chain operates houses here in Syracuse and Rome.

Youngville, Pa. Town again has picture. D. Gibbs of Andover, O., opening a new 500-seater. Figures seven nights a week with 75% of the Sunday gate to local retail.

Rockford, Ill. Clifford Rust, former mgr. of the RKO Palace here, now mgr. of the Kevelera, Omaha.

Oklahoma City. Columbia has appointed E. C. Leeves, exploitation representative for Oklahoma and Texas with local headquarters.

Oklahoma City. Midwest Operating Co. has taken over the Liberty at Sand Springs, Okla.

Kansas City. Lawrence Breuninger appointed manager for all Fox theatres in Salina, Kans. Successor Forest McPhail, resigned. Smith & Tacha have taken over the Opera House at Jennings.

Lawrence has the Huckleberry theatre at Bowling Green, Mo.

## Chamberlain Chain Goes On Block Next Month

Shamokin, Pa., Feb. 22.

Although sale will take place sometime between March 15 and March 26, the long expected foreclosure of the theatre properties of Chamberlain Amusement Enterprises, Inc. of this and other local region towns, has been effected by the Pennsylvania Trust Co. Reading, trustee of a mortgage bond issue.

Theatres will continue to be operated until then. It is expected, by S. L. Cribbin, of this city, who has been receiver of the chain for almost two years. A writ of execution was issued in the Cumberland county courts at Sunbury by former Judge Moser, of Shamokin.

It is not yet known whether the theatres will be sold separately or as a chain. Stockholders in the Chamberlain company tried in vain for months to raise the money to foreclose the foreclosure proceedings.

## Shea Quits Falls?

Buffalo, Feb. 22.

Shea-Public is reported surrendering the Bellevue theatre, Niagara Falls, to Skouras.

If so the deal takes Shea out of Niagara Falls entirely and gives Skouras all three first-run houses there, including the Cataract and Strand, formerly Fox operated.

## BARD'S \$8,114

San Francisco, Feb. 22.

State Supreme Court upheld a Los Angeles court decision which awarded \$8,114 to Arthur Bard, L.A. theatre owner.

Bard had been in a controversy with his brother, Louis, over the division of \$78,000 received in 1928 when they sold some property. Arthur demanded half the sum but court awarded him only \$8,114.

lumbus, O. He will take over the new house for opening May 1.

On account of the West End charging only a dime admission all times, Paramount-Public, which recently raised the admission price from 10 to 15 cents for children at their State and Penn theatres here, have dropped the price back to a dime again.

Chicago. Ralph Smith, former manager of the Michigan theatre here for Essanex, has been switched to the Northcote as assistant; Michigan now dark.

Akron, O. Portage, neighborhood film house, has reopened as second run.

Wheeling, W. Va. Colonial theatre has been leased for 20 weeks by M. Hinchblum, lease effective May 1.

Charles Town, W. Va. Pitts Amusement Co. opened the 14th house of its chain, Feb. 10, here, the Jefferson.

Seattle. Al Baker comes from Pasadena to manage Coliseum (Fox) succeeding Ernle Ludwig, who goes into stock business. Baker with P-W for five years.

Denver. Tom Poulos, owner of the building containing the Ponia in Ponia, Colo., will operate the house. He has installed a Holophane sound.

R. E. Griffith circuit has taken over the Palace at Portales, N. M., and will operate it after Feb. 27. P. Griffith owned intended closing it on that date.

Delivery of prints in parts of this territory to be by mail.

Doi Can, Fox salesman, stalled on one train six days.

Toledo. A. J. Melninger, former general auditor of the 101 Ranch, and later connected with RKO, has been appointed manager of the Rivoli theatre here. Melninger, known as "Big Boy" of Detroit, where he spent 18 months. Before that he was on the staff of the New York Palace. He replaces Harry Sheel.

New Orleans. Marian Ferrara appointed manager of the RKO here, formerly managed one of the Saenger Picture houses in Havana.

## 13 Atlanta Mgrs. Take \$50 Rap, but Continue Fighting Blue Laws

Atlanta, Feb. 22.

Thirteen Atlanta theatre managers were fined \$50 each in police court for cracking this town's blue Sunday. Despite the fine, however, these twelve say they will continue their Sunday activity shows and accept the fines as tax.

Sunday show idea grew out of the plea by Mayor James L. Key, the executive who ribbed the 18th Amendment plenty while on a trip to France, that funds were needed for his Unemployment Relief Fund. With the charity front behind which to operate, the theatre boys are putting up their strongest fight for Sunday shows in Atlanta.

Theatre managers taking the \$50 rap were: A. H. Duran, Empire; G. W. Gaston, Madison; T. L. Anderson, Tenth St.; L. S. Bach, Alpha; John Thompson, West End; Roy Youngblood, Fox; E. E. Whitaker, Keith's Georgia; L. Walton, Capitol; L. W. White, Grand; H. T. Kimmel, Rialto; G. T. Wilby, Cameo; E. W. Hathcock, Palace; G. T. Bailey, Royal (colored house).

## N. O. HOT FILM HOUSE SLOUGHED—3 TAKEN

New Orleans, Feb. 22.

Dauphine theatre raided Friday evening (19) with the police charging an indecent performance. House has been running several hot films.

Three persons arrested, Alex Schuman, manager; John Davison, stage manager, and a girl dancer, whose antics and turns were considered beyond the pale.

Dauphine has been a burlesque house in days ago but recently has had an indeterminate picture policy.

Rochester, N. Y., Feb. 22.

Varied entertainment and musical fare is planned for the Eastman theatre under the direct management of the University of Rochester and the Eastman School of Music. House was recently given up by Public.

Possibility of Ziegfeld "Polles" to appear on new bill. At least 50 concerts of various kinds already scheduled, including Metropolitan grand opera, noted artists, local light opera and Chorus Orchestra. Occasional weeks of picture and road shows now planned.

Four men will direct the policy: Dr. Rush Reese, president of the University; Ray Ball, president of the Lincoln-Rhance Bank & Trust Co.; Howard Hanson, director of the Eastman School of Music; and Arthur C. secretary of the school and the Civic Music Association.

William Corris, Jr., former manager of the Lyceum, is mentioned for manager.

Dual Bills Spreading Around Minneapolis

Minneapolis, Feb. 22.

"Double featuring is now securing a foothold in this territory, which has been free of it up to this time. Several small independent suburban houses in Minneapolis and St. Paul have gone in for the policy, and a few out-of-town situations are reported indulging.

One of the first spots in the territory to adopt a dual policy was St. Croix Falls, Minn. In self-defense, the exhibitor at Osceola, Wis., nearby, was forced to it. The Mount and Garden, St. Paul, also got double featureing. In several other situations exhibitors are reported to have declared their intention of using the policy for the present.

Felter at Capital

Joe Felter, formerly city salesman at RKO-Pathe, New York, takes charge of sales for Capital Film Exchange.

# DIZZY WITH LOVE AND LAUGHTER!



# IMPATIENT MAIDEN

Why was the maiden impatient? Answer that question and you'll know why bookers all over the country are dating this one as fast as their pencils will write. — Starring

**LEW AYRES** MAE CLARKE, UNA MERKEL, JOHN HALLIDAY, Andy Devine, Helen Jerome Eddy, Ethel Griffies. Produced by Carl Laemmle, Jr., from the novel by Donald Henderson Clarke. Presented by Carl Laemmle. Directed by JAMES WHALE.



JOIN THE REST OF THE TRADE IN CELEBRATING  
CARL LAEMMLE'S 26th ANNIVERSARY JUBILEE!

# Circuit Execs Double Up as Theatre Mgrs.

Chicago, Feb. 22. Newest note in theatre-operation economy occurred locally last week when the owners of the Easness circuit stepped out of their offices to double as house managers. Each of the three owners, Emil Stern, Earl Silverman and Sidney Spiegel, now has a theatre-manager position in addition to the regular day-time jobs as circuit execs.

Besides the owner-trio, Herb Ellsburg, publicity chief, and Herman Jensen, chief of circuit maintenance, each has a house to operate after the regular day chores are over.

Move eliminated the regular managers of the five circuit houses. Stern, in addition to his position as president of Easness, is doubling at night as manager of the Yorgus. Silverman has the west side Byrd; Spiegel is at the Embassy, Ellsburg at the Devon, and Jensen takes care of the Logan.

Regular house managers have been told that the move is wholly temporary and that as soon as the load lightens up the circuit will revert to its former system.

A LOEW PRODUCTION  
"CUBAN HOLIDAY"  
(Feb. 19) Capitol, New York

**Chester Hale's Cuban Senioritas**

O'Hanlon "Zambuni"  
DANCE CREATORS  
Smart and Sensational  
Dir. Charlie Yates

**THE 3 GOBS**  
STILL WORKING  
HI-DE-HI  
Dir. Nat Kalichman-Wm. Morris Office

**JACK REID**  
"SINGING THE BLUES"

A LOEW PRODUCTION  
"IMPRESSIONS OF 1932"  
(Feb. 19) Valencia, Jamaica

**WALTER DARE WAHL**  
"The Original Fall Guy"  
With EMMET OLDFIELD  
Dir. Lyons & Lyons

**PAUL SMALL**  
In Person  
Dir. Lyons & Lyons

**RITA DE-LANO**  
That Mountain of Blues  
Dir. Lyons & Lyons

**VICTOR DUNNE**  
Dir. Henry Wilson-Jane Jacobs Agency  
Chester Hale's Impression Girls

A LOEW PRODUCTION  
"FROLICS OF 1932"  
(Feb. 19) Palace, Washington

**STEVE FRED A and JOHNNY PALACE**  
Dir. John Hyde-Wm. Morris Agency, Inc.

**PASQUALI BROS.**  
JOYCE COLES  
"The Dancing Charm"  
CARLOS PETERSON  
"Cyril's Galore"  
NICHOLAS DAKS  
"Twists and Turns"  
Chester Hale's Frolic Girls

A LOEW PRODUCTION  
"WHIRLIGIGS"  
(Feb. 19) Paradise, New York

**4 FLASH DEVILS**  
S. W. WARREN C. C. GILL  
C. P. WADE C. A. BANKS  
"8 Feet of Flash"  
Per. Dir. Harry Romm

**PARTE and ARDEN**  
Dancers of All  
TYPES, TINTS and TEMPOS  
VIOLETA and JERRY  
**La VERNE**  
"From Cave Man to Gigolo"  
PAUL KEAST  
Dramatic Baritone  
Direction, Lyons & Lyons  
Chester Hale's Whirligigs

A LOEW PRODUCTION  
Vaudeville Review 6th Edition  
(Feb. 19) Century, Baltimore

**BOB MURPHY**  
with  
DICK and DOROTHY  
Dir. Murphy & Daly

**AL and RAY SAMUELS**  
JOHNNY HYMAN  
"The Magician"  
Dir. Lyons & Lyons

**DAVE TANNEN**  
Kee Koo Kamit  
Dir. Myer Thorne-Thanks Miss Gliman  
Chester Hale's Vaudeville Girls

A LOEW PRODUCTION  
"MAKE IT SNAPPY"  
(Feb. 19) Loew's, Jersey City

**AL WOHLMAN**  
Dir. Johnny Hyde-Wm. Morris Office

**BERINOFF and CHARLOT**  
International Dancing Stars

**HECTOR AND PAUL**  
"Let That Airdale Out"  
MULROY, McNEECE & RIDGE  
Dir. Johnny Hyde-Wm. Morris Office

A LOEW PRODUCTION  
"STEPPING HIGH"  
(Feb. 20) State, Cincinnati

**WM. and JOE MANDEL**  
Dir. Bernard Burke-Jack Curtis Office

**"Quiet Please"**  
FLO MAYO  
"Walking back from an Airplane Ride"

**MILES and KOVER**  
"Adagio Ecotique"  
Dir. Ned Dobson-Jerry Cargill Office

**LUCKY SEVEN TRIO**  
EVANS-WEAVER-SANDERS  
"Dice Novelty" conceived and  
Copyrighted by Dick Saunders  
CHESTER HALE'S "STEPPING HIGH" GIRLS

A LOEW PRODUCTION  
"GET GAY"  
(Feb. 20) Ohio, Columbus

**BERT FROHMAN**  
"The Prince of Pep"  
Per. Mon. Chan. Yates

**THE GALENOS**  
"An Athletic Touchdown"  
Dir. Chan. Yates

**MAUREEN RIO**  
"Personality Girl"  
Dir. Phil Tyrrell

**DUGAN and HADLEY**  
"A Cycle of Modernistic Impressions"  
Dir. J. Harry Plucius  
Chester Hale's "Get Gay" Girls

## Chops \$15,000

Milwaukee, Feb. 22. On his trip west to take over the reins of Fox-West Coast theatres Spyros Skouras, accompanied by Mike Marco, stopped off in these parts for a quick look.

One of the first things Skouras did in this territory was to chalk \$15,000 a week off the operating overhead of Fox houses in Wisconsin. These number around 40.

## Milwauk. Ends Labor Trouble as 12 of 14 Holdouts Go Union

Milwaukee, Feb. 22. While there are still some details to be figured out by Harry Bragarick, mediator in the negotiations between the local non-union theatres and the motion picture operators' local, the war is announced as ended with 12 out of 14 hold-out houses agreeing to employ union operators.

Called into action by the police department because of his success in settling other labor troubles, Bragarick found the going pretty rough and at one time was about ready to give up the battle. The conferences followed extensive stench bombing of both union and non-union theatres which resulted in numerous police being put into all local houses in an attempt to apprehend the bombers.

With the beginning of the meetings between the non-union managers and the operators there was an immediate stoppage of the bombing pastime. The only act of vandalism reported was the throwing of a stool through the glass front of the Fern, non-union, when it seemed the conferences had come to naught.

Milwaukee has been employing union operators for the most part in most of its theatres for many years with very little trouble of any kind. Bragarick has refused any remuneration for his services in bringing the warring factions together. He has requested that the theatre men collect a fund to be given to charity instead.

## 4 Hours for 40c

Wollaston, Mass., Feb. 22. Wollaston, Public nabe house, is offering a four-hour show for 40c. Program includes vaude, stage band, two features and a newsreel. Performance starts at 8 p. m. with the stage show about 9:30 and the second feature closing out around midnight.

Wrinkle is that between 7 and 8 patrons are entertained by radio reception through loudspeakers. At show caught the air attraction was Cleopatra, once again from Boston, with the ad plugs left in. Main feature was 'House Divided'.

## Saenger Mgr. Charged With Embezzlement

New Orleans, Feb. 22. William M. Mahoney, manager of the Strand, here, has been charged with embezzlement of \$718 from the Saenger-Public theatres and a capias for his arrest issued. Bond has been fixed at \$2,500.

Mahoney has been missing from this city since his shortage was discovered. Of the money Mahoney is charged with having taken, \$239 is said to have been last Monday's Strand receipts, \$23 from lobby vending machines and \$400 contained in pay envelopes of employees.

Mahoney, with Saenger-Public for several years, was manager of the Saenger until transferred to the Strand. He has a wife and three children.

## Monthly Meets in Chi

Chicago, Feb. 22. At their last get-together the local exchange managers decided that the Film Board of Trade men should meet at least once a month, even if there is nothing urgent to discuss. Feeling is that the exchange men should meet at intervals to swap notions.

Since arbitration has been kicked out of these exchange manager meetings have been getting more and more infrequent.

# Only Radio Seems to Solve South For Entertainment, and That's Free

Birmingham, Feb. 22. 'Show business in the south is and always has been just one big ache. The home offices have sent more northern managers to this sector to try to make something out of show business than the capacities of their theatres. These boys, when they leave the north, come down with great ambitions to show the natives how to draw crowds.

When they arrive on the job they find it's different. Upon reaching the theatre they're very likely to find their predecessors sitting around playing solitaire with a pack of dirty and worn-out cards.

'Is this the way you folks spend your time?' the pep-'em-up lad inquires.

'Yeh,' the guy responds. 'There's nothing else to do around here.'

'Why don't you try to get some business?'

'Did you say some business?'

'Sure; why not?'

The answer usually consists of a reply to the effect that since the war between the States there hasn't been much of any such thing in the south.

The newcomer then gets around to details. He asks what sort of exploitation stunts work best.

'Give, give, and then give,' is the reply. 'The only thing that will make a house in giving something away free. And the newcomer soon learns that this is the truth, the whole truth and nothing but the truth.'

night consists of weather reports, old-fashioned barn dance, banjo, guitar music, and quartets. There are nearly a score of male quartets singing folk songs on the air every week from various stations. It's a job for theatre men to get the natives out of their homes at night in the face of a wireless diet which cosmopolitan people would sneer at. Besides which it costs nothing, and that's important.

If conditions continue, with chains lessening their hold, the southern film field will be left to indie exhibitors who know the south and stand the best chance of getting what business is to be had because they know the people.



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Versatile Ballet  
4th Year at the World's Largest Theatre,  
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**FOX, BROOKLYN**  
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Master of Ceremonies  
INDEFINITELY

**FREDA SULLIVAN**  
Featured Dancer  
With F & M  
"Manhattan" Idea

## FOR SALE - A MAN

...A man who believes that he has him just the man for stage, motion picture, or radio production. He has had valuable experience in each of these fields, also practical experience in advertising and publicity, interior decoration, stage design and lighting, motion picture presentation, legitimate jazz production and theatrical management.

He is willing to start at a low salary to prove his worth. Is free to go anywhere, is young, industrious, dependable, very ambitious, honest and above all has plenty of good common sense. He is clean, able and earnest. Will do things at a moment's notice. Knows when a thing is good and how to make it so. Isn't this the man YOU are looking for?

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"The large band worked beautifully as a unit... No other modern orchestra of such size has been seen on Broadway, while musically there is nothing else for comparison."

—"Variety"

# FRED WARING

Selected to inaugurate a new era in the motion picture theatre field, assembles the largest versatile orchestra in the world to project his modern musical and novelty creations at the

# ROXY THEATRE

NEW YORK CITY

SUPERVISING DIRECTOR OF ALL MUSIC AT THIS,  
THE FOREMOST CINEMA CASTLE OF THE WORLD  
ESTABLISHING A NEW AND DISTINCT DEPARTURE IN ORCHESTRAL  
ENTERTAINMENT

After six weeks of unprecedented success

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## TEN ADDITIONAL WEEKS

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## "PENNSYLVANIANS"

Exclusive Personal Direction

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# Hollywood Does \$34,000 For 1st Week of Vaude

On Broadway last week, Warner's Hollywood in its opening week with the Holtz bill grossed \$34,000 with the Monday matinee out, but a Saturday midnight show tacked on for 14 performances on the week. It sold out with standees every night and none of the matinees was more than \$20 or so below capacity.

In Newark this week, at the Shubert, Jesse's bill is getting the same percentage terms Holtz received there, 75-25, with the house on the short end. The other acts are Pola Negri, Russ Columbo, Burns and Allen, Irving Aaronson's Commanders (band), Marion Eddy and a troupe of Rasch girls. On a straight salary basis, including Jesse's regular \$4,000, the bill would cost between \$15,000 and \$16,000.

In the same theatre on the 75-25 basis the Holtz bill left Newark with \$20,000 for itself. Theatre got \$9,000 for the week, a break in a season full of flop legits and mostly dark weeks.

Warners and Holtz figure on from four to six weeks with the opening show at the Hollywood. The second bill most likely will include Ruth Etting, Cab Calloway's orchestra and Jack Haley, with Holtz, Lyda Roberti and the Dave Gould line holding over.

## Kuehuk III

Benny Kuehuk, F. & M. booker, III at home with gripple. His books are being handled by Jerry Franks.

# Agent Sues L. & L. for \$10,000; Contract Claim

Stanley Rayburn, agent, has started action against Lyons & Lyons, agency, for \$10,000. He claims this sum due him under his contract when connected with that office.

Rayburn avers that during August, 1927, he was engaged by Lyons & Lyons under an agreement whereby he was to get one half of all fees paid to L-L by artists whom he brought into the office. He alleges that the agency failed to live up to this arrangement. He was connected with Lyons & Lyons for about one year.

Rayburn recently tried to attach the Filii D'Orsay settlement money with Lyons & Lyons but failed. Lyons & Lyons is represented by Julius Kendler.

## Lil and Togs in Chi

Chicago, Feb. 22.

Last minute booking brings Lil-yan Tashman to the Oriental stage next Friday (26). Screen actress jumps in from Detroit where she is playing for Publix.

With Miss Tashman recently involved in a "best dressed woman of Hollywood" controversy, B&K will play this angle up locally with the papers.

## Blue's Foreign Dates

Ben Blue sails April 8 from New York for about six months of vaudeville in London and on the Continent. He starts at the Palladium, London.

Mrs. Blue will accompany. It's a return trip for the American comic who played Europe about three years ago.

## Washroom Audition

Sol Morales, uniformed page boy on the RKO booking floor, will double into Frank Fay's act at the New York Palace next week. His specialty is an imitation of "Frankenstein," with his own make-up.

Sol gave an audition in a washroom last week and Fay grabbed him. He's been working on his characterization ever since seeing the picture, and first tried it out on his family.

# TOO MANY M. C.'S SO HALEY AT HOLLYWOOD

Three m. c.'s on one bill, one of whom happened to be himself, didn't sound so good to Jack Haley. At least, that's his reason for withdrawing from the show booked to open at the Palace, New York, Feb. 27. Instead, Haley probably will play the opposish Hollywood (WB) on the second bill there.

Haley and Benny Rubin were set to go into the Palace as a team on a bill that would have also contained the Whiteman band and Marilyn Miller. In Whiteman-Miller's place the Palace booked Barbara Stanwyck and Frank Fay, with Fay making the third m. c.

In addition to bringing the total to three, Fay's presence on the same show tended to take the edge off some bits Haley and Rubin had planned under the other arrangement. Haley's Palace salary would have been \$2,000. Rubin will play the date at the same figure.

# Publix Takes Loew Units for Chi-Detroit in Economy Move; Does Not Disrupt F-M Deal

## All-British Bill in Montreal Legit House

Montreal, Feb. 22.

His Majesty's theatre, legit is showing an all-British vaude bill this week. Lineup consists of Harry Thurston, William Heughan, Dollie Mayne, Sydney Jaxon, Stuart & Davina Trio, Warde and Williams, Martinies and Vivian, Gamble Brothers. Prices run from 50c to \$1.50. Policy is two shows a day.

Acts are all-British but have been in Canada, some for years. Thurston, Heughan and Mayne were booked by Confederated Theatres, Ltd., of this city, for a week, and go on to Toronto and Hamilton.

## JORDAN ON BAIL

Trial Postponed Until Feb. 23 — Bond Lowered to \$15,000

Boston, Feb. 22.

Trial of Nick Jordan, former actor, on three counts of attempted extortion, was postponed from Wednesday (17) until tomorrow (Tuesday). Along with the postponement, Jordan's attorney succeeded in having the bail lowered from \$25,000 to \$15,000. Jordan raised the money and was released under bond.

He is charged with having attempted to extort money from Fred and Jack Connolly, of RKO's Boston booking office, and threatening them with violence if they failed to book certain acts. He was representing Nat Sobel, New York RKO agent, here at the time.

Nat Sobel is still suspended from the New York RKO booking floor. The booking office declares it will not decide on Sobel one way or the other until Jordan's trial is over.

## Cambria Joins Loew

Frank Cambria, unit producer, leaves Publix March 1 to join the Loew production staff under L. K. Sidney. He will vacation for a month and consummate his new affiliation about April 1.

Cambria started producing for Balaban and Katz 15 years ago and is known as one of the pioneer stage producers for the picture houses.

## Calif's Buyer

Los Angeles, Feb. 22.

Bill Jacobs, Chicago RKO agent, has settled over here. He has made one of the local realtors happy by buying a lot. In 1932 that's news. Jacobs will return to Chicago in 1933, at which time he will have the fire-walkers from Papeete, South Seas, as an attraction at the World's Fair.

Together with Reed Meyers of Station WGN, Chicago, and Ted Weems, the orchestra leader, Jacobs also has the frozen custard concession at that exposition.

## Acts from 'Racketeer'

Barbara Newberry and Carl Randall are planning a vaude act at the termination of "Little Racketeer," musical current at the 44th Street. Show may close at the end of the next two weeks and ignore a road try.

Also understood, Queenie Smith, starring in this place, will try vaudeville in a turn being written by Manny Seft.

## QUESTION GIRL'S AGE

Chicago, Feb. 22.

Juvenile Protective Ass'n here went after Bobbie Petley, young daughter of Arthur Petley, who is appearing with her father's act in the F-M unit playing B-K houses. Authorities, checking the matter, declared the girl to be only 15, under the age limit by one year. Usual procedure in child work law violation in this state is for the theatre involved to accept and pay the daily fine ordinarily imposed, with no drastic action taken by the court except, in unusual circumstances.

Chicago, Feb. 22. With Loew's decision units set to come into the Oriental March 1 and from Detroit, the last vestige of local Publix-B&K production department will be dissolved and reduced to skeleton form immediately here and later in Detroit. It leaves only Louis R. Lipstone head of the department in Chicago. Withdrawing from the production staff are Will Harris, producer; Les Starr, scenic artist; Francis Pallister, costume designer; Ainsley Lambert, ballet producer, and Clarence Wheeler, music arranger. Both Harris and Starr have been with B&K for more than a decade. Harris will probably go to New York and go into flash act producing for either vaude or picture houses.

Although rumblings of the axe failed for some time, the wholesale elimination through the setting of the Loew units came unexpectedly. Principals affected by the move is the local William Morris office which loses its last important local (Continued on page 52)

# N. Y. Palace Put On New \$15,000 Diet for Shows

RKO will limit the straight vaude salary budget at the Palace, New York, to \$15,000 for any one bill as a reported result of finding out that \$17,000 or \$18,000 bills can't return a profit. For this reason the proposed \$18,000 show to oppose the new Broadway opposition, breast from Warners' Hollywood has been scrapped.

Instead, the bill opening next week (27), and headlined by Barbara Stanwyck and Frank Fay will run between \$14,000 and \$15,000 in cost. Featured team is getting \$8,500 double.

Low Holtz' Hollywood show stands \$15,000 in salaries, of which Holtz is drawing around \$2,000, in addition to his percentage split with the theatre.

The proposed \$18,000 layout for the Palace would have included the Paul Whiteman band at \$7,500, Marilyn Miller, \$5,000, and Jack Haley and Benny Rubin, \$2,000 each. Whiteman will play the Palace later at the same salary but on a less expensive bill.

## Too Much of Gamble

With a \$15,000 stage show the Palace can turn a profit on a \$30,000 gross, which is high for the house. When the salaries run above 15 grand the chances are always in favor of a loss, even when business is strong. Booking office figures there's more safety under the \$15,000 limit and opportunities for big profits if the show is attractive. Circuit manager reasons why attractive bills cannot be booked under that budget.

The \$15,000 vaudeville bill was unheard of until a year or so ago when the Palace, which had formerly considered \$13,000 as top, started to spend that amount almost weekly. The peak was reached during the Rantor-Jones run when the salary list exceeded \$17,000.

## Meyers Vacationing

Walter Meyers, who resigned as head of the Warner booking office, sailed for Havana Saturday (25) with Mgs. Meyers. Will be gone about two weeks.

Meyers has no plans as yet.

## GILDA GRAY'S RETURN

In a vaudeville return after several years' absence, Gilda Gray opened this week at Fay's Providence.

Tishman & O'Neal produced the act. Three Crosby Bros. are Miss Gray's support.

# AND THE FIRST YEAR IS THE HARDEST!

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JACK KALCHEIM—ASSOCIATE

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THE TEST OF AN ATTRACTION  
IS IN THE GROSS

# AS ALWAYS

THE GOLDEN GIRL  
BREAKS THOSE RECORDS

# HEAVY BOX OFFICE

IS GUARANTEED BY THIS GIFTED  
ARTIST OF STAGE AND SCREEN

# GILDA GRAY

AND HER COMPANY

In a New Vehicle

"GONE NATIVE"

By JACK HENLEY



## FAY'S PROVIDENCE, THIS WEEK FEB. 20

Personal Management

HAROLD BERG-TISHMAN & O'NEAL, 1560 BROADWAY, NEW YORK

## NOT A SHOW MISSED ON \$50,000 PALACE BLAZE

Damages of about \$50,000 were estimated as a result of the backstage fire at the RKO Palace, New York, Wednesday night (17). Although the blaze broke while the show was on, nobody was injured. Cool work and good judgment on the part of the manager, Elmer Rogers, and the house staff got the audience out safely in four minutes.

The scenery suffered the most, all 25 lines being destroyed. Hardest hit among the acts was Marty Forkins' colored unit, which lost all its hangings, amounting to around \$3,000. Smith and Dale lost one of their two backdrops. No costumes were damaged, with the dressing rooms completely escaping.

Although the blaze was confined mostly to the stage, the first four rows of orchestra seats were singed and had to be replaced. RKO's maintenance men went to work immediately after the fire and succeeded in getting the place in shape to open for the Thursday matinee. The blaze broke at 10 p. m., just as Sophie Tucker was bowing off

## Immigration Officials Bar Russian Adagioists

Baltimore, Feb. 22. Troupe of adagio dancers were slowed up by the immigration authorities here last week when two members of the troupe were barred from entering the country because they were Russians.

Mr. and Mrs. Lafslo Baltazar, leaders of the troupe, are American who returned from a European tour via the S. S. 'City of Baltimore,' which docks here. Minus the two Russian male hoopers, they went on to New York to fill the vacancies.

and intermission starting. The musicians had already left the pit. Investigation showed an exposed wire in one of the wings threw off a spark that started the fire. One of the teasers went up first and the balance of the hanging scenery immediately flared.

The Palace ushers and house staff will be financially rewarded this week for their heady and courageous work. They prevented a panic and any injuries or loss of life that could have resulted.

## TRACEY AT \$2,000

CBS Asks Raise for Loew Time After Capitol

CBS is closing with Loew's for the theatre circuit to play the 'Street Singer' for four weeks in its de luxers after the current week at the Capitol, New York. 'Street Singer' (Arthur Tracy) is at the Capitol for \$1,500.

CBS is asking \$2,000 for Tracy after this week for the New York de luxers, and \$3,000 for six days in Washington. 'Street Singer' can only play six days out of town, due to his commercial on CBS from New York.

## No % for Colombo, But He Got \$2,000

Although failing to draw anything on his percentage arrangement, Russ Colombo received \$2,000 for his two New York stage weeks at Skouras' Audubon and Academy theatres.

He played two first halves at the Audubon and two firsts at the downtowner, alternating with Ed Lowry.

## Powell's Legit Offer

Pittsburgh, Feb. 22. Dick Powell, m. a. at the Stanley and a local fixture for the last three years, has been offered his first Broadway show, the juvenile part in a new Schubert musical called 'Stage Fright'.

Powell is free to accept inasmuch as he is working on a two weeks notice. He did not sign the six month contract handed him by W.B. Powell hasn't decided.

## PUBLIX' PHOENIX TAB

Los Angeles, Feb. 22. Publix Ramona theatre, Phoenix, Ariz., goes stage show Feb. 22 with a 14-people tab show booked by the Bert Levey office here.

Publix Orpheum in the same town has been using Levey vaude for the past six months.

Tab show will have John Lord, Tubby Labell, Gene Fox and Harry Williams in the leads. Lord will do the staging.

## Comerford Vaude Houses Turned Over to Dows

Remaining Comerford-owned houses playing vaudeville, Binghamton, N. Y.; Carbondale, Pa., and Fay's, Philadelphia, no longer will be booked by Comerford's own Amalgamated Agency in New York. Houses, at present booked by Bud Irwin of the Comerford staff, go to A. & B. Dow Monday (29).

Other Dow booking deals include one with Warner Bros. to supply five acts on one-half for the Drake, Oil City, Pa., and the State, East Liverpool, O. Capitol, Steubenville, O., in which Warners have an interest, is also one of list for five acts on one-half.

## Fisher Gets One

Another loss for RKO, this time by the Boston booking office, is the Capitol, Pawtucket, R. I., which is swinging away to take independent booking.

Arthur Fisher will acquire the house Thursday (25), booking five acts for Thursdays, Fridays and Saturdays only.

## Grab Columbus Palace's Receipts and Cop's Gun

Columbus, Feb. 22. Four armed bandits made off with the weekend receipts at the RKO Palace here late last night (Sunday). Total loss estimated at \$4,000.

Receipts were being taken to the safe in the office of assistant manager Edward Stevens, with a police guard, when the holdup was staged. Stevens was forced to open the vault after the bandits got the cash from the cashier. The officer's gun was part of the quartet's loot.

Robbers tore the phone from the wall and left in quiet order at the conclusion of their activities. No trace of any of them has been found.

## OSGOOD-KEENE TEAM

Pearl Osgood and Dick Keene are rehearsing an act. They're a sou-bret and juve, respectively, both from musical comedy, with Keene recently on the Coast for pictures at Fox.

## BERT NAGLE

ORIGINAL FELIX CAT

OPENING (FEB. 26) AT ROXY, NEW YORK

DIRECTION: MEYER B. NORTH AGENCY

## JAY MILLS AND FLORENCE ROBINSON

In "ALL WORK AND NO PLAY"

By Micky Craig, Jr.

RKO HIPPODROME, NEW YORK (Feb. 13), NOW RKO Agents MORRIS & OZ

## JOE JACKSON

DISTURBING THE AUDIENCE

AT RKO HIPPODROME

NEW YORK

THIS WEEK (FEB. 20)

Direction JACK CURTIS



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Best of Luck!

COUNT ON US

SOPHIE TUCKER  
TED SHAPIRO  
CHARLES DREW

## RKO VAUDEVILLE INTACT 21

(Week Feb. 20, St. Paul, Minn.)

## THE ORANTOS

"Heads Up"

World's Only Double Perch Act

(Direction of Jack Weiner)

## MARTHA MORTON

The Darling of the 4 Motions

and EDDIE PARKS

The "Nick" Soap Salesmen

(Direction of Thos. J. Fitzpatrick)

An Artistic Idea From Paris

## "LIVING JEWELRY"

with HOOPER and CAMP

Evelyn Singer and Stanley Simpson

(Direction of Chas. Morrison)

## DON

## ZELAYA

The Philosophical Pianist

(Direction of Weber-Simon)

## RKO VAUDEVILLE INTACT 26

(Week Feb. 26) Spokane, Wash.

## VERNON RATHBURN

"The Prince of Rhythms"

and his SAX-O-TETTE

(Dir. Harry Wainwright Gordon)

## EDITH BOW

With Her "MAN TROUBLE"

Songs by Jean Parrel

(Direction of Lee Stewart)

## THE ELECTRIC TRIO

Wes and Lisa Adams

Bernice Marshon

(Direction of Harry Fitzgerald)

## DOCTOR

## ROCKWELL

QUACK-QUACK-QUACK

(Direction of Harry Fitzgerald)

## RKO VAUDEVILLE INTACT 25

(Week Feb. 20) Spokane, Wash.

## HAZEL MANGAN'S GIRLS

with ADELITA TATALI

1 SPEEDS—AND NO BRAKES

(Dir. of John Hickey-Jack Curtle)

## HOWARD—FINE—HOWARD

"THE THREE LOST SOLES"

with JACK WALSH

(Direction of Blondell &amp; Mack)

## THE DEFTFUL ENTERTAINER

FRED KEATING

In Spite of

"The Great Alexander"

(Dir. Chas. H. Allen—M. S. Benham)

## ADELAIDE

## HALL

"The Crooning Blackbird"

Personal Mgr. Nicholas Gyory

(Direction of Weber-Simon)

## RKO VAUDEVILLE INTACT 24

(Week Feb. 20) St. Paul, Minn.

## BOB STICKNEY

with LILLIAN ATLIN

in "UP A TREE"

(Direction of Harry Fitzgerald)

## MAKER and REDFORD

IN

"The Ear Bender"

(Direction of Jack Curtle)

## THE WORLD FAMOUS

## SINGER'S

## MIDGETS

## OF 1932

(Direction of Weeden-Schultz)

## RKO VAUDEVILLE INTACT 23

(Week Feb. 20) St. Paul, Minn.

## FORTUNELLO and CIRILINO

"The Happy Hoofigans"

(Direction of Weber-Simon)

## HOPE VERNON

"Singer of Romance"

(Direction of Jack Weiner)

## Meet

## MARTY MAY

Friend of Thousands, Annoyed 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 Sailorettes

(Direction of Chas. Morrison)

## RKO VAUDEVILLE INTACT 32

(Week Feb. 27) Dayton, Ohio

## GLORY E. LEE

and HARRIS TWINS

TWO JACKS AND A QUEEN OF PER

(Direction of Sam Shannon)

## VIC OLIVER

Europe's Gift to America

with MARGOT CHANGLE

(Direction of Phil Oma)

## CASS, MACK and OWEN

"On the Up and Up"

(Direction of Sam Tishman)

## NAN

## HALPERIN

Tells You About Women Here,

There and Everywhere

(Direction of Jack Weiner)

## RKO VAUDEVILLE INTACT 31

(Week Feb. 27) Toledo, Ohio

## ANN BETH

Representative of

JOY FINLEY

in "Rhythm"

Princess

MARY DUNKLEY

WALTER (Mouse) POWELL

Benny's Bad Boy and

"RED" PEPPER

The Cayenne Comedian

The Three Playboys

DENNY LYNCH

MYRL ALDERMAN

RAY EHRRHART

The Ultimate in Harmony

## BENNY

and His Famous Orchestra

Personal Mgr. George Wood

(Dir. Bill McCaffery-Lee Fitzgerald)

## RKO VAUDEVILLE INTACT 30

(Week Feb. 27) Milwaukee, Wis.

## EBONY POLLIES

"A Musical Comedy Romance"

from "Albany"

(Direction of Harry A. Romm)

## WILL and GLADYS AHERN

with Brother Dean

"Arizona's Fun Splinters"

(Direction of Milton Lewis)

Vaudeville's Popular

## HEALY and CROSS

"The Stage Salesmen of Songs"

(Direction of Charles H. Allen)

## ARTHUR and MORTON

H A V E L

in

"Hot Water"—By H. C. Greene

With Helen Lockhart, Denise Dooley

and Bud Williamson

(Dir. Jess Freeman—Chas. Morrison)

## RKO VAUDEVILLE INTACT 28

(Week Feb. 27) Minneapolis, Minn.

## THE AVALONS

A Thrill, A Second

(Dir. of Billy Jackson &amp; Jeff Davis)

## HAL NIEMAN

"The Vagabond Rover"

(Dir. of John Hickey-Jack Curtle)

## DONATELLA BROTHERS

and CARMEN

in

"Wait and See"

(Dir. of Jeff Davis &amp; Billy Jackson)

## CLARA BARRY

AND

## ORVAL WHITLEGE

"He Doesn't Know the Music and She Doesn't Know the Words"

(Dir. of Thomas J. Fitzpatrick)

## RKO VAUDEVILLE INTACT 26

(Week Feb. 27) St. Paul, Minn.

## CHAPPELLE - CARLTON

"On the Strips"

(Direction of Marty Finkine)

## KRUGEL—ROBLES

in

"DRUNK AGAIN"

(Direction of O. L. Oz—Morris &amp; Oz)

## DON RUIZ and BONITA

The South American Dancers

With Sultans and Vipers

Marie Fair—At the Piano

(Direction of Harry A. Romm)

## FRANK

## LIBUSE

The Colonel of American Nuts,

with Myrtle Lansing

(Personal Mgr. Jesse H. Martin)

Dows Book Par-Newark  
As Morris Bows Out

Paranorm, Newark, is back on the Dows' book after buying its vaudeville through the William Morris office since the beginning of the season. Morris started booking when Public-Skouras purchased 50% interest in the theatre.

Continual friction between the Morris office and the Adams Bros., Public-Skouras' partners in the house, brought the booking switch. When the Adamses cancelled two acts after the first show last week, the Morris office requested the theatre to book its shows elsewhere.

## RKO VAUDEVILLE INTACT 37

(Week Feb. 27) Kansas, Mo., U. S.

## THIS (THE) 30th CONSECUTIVE

WEEK, PALACE, NEW YORK

The Dark Cloud of Joy

## BILL

## ROBINSON

IN

"HOT FROM HARLEM"

WITH

JOHN MASON

PUTNEY DABRIDGE

NAOMI PER

FERDIE LEWIS

JACKIE YOUNG

and

"THE BROWN BUDDIES"

Chorus of Eighteen

(Direction of Marty Finkine)

## RKO VAUDEVILLE INTACT 36

(Week Feb. 27) Syracuse, New York

## "PORCELAIN ROMANCE"

Gansou Brothers and Louise Gay

Direction: Chas. Morrison

Boy with the Balancing Complex

## BOB RIPA

Denmark's Juggling Genius

Direction: Jenie Jacobs

## FRANK and EDDIE

## HURST and VOGT

in

"OUT OF THE MARINES"

By H. C. Green

Direction: Chas. H. Allen

## DIAMOND BROS.

HUGHIE—TOM—HAROLD

"Nevertheless Gentlemen"

Direction: Chas. Morrison

## RKO VAUDEVILLE INTACT 34

(Week Feb. 20) Rochester, New York

The Mirth Provokers

of a Nation!

## OLSEN

AND

## JOHNSON

and Their

"ATROCITIES OF 1932"

22 Nuts of All Kinds

All With One Idea and One Purpose

—To Make You Laugh—

BATA and BESSIE KAPPLER

"Two Beautiful Dancing Singers"

The Right Miss-takes

"Nothing in a Bouquet of Idiots"

With Moore and Ray, Geo. Moore,

Joe Perry, Sidney Gibson, Gibson,

Gibson, Gibson, Gibson and Gibson

Also "Speedy" Paterson

And Sundar Ratan

Numerous to Mention!

## RKO VAUDEVILLE INTACT 33

(Week Feb. 20) 16th St., Cleveland, Ohio

## ROSETTE and LUTTMAN

in "Dance Stories"

With GRACE &amp; BEATRICE WYLIE

(Dir. of Max Finkine, Funkeist office)

## DE VITO

## and DENNY

with

DOT STEVENS

in "Lady Harrow's Reception"

(Direction of Chas. Wilebin)

## LITA GREY

## CHAPLIN

"The Charming Chantress"

Personal Mgt. Nicholas Gyory

(Booked by Weber-Simon)

## Slicing It Thin

A. W. K. vaude producer-agent is still scorched over news of an indie booker in making a bid for one of his fashies, a nine-people act.

Booker offered three days in New Hampshire for \$300. When it was explained only \$100 would be left for nine salaries after fares were paid, the booker shot back with: "Well, get 'em to cut."

21½ Weeks Is New Low  
For RKO's Intact Route

RKO's intact route will be cut to 21½ weeks, its low since organized, when on March 5 the Rivoli, Toledo, falls out and returns to straight pictures. This week Vancouver, San Antonio and Birmingham drop out.

Toledo has been on the intact tour for a long time and is one of the few of the oldtimers to give up the vaudeville sponge.

Between Dayton and Milwaukee at present, loss of Toledo will not occasion a layoff.

In order to close up the lost week between Dayton and Milwaukee, two split week towns, Ft. Wayne, Ind., and Madison, Wis., may be added to the route.

Meanwhile, in taking up the slack, there will be no intact show opening in New York March 5. Olsen and Johnson, who ordinarily would play off a week between Cleveland and Dayton, will stay in Cleveland two weeks, playing the Palace there, week of March 5, by which time units will catch up to them.

## Stagehands' \$5 Cut

Buffalo, Feb. 22. Buffalo stagehands have accepted a cut of \$5 per week per man for all downtown houses.

## G-G's \$4,000 To \$6,500

Instead of a \$3,500 guarantee, plus percentage, as reported for Gene and Glenn, their guarantee from RKO for three midwestern dates will range from \$4,000 to \$6,500.

It's \$4,000 for the Akron and Youngstown engagements and \$6,500 for the Palace, Cleveland, where they open Saturday (27). The NBC act gets a 50-50 split over house averages.

## After Two Years—A Route

Los Angeles, Feb. 22. Four Covans, colored dancing quartet, has landed a route with RKO, opening in Kansas City Feb. 28.

Dancers have been around here for the past two years, playing local vaude and several musical shows so regularly audiences were able to tell when they missed a beat.

U's Milwaukee House  
Nibbling at Stage Tabs

Milwaukee, Feb. 22. Universal is now also figuring on tab versions of legit musicals and operettas for the Alhambra here. Up to now, house has been an in-and-out with stage shows.

Mike Newman, U theatre head, is in New York to assemble the idea of abbreviated musicals for his local site. Likely the William Morris office will handle the proposition.

## KNOXVILLE REVIVAL

Stock Troupe and Acts at Two Public Houses

Knoxville, Feb. 22. Stage life is in for a resurrection here. C. D. Peruch, veteran stock manager who has played the town off and on for years, has garnered enough cash to refurbish the Bijou, old light house being used for selling second-hand cars. Holding lease of Public on the property expired last year.

Peruch plans to open early in March. Associated with him is E. A. Booth, local theatre promoter.

Following Peruch's announcement, Public announced occasional stage acts at the Tennessee, an 'A' house, and has rebuilt the stage of the Strand for the same purpose.

## RKO INTACTS

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NEW YORK

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## JIMMY MYRTLE

## CONLIN and GLASS

Enroute RKO

Direction, TOM J. FITZPATRICK

Palace Theatre Bldg.

New York City

## BERT-JONAS-BILLY DIAMOND



## NEWSREELS

Stadler and Rose, mixed doll dance team, were on and off quickly with a peppily paced routine of revue calibre. Myra Kinch undulated through a tambourine number to light applause. Kaufman's comment

(Continued on page 32)



Stuart and Lash open the Grand and Rafferty flash, with one of the boys dropping into the pit to conduct the orchestra and gag. In turn, Grand and Rafferty, crack dancers, appear in the S. and L. afterpiece closing the show.

If all works out neatly so far and the flash is concerned. Closing is

(Continued on page 31)



Concert Fees

(Continued from page 1)

series gradually instituting the per-  
centage plan to replace the flat-  
sum guarantee.  
If the 50 leading concert person-  
alities gave recitals in 50 different  
cities on the same night, their fixed  
fees would amount, to well over  
\$1,000,000. The spot rates of these  
names, who command such big per-  
centages and guarantees, are known  
to the general public. Many are  
strange even to show business.

**Tibbets's Film Aid**  
On musical ability none, Pad-  
erewski is probably the one best  
imprinted on the public consciousness  
in general. The Polish pianist is  
almost as well known for his  
service as premier of his native  
land, Schumann-Heink, at 78, is  
the oldest performer still active and  
is remembered for the dramatic  
choice she made during the war,  
leaving a \$4,000 fee to the Red  
Cross as film-created so far as the  
general public is concerned, with  
the former now scaled at four times as  
much as in his pre-talker days.

John McCormack is synonymous  
with the concert stage, and he is  
one to think of the other. Mary  
Garden is perhaps as well known  
for the perfume named after her as  
for any other reason.

For a comparative newcomer the  
asking price of Lily Pons, despite  
her popularity, staggers. Her man-  
ager has quoted western impres-  
sarios a \$4,000 fee for a single  
\$1,500 to go for expenses and above  
that a 50/50 split with the singer  
on the long end of the gross.

Relation of concert prices to  
theatricals is a question which has  
sometimes out of proportion with  
Richard Crooks, at \$1,500, per con-  
cert outstripping the discs of Lau-  
rence Tibbets, at \$3,000.  
Nipper, the RCA Victor mascot, var-  
ies from 40 to 80 with the aver-  
age around 65. Many of the high-  
grossed artists double their annual  
gross by doing double their number of  
concerts.

Small proportion of the stars are  
willing to work on a percentage  
basis. The few who do, such as  
Lily Pons, Richard Crooks, and  
Hoffman are doing so in  
many spots on an 80/20 basis.

Concert fees are about one-third  
higher in the U. S. than elsewhere.  
The reason is the expense of  
higher admission prices. Guarantees  
fluctuate according to the  
size of the cities played, though  
rarely changing more than \$500 for  
the highest seated artists.

Following is an approximate list  
of prevailing fees being asked per  
concert:

Ignace Paderewski.....	\$5,000
Francis Gatti-Carati.....	4,500
Tracy Kravitz.....	4,500
John McCormack.....	4,000
Lily Pons.....	4,000
Roscoe Chaplin.....	3,500
Josef Krumpholtz.....	3,500
Rea Fosselle.....	3,500
Lawrence Tibbets.....	3,250
La Argentina.....	3,000
Yehudi Menuhin.....	3,000
Josef Krumpholtz.....	3,000
Roland Hayes.....	3,000
Maria Jertiza.....	2,500
Giovanni Martinelli.....	2,500
Mary Wigman.....	2,500
Josef Krumpholtz.....	2,250
Tito Schipa.....	2,250
Ernestine Schumann-Heink.....	2,000
Ellenbeth Reuberg.....	2,000
Rosa Raisa.....	2,000
Josef Krumpholtz.....	2,000
Lucrécia Bori.....	2,000
Con. Supervia.....	2,000
Mary Garden.....	1,750
Lily Pons.....	1,750
Caecilie Muzio.....	1,750
John Charles Thomas.....	1,500
Vladimir Horowitz.....	1,500
Josef Krumpholtz.....	1,500
Dula, Gilmann.....	1,500
Mitscha Elman.....	1,250
H. Kreutzberg.....	1,250
Myra Hess.....	1,250
Josef Krumpholtz.....	1,250
Edward Johnson.....	1,250
Efron Zimbalist.....	1,250
Florence Austral.....	1,200
Josef Lhevinne.....	1,200
Clare Clabert.....	1,200
Josef Krumpholtz.....	1,100

For \$1,000

Reputed in the \$1,000 class are:  
Albert Spaulding, Claire Dux,  
Frances Alda, Maria Chamlee,  
Charles Hackett, Mitscha Elman,  
Vincente Escudero, Grace Moore,  
Josephine Anderson, Kath-  
arine Melsie.

finish, King appears personable and  
ingratiating.  
Businessman last night of first  
half, with film "House Divided"  
(Universal).

MASTBAUM

Philadelphia, Feb. 22.

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week, the barrage of big guns being  
few, the house packed, some  
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Berle, unknown here, with his run-  
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He comes on cold before a bare  
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Show had plenty of high spots,  
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# Variety Bills

NEXT WEEK (FEB. 27)  
THIS WEEK (FEB. 20)

Numeral in connection with bills below indicate opening day of show, whether full or split week

## NEW YORK CITY

**NEW YORK CITY**  
Palace (27)  
Zane & Whelan  
Barbara Stanwyck  
Frank Fay (31)  
Bernice & Emily  
Golden Blondes  
Smith & Dale  
Lillian Russell  
Bill Robinson

**HAVE YOU SEEN THE  
? Four Golden Blondes ?**  
RKO PALACE, NEW YORK  
Special Material Written by  
**JEAN PAUREL**  
205 West 57th Street, Circle 7-2420

**Chester**  
1st half (27-31)  
Jackson & Gardner  
Yvette Brilley  
2d half (27-31)  
Zane & Whelan  
Barbara Stanwyck  
Frank Fay (31)  
Bernice & Emily  
Golden Blondes  
Smith & Dale  
Lillian Russell  
Bill Robinson

**EXCLUSIVELY DESIGNED  
GARMENTS FOR GENTLEMEN**  
**BEN ROYCE**  
BROADWAY AT 50TH STREET

**Colly-Murray Rev**  
Keith Smith  
1st half (27-31)  
Lillian Russell  
Bill Robinson  
2d half (27-31)  
Vaughn DeLoach  
Frank Fay (31)  
Bernice & Emily  
Golden Blondes  
Smith & Dale  
Lillian Russell  
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**Do You GAG?**  
**Need DANCE ROUTINE?**  
**SPECIAL SONGS?**  
Consult HARRY RUCK  
Tailor made songs and dance material  
written especially to your style.  
Room 1014, 1060 Broadway, N. Y. C.  
Phone HY 2-5140

**Pirato Queen**  
Lavinia & Lockwood  
Patty Vernon  
2d half (27-31)  
Lillian Russell  
Bill Robinson  
3d half (27-31)  
Lillian Russell  
Bill Robinson  
4th half (27-31)  
Lillian Russell  
Bill Robinson

**Swan (20)**  
Lillian Russell  
Bill Robinson  
2d half (27-31)  
Lillian Russell  
Bill Robinson  
3d half (27-31)  
Lillian Russell  
Bill Robinson

**Crystal 3**  
Raymond Dard  
Sullivan & Higgins  
1st half (27-31)  
Lillian Russell  
Bill Robinson

**Christensen Bros.**  
AND CO.  
"Greatest of modern ballet"  
Dir.—Roger E. Murray Agency  
1st half (27-31)  
Lillian Russell  
Bill Robinson

**Blackstone**  
Booked Solid for RKO  
Dir.—Wm. Blaisdell, Jean Flannery Office  
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**Dallas**  
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Headlined  
In F. & M. "Manhattan Idea"  
Dir. CARROLL AND DOBSON  
1st half (27-31)  
Lillian Russell  
Bill Robinson

**ROBINSON & DeWITT**  
"Set the bill off fast. One of the best of its kind ever presented here."—"Salt Lake Tribune."  
1st half (27-31)  
Lillian Russell  
Bill Robinson

**Now in New York**  
**AL BOASSBERG**  
EDISON HOTEL  
228 West 47th Street, New York  
2d half (27-31)  
Lillian Russell  
Bill Robinson

**Billy Laughs**  
Dir. LEDDY & SMITH  
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(Continued on page 54)







Surrogate Foley decides that Mrs. Mabel Ringling, wife of John Ringling, circus man, was a legal resident of Sarasota, Fla. Under this decision the entire estate goes to the husband. Suit brought by her mother, Mrs. Mary E. Burton, who

Tempest in a teapot in New Jersey where three boys, in Woodbury, were arrested on complaint of a theatre manager who charged them with breaking the lock of an exit door to gain entry. Judges asked the mothers if they preferred whipping to a jail sentence, and when they assented ordered 10 stripes apiece. Now there is talk of impeachment, and the boys are

no stage engagement, so the mother went down to ask about it. On examination he told the court the weapon was a prop.

Police investigation has been ordered in the bombings of two Gary, Ind. picture houses in recent weeks. Acting on information that the bombs were brought in from Chicago, Prosecutor Robert Estill is going before the grand jury with information involving 19 men. He refused to name them, other than saying nine were union officials and associates.

Eddie Winfield and Sam Murphy, old-time daredevils, are teaming up in a cannon act for the Ak-Sar-Ben exposition in Omaha.

Wrangling and differences of opinion was finally settled by re-charting the program's continuity so that two-thirds of it goes for an orchestra and a quartet, and the remaining third is devoted to thriller blackout, with the latter pretty well toned down.

'When groups join and buy more profitably it is no breach of the law,' he continued, 'but when such an organization aggressively injures other parties by their buying power, then they have transgressed on the limits of the law and should be held responsible. The right of competition is the right of everyone and must not be interfered with by the combination of a few. It is not a question of undue restraint of trade, no matter what the intention is.'

One concluding argument by defense counsel was delivered by A. J. F. McMaister, K. C., representing the Famous LaSalle Girls, Misses B. and F. Theatres. Samuel Bloom and S. Fine. McMaister asked that he might deliver his argument prematurely, in that he was expected to leave for a holiday in January. He also claimed that no evidence had been produced to brand his client as a person of a violent and conspiracy character. Therefore, he did not feel it necessary to produce any defense evidence. He urged dismissal of the case. The court, which presided throughout the entire proceedings, closed the case when the crown rested and stated, as aforementioned, that he would pass judgment.

In a general government padlocking campaign which closed 32 spots in Chicago last week a plaster was hung on the Planet Mars, last inhabited by Texas Guinan. Harry Voller, manager, was named. Bloo-



## Broadway

Dave Blum now owns a horse. Says H. Harris to Palm Beach. Dayton Stoddard's novel almost done.

Jailin Auster collecting books again.

More receiver sales on Broadway and Fifth ave.

Harry Hersfeld threw party to newspaper friends.

Johnny Johnstone's putting on beautiful aviator play.

Stom hotels are getting stricter on the baggage matter.

Lynn Farrell and Hal Horne telling to Hollywood.

Raymond Massey's departure for the coast held up. Flu.

Broadway cafeteria has gone de luxe. Added a doorman.

Name your own rent in several big Broadway office buildings.

Halsey Raines is trying to find a third home for that cat of his.

Marlin Herman writing letters on the inside matter of the Orient.

Alan Schnebe to manage the Majestic, Broadway, for Carl Reed.

David Bath spells his first name that way for the sake of numerology.

Nedra Smith doing exec duties while her boss, Buddy Morris, is in bed.

Henry Bloom getting auditions for Henry Thierlein, former Roxxy singer.

Glenn Allvine is keeping open for two weeks his cottage at Long Beach.

Palace fire gave Sophie Tucker's voice a jolt that took several days to get back.

Country store nights, as liquor bolsters, are spreading in off-stem apartment houses.

Phil Berle, Milton Berle's brother, has become a vaudeville and radio agent.

Some of the folks who attended the M. P. Club ball Saturday slept in the Waldorf.

Alvin Cooper, formerly in Postal-Leblang's ticket agency, now in the sign business.

Allen Jenkins, who plays the tough guy in "Blessed Event," never uses make-up.

Joe McCaigle let his foot go to sleep, got up suddenly and sprained her ankle.

Joe Phillips, former n. a. and now with the Herald Tribune, is in a New York hospital.

Lois Hollis and Warners are splitting life, per ticket on the brokerage buys at the Hollywood.

"Abe Frank back from Chicago to bring how the Robbins was framed in a Chi cabinet.

Phil Reisman thinks deluxe theatre are responsible for most of the film industry's headaches.

That new machine for playing baseball being used for plenty big bet on one Broadway spot.

Gloria King, Frank Wilstach's secretary, was taken down for a second time last month.

Courtesy coffee between acts at Henry Miller's theatre, served by the Fifth Avenue.

Ed Wolfe undecided whether to snapper Jerry Wald's ball against the prize, the "Street Singer."

Several musicals are featuring two hours of cocktails for \$1 in an attempt to attract matinee trade.

Joe Cochran, Universal ace, has kept his tan all winter by going batman on wind blown golf course.

Allen Green's leg was hurt by motor car Sunday. In hospital with compound fracture of the leg. Is 31.

Joe Linder sprained his thumb and suffered a slight concussion in breaking in a new act in New Jersey.

Evelyn Kendall, brunet looker, working on visual education for Fox in Washington, was a week-end visitor.

What looked like hot red pajamas sported by Damon Runyon at Lake Umbagog, turned out to be a lounging suit.

Jim Crop, best dressed tradesman in Park Row for the past decade.

Abe Lyman appointed acting m. c. at Sammie Lewis and Moore's.

Lyman pays Lindy for the privilege or vice-versa.

Joe Fletcher and Joe Morris, on this street more than others that are willing to admit, have never been to the Palace.

Jack Conn and Charlie Skouras staged a pug wrestling match at the house party last week.

Only one table was left.

It looks like Basil Gerson's customers are pro-Jap. Chop suey orders showed a slight upsurge, so Basil cannot be the Chinese chef.

Sam Daugherty is making a hot house in the cellar of his home in Amityville. He has lettuce already started, to be transplanted to his garden this due time.

Vanderbilt Place, company advertising a legit attraction by having signed "Anconchi," in preparation, painted in big letters on the glass windows leading to office.

Goldstein, kid brother of Sammie Lewis and Moore, is trying for the Olympic bobsled team.

He was national amateur lightweight champion, who attends the University of Virginia.

## Paris

Harold Smith in Berlin.

Laurel and Hardy expected.

Walter Lang among the invisible.

Conrad Veidt on from Berlin.

Extras are having a bad time.

Charles K. Gordon awaiting Joe Zella.

Russell Lewis back to Santa Barbara.

T.N.T. Club missing George Canty.

Everyone looking for Elsie Ferguson.

Nita Naldi not seen around since return.

Fred Nible coming over for vacation.

More travel films; coming by the dozens.

Helene Gray sketching in the Louvre.

Beatrice Wanger giving big parties.

Fred Bacos silent on return from America.

Frank Vernon from London and taking apt.

Marion Dodge finds Paris tradesman patient.

The "Leaf Mile" may have staging troubles.

Plaza theatre reopening with decorative facade.

Peggy Wood stopping over for a gown or two.

Djuna Barnes writing a long and beautiful novel.

Jack Tourneur going to direct another comedy.

Richard Pollock interested in a new invention.

Whole town wild over "Arrow-smith" preview.

Pauline Goddard off to Geneva to write side lights.

Gil Wales looking for a newspaper connection.

Lacey Knaster on a Mediterranean inspection.

Louis Schneider writing his music review in French.

Gertrude Stein has a gang of young men around.

Pauline Goddard back at Joinville, and awaiting Bob Kane.

Eva Le Gallienne off to New York to direct "The Sign of the Cross."

Joe Hillman about to open his apartments at George V.

Cleaners getting ready for Zella's return at the Royal Box.

Announced George Davis is doing play with Rollo Peters.

Richard Pollock getting his new camera out of the customs.

Josephine Hutchinson saying goodbye to Place St. Michel.

Francisca Carco's wife successfully operated on for appendicitis.

Lack of heating freezing audience out of the Palais Sport.

Ina Claire expected back from Budapest to tell about "Angel."

Alain Le Roy to write dubbing scripts for Metro in Hollywood.

Jacques Devalore because American theatre manager's name.

### Priscilla Kastner out of American hospital after a minor operation.

Marcel Achard sitting out for a five-day sentence for "Domino."

Thermost of the Erental agency apparently swallowed by America.

Fred Lister has more than dubbing any other American musician here.

Lot of people mad when "Paris-Metro" said they were out of date.

Liska Marsh back from Berlin and off to States after two German films.

Fritz Lachman is expected back when Joinville starts in full blast again.

Andre Roosevelt plugging his Ball film via an American Club luncheon.

Gilbert Miller battling French playwrights for asking too much dough.

Bob Schlesch planning "Five Star Preview" for local American films.

Joe and Dick Blumenthal talking to Marcel Achard at the opening of "Domino."

Rene Veller from screen to stage to yodel in the next play at the Palace.

"French Book Club of America" getting a cut price for 2,000 copies of all books.

Pey Marley sitting at the Dome when he couldn't get in a left bank picture.

Peggy Melghan, daughter of the Metro scribbler, has a studio in Montparnasse.

George Lewis Lachman wishing to be known as the dean of American writers abroad.

George Seides explaining how he can get in and out of Italy without Mussolini's help.

"Cenny Lind" in French version with Grace Moore, local favorite, now at Madeleine.

Irvin Marks attempting to get the French to reduce the guarantee on "Domino."

Isabelle Allier, another successful American French opera, gets an ovation in "Faust."

Martha Lorber, once in "Grecks Had a Word for It," suggested by visiting Americans as a possibility

for an American adaptation of "Domino."

Fanny May Howard in hospital after a process server was too rough on the Riviera.

Marcelle Chantal denies she has made up with her ex-husband, Captain Jeannot.

Hotel Royal Monnaie, specializing in conferences like a Little Geneva, and blessing sound patents.

On Mardi Gras, Jerry Blum took a pop at a fresh kid only to find he was she and he almost landed in coop.

William Seabrook giving up a direct flight to African interior, to help hunt the French flyers stranded in the desert.

A. J. Balaban's guests, Mariel Hinholt and Julie Sharer taking an eyeful of the Folies Beryere before proceeding to Italy.

Pansy ball had more theatrical people present at Mardi Gras with Michel Simon on committee of judges for best costumes.

Queer yearly ceremony took place in Paris where artists had a mass said in church for the benefit of those who are to die this year.

Riviera boys and girls so panicked at the rumored closing of some gambling joints that they propose to open a co-operative place in Menton.

Iszy Percival writing all the dirt from Rome, including the party at the Excelsior, the "cogoo," eyed Italian who proposed to her, and a lot more.

George Gandy concluding his career as godfather to Americans in Paris, by acting as such for Richard Butler, son of the Kodak controller.

French Art exhibition in London cost \$100,000, when the former Louise Van Allen of New York lost a pair of earrings.

On his way back from South America, Barrette missed his ship in Rio de Janeiro and had to wait another day for the next European-bound steamer.

Female Impersonator, currently playing the French, was falsely reported dead at the time.

Plivling of the Lido night club caused a row when a well-known contract given nine German ballet girls when management alleged they were not up to standard.

Chris, who had already been successfully booked by Rottenburg & Goldin into the Moulin Rouge and the Alhambra, were awarded \$30 damages.

## Sydney

By Eric H. Gerrick

Hats McKay and his pig arrive.

McKay arrived at the Sydney Hotel.

Henry Abby and Mrs. Robert Brough, oldtime performers, die.

Eric Mayell is now editing local Fox reel replacing Harry Lawrence.

Several small showmen have been hard hit by purchasing cheap talkers.

Police refused to allow local theatre to run pictures on Sabbath in aid of charity.

The local cinema will try for a run with "Ben-Hur" in sound. Doubtful it can repeat.

"The Godless Legs" did \$13,000 for week's run. Brisbane recently.

Records for song of city.

Alexander Hamilton will have lower prices for the new Edward Sydney, following "Monkey Business."

Frank Kennebeck, American, has been appointed to take charge of the New Zealand branch of Paramount.

Sir Ben Fuller satisfied with vaude-verse venture in Sydney.

Picture houses go into all theatres on circuit and all.

Government may take over the control of broadcasting from companies.

Eddie Felle, formerly of Two Rivers, moved to Sydney.

Witt and doing act over Fuller time. Witt, American singer over here.

Capitol, Sydney, now longrun for Greater Union and currently playing "Six of Madoles Claudet."

Regent controlled by Hoyte, grabbing all the weekly change, trade soaring.

Prince Edward, Sydney, during the seven years of operation has only screened 50 pictures.

Two pictures, "Ten Commandments" and "Vengeance Night" each scored a six months' run.

Theatres asking for more capital from their shareholders saying \$50,000 is required.

Although trade is brighter for this country, the picture battle is predicted before the red becomes black in the ledgers.

The local cinema will not prohibit the importation of foreign artists by Australian managements.

Government is not in a hurry to red to take leading roles in productions here it will mean more work for local actors and a bigger chance of success.

## Moscow

By Eugene Lyons

Season's most successful play, "Pearl," by A. N. Afanogenyov, at Moscow, is being prepared for filming.

Exhibition of Soviet art is being prepared in the city of New York, where it will be on display at the John Reed Club.

The first American Negro who comes to the Soviet Union is the theme of a film recently released here titled "Black Skin."

Life of Chinese inhabitants of the Far Eastern regions of Russia has been filmed by Cinema Director Litvinov and will soon be released.

Announced here that Sherwood Anderson expected in Russia in 1932.

He is reported to have informed a Soviet cultural organization of his intentions to call.

Public celebrating 40 years' work of the well-known actress, E. D. Turchaninova, was staged at the Malty theatre, with which she has been connected through four decades.

Moscow Museum of Western Art has sculptures by the famous Miss Mina Markov of New York. The two pieces are a head of a woman and a bust of the Negro artist, Johnson.

A Cinema Research Institute exists in Moscow. At present it is at work on the synchronization of sound, synchronization. A famous Russian sound technician, A. Abramov, is working on it.

"Prosperity" is satirical title of talker about life in America being prepared by the famous actor, Leonid Roscoe, auto king (a takeoff on Ford, presumably), is the name of the long character, of course, is defeated by revolutionary proletarians.

There are over 10 nationalities in the Soviet Union, each with a language of its own. Which gives the film business plenty of headache.

Armenian, Jewish, Kirghizian, Moldavian, Georgian, and others, all of whom have been produced here: Armenian, Jewish, Kirghizian, Moldavian, Georgian, and others, all of whom have been produced here.

Interesting theatrical statistics for the Soviet Union just made public: 437,000,000 people went to motion picture shows in 1930, and their number grew to 517,000,000 in 1931; dramatic and musical shows drew 30,000,000 in 1930 and 70,000,000 in 1931.

It was pointed out by officials that these figures would have been multiplied many times except for lack of accommodations. Thousands of new film houses and hundreds of new theatres are planned for the near future.

## Milan

"Transatlantic" had fair success at the Odeon cinema. The dubbing was terrible.

The Italian Museum has been enriched by a few Verdi relics, among them a hat and an overcoat of the great master.

The long four-act play by Marcel Pagnol at the Teatro Fiodrammatici fell with such a thud as almost to bring down the house.

Madame Pompadour's Farr had a short life at the Corso cinema despite the fact that Lane Hane and Ivana Petrova, the leading ladies.

The two-year-old "Tenderness" (French made) with Marcelle Chantel and Jean Toulouze, just had a brief stay at the Odeon cinema.

The Reale cinema has just presented the "Intelligence Officer" (Z. T.).

The long drama is sustained by Erich von Stroheim and Constance Bennett, but with only moderate success.

This season, the Scala management committee was charging 10% on admission prices if booked at the Scala.

It was pointed out that the money is tight, the surcharge has been abolished.

Sidney Jones' "Geisha" won surprise prize at the Odeon theatre, which was filled to capacity nightly. Unfortunately, a week was all the chance allowed, owing to other engagements.

Luigi Calli's excellent new comedy entitled "Un uomo da rifare" (A man to be made over) which was played by the Lamberto Picasso Dramatic Company at the Manzoni, is to be done in New York.

Heard that at only three cinemas—Milan, Florence and Rome—after having been prohibited in all the chief towns of Italy (some say because of the bad temper in the favorable light) "Ben-Hur" has scored an unprecedented success.

The long drama in film "L'Ulysses" has made its appearance at the Corso cinema. It is an opera that lends itself but ill to the cinema.

The latest among the "ines" has come like a bucket of cold water to cool the exuberance of those who proclaimed that Hollywood was also a ran.

## The Hague

By M. W. Etty-Leal

Bad times don't affect the masked balls of this season.

Several class restaurants helped by people who at this season used to go to Riviera, or Egypt.

In these days when a meal has led to invention of new verb: to brunch, a contraption of breakfast-lunch.

Importers appealed against censors banning the picture "Hells Angels" and of M-G's "Secret Six." Both appeals denied and films tabooed definitely.

Rotterdam boasts of a novelty in one of its restaurants: an aquarium from which guests can pick the fish they want to eat.

This stunt at least ten years ago.

Art is hit by depression. A well-known cartoonist, Stephan Strobel (Hungarian), showing his picture at Sala Art Galleries here, entrance fee of 40 cents for which artist draws free sketch of each visitor.

## Panama

By Bea Drew

Charles Koerpel, manager of the Century Club, died in California.

Edith Cullen, actress, who was in the picture at the Century Club, returned on trip to California.

Mother of Johnny Stoffel, manager of the Century Club, died suddenly in California.

Arthur Loew and Hal Roach were in Panama for a conference with local theatre people.

Happy Draughton is back as floor manager of Happyland, the cabaret he at one time owned.

At last it has been decided what to do with the Metropolitan. It is being torn down—cabaret owners refusing to pay the large rent, \$800 a month.

"My Sin," the feature at the Cecilia theatre, was taken off after one performance. Panama officials said it showed Panama cabaret life in an unfavorable light.

Lopez Sisters no longer at Palace de Dance. No business. Teaching dancing to Cuban girls.

The Cuban chorus girls and entertainers returned to Cuba.

Two boys who were billed as two boys with 100 songs. Just arrived for Kellys Ritz. Other names of the boys are Cecil Desmond and Clothier Barrye dancer.

William Seeb, manager of Journeys, who was fined and sentenced to two months in jail, had his fine reduced to \$400 and no jail.

Gambled in club cause of trouble.

A nice quiet little fight was staged at the new theatre and natives were surprised men and natives.

Julius Grad of the U. S. S. Lang was killed. Fight started when one of the party refused to pay chauffeur.

Sidney Franklin, the Brooklyn prizefighter, returned to Panama. The women's club and the Humane Society raised (you know), but were not able to raise enough to be a force. Bulls were as ferocious as a peevish grasshopper. Perch was \$3 to see for four time he-crowns man.

Louis Dunn of the Dunn Sisters, whose husband died a few months ago, is working in the Ancon beauty parlor. Ber, her sister, is in New York taking a course in beauty.

Also. About ten ex-vaudeville and cabaret entertainers are in the local business in Panama, and all doing well.

## Colon

Mabel Fortney of the Atlantic is in the Colon hospital.

Richard Crisp, entertainer, was married in Cristobal to Arthur Soper of Ancon, Canal Zone.

The Parker Sister, Irma Dean, Dora Dean, and Ruth Cristobal, Ruth Nagel and Ellen Nield of the Atlantic sailed for California.

Both are old-timers, having been in Panama for 15 years or more.

Mr. and Mrs. Enrique Lorenzo, entertainers, Jose and Juan Aguerre, entertainers, and others, were permitted to land. Lorenzo, however, was allowed to stay in the city, if Bilgory or one of the other cabarets could offer employment. If not, he would be returned to their home port, Argentina.

Carlos Jimenes of local Fox was killed in a fight with a man named "Murderer" who is still at large; enough to be hanged in the jungle.

The fight started when Jimenes, named waiter over-charged, and when leaving waiter followed to the street and stabbed him.



# Minneapolis

By Les Rees

taxicab rates lowered again. Epidemic of flu and colds continues.

"Fridas Visor," all-talking Swedish picture at Lyceum.

High school girls and boys found a maddened speaky.

Rained Kelly of Public suffering from mild attack of flu.

Jack Shaw, assistant manager at Public Upjohn, home sick.

Local boxing, high cutting prices, increasing number of 55 seats.

Grace Stark (Eva Friak), vaudeville actress, here visiting mother, Frank L. Brzezinski, 48, well-known local musician and composer, dead.

Al Sheehan, ace WCCO radio announcer, handled entire audience.

Er Brendel in person and Cab Calloway's band booked by Minnesota at March.

April to bring "Green Pastures" and "Mourning Becomes Electra" to Metropolitan.

Eddie Eichen appointed member of citizens' unemployment relief campaign committee.

Professional hockey a flop last season, but amateur league games drawing well now.

Ribs broken in high school wreck brought slowly by Mike Friak, RKO exchange manager.

After months of darkness U. A. Pictures prepared to reopen March 5 with "Arrowsmith."

Tulane-Southern California football pictures out of State on account of breaking contract.

Ted Volnick promoted to post of head Public booker for division, formerly in charge of RKO.

Prosperity item—one day's mail brought 50 signed film contracts to local Columbia exchange.

Next year's Amateur Athletic Show at Auditorium broke all attendance records, drawing over 10,000.

Minnesota's latest ventures into grand opera with scenes from classics at post of overture.

University of Minnesota to offer Robin Hood Feb. 20, with Edward Andrews as guest star.

Frances Lee of P. & M. Swiss Moments' identical twins, who are a local girl and stayed with mother.

Local synagogue sponsoring Minnesota Symphony orchestra concert with Sophie Braslau as soloist.

Infiltration grained against "gambling, dancing and use of liquor" at Dan Morley's Oak Grove night club.

Vivian Pearson, 20-year-old local, who quite hating from to enter movies, back from Hollywood for visit.

Edna Kuipers did good job with Oriental decorations in Minnesota lobby as plug for "Shanghai Express."

Key Green, magician-musician, gets M. C. A. time for his "Mystics of Melody," mixing magic with music.

Baldridge stock to present prize-winning play in state-wide contest sponsored by local Better Drama League.

Frank Shafer, head of Public auditing department, back on job after month's absence due to eye trouble.

Minnesota theatre had scoop with absence of installation of Archbishop Murray on screen few hours after ceremony.

Cliff Gregg's triple assault in automobile feature, won of Shrine circle, being presented for first time indoors.

Al Zinn, manager of Public Upjohn, news of his usual haunts since engagement to wed became public property.

William Mahoney, St. Paul labor majority candidate, offering to prove "underworld control" of St. Paul government.

Abe Garfinkle, ex-New Yorkite and now local barber for theatrical fraternity, blossoming out a prize-fight manager on side.

Rev. George Mecklenburg, local pastor, named to advisory board of P. & M. chartered Wesleyan Motion Picture Foundation.

Cliff Gill's trailer at Minnesota on Hinda Wassau, burlesque strip dancer, would have been believed she's a second Pavlova.

University of Minnesota participation in post-season football game for unemployment relief netted \$12,000 as its share of Big Ten pool.

# St. Louis

Mary Hart still in town. Cold weather at last and the second snow of the season.

Reeves Espy in Chicago lining up for Skouras theatres.

Al Johnson's "The Bar" far from a sellout at the Shubert.

Paul Belman off for New York on business for Municipal Opera.

They had to leave the third bill at the American for "Waterbury" in "Cyrano."

Ruth Etting at Fox and Mortown Downey at the St. Louis state show attractions.

Edie Febody back in the old stamping ground via airplane for personal appearance at the Fox.

City gain proposes tax on theatre admissions to help to offset toward relief of the unemployed.

Harmon comes from Co-

lumbus to take charge of publicity at Loew's State. Theatre had no press agent.

Boys in Skouras offices wondering what, if anything, is going to happen to them now that Paramount has pulled out.

Mayor Miller outlines plan to 'assess' city's wealth to the extent of \$1,000,000 for unemployment relief.

There is no chance for compensation but he hopes publicity will force sufficient donations.

# Washington

By John Daly

Lee Somers now the ace writer for the 'Times,' and going strong.

Ray Clapper starts off a new radio series, 'Political Reviews,' over Station WOL.

Hardie Meekin signs Irene Rico for a personal appearance at RKO Keith's and gets out the SRO signs.

Eleanor Powell, tap dancer, had prove she was over 16 before the police let her play Washington—

with Ziegfeld.

Jimmy Lake, with one bad week, will play in town with a new burlesque and breaks the house record at the Gayety.

Ethel Merglen and June Knight guests of Edmund Jewell, general manager for the Hearst papers, at a Kiwanis luncheon.

Ethel Merglen drops into a matinee showing of the Spanish dancer, Escudero, at the National Theatre.

Carter Barron, new manager of the Loew theatres, moves the family up from Georgia to new apartment at the Kennedy-Warner.

Steve Cochran sees 'Child of Manhattan,' cancelled at the National and is looking for a new attraction for the week of the 23rd.

National Theatre Players get ready for spring and summer season, beginning April 11, in the National, Clifford Brooke directing.

John Sullivan, White House reporter for the 'Post,' turns out a nice piece of work in 'All About Washington,' and sets the town talking.

Mark Hellinger, meeting old newspaper friends, stages a couple of parties in The Washington with Lew Brown and Ray Henderson co-starred.

From now on the word 'pansy,' and all its ramifications, must not even be whispered on a Washington street. Otherwise, a ride in the paddy wagon.

Wally Decker, getting his first check with a Pantheon and Marco unit, gets a decent reception from old theatrical associates in the legitimate ranks.

Charles Van Dink, vacationing with Col. Frank P. Morse, starts for the Caribbean Sea having as his butler, Jack Conway, the Boston sports dealer.

Johnny Payette announces the return of the Biograph, starting the Earle off at one minute past midnight Monday morning, February 22, with George Washington's last fling.

When Congress slashed the Bi-centennial appropriation from \$47,000 to \$10,000, Representative Sol Bloom told a fellow Congressman: 'You can't expect me to sing when I see Congress fingers around my neck, throttling me.'

# San Diego

By Lon J. Smith

Coliseum fights doing well. P. & M. busy down town.

Cafe Little club still going strong. Myrtle Vane ill in county hospital.

Don Wilkins leading Fox orchestra.

Harry Hartman back. Rubbing all Fox orchestra.

'Crazy Quilt' cleaned up. Slightly Indigo, but they liked it.

Skouras brothers expected to look over the Fox. Rex Brown.

Tom Kennedy getting Troopers Parade ready for P. T. A. benefit.

Hollywood (week burlesque) B. O. C. not so busy with most of the fleet away.

Plans to present 'Siege of Aragon' in stadium Feb. 22. Also conducting a Brown Derby contest.

Myron Lustig named music critic on morning paper. He's from Cleveland and plays the Zanzibar better with one hand.

Ralph Hayward getting ready to put burlesque in at the Savoy and hopes the Shanghai gesture won't keep the feet away too long.

Harry at the Fox and Arlene Collette p.a., going in the air to boost Olympic games and induce more people to get out at the quaint Mexican theatre.

Gillette in 'Sherlock Holmes,' two nights at Savoy, fared nicely. Collette in 'The Girl in the Morning' paper about the good old days when actors were all good actors. Ho, hum!

# Toledo

New booze squad formed. Rupert Hughes a Toledo speaker. That \$150 owed Bill Uellison is waiting.

Otis Skinner-Maude Adams draw not so hot.

James Morrison continues as RKO hostess.

Mitch Woodbury knocks over his 200's every week.

Newish cage of the Valentine right on the sidewalk.

Barry Shedd, out as Rivoli manager, still around town.

Happy Melninger has already clicked with Dick Meade.

Granada dark but for one night stage offerings once in awhile.

Willie Mylander and Dr. Dick Mills are Toledo contract champions.

With Toledo interested in magicians, the Paramount has booked Nikola.

It's rumored that RKO Rivoli will drop its vaude show, but denied at the house.

John Ehrle and wife, Electra Leonard, leave to join musical here in Chicago.

CBS attitude on contest cleared up. Philp who has long rapped contests.

Plum Whipple thinks he's pretty hot at bowling, averaged 160 for three games last week.

Leo Elman is asked to get in touch with Harp Meisinger, new manager at the RKO Rivoli.

Zimmerman's restaurant has carried chorus girls on the cut several times in the past six months.

Pantheon books U.S.C.-Tulane grid game as extra feature and it should be a great success.

Adele Vivera and Anna Sultana, Toledo's most popular comedienne, RKO act, were robbed of \$30 and \$65 when they played the Rivoli here.

Girls were on stage when sneak thief entered dressing room.

V. K. Richards, 'Blade' d. e., has gone highbrow.

Liney in the current issue of 'Art and Archeology.' Article deals with the art of ancient civilization.

Unearthed by Mesopotamian expedition.

# Cleveland

By Glenn C. Pullen

'Elektra' for Ohio March 23. Art Cinema's opening day closed to Friday.

Lean Elrow has a double body-guard here.

Francis Mazza quitting burlesk to open a new theatre.

Al Markel of Fawn and Markel, vaude, in hospital.

Charles Van Dink little theatre given birth by H. Bloom.

Rassie cards and fights called off during Grotto circus.

Paul Patton, pianist, returns to home town in 'Follies.'

Hanna's stage being enlarged for the Biograph.

Helen Forrest and Arlo Lautner observing third anniversary.

Marjorie Jackson, local radio star, goes to Hawaii with new hubby.

Frank Orsino pinch-hitting for Sam Bradley, and finishing a play.

Orsino club and backstage singing parties promoted by Eddie Meikel.

Casie Glee Club signed this year by Eddie Meikel.

Charles E. Rohr, who ran Fisher-Rohr spot for 20 years, died Feb. 16.

Karl Von E. writing yarns about his Hollywood trip and trying to sell 'em.

Dick Zeisler and Murray Winkler opening new burlesque spot in Detroit.

Rac Samuels who canceled Palace show due to cold, will return March 13.

Frank Hines, ex-Palace manager, will step into a WTAM official's berth.

Hal Sherman's wife ailing at hospital while Hal leaves to fill post-mortem duties April.

Louie Yuhus all hot and bothered about Thais Fredericks, whom he married.

Robert Montgomery, Cincinnati blackjack singer, joined Johnny Perkins act and is touring.

Norm Siegel has more pinch-hitters for his radio column than a baseball team.

Frank Miller will play Gene and Glenn in opposition to Radio's 'Girl Crazy' at the State.

Marv Starr, out up with 'Press' in stunt to have 'Polles' girls cover reporters' assignments.

Frank Miller's last show booked for second Charles Mack-Roy Lewis vaude unit to tour Ohio.

Nat Woolf, new Ohio manager for Warner, is touring.

Archie Latta, transferred to New York.

Winner of wild movie contest held by actors is returning to a concert during Lent to recover.

Terry Turner's gag funnel than his Thelma savages, who were three days in the hospital.

Addie Addison finally bought a new 10 smacker iron hat, after be-

ing ribbed about five-year-old one. Al Woods dicker with Robert McLaughlin and Sam Manheim.

Impressarios, to do four new legit shows.

'Diszy' booked a quartet at Carnegie's symphony bureau.

and piped, 'Isn't that cute for a bar-becue shop?'

WTAM, getting highbrow, has given Carmen Lorenz official title of assistant office manager in charge of femme personnel.

Steve Lammis, who spotted her in Maurice Spitznagel's band.

# New Haven

By H. M. Bone

Victory is town's newest name. Betty Friedman back to N. Y.

Looks like Willie Rapp to N. Y. But Trotta has a code in the dozz.

Buddy Welcome out of Fox-Poll here.

Yale welcomed Albie Booth back royally.

Steve Perutz has moved his family to Brooklyn.

Sonia Henie due to sparkle at Arena, Feb. 26th.

They're still showing 'King of Kings' around here.

Lina Baroni makes one more local line-and-dance.

John C. Carr directing 'The Wrecker' in Branford.

Edie Febody's fake bills being worked on local theatres.

Eddie Brennan will teach when Fox-Poll band folds (dish).

Wonder what Fox-Poll crew will do when house goes sound?

Lina Baroni, who's Keaney Walton best 'fell' she's had.

Pop Connors drops out to see the local scene personally.

The Skylark now offers floor show Sat. even at 50-cent cover.

Susanne Voller, 1929 Atwater Kent winner, in benefit at Shubert.

Nelson Durant brushing up police legionnaires for ball Wed. (34).

Yale Vancoski will have Bruce Blairmaster due for April 10.

Harvey Cooks goes for the home stuff like wrestling and boxing.

Henry Busse's current thrill is that two-reel the boys are making.

Al K. Hall's kid, Jr., is a full-fledged pilot, though still in high school.

You'll always find Freddy Scott's backstage while the girls are away.

The new Regina Morgan gown and the Floyd Stuart tug for Col. Mac Brown.

'Vanities' brought another local product (Virginia Brown) back home.

That swell drawing of George Dewey Washington by Brent, of Yale.

Max Cohen, Robert and Francis Wiener organize Wico Co. to operate theatres.

Patrons' stars catching up with that Roger Sherman, took plenty of ribbing from acts.

Yale Vancoski's points with pride to five of current season's 'E' ways plays by his studies.

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## New England

Harmonica band craze spreading. Osmond W. Brown new prexy of Lynn Press club.

Some of the d. e.'s are doubling in police and other beats.

Joe Kavanaugh paid a surprise visit on his folks in New Bedford prior to leaving for the coast.

Albany's "Variety" mugs, Hank Retolena, hosted your correspondent on a visit to the new RKO Palace.

There are more than 50 amateur dramatic clubs in New Bedford and only one theatre with stage shows.

Jobs for newspapermen scarce and what pun salaries for them as is open. Coffee and cake pay offered.

Two hundred customers fled when fire caused \$500 damage in the Loring film theatre at Hingham, Mass.

William A. Dillon, executive secretary of the L. A. T. S. injured in New York, has been brought to his Fall River home to recuperate.

Worcester jury awards woman \$1,000 in her suit for \$10,000 against Julius C. Lane for injuries suffered in a fall in the old Jewel theatre in 1928.

Superior court judge prohibits union operators from picketing Orpheum Amusement company's three theatres in New Bedford. Union will appeal to the State Supreme court.

Roland F. Smith, Salem spokesman, was robbed of his automobile or April Fool's day. That was two years ago. The insurance company settled. But the other day the auto showed up again.

Joe Johnson, Brockton theatre cop, made a debut in court by accusing two youths of assaulting him, but Joe became so flabbergasted at the defense lawyer's questions that he fainted on the witness stand.

The latest applicant for the honor of building the first theatre in Brookline, Mass., has backed out. He is Charles P. Coughlin. 'Stunney, here's the wealthiest town in U. S. without a theatre and now that it's O. K. to build one there's no rush as there was before citizens decided to let down bars against theates.

## Lexington, Ky.

By Charles G. Dickerson

Tom Moore a casual visitor. Jack Dempsey invited to visit Kentucky legislature.

Three hundred horses in training at local galloping plant.

Yarde on way out at Kentucky Public. Unit shows installed.

Earl Fook, veteran jockey, rode his 1200th winner at Hialeah track.

Proposal for 10% tax on amusement tickets before Kentucky legislature.

Trotting association injects young blood by electing Sam Look as president.

Lexington tobacco warehouses this winter sold \$3,000,000 pounds of burley, world's record.

New city manager did some sleuthing on his own hook to bring about closing of local speakeasies.

Sunday stage shows continue at Ada Meade. Prosecutor has not yet devised a way to stop them.

Nearly half a million people have visited Man O' War since he went into retirement here from racing 12 years ago.

'Green Pastures' at Cincinnati, 85 miles away, drew hundreds from

Lexington and surrounding country. No legit here now for more than two years.

Favorable action taken on bill to reduce daily race track licenses at Lexington from \$2,500 to \$500. If bill passes, which is likely, spring and fall meetings will be resumed this year.

Gene Austin had a funny experience in the university sorority houses. Went around to sing to the gals but had difficulty in convincing them he was Gene. They thought he was just another college guy out to see the world.

## Youngstown

By Herman Bonchek

May Dowdell better. Banks are due to reopen.

Young Nick's place bombed. 10c takers downtown at Hip.

Ten-cent takers invade downtown at Hip.

Jack Elliott's cold now going into 15c.

With Princess and Hip companies through, fight has folded.

Edna Robbins commutes from Youngstown to New York.

S. S. Solomon's record now is an even dozen promotion ideas a day.

Vice squad using tear gas to stampede tenderloins in downtown speaks.

Vice squad arrests four nude dancers and chases 400 customers at \$1 per.

Joe Shagrin has a lease on the second floor of the Grand side as you enter, in Park lobby.

## Boston

By Len Libbey

No bread line in Boston. Unemployment fund reaches \$3,000,000.

Joe Rines heading for Havana for six weeks.

Ex-Mayor Fitzgerald celebrates his 69th birthday.

Charley Gordon promotes a wrestling match in the Shubert.

E. M. Loew's newest local house, the Watertown Square, opened last week.

Dick Whorf gets a great send-off on leaving the Copley Players for Broadway.

The North Terminal Station will build a picture house at the east end this spring.

Ed Cuddy, former local newspaper reporter, returns to Boston as division manager for Public.

Tom Hart, former Boston College leader and dramatic star, returns to town as a full-fledged actor.

Judge Kenneth Johnson of Quincy rules that the new comic magazines are not obscene after reading some taken away from school kids.

Former Lieut. Gov. Ed Barry tells legislature that professional wrestling is on the level and the local newspapers didn't call the statement news.

George Laby has been given the new Paramount which opens February 25, and Harry Brown, Jr. gets the publicity berth. Both are line promotions by Ed Zorn.

## Reno

Chasing rubber checks keeps local police on jump.

Gamblers hanging on by eyebrows waiting for first sign of spring.

Mayor Roberts writes more poetry and is turning it out on colored postcards.

Two small Nevada banks close and two more consolidates, complicating depression battle.

James McKay, sportsman and potential light promoter, taking rest cure in California hospital.

Three gambling houses on Main street dark, but owners still paying rent. Waiting for summer tourists.

Dr. Carl F. Andre, acquitted of murder charge few months ago, secured divorce decree Saturday (20) from wife he left in West Virginia.

Takoe Tavern opened for national ski tournament. Highway cleared of snow in expectation of flock of winter sports enthusiasts from San Francisco.

John Eschelman Lloyd, husband of Judith Voell, stage and screen player, filed divorce action here and is due to get decree this week. Charge cruelty.

## Syracuse

By Chester B. Bahr

E. H. Arnold, formerly of this city, has been named as city manager for Skouras in Oswego. Sarr goes with RKO.

Short civic ceremonies marked the inauguration of Loew's fourth anniversary week. Mayor Rolland B. Marvin cut the birthday cake.

Morris Roenthal, of Wilkes-Barre, in the new manager of Jefferson, Auburn, succeeding Charles Rose, transferred to the Colonial, Norwich.

Joseph McConville, of Boston, Columbia division manager, and Charles Johnson, in charge of Columbia's Albany exchange, in town for booking confabs at local Skouras headquarters.

Frank Kneeland's Hollywood Scampers, recently at the Eckel, 25-cent house, as supplementary stage attraction, now playing at the Cafe Dewitt, night club.

E. Marshall Taylor, executive director for the Central New York Theatres Corporation, Skouras operating company and Miss Betty Anderson of Long Beach, Calif., married here at 2 a. m., Feb. 15.

## Bronx

Bill Geehan gets around. Louis Gans at all the forums.

Ale Ludacer married, but still working.

No one knows what's become of Chris Egan.

Charles Maurice Bliss adding weight since marrying.

Frank Schiffman to Havana for

## CHATTER

## Des Moines

By R. W. Moorhead

Somebody saw a robin. Al Johnson ticket sale o.k.

Dora Middleworth had walking flu.

Frances Dale opens stock at Princeton 2.

Ed Pierce one of those pipe and radio boys.

Helen Lochrie by air to father's bedside here.

Margaret McGrevey victim of purse snatches.

Paramount reducing stage acts from five to four.

Iowans wintering in Calif number less than half of last year's exodus.

Auto show 22-27. Dan Murphy's orchestra and fashion show featured.

Ftu present. Harry Weinburg and A. H. Blank victims at Central States.

Attendance at Iowa clothing convention lightest in history of association.

Four-square Gospel minister selects picture titles for his sermon.

Latest is 'Hell Divers.'

Jack Roth finally admits his cousin, Sylvia Sidney, is o.k. material. He prefers blonds himself.

## NEW YORK THEATRES

JED HARRIS presents  
**CHARLES LAUGHTON**  
in the Great Mystery Melodrama  
**THE FATAL ALIBI**  
BOOTH THEATRE, 46th, W. of Bway  
Matinees Wednesday and Saturday

Mary ELLIS & Basil SYDNEY  
IN  
**JEWEL ROBBERY**  
Most Exciting Comedy in Town  
VANDERBILT, 49th St., E. of Bway. Evs. 8:45  
Matinees Wednesday and Saturday, 2:45

GILBERT MILLER presents  
Edna BEST  
Herbert MARSHALL  
**There's Always Juliet**  
A Comedy by John van Druten  
Theatrical, "John Mason Brown, Post.  
EMPIRE Theatre, Broadway and 49th St.  
Evns. 8:30. Mat. Wed. and Sat., 2:30.

HELEN HAYES  
IN MOLNAR'S New Comedy  
**THE GOOD FAIRY**  
"One of the few triplets, immediately  
recommended to the theatre in town."  
New York Tribune  
HENRY MILLER, 124th and 4th St.  
Evns. 8:30. Mat. Thurs. & Sat., 2:30.

LESLIE HOWARD  
in PHILIP BARRE'S New Comedy  
**THE ANIMAL KINGDOM**  
"The season's most gratifying adventure."  
Ferry, "The Homestead, Herald Tribune  
Staged by Gilbert Miller  
BROADWAY THEATRE, 46th St. E. of Bway.  
Evns. 8:30. Matinees Wed. and Sat., 2:30.

**EARL CARROLL VANITIES**  
7th Month  
with WILL WILLIAM MITCHELL  
MARIONETTE DEMAREST & DURANT  
Company of 20—100 Girlfriends  
16 of the World's Most Beautiful Girls  
Nights, Entire Orchestra, Entire  
At Usual Prices \$3 Balcony 50c UP  
Mat. Wed. and Sat., 50c to \$5  
EARL CARROLL THEATRE, 7th Ave. & 8th St.

Sam H. Harris Presents  
MAYE BOLDAN  
MURRAY  
**"FACE THE MUSIC"**  
A New Musical Comedy Revue  
by IRVING BERLIN & MOSS HART  
New Amsterdam Th. W. 42nd St.  
Evns. 8:30. Mat. Wed. & Sat., 2:30.

MAX GORDON presents  
**THE CAT and THE FIDDLE**  
By JEROME KERN & OTTO HARBACH  
"Broadway has not heard lovelier  
music in the city."  
GLOBE THEATRE, E. 34th St. E. 3rd  
Matinees Wednesday and Saturday  
Evns. 8:30. Seats at Box Office \$1 to \$10.00.

LOEW'S 52nd St. MON. & FRI.  
10:00 AM. NOW  
MARIE DRESSLER  
in "EMMA"  
Vaudeville: Billy House, Mo. Comedy  
Star: Edward J. Lambart, Tiny Town  
Revue, Frank Helton & Co., direct.

ROBT. MONTGOMERY  
in "Lovers Courageous"  
STREET SINGER in Person  
Phil Soltany  
& Grand Orch.  
**Capitol**

**RKO**  
Broadway and 47th Street  
**MAYFAIR**  
**CONSTANCE BENNETT**  
In RKO Pathe Picture  
**"LADY WITH A PAST"**  
with  
BEN LYON  
DAVID MANNERS

**PALACE** E. 34th St.  
Wed. & Fri. 8:30  
Sat. 8:30  
2nd Last Week—New Skits & Songs  
**SOPHIE TUCKER**  
**SMITH and DALE**  
**JACK WHITING**  
**BENICKE & EMILY**  
**FOULKE & BLUES**  
**BILL ROBINSON & CO.**

**86th St.** 86th St. & Lex. Ave.  
Wed. to Friday, Feb. 24 to 28  
**FRANK BARBARA**  
**FAY STANWICK**  
In Person

**"MANHATTAN PARADE"**  
with Smith & Dale

**81st St.** On Broadway  
Continuous Shows  
Wed. to Friday, Feb. 24 to 26  
**"MANHATTAN"**  
with SMITH & DALE  
WINNIE LIGHTNER

ALEXANDER MCKAIG presents  
**ERNEST TRUAX**  
in  
**WHISTLING IN THE DARK**  
By Laurence Gross and Edward Childs Carpenter  
Directed by Frank Craven  
Kibbel Bazaar, 47th St. W. of Bway  
Evns. 8:30. Mat. Wed. & Sat., 2:30.

**5th MONTH — COMEDY HIT**  
**A Church Mouse**  
with BERT LYTTLE, RUTH GORDON  
**PLAYHOUSE** 15th St. E. of Bway  
Evings. 8:30  
Matinees Wed. and Sat., 2:40

**SMASH HIT!** "Most amusing of  
the mysteries."—"Mantle, & News."  
Robt. V. Newman presents  
**Trick for Trick**  
with JAMES RENNIE  
SAM HARRIS Th. 42nd St. W. 4th St.  
Evns. 8:30. Mat. Wed.-Sat., 2:40.

**ROXY** SEVENTH AVENUE  
at 50th Street  
**JOAN BENNETT** in  
**"She Wanted a Millionaire"**  
Magnificent Stage Show with Fred Waring, Or-  
chestra and Entire Roxy Theatre Ensemble.  
Opening Friday, "Cheaters at Play!" with  
Thomas Morgan and Charlotte Greenwood.

Who Lives at  
The Park Central?

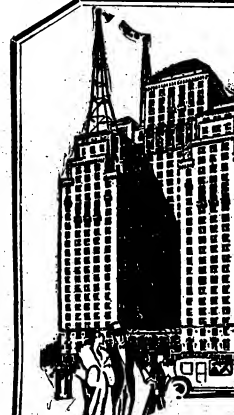
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# Going Places

By Cecilia Ager

Looks English, Talks American. Miss Evans is in no way perturbed by the necessity for being truly British in "Lovers Courageous." Her stiletto-forward gait, all to the good, so now all that remains for her to do is wear a lot of tweed things, riding habits, and garden hats. With so many staunch English accents in the cast, surely she will mind if she goes on talking like an American.

Her ability to snub musical comedy Englishmen on the liner bearing her, back to England from South Africa could be either American or English, but it's most probably English. "There's a tradition round about" that Englishwomen are haughty, wenchies, and Miss Evans can give the unseeing eye with the best of them.

While she's neither tall nor slim in the legendary British manner, she's mastered the wearing of tailored suits, which gives her an advantage over English actresses. Then, too, her hair falls in regular, neat, and orderly waves with typical Anglo-Saxon decorum, her chin is firm and determined, with true British tenacity, and her eyes are wide, innocent, and blue.

Short of getting an English girl to play this English girl, there's nobody in Hollywood amongst the actresses who can more to offer. If there wasn't so much in her, she'd be the cast on names like Piccadilly Circus, tobaccoist's assistant and Trafalgar Square, this routine romance might just as well be going on in Hollywood anyway.

Connie's New Grip. With Constance Bennett as its case history, "Lady with a Past" traces the transition of a social washout into the rose of the rancho. Its argument is simple, once you can bring yourself to accept its major premise—that in the beginning the Bennett is a cocktail party girl.

Surely a gal who can make of her bony figure a clothes hanger of such surpassing chic must have read the "Ex" books as well as "The Mischief Hunters" and the Nouguchi Biography, yet it's with latter-day tomes that her line's concerned. How much better it is to murmur to each new guest: "I've a bone to pick with you"—a simple device, and strongly infallible.

Miss Bennett's competition, Merna Kennedy, has such success with this well known bait for masculine interest, it takes a heap o' believin' to agree that Miss Bennett wouldn't know about it.

Even though they may not be little, the flaps will enjoy seeing Miss Bennett utter a little of the silent agony that she breaks the heart of a girl who has to play bridge with the chaperons while all the others are dancing. It's good for a change to see her go through a whole dance without a cut-in. Let her discover what it means not to be Constance Bennett. They know—let her find out.

And yet, while they feed their revenge with her pretended inability to evoke the quivering instinct in the male, they are not too proud to note the new grip she's sponsoring for dancing. All her dance dresses trail the floor, which necessitates her holding up her skirts with the right hand instead of resting it upon her partner's arm. The resultant posture is at once charming, languid, and unquestionably demanding of closed position elsewhere in order to follow her partner. The clothes Miss Bennett wears during these instructive proceedings are below standard, save for one black velvet dress with a high round jeweled neck, long full sleeves caught in at the wrist, and a high black slit direct center to the waist.

Kicking the Gong Around. The Capitol stage show, "Cuban Holiday," feeling that its audience is ripe for stronger stuff after the delectable sweetness of the feature, "Lovers Courageous," suggests that it is in Havana. It even goes farther—it intimates that perhaps the Chinese zany is being enjoyed in Cuban cafes, which gives O'Hanlon and Zamboni a swell chance to interpret Vinilo the Mochero in violent pacheco-tango.

After a brief interlude at the

beach at Havana the scene shifts to 10 nights in a Cuban barroom. The Chester Hale Girls can take their liquor all right. All it does to them is get them gawping in crescent-shaped catapaults while sinister purple and green lights bathe the wicked flesh net foundations of their painted old peacock skirts.

But the lady of O'Hanlon and Zamboni succumbs to the pipe, and it causes her to carry on quite brazenly. She isn't content that her white ruffled rhumba skirt is all the way up the front. Under the influence of the drug she flings herself upon a bunk and bares her shapely legs in the manner made famous but lately abandoned by Fraulein Dietrich. This becomes a habit, which attics to her through out all her subsequent numbers.

The Chester Hale Girls, to prove that they can look upon the seamy side and still remember the brighter things in life, return for the finale in brief Huguin costumes for a number concerned with throwing guits back and forth in rhythmic, dainty and girlish formations.

## Not Worth It

It's hard to decide which is the phonier in "She Wanted a Millionaire," the Atlantic City beauty Constance Bennett or the Quetz Arts Ball in Paris. John Bennett's the winner of both events; maybe that's why they seem so unreal. These institutions are glamorous, exciting, in-finite, to qualify as the belle of just one of them requires unusual loveliness, so it is supposed; to make them both a gal should be a positive sensation. Miss Bennett is very pretty, very young, and very negative.

Her superiority for the beauty contest apparently results from her individuality in holding her hands on her hips as she parades before the judges. The other contestants, with better figures and more grace-

ful postures all walk with their arms outstretched. For the toast of the Quetz Arts Ball Miss Bennett appears quite decently weighted down with costuming, but then, the apex of abandon at this Hollywood version is set by a sequined cooing dancer far less expert at torso tossing than any of a score of home-grown Rasch girls.

Miss Bennett, who, in her commendable desire to help her mother and little brothers and sisters, insists upon marrying a millionaire, learns a bitter lesson. She marries the millionaire right enough, but only so that this picture can prove what vile wretches millionaires are. If the ladies will but take warning from her horrible experiences with the breed, the country will be safe for railroad foremen forever after.

Miss Bennett's lecherous husband beats dogs, kicks servants, watches her through peep-holes, listen to her innocent conversations by means of microphones ingeniously hooked up in his cathedral-like chateau, and enters her bedroom through secret sliding panels when she thinks she's safe because she's locked the door. For all she puts up with, Miss Bennett really does very badly. A handful of mid-western clothes purchased in the heart of Paris, a pedicure with bright red polish, blonde hair instead of brown ringlets, and piano lessons. It wasn't worth it. But that's the moral anyway.

## ALABAMA DROPS ACTS

Birmingham, Feb. 22. Two weeks' notice has been posted backstage at the Alabama (Public) for vaude, which will end this Saturday.

House has been playing RKO acts, but goes back to straight pictures.

## QUINCY EXPERIMENTING

Quincy, Ill., Feb. 22. After several years without vaudeville the Washington theatre is dating an occasional act.

Promise if the new venture takes well is for two or three acts at all performances.

# Women on Percentage

A condensed review in points on the women of the stage mentioned hereunder. None can rank over 10 points on a single item, nor over 100 points in total. There are 10 items covered by the reviewer, with the named points opposite each player's name. Slight comment is added.

	Melodrama	Comedy	Tragedy	Farce	Light	Heavy	Drama	Music	Other	Total	Comment
<b>HOLLYWOOD</b>											
Lydia Robert....	8	9	8	9	8	10	9	7	9	84	Carefully calculated naïveté wins audience. Solo Mic should be eliminated from otherwise perfect routine.
Venita Gould....	8	8	8	10	8	8	7	8	8	73	Gifted mimic whose new impersonations are not up to the old standbys.
Boswell Sisters...	4	9	6	7	7	6	9	10	4	72	Neat trio entertains solidly with stylized harmony and pleasing manner.
Lorraine Manners.	7	8	8	9	8	7	8	9	8	65	Graceful dancer helps to put over amusing blackout.
Coletta Ryan....	6	10	10	8	8	8	7	6	6	63	Statuesque straight woman in support of Clark and McCulloch.
Bessie Dudley....	1	8	10	7	6	7	8	8	0	61	Sepia stepper in unflattering proportioned dance shorts.
Dave Gould Girls.	4	4	7	5	7	4	8	8	1	55	Adequate dance line.
<b>STATE</b>											
Wilton Sisters....	8	10	10	8	8	8	6	6	0	65	Though their material lacks distinction, well groomed sister team registers with graceful, unaffected delivery.
Lea Penman.....	9	10	10	9	8	8	7	6	0	61	Has impressive style scene and the cool poise of a capable straight woman.
Rose Alexander....	6	10	10	8	6	1	7	8	0	60	Contributes well routinized dance specialty to the Billy House skit.
Tudor Dunbar....	9	10	7	8	8	6	6	6	0	57	Striking blonde lends amusing contrast to Eddie Lambert's gloriously slapstick comedy.
Harriet Power....	5	7	8	6	6	8	4	8	0	63	Poor color combinations spoil costumes that make a worthy attempt to be chic. Self-effacing assistant content to let her partners earn applause.
Miss Atree.....	2	7	8	8	8	1	6	8	0	43	Acrobat whose gowns do not achieve their intention to smarten opening-act style.

# Uncommon Chatter

By Ruth Morris

Should Forget to Coo. Something should be done about Sidney Fox's sweetness. It's just too thick. It gushes out and hits audiences right between the eyes. And anybody knows that's much too bold a gesture for anything as demure as ingenuous charm.

In "Nice Women," Miss Fox underestimates her own talents with derision. Mannerisms that border on satirical sweetness fashion the moment it decides to be blandly serene. Mannerisms that border on satirical sweetness fashion an incongruous personality for a heroine who boasts that she knows all of life's answers.

But the misguided ingenueness of "Nice Women" (Fox) needn't take all the blame for "Nice Women." After all, there's a script that couldn't decide between Frances Dee or Sidney Fox for its leading woman. It starts out in favor of Miss Dee, who plays a routine part with none of the sparkle of former assignments. Midway, it decides that Miss Fox really isn't a nasty, convolving little busybody, but a genuine heroine worthy of audience blessing.

There is no such indecision about Carmel Myers' account of a wise-cracking lady with a heart of gold and a taste for Scotch and soda. Lucille Webster Gleason's sure comedy sense finds amusing side-looks in a social climbing matron.

## Marlene Hides 'Em

Picture chatters will have to invent a new nickname for Marlene Dietrich in case they are still interested in parenthetical titles. Let's no longer apples. Her famous appendages have become limbs that hide their curves beneath modest lengths of slinky material. Legs that once flaunted sheer chiffon hose have become

strictly utilitarian. They're used for walking, never for show, ignoring their old tendency to fling themselves up on tables or over the audience's chairs. Stay where all well behaved limbs before "Shanghai Express" just has to do without them.

And "Shanghai Express" does very well. It is a star picture that does not tax the strength of its leading actress. Though the film prizes Miss Dietrich's glamorous personality, it does not impose a monstrous burden upon her. Plot development is carefully distributed among the members of an interesting, characterful cast. Miss Dietrich has only to attend to her own performance, cannily economized, reap the full reward of a solidly entertaining film.

As Shanghai Lily, she achieves the ambition of every actress—a younger personality. Her air of brooding mystery is imbued with wistful tenderness. Life can play her as many mean tricks as it likes, this Marlene Dietrich is to be patient and resentful. Startled, hunted eyes disclose the fear that an otherwise gallant lady refuses to express. Their glances shift nervously—a sweet camera trick to engage and hold audience attention.

No director need tell Anna May Wong how to register Oriental calm and inactivity. She plays simply, enunciating in pure, carefully picked words and lending fine conviction to tense melodrama. Louise Closser Hale's make-up, costuming and performance are perfect aids to the colorful pattern of a well told story.

## Black Wigs, Terrible Costumes

Capable as the David Blane Girls are, they can't all be Ted Lewises. Ignoring the high-hatted maestro's presence at the Paramount, they do their best at mimicry of his style. They consistently flaunt toppers with silver linings, beat time with flexible wrist motion, affect a deliberate swagger. But the grace and easiness of the Hamlet of jazz escapes them. Anyway, it's quite stout and Mr. Lew can be grateful to a routine that shows, by failure of achievement, the individuality of his own style.

Their plans program runs true to form with a authentic Hawaiian plaint that utters in a hip weaving ballet in black wigs and pretty terrible costumes. Eleanor Brooks lends the line, in a dance suit of fringed ostrich feathers that bunch about her figure and stubbornly refuse to sway in the manner of well-behaved Hawaiian skirts.

## Battling Over Joe

Evelyn Knapp and Lillian Bond, as contenders for the affections of Joe E. Brown, have a hard time convincing audience ladies of their sincerity. Solly. Mrs. Brown may be a good father and a perfectly charming gentleman, but he just isn't the type that screen ladies scrap over.

Bold of convincing motivation for their parts, the Misses Knapp and Bond bear up pretty well. Miss Knapp reads her lines unflatteringly and smiles at the proper intervals. A blonde wig and flashy wardrobe transform Miss Bond into a cheap adventuress.

## Hollywood

(Continued from page 6)  
reopen the Hollywood cellar with a pansy floor show.

Stern Resuming. Julius Stern, inactive in pictures four years, will return to the indie field. He has the Ring Lardner stories, "You Know Me All," "The Real Dope" and "Treat 'Em Rough." Universal may release.

Universal has an option on Harry Houdini's new film, "Who? which has an Algerian background.

Warners will preview its French version of "Local Boy Makes Good" before a regular theatre showing here this week. Studio figures there is enough in the picture to alibi the foreign tongue.

Wishkire's Queer Policy. Alice Gentle netted about \$500 for her week at the Fox-Villix. Figure is her regular one-concert fee. Don't was percentage, with the larger splitting over \$4,500. Raymond Hlatton in a sketch is playing this week gratis as a tryout for Fanchon & Marco.

# VARIETY

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VOL. 105 No. 11

## 15 YEARS AGO

(From 'Variety' and 'Clipper')

Friars and Lambs in a jam. Both announced benefit performances for the same Sunday. Tough on actors who belonged to both clubs.

Harlem opera house opened the first N.Y.A. room backstage. A Keith house.

B. S. Moss barred rag wailing as applause getters in his theatres.

Business at the Jefferson, N. Y., so good they upped the mat prices to 25 cents for the first 10 rows.

N. Y. exchanges were worried over a succession of film thefts from delivery wagons. Delivery better organized now and losses very rare.

Montgomery and Stone had a new contract with Chas. Dillingham who permitted them to make picture engagements. They never did anything in that line.

Ballard McDonald, songwriter, was doing an act in vaude. Nothing new in that but he didn't sing any of his songs. All talking.

Movement of vaude stars into musical comedy. New blood needed.

Jess Willard signed for the Buffalo Bill show at \$30,000 for the season, less time out to train for a fight July 4.

Predicted that all Chicago billboards would be down by March 5 as the result of a legal tangle.

Burley managers decided that \$20 would be the minimum wage for the chorus girl the following season. To keep up with rising living costs.

## 50 YEARS AGO

(From 'Clipper')

Clipper was scorching a Chicago clergyman who had stated that only one stage performance in 11 was clean as to text, costume and action. Always with us.

Frohman and Klaw were after copyists of 'Hazel Kirke', which was proving the play of the season. Frohman was arranging for a German version.

Tody Hamilton joined Barnum, Bailly & Hutchinson circus as press agent and became a famous p.a.

Gus Hill, then a club swinger, was advertising for a circus job for the summer.

New museum was opening in Philadelphia and all dolled up. Three rows of gas jets in white globes across the front, a similar row on the curb and arches of lights across the sidewalk. Theatorium was lighted with four chandeliers of four gas jets each. Great display for those days.

Maurice DeFonce quit the agency business in N. Y. to accept an appointment in South Africa. Later went to London, where he became a figure in the music halls and was knighted. Husband of Vesta Tilley.

Tony Pastor, who had a bandbox theatre in Tammany Hall, took the huge Academy of Music, next door, for his Washington's Birthday performances.

Minnie Oscar Gray and W. T. Stephens were doing big business in Philadelphia. Depended largely on their three trained dogs, forerunners of Rin-Tin-Tin.

Alice Clark was advertising as the 'only lady high kicker in the world.'

## Inside Stuff—Pictures

Pittsburgh exhibs going in a big way for Sunday nit preview, figuring the word-of-mouth over a period of days is as good as any other medium of exploitation. Pictures previously previewed by invited mob have invariably got off to a good opening, with managements attributing this almost exclusively to the free showings.

With Pittsburgh a six-day town and no place to go on Sundays, mob fights like mad for duets to these private showings and they're in a mood to appreciate anything. Picture is usually shown the Sunday before the regular Friday opening, which gives a couple of thousand mugs time to tell several thousand more all about it.

Even the local exchanges are recognizing the value of the private showings and in some instances they're sponsoring the showings themselves.

They're telling the story of half of a well known pair who were to do a few pictures for a company at a stipulated price of around \$500,000. During the preliminary conferences the team which was to do the films were very particular as to the material to be chosen for them. But the studio representatives brushed this aside by declaring: 'After all, why not let us be the judge of that. We're in business and have a better sense of commercial values than you!'

But the actor threw in the wrench when he answered: 'I can't agree with that statement.' And when asked why such reasoning he replied, 'Because you're willing to pay us \$500,000!'

So that's as far as the deal has progressed, and there's been no move from the actor's side since.

Although shocked, as were others, a Paramount cameraman on the latest of the Kentucky mine investigation slipped his footage past the authorities. When they grabbed his equipment, according to the New York version, and demanded that he turn over all negative the cameraman complied. The negative can surrender, however, contained but blank film.

Then the actual pictures arrived in New York and had to be rejected for release because of poor lighting.

Studio efficiency in publicity departments now has the heads of departments watching the slips and the stationery.

Heretofore mimeograph stuff went out baskets with some papers and magazines getting up to eight or nine, one copy for every member of the staff. Economy has now resulted in trimmed lists with one piece of copy to a publication.

RKO executives and employees have been given new blotters. On each is the Coolidge slogan, 'When people work together nothing is impossible.'

Under the quotation is this line in large type: 'RKO Men Work Together.'

Skouras Bros., as theatre operators, now have their own phone number. It's a direct line into Skouras headquarters.

Up to now the Skouras faction was on the Paramount-Publix wire, given Skouras when he became a Publix partner-operator.

Around 40,000 pieces of sound equipment for standard size films are being used for non-theatrical shooting in the United States.

Another 35,000 pieces of equipment for 16mm film are also now in use, according to reliable figures.

Finished with his tests for United Artists, made in conjunction with Lewis Milestone, Chester Erskin is now working on the dialog adaptation of 'Rain', which UA will produce. Erskin is co-adapting with Maxwell Anderson.

Allied Exhibitors formally opened its New York headquarters with a luncheon last week. Although invitations were extended to heads of rival exhib fraternities none were accepted.

Trade papers considered friendly by Allied also were invited.

Metro is supposed to have paid Edward B. Marks, publisher of the song, 'Peanut Vendor', \$5,000 for use of the title. Wanted it for the Cuban picture which was released as 'Cuban Love Song.'

## Inside Stuff—Radio

Coin arrangement prevailing between NBC and the Chicago 'Daily News' during the operation of WMAQ by the network was disclosed last week when the newspaper published its consolidated balance sheet for the year ending Dec. 31. News listed among the liabilities the amount of \$576,687 as representing the portion of proceeds from the NBC leasing deal deferred over the period from Jan. 1, 1932, to Oct. 31, 1934.

On this basis the rental paid for the use of the 'News' outlet by NBC figures \$25,150 a month, regarded as very low among CH broadcasters considering WMAQ's position on the dial, right to unlimited time and high wattage. Station recently passed into NBC's operating hands Nov. 1, to be exact. Understood that the network has an option to buy at the expiration of the rental period.

Radio fan mail in the thousands can be taken with a grain of salt. It just isn't there for other than giveaway programs.

It is pointed out that Winchell is getting heavy attention through the postal service. Figures as to the columnist's mail for the first 15 days he was on the Lucky Strike program, in December, totaled 2,500 letters; for the second 15 it increased to around 3,500 and for the third 15 the total was close to 4,400. These figures are regarded as heavy and unusual.

The networks, for some reason, adhere to the 15-day basis of counting mail. At the end of these periods letters are dissected as favorable and unfavorable.

Day before the Camel (CBS) group were to entrain for St. Louis, to open their RKO vaude tour, Tony Wons demanded a \$250 raise in salary with the act plus an ultimatum that he wouldn't leave New York unless. Wons got it but left a trail of smoke behind him in burned up tempers. Wons will continue his schedule of morning broadcasts during the vaude tour. Wire charges out of town will not be charged against him.

Boake Carter, whose specialty is the reporting of news events for WOAB, Philadelphia, is a much traveled Englishman. Originally the station billed Carter as one of the many 'Globe Trotters', but mail changed that to name billing and now he's before the mike three times daily. No other station known to have that many news broadcasts per day.

## Inside Stuff—Legit

Usually Broadway shows including successes are cut-rated towards the end of the runs, but this season saw a reversal of form in three instances. 'The Green Pastures', 'The Barretts of Wimpole Street' and 'Scandals' are the exceptions, none going Leblang prior to departure. 'Pastures' ran a year and a half at the Mansfield, 'Barretts' played 47 weeks at the Empire, and could have remained for the balance of the season. 'Scandals' leaves the Apollo after 35 weeks and was among the big gross musicals, the other two being comedy-dramas. There are examples of hits developing even after coming out rate aid on the way up. That, however, did not apply to the three attractions mentioned either.

Sign painters appear to have a regular job at the Gaiety dubbing in and out the titles and billing of legit shows. Four times within 10 weeks the big board that covers many of the office windows to the left of the entrance, has been changed and each time it cost \$150. Only two of the four attractions actually opened at the house. First billed was 'Tempest in a Teapot' which was withdrawn at tryout. Next booking was 'Cherries Are Ripe' and when the sign was half complete it was decided not to bring it in. Then came 'Peter Fling High', a one-wrecker, and now 'Collation', which opened last week to a thumbs down reception. In between, pictures.

Although his name was mentioned in advance announcements, Morris Ryskind is not billed in the program of 'Face the Music'. However, Ryskind holds a contract whereby he is to receive 1 1/2% of the gross.

Understood there were differences with Moss Hart, billed as having written the book in toto. Hart wanted Ryskind billed as having contributed 'additional dialog', the latter demanding equal billing or nothing. Thereupon his name went out. It is the second musical in which Ryskind figured in the authorship but his name did not appear. The other was 'Strike Up the Band.'

Offered an engagement in one of the new shows, an actor didn't like the terms, but made an unusual offer to the producer—that if the latter paid him full salary during the four weeks' rehearsal period he would accept throughout the engagement. Show lasted two weeks, it being 'Air Minded', which closed at the Ritz, New York, last Saturday (20).

'East of Broadway', another low gross show, sought a cast change after opening. In lieu of salary the manager offered a dialect comedian 2% of the gross. The actor sought friends who knew about what money the attraction was drawing and they told him not to waste his time.

New trick of having each character in a play identified by different musical themes, played at the characters' various entrances, is reported as tried out when Alexander Lettich produces 'Tom, Tom', by Cosmo Hamilton.

Lenore Ulric is said to be set for the show, although the star is touring in 'Social Register'. Bookings indefinite for the latter piece.

In the 'Tom Tom' theme song idea, the players will have individual themes of a few musical bars length.

Sale of the picture rights for 'Jewel Robbery' has about placed the show on an even break financially. Play, moved from the Booth to the Vanderbilt, is doubtful of lasting despite the fact that Mary Ellis and Basil Sydney, starred, are the virtual owners.

Recently sponsored by Paul Strger, the b. r. came from the Frobiher Corp. formed three years ago to produce 'Meet the Prince', in which the same two players appeared. Strger and Crosby Galge, who was interested, favored closing 'Robbery' at the end of the first week. Miss Ellis and Sydney then taking it over, they being the principal stockholders in the Frobiher company. Lodewick Vroom is now manager of 'Robbery.'

Continuing his desire to write under pseudonyms, Samuel Ruskin Golding is now said to be H. G. Buller, author of 'From New York to Cherbourg', which opened Friday (19) and stopped Saturday at the Forrest. Play is presented by Paul Martin, although Golding is listed as Egypt, the actual manager.

Golding's last play was 'Enemy Within'. At that time he was known as Will Piper and co-author of the piece.

What is believed to constitute a haulage record comes from Sam Harris' Berlin-Hart musical 'Face the Music', when 49 trucks were used to move the show.

To bring 'Music' in from Philadelphia the truck and carload figures were said to outdo even some of the larger pieces produced by Ziegfeld, as well as Gordon's 'Bandwagon.'

Gilbert Miller did not get back from Europe for the opening of his imported 'There's Always Juliet', at the Empire last week. His return here may be delayed because of the death in London of George McClellan who was his partner in the control of eight London theatres.

Recently they formed Associated Theatre Properties in which Miller placed his three London houses—the St. James, Apollo and Adelphi.

Contrary to reports as to authorship of 'Blessed Event' at the Longacre, Forrest Wilson collaborated in the writing with Many Seff from the outset. Proof of his full participation is that he gets 50% of the royalties. Had been stated Wilson came in after rehearsals started.

## Inside Stuff—Vaude

Although it is said that his Freeport, L. I. house will try vaude again soon, it is doubtful if one A. H. Schwartz circuit at this time will return to combination policies in a general way.

The chain at one time had a half dozen of its theatres in the vaude column, last booked by Pantages' New York office, but is said to still be dubious of the profit possibilities of stage shows.

Arthur Fisher booked Freeport but one week, Schwartz refusing to extend the experiment further.

RKO held midnight shows Sunday (21) on the eve of the Washington's birthday holiday in most of the greater New York theatres.

Louis Goldberg, district manager for Charles McDonald, suggested that the circuit would get the late Sunday night crowds who could sleep the next morning.

As national advertising-exploitation director for RKO, succeeding Jack Hess, B. M. Orowitz will personally continue to supervise exploitation of vaudeville.

Bill Esselson, who has been handling publicity for RKO in Detroit and Toledo, has been brought in by Orowitz to share with John Dowd the details of vaude exploitation.

Bill Adler and Arthur Housman will work under Orowitz on the picture end, while Arnold Van Leer will continue to handle the Palace, Mayfair and Albee, Brooklyn.

Frank Hazard, playing the Hollywood restaurant, rehearsed with the Lopez orchestra to open at the Hollywood theatre when Joe Moss, part owner of the restaurant, refused to permit Hazard to appear in vaudeville.

Hazard is under exclusive contract to Moss.

## Legit Activity Hints Increase As Hits Mount

Appreciative pickup in legit production is taking place. Noticeable point is the return to activity of managers who have been out of the picture for about a year. Main reason offered for the easier promotion is the presence on Broadway of an increased percentage of hits. Fact has encouraged those otherwise reticent to gamble.

Two producers back in are Bela Blau, now casting 'The Mad Hope', by Romney Brent, legit actor. This producer will also stage with Eva Moore and Rex O'Malley probably the next leads. It is Blau's first show in some time. 'Immodest Relations' also marks a comeback for Henry Forbes, inactive since last season.

George M. Cohan, idle since he left 'Friendship' at the start of the current season, is now lining a cast for a new play and Arthur Hopkins is also in the throes of preparing 'Sigourney' Theatre presents 'Bridal Wreath' shortly, his first show since a two week tryout last year. Philip Gerton is casting an untitled play and Joseph Santley is rehearsing 'The Birth'.

A good-sized list of other plays has been announced, but most are going begging standing little chance of going beyond that notch.

## 4 SHOWS DELVE INTO BONDS TO PAY OFF

One closing and three continuing New York shows went to their Equity bonds to pay off Saturday (20). 'Air Minded', produced by Ned Davis and Joseph Bickerton, Jr., ended its tenancy at the Ritz. 'Collision', at the Galety, and George Austin's stock, at the Boulevard, L. L., also took recourse to bonds. In the case of the stock only the minimum guarantees were paid, arrangement being on this basis and boosts for the cast over certain grosses.

'East of Broadway', at the Belmont, had Leblang guarantees with payment coming from that office and not going through Equity. In the case of 'Air Minded', since the show was not on for two weeks, slightly more than a week's pay was due the troupe to complete the fortnight minimum.

## Carroll Leaving His Thea. Unless Dispute Calms

Reported finance tangle involving Earl Carroll and his new theatre in New York was substantiated over the weekend. Carroll announced he would leave his 'dream house' this Saturday (27). 'Vanities' probably moving to the 44th Street with the Broadway also having been mentioned. In some quarters, however, it was felt the dispute would likely be settled during the week.

Carroll was given a dispossess by the 755 Seventh Avenue Corp. owners of the theatre. He was three months in arrears on the rent which amounts to \$187,000 annually. Carroll said the matter hinged on the lease of a brown-stone house on 49th street, used partially as a theatre. Carroll sought a rent reduction and when that was refused he withheld payments and there was dispossession proceedings also. That is still in the courts.

### DEMIES JOUST

Baltimore, Feb. 22. Emma Marcus Rodell, who has a sensational rise from a Baltimore waitress to a Chicago Opera diva, declares that Congressman Dickinson was all wrong when he quoted her as declaring that she was proud of the Chi-Op in favor of foreign song birds. Dickinson was to have presented her case in Washington.

Mrs. Rodell says she has no quarrel with the opera company, and that her relations with the members were entirely cordial.

### Grade B

Los Angeles, Feb. 22. Asked for his opinion on the possibilities of a coast legit production, Herman Mankiewicz quipped: "Not quite good enough to flop in New York."

## WHITE SAYS NO MORE 'SCANDALS' ON 42D ST.

George White has declared he will not again bring a show to 42d street, explaining the flea circus and two stock burlesques made the presence of class legits incongruous on the same block. White has the Apollo under lease with the rental expiring in another year.

'Scandals' leaves the Apollo for the road after another week. Although it has been here six months the producer anticipated a full season's run.

## Names Coming In for Equity Air Program

Chicago, Feb. 22. Talent end of the proposed Equity benefit radio program is building daily, an unexpectedly large number of Equity members having signified their willingness to make it gratis for the association.

Among those having written the local Equity office of their intent to show are Eddie Cantor, W. O. Brizard, Odette Myrtille, James Gleason, Elizabeth Risdon, Ernest Truex, Jefferson De Angella, Madge Kennedy, Frank McElmyr, Charles Macklin, Fred Bronson, Peter Lorre, Cordoba, Otto Kruger, Sam Hardy and Victor Moore. Elsie Janis is also ready if an arrangement is settled with the Morris office, which has an agency contract.

On the advertiser's end nothing is yet sold, though negotiations with both General Motors and Ford continue hot. Equity still wants a figure between \$25,000 and \$50,000 for the one-shot broadcast. Date is slated late in March.

## 'Devil's' Tour Cut by Cast's Outside Contracts

'The Devil Passes' will terminate its Broadway run at the Selwyn next month opening in Boston at the Colonial Easter week. Show was first time for the opera house there but switched to Erlanger bookings.

The 'Devil' will also show in Philadelphia but will terminate the season earlier than planned. Some of the players are contracted for Hollywood picture engagements and others are going to London. Play is booked to tour further next season.

## Erskin Asks Erlanger Contract Be Broken

Chester Erskin has filed suit against the Erlanger Productions, asking for breach of contract and damages. No stipulated sum is asked.

Erskin joined the Erlanger staff about a year ago on completion of his contract with a legit producer for Paramount, obtaining a contract to produce four plays for Erlanger. He was to get no money, agreement being percentage arrangement. The clause in the contract is that none of the plays be submitted to Erlangers was approved. There being no clause in his contract forbidding outside activities, and with the Erlangers' unwillingness to launch, Erskin says he raised outside money for an independent production of 'I Love An Actress'.

With no time limit in his contract, as to the four plays were to be produced, Erskin wants the court to rule the contract broken. He is now on salary to United Artists and claims his fears that despite the lack of activity, Erlangers may pop up some day and claim his services for four plays. Arthur Garfield Hays represents Erskin.

### FILM ACTOR DIRECTS PLAY

Johnny Walker, former film actor, is turning legit director for 'Mr. Barry' new play by Harry Miller and Louis L. L'Amour.

Venture is being produced by P. F. Jacobs, a Brooklyn lawyer, who claims he's acting for an anonymous wealthy man.

### 'TOWER' CO-OPERATIVE

Ben Stein Withdraws, But Can Come in Again if Biz Perks

'Black Tower', a mystery show at the Ambassador, New York, has gone co-operative. Show was produced by Ben Stein and originally opened at the Harris. Understanding is that Stein is out with the option of taking the show back if business improves. 'Tower' was slated to stop Saturday (20), but the actors decided to chance it on their own.

Stein is managing Irving Jaffee, the Wall Street clerk who won a lottery recently and bought championships at Lake Placid. Jaffee refused to enter the world's title contests. The skater will make an appearance in Chicago this week but declares he will not turn professional.

## CARL REED'S REVIVALS AT \$1 FOR MAJESTIC

The Majestic, New York, in the hands of the receivers, is due to shortly reopen with low ticket prices. Carl Reed will be back of the shows which will be offered at \$1 top.

House has a capacity of 1,176 with ticket weekly rental for the 'four walls'. First show to be tried is 'The Round-Up'.

The house is one of three recently placed in receivership when the Shuberts, Gaiges and Selwyns, the Majestic, Royale and the Equitable to the first mortgagors. Majestic has been dark all season. Shubert receivers owe \$80,000 on the trio in the matter of interest and taxes and allowed they could not pay. The trio is a separate entity known as the Royama Corporation. All three theatres were built by the Chansins.

## 'LIZZIE' STRUTS STUFF IN INDECENCY TRIAL

Los Angeles, Feb. 22. Highlighting last week's sessions in Municipal court of the Lysistrata indecency trial, was the parade before the judge of the occasional mode in the costumes used in the Aristophanes play. Legal exhibition proceeded despite strenuous protestations from attorneys for George Robertson and Dickson Morgan, producers of 'Lysistrata' which was sloughed twice when at the Carthy Circle a month ago.

Judge Benjamin Scheinman overruled defense counsel stating: "I think it's a good idea," as the bench scanned with interest the parading model. So did the only male juror.

## How Long Is A Week For 'Interlude' Troupe?

Whether O. E. Wee's road company of 'Strange Interlude' was operating on a six or eight week performance basis will be decided by arbiters handling a claim brought against the producer for additional salaries. Since no precedent ruling on this question has come down, issue will settle a point for the future concerning travelling marathons.

We took the O'Neill show trouping for four months, during which he played about seven Sunday performances, thereby going over the six show limit. We'll call the matter of the additional payment from the producer.

Wee hired his cast on standard Equity contracts, allowing eight performances which limit he never reached, even with the Sundays. Producer is on Equity's exempt list and is not required to post cast security.

No similar circumstance has come up before as when the Guild trouped the same play, at no time were more than six showings given weekly. It is related that Equity notified Wee while the show was out, that he was entitled to the normal eight.

## Jane Cowl for Shuberts In 'Improper Duchess'

Jane Cowl will appear under Shubert management shortly. No show has been named for the 'Improper Duchess' is being considered.

This is the play in which Irene Bordoni tried out last season but in which she never came to town.

## Shuberts, Gaige, Bondholders Drop \$1,100,000 and Selwyn-Harris Rights in Chicago Rental Mix Up

## LEGIT TAB STAGE SHOW IDEA ATTRACTS AGENTS

A new field for legit producers, or an old field revived, may develop out of Public-B. & K.'s recent experiments with the tabbed down versions of 'The Blue Ghost' and 'Girl Crazy'. There are several indications in that direction.

Two agencies also are interested in the same idea, one the William Morris office, probably booking a tabbed legit that is ready to open whenever bookings are set. Lyons & Lyons is working on versions of 'Sunny' and 'Hit the Deck'.

In addition to the agents, at least one legit producer is arranging tab versions of a show he owns. Manager hopes to get three companies out for New England and west and south. Play concerned is a hoke meller. Several others are said to be flirting with the same notion.

Advantages are many to the legit producer. If the show is sold outright to a picture chain, the profit is assured, with the production costs at a minimum.

## 'Wagon' Seems Too Heavy For Profitable Road Tour

That 'Band Wagon' revue, cannot be profitably toured is indicated from road reports that while business has been great the profit remains small. During the Boston engagement of two weeks the gross was more than \$70,000. However, the first week's statement is said to have shown a profit of less than \$2,000. During the second week the net was not over \$2,500.

The Max Gordon revue is one of the heaviest productions ever sent out requiring seven baggage cars for the rail trips. That is two less cars than at first. 'Wagon', too, has royalties in excess of 12%. Back stage crew necessary to handle the dual revolving stages, was supposed to require around 60 stagehands.

### SANTLEY'S SYNDICATE

Several Backers for Collegiate Comedy-Meller

Joe Santley is preparing 'The Birth', comedy-melodrama, which is acquiring a retinue of backers. To date this lineup includes, besides Santley, Fred Bronson and Herb Harris. Play, written by a woman, was first presented by the Morning-side Players, adjunct of Columbia University, where Santley is reported to have first seen it.

Show is in the preparatory stages of professional casting after having been displayed but for two nights by the collegiate group.

## P. A. Boys Put One Over in Philadelphia

Philadelphia, Feb. 22. Story that crashed all local papers last week concerned Russell Hardie, featured player of 'Zoom', the William Barry-Johnny Lytton tryout that finished a four weeks' run at the Chestnut Saturday (20).

Show, under new title of 'Happy Landings', went from here to Boston and Hardie, according to the story, wanted to fly it. Ed Rosenbaum, company manager, brought action to enjoin the flight. Case came up before Judge Rontz who directed the Hardie appear the next day to give reason why the proposed flight should not be banned.

As there was no follow-up story it looked as if action, if any, was dropped. In fact, the whole thing looked like a press agent story and—since it crashed all the papers—a good one.

### Wiman's Seventh

Dwight D. Wiman has optioned another play, 'Bad Manners', by Anna Burnett and William B. Jutte. It's comedy.

Makes about seven plays Wiman has acquired within the past couple of months, and still no definite future production.

Chicago, Feb. 22.

The Shuberts were ousted completely from all connection with the Harris and Selwyn theatres here last week when the owners of the ground on which the houses stand declared the leaseholds, held jointly by the Shuberts and Crosby Gaige, null and void. With both buildings, by virtue of the cancellation order, falling into the hands of the landlord, the combined Shuberts-Gaige cash equity of \$350,000 in the properties was automatically wiped out along with the \$750,000 in first mortgage bonds held by local investors.

After serving the cancellation order and notice of eviction upon the Shuberts and Gaige, the ground owners, the Hugh T. Dickiey estate, appointed William Roche, Selwyn manager and local rep for Gaige, temporary custodian of both houses. Meantime, the estate is entertaining a proposition made by Gaige for the redemption of both spots. Acceptance of the offer is believed likely before the end of the current week.

Foreclosure action has been in the offing since early last fall. When C. L. rolled around, the Dickiey estate found that the Shuberts and Gaige had failed to pay the ground taxes, amounting to \$45,000, for 1929 and had made no move to fund the taxes for the succeeding two years, as provided for in the leasehold.

(Continued on page 49)

## 'HOT CHA' \$16.50 FOR PREMIERE—\$5.50 SCALE

Before leaving for Washington, where he opened 'Hot Cha', Flo Ziegfeld stated the new musical would have a top ticket price of \$14.40 when it came to Broadway. But the scale at the Ziegfeld, New York, will be topped at \$5.50. 'Cha' opens here next week.

Price boost is not the result of the high rating given the performance, but the \$5.50 top is also being used for 'Face the Music' and 'Zieggy' gave it the same reason.

While in Washington there was open house to the New York contingent, which included ticket specialists, conducted by a man understood to have an interest in the show, probably through Le Brown. Bankroll end of the production was further built up by advance sales of tickets to the Broadway stock exchange. The brokers advanced \$60,000 to apply on a ticket which is automatic for the Ziegfeld as also for the New Amsterdam.

'Cha' is now set to open March 8. Opening night the orchestra floor will be \$16.50 top. It's the highest premiere price since the depression. The show is in Pittsburgh this week and plays Newark next week.

### 'Mouse' Won't Tour

'Church Mouse' will not take to the road from the Playhouse, New York, as at first scheduled. Show is due to close Saturday (27). Under consideration is that Ruth Gordon, co-featured with Bert Lytell, didn't care for the idea, and made some heavy demands. Lytell will do a picture in the east or another show.

### Rosalie Stewart's 2

Rosalie Stewart, general manager of the Playhouse, announced Saturday (20) to launch into legit production on her own again.

Mess Stewart owns two plays. These are 'Still Life', by Lester Kroll, and 'Portrait of a Lady', by Robert Bruckner. She figures on starting right away to end 'Life'.

### 'CYNARA' AT SHUBERT

'Cynara' will be moved from the Morosco to the Shubert, where it has opened strongly and averaged over \$14,000 weekly. Has been casting off since New Year's.

Figure grosses will be materially better with the move to the larger capacity Shubert. Later house has rarely attempted dramatic attractions, musicals being the rule.



## Min. Guarantees Cut Salaries to Nothing in West

Chicago, Feb. 22. Increase in the number of performers being hired on the minimum - guarantee - and - percentage plan is starting to worry Equity. Several rep and stock companies in the midwest are taking advantage of the economic chill to slash salaries below the living wage through the blanket use of the minimum guarantee thing.

By means of this system these shows have performers working for as low as \$10 a week on the minimum guarantee. "Fats" Morgans, which closed in town a couple of weeks ago, was operating on a \$25 a week stipulation besides a percentage of the gross.

M. J. Jones stock company, having closed in Racine, Wis., opened at Middletown, O., Saturday (20) with a minimum of \$15 for the performers.

Equity is understood to disapprove of this system but there is nothing in the Equity contracts which prohibit the cut-salary practice.

## COLUMBUS SANS LEGIT, HARTMAN GOES TALKER

Columbus, Feb. 22. Hartman theatre, last remaining local house playing legit and stock attractions, is to join the ranks of the talkers May 1. A. J. Cooper and Harry Schwartz, Youngstown theatre operators, closed a 20-year lease for the house with the Hartman realty company.

Lease carries a flexible rental clause of \$17,000 to \$35,000 and provides that the lessee may offer either films or legit attractions.

There is to be wired, however, and talkers brought in as regular fare.

Edith King, manager of the Millstone Productions, Inc., road show stock company, is the present leaseholder. Her sister, Mrs. W. J. King, opening of talkers here will put Columbus completely out of the road show legit field, as there is no other house capable of playing this type show with exception of Lyceum, ancient remedied showhouse now playing stock burlesque.

## Par Forced to Spare

### House for 'Vanities'

Scranton, Pa., Feb. 22. Paramount - Publix, bringing 'Vanities' here for one performance Monday night (23) is opening the Academy, the city's oldest theatre. The house has been closed since Publix took over the Comerford properties here, and all road shows booked by Par in the past year have been taken into the \$2,000,000 Masonic temple.

The P-P lease on the Temple, said to involve a \$23,000 annual rental, gives the Masonic order the right to use the theatre on 30 nights in the year, and the house had been engaged for all of next season when the 'Vanities' booking came along.

## WILBUR'S UNTITLED WORK

Untitled play by Crane Wilbur is being cast for Phil Gerton. Will open near the end of March. Staging will probably be handled by Frank McCormick.

Piece is a comedy with Wilbur, the author, now in the road company of 'Mourning Becomes Electra'. Phil Adler will be Gerton's general manager.

## FILM MAN'S PLAY

David Diamond, head of Tobis Forefilms in New York, is turning legit producer on the side with 'Trombenick', a comedy by Ralph Astrowsky.

Piece has been owned and dropped by at least three other legit producers in the past.

## Actor Authors

Tom Powers, actor, formerly with the Theatre Guild, is author of a play, 'Handy Man', which is being given a tryout in Boston by the Copley Players this week (22). Powers is handling the lead himself.

## MORRISSEY RENEWS

Rehearsing Show On Vallee Again—Maybe at Belmont

Will Morrissey's plan to do his musical on the appearance of Rudy Vallee is up again. Show is rehearsing at the New Yorker, New York.

Morrissey has retitled the show 'Heigh Ho, Everybody', from its first monicker, 'The Crooner'. Named for the cast are Jean Malin, Lew Hearn and Jack White.

Joe Tierney, manager of the New Yorker and the Belmont theatres, is expected to handle the business end for Morrissey. Same show was produced under a different title last summer, but blew in Asbury Park. If it goes through this time it will likely play the Belmont.

## Only About One Third of Stocks Rate First Class

Of between 40 and 50 stocks existing throughout the country, only about one-third are graded as first class outfits. The rest of the outfits are classified as "other" in New York who are constantly in touch with the stock field.

February is a busy time for these troupers with new companies to be formed for the summer and others closing or getting ready to quit.

Majority of companies now open are shoeing affairs. Few have closed, other than Equity, posted railroad fares back to the place of organization. Strong companies are listed as located in the following cities: Boston; Detroit; Hollywood, Cal.; Chicago; Mt. Vernon; New York; Minneapolis; Portland, Ore.; Rochester, N. Y.; San Francisco, and Salt Lake City.

## Reed Takes Majestic For Old Hit Revivals

Carl Reed has subleased the Majestic, New York, one of the three Shubert Broadway properties recently put into receivership. He will reopen the house in about a fortnight, reviving old dramatic hits. First show will be 'The Round Up', by Edmund Duggan, success of two decades ago. Reed's arrangements call for the four walls only outright.

Revivals will be shown at a top of \$1 for evenings and 75c. at matinees, of which there will be four weekly. Daytime shows will be scaled from 75c. down to 25c. Herbert Corthell is cast as the lead in 'Round Up', originally played by Macklyn Arbuckle. Larry Harrison, who staged the original version, will do the revival.

Producer will, under Equity regulations, be forced to pay his cast eight dollars a week for series of ten through running over the eight performance limit. It's proposed to change attractions every two weeks.

## 'RELATIONS' FOR PHILLY

Henry Forbes' 'Immodest Relations', featuring Blanche Ring, was slated to start rehearsals yesterday (Monday) and to open in four weeks. Forbes for the past few years booking with Shuberts, has moved over to the Erlanger route.

Edward Hartford gets his first chance as a Broadway legit director with this one. He previously has staged road shows only. 'Relations' opens in Philadelphia.

Clarence Taylor, until recently Brock Pemberton's general manager, is with Forbes.

## LUBIN'S 'TRIP'

Arthur Lubin who opened 'When the Bough Breaks' last week, followed it up by buying 'A Trip to Presburg', by Perutz. He'll bring it in next season.

Play was owned until recently by the now defunct Ritz-Minsky Corp., Paramount subsidiary.

## Engagements

Peggy Fish, Joan Hamilton, 'Child of Manhattan'.

Fredrick Foreman, Cynthia Rogers, 'Too Much Money'.

Genevieve Belasco, 'Near to the Stars'.

Dorothy Walters, Bertha Belmore, Jane Wheatley, Edna von Bulow, Al. Ochs, Don Beddoe, 'Warrior's Husband'.

Ed. Forde, Ray Cropper, Will Philbrick, William White, Sara Blair, Milton Tully, Edw. Orchard, 'Merry Widow'.

## Critical

Los Angeles, Feb. 22.

Mary Wigman, the German danseuse, made her first coast appearance at the Pantages Auditorium last week. She did nine different dances in nine different costumes expressing nine different moods.

Afterwards she was unimpressed high brow remarked: 'T thought she was rather repetitious.'

## Skouras Houses

### In N. J. Set Up One Wk. of Stock

Experiment with stock at Skouras' Queen Anne theatre, Bogota, N. J., proving successful, a stock circuit providing a week's time of one day stands has been formed. All houses concerned are Skouras properties in the New Jersey division. Opening date is Feb. 23 at Dumont, N. J. The list of the houses play film on the remaining days.

Bogota experiment was made last week at a 50c top. The same admission is to govern the other theatres.

Route will start at Dumont, N. J. (Monday); Bogota, N. J. (Tuesday); Nyack, N. J. (Wednesday); Bound Brook, N. J. (Thursday); and Jersey City, Friday and Saturday. Nyack is the only New York town involved. The theatres are presently running on varying policies; Bound Brook and Bogota have films all week; Jersey City is and will probably remain dark until the stock try-out. Nyack has weekend pictures and Dumont the same. Hence, stock will reopen some of the houses.

First show over the circuit will be a troupe formed by Green and McCollum. Company will change shows weekly. Maury Stahl is Skouras' Jersey division manager.

## After Auditorium

Pittsburgh, Feb. 22. Belief here is that George White is negotiating with the heads of Syria Mosque, 5,000-seat auditorium, for the local showing of 'Scandalous' and 'The Great Dictator'. The objective is a \$3 top.

If Mosque deal doesn't go through show will likely play the Nixon for the first time. Alvin has always had the White shows but his recent split with the Shuberts has changed that angle.

## 'ROBBERY'S' 25% CHOP

Cast of 'Jewel Robbery', at the Vanderbilt, N. Y., is reported taking a 25% cut. Show produced by Paul Stargis.

Belief is that Basil Sidney and Mary Ellis, co-starring, remain unaffected as to chop since having a financial interest in the production.

## Returns Too Soon

Seattle, Feb. 22. La Argentine, Spanish dancer, at the Fox, a year ago, came back to town too soon.

Current price scale—\$3 top—did not move so well. University women's organization sponsored.

## Swedish Tax

(Continued from page 17)

The increase in the footage of Swedish pictures, 713,731 feet, is due to the fact that the Swedish producers, Svensk Filmindustri and four or five independent Swedish producers, release the pictures in an excessive number of prints.

## Censor Bans

The Swedish censors prohibited 241,679 feet of film during 1931, against 162,828 feet during 1930.

Among pictures prohibited were: American: 'War Nurse', Metro; 'Secret Six', Metro; 'Dance, Fools, Dance', Metro; 'The Big House', Metro; 'Stolen Heaven', Paramount; 'Hell Harbor', U.I.A.; 'Doorway to Hell', W.F.N.; 'Little Caesar', W.F.N.; 'Night Nurse', W.F.N.; 'The Ruling Voice', W.F.N.

German: 'Nachgestalten', 'Der Weg nach Rio', 'Tanzlerin fur Sudamerika', 'Madame Blum', 'Der Greifler', 'Und das ist die Hauptsache', 'Heilige Hande', 'Schatten der Unterwelt'.

French: 'Son dernier Tango', 'Les Amours Minuit'.

Russian: 'Der blaue Express'.

## CONCERTS

By Sallie

## 'PASTURES' TO STANDEES

Brought Columbus 'Crowd Downtown' and Helped Pix, too

Columbus, Feb. 22. 'The Green Pastures', original company at the Hartman theatre, opened to standees.

Will run six days here, with two matinees. Record gross of \$25,000 is certain, with \$3 top in the 1,600-seat house. And the legit show is doing film houses more good than harm, too, as it has brought the crowds into the downtown area at nights again.

## Requests by Summer Stocks Pour In, but Brokers Pessimistic

Although the season is still some months away, producers are already talking about summer stocks. An imposing number of requests for shows are arriving at New York play brokers' offices.

But the brokers aren't paying too much attention to the script requests. They're trying to find out what money, if any, is behind the groups. Most run as co-ops or with minute guarantees for the cast against gross percentages.

The play demands are mostly for current Broadway hits, which the brokers can't promise as releases for stock, since no closing dates are set on the desired shows.

## SHUBERTS' MUSICAL STOCK TRY IN LOOP

Chicago, Feb. 22.

After 11 weeks at the Great Northern, 'Marching By' (musical), folded Saturday (20), but the cast stays on to go into immediate rehearsal for another Shubert musical, 'Circus Princesses'. J. J. Shubert and E. R. Simmons were due in town yesterday (21) to start production and put the cast under the new contracts demanded by Equity.

It has been the idea of the Shuberts from the start of the season to establish the Great Northern company as a musical stock troupe. According to the plans, as soon as one musical showed signs of fading a new one would go into rehearsal. During the last week of 'Marching By' everything was set for the start of the next show, 'Circus Princesses', but 'Marching' suddenly picked up and rehearsals for the new musical were postponed. 'Princesses' is slated to open in two weeks.

## Two New Stocks

Making up for some of the closed stocks, two new groups open within a fortnight.

Hunter Williams will debut his company in Montclair, N. J., in a Warner theatre, and Kent Thomas follows suit in Seattle, Wash.

## WINSTON-ELLIOTT COMBINE

Harold Winston is in charge of a newly opened James Elliott office for theatrical production. Elliott gave up the fight early this season, joining Western Electric's Program now is to continue legit production but with Winston handling everything.

Winston staged 'Brass Ankles' for Elliott last season, thence going to Paramount as a film director. He returned from the Coast a few weeks ago.

## STOCK FOR AKRON

Akron, O., Feb. 22. Colonial, former theatre house, which has been playing straight pictures for the past year, will turn to dramatic stock this summer with an occasional musical featuring important leads. M. V. Shea, owner, is casting around for people. Slated to open about June 1. In the meantime Colonial will introduce brief interludes of legit, first to be Otis Skinner and Maude Adams.

German: 'Nachgestalten', 'Der Weg nach Rio', 'Tanzlerin fur Sudamerika', 'Madame Blum', 'Der Greifler', 'Und das ist die Hauptsache', 'Heilige Hande', 'Schatten der Unterwelt'.

French: 'Son dernier Tango', 'Les Amours Minuit'.

Russian: 'Der blaue Express'.

German: 'Nachgestalten', 'Der Weg nach Rio', 'Tanzlerin fur Sudamerika', 'Madame Blum', 'Der Greifler', 'Und das ist die Hauptsache', 'Heilige Hande', 'Schatten der Unterwelt'.

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French: 'Son dernier Tango', 'Les Amours Minuit'.

Russian: 'Der blaue Express'.

Roland Haynes gave his only recital in New York at Town Hall to a crowded house. Mr. Haynes is one of the most finished artists of his race in the world. He is a German and French group his diction is faultless. His Boston management let it be known that before this eighth tour of America Roland Haynes has given 400 recitals, singing in 153 cities in 40 states.

Lily Pons sang to a sold-out house at the Metropolitan, Sunday night. She was charmingly attired in a white frock, topped off with touches of green and green pumps. Liadov's 'Music Box' sparked with tunefulness. She was accompanied at the piano by Wilfred Pelletier, Mr. Pons' unable to appear, was replaced by Pavel Ludikar in a role from 'Don Giovanni' and 'Faust'.

Miss Pons is to sing the principal role in 'Lakme' which will have a revival next week. It is 15 years since Maria Barrientos sang the title role in 'Delibes' spectacular opera.

Muriel Kerr gave a recital at Town Hall. Her program was played throughout with much assurance and she displayed fine imagination in her interpretation of Schumann's 'Fantasy'. The Mendelssohn service was in light, airy style, and won the audience's hearty applause.

The concerts of the Beethoven Association are given by members who give their services and donate the receipts to the society's treasury. Last week's recital cleared \$5,000. The purpose of this association is to advance the cause of music as an art.

Armand Tokatyan's illness compelled cancellation of his song recital at Carnegie Hall this week.

Ignace Hilberg, Russian pianist, will be the guest artist at a reception for Secretary of State Stimson in Washington by Tytus Filipowicz, the Polish ambassador.

Eight performances by the Russian Opera Foundation will be given at Mecca Temple week March 23. 'Boris Godunoff', 'Khoventchina' and 'Le Coq d'Or' will be sung.

Pone in 'Lakme'

'Lakme' was revived at the Met, and the popularity of Lily Pons drew a record house. The outstanding number, 'The Bell Song', was rendered by Miss Pons in a fashion that made the audience gasp, and she made a really beautiful stage picture. Miss Swarthout's Ballade suited her none too well, the duct she sang with Miss Flexer did full justice to their roles. The ballet created by Mme. Rosini Gail, in French, Mme. Laporce, and exquisite steps. Mr. Louis Hannelmans conducted with his usual animation.

Ganz Pleases

Rudolph Ganz, pianist, again demonstrated in a recital at Carnegie Hall, his brilliancy, technique and vivid imagination through the keyboard. He opened his concert with the 'Elegie Sonata' of Beethoven, Capriccio of Beethoven, Pieces by Ornstein, Scriabine and Blanchet were done with his usual intelligence. A full house and much applause.

Coloratura at Town Hall

Adele Epstein's coloratura voice was heard at Town Hall in a program well selected. Her voice revealed a splendid range, but her top notes lost something of beauty in her attempt to force her tones. Nicholas Stemas accompanied at the piano and Ellis McDermid played the flute obligato to an air by Victor Mass.

The Japanese Christian Association gave a benefit performance at Town Hall, at which Tohshiko Sekiya, coloratura soprano, was heard in French, Italian, American and Japanese songs, a pleasing voice. The event drew a fair house.

Birmingham's Shows

Birmingham, Feb. 22. Name of the Erlanger, legit house, has been changed back to the Jefferson and house has been taken over by John Sullivan for road shows.



# Slam Chi Reviews Impede 'Electra'; Husbands \$9,000.—\$14,000 Top

Chicago, Feb. 22. — Slow start of "Mourning Becomes Electra," at the Blackstone last night, furnished the first instance of the current season wherein a critical opinion caused appreciable damage at the box office. The fluctuations during the week tended to corroborate the belief by the house management and the Theatre Guild that the lambasting handed the O'Neill tragedy by the "Trib" reviewer, Charles MacArthur, was responsible for the severe slump.

Business went way off Tuesday and Wednesday. By Friday word-of-mouth had sufficed to overcome the unfavorable newspaper send-off and the performance that day and Saturday attained capacity, pace the advance sales toward the end of the week indicated that the marauder had nothing to worry about for the remaining two days of its stay, with the probability of finishing up the current week to \$9,000 better than the initial loss of \$14,000 on the "Strange Interlude," which played the same house, opened to over \$18,000 and stayed eight weeks.

Trick comment ran over a column and a half, with 50% of it harping on the incest theme. "Consciousness" was the word in the column, and wrote that it impressed him as a smothering, stifling deluge of morbid ideas. One immediate reaction to the review was a call to the Blackstone management from Margaret Rice, the "Trib" reviewer, who wanted to know whether the presentation was as revolting as Collins termed it. She also decided to okay the local booking.

"Counselor-at-Law" failed to make any headway on its second session. It had been advertised as a "series" and carried about the balcony sale and are working on several exploitation stunts, one of them to interest law school students. Collections are still around the \$12,000 mark, which means a break for the producers, but under the line "Strange Interlude" here, however, is picking up nicely.

Outstanding bright spot of the week was the Briarley, where "The Chocolate Soldier" continued to pile in the two-for-one trade. Drew Weiner \$14,000 from this tour, almost exclusively for its third week. Impresses as certain to stay within the \$12,000 mark for at least another three weeks.

Another happy break fell to the Adelphi, which last night moved "Mr. Husband's" out from the Blackstone and started to peddle it on the clipped scale plan. First week of the week at the new location brought well over \$9,000, with the show set to stay as long as remains above \$5,000 a week at the Adelphi, gives it a minimum outlook of four weeks here.

Teaching 'By' did a sudden fade-out Saturday (20). Bottom dropped out here at the beginning of the week and the show was dropped, issued the fold order. Both Lee and Jake are in town readying a revival of "The Circus Princess," which the withdrawn operetta at the Great Northern. Eleventh and final week of Marching got less than \$4,000.

Lee Leslie's "The Merchant of Venice" is scheduled to move to Detroit this coming Saturday (21), after a fairly profitable two weeks here, with a gross around \$12,000 last week. "Blue Bird," Russe revue, hit somewhere around \$7,000 on its third week at the Studebaker. Due to a run at the end of the present stanza, with Maude Adams' "The Merchant of Venice" slated to follow. "By" latter booking is limited to one week.

Advance call promises a strong reception for "Band Wagon," which opens at the Illinois tonight (Monday). Entry advance sales, headed by "Experience Unnecessary," Harris, in here under the Dramatic League banner. Fred Stone's "Smiling Faces" succeeded at the Adelphi.

(Continued on page 49)

## 'CYRANO' LEADS FRISCO

On \$9,000—Gillette's \$9,000 Net Big But Will Do Extra Weeks

San Francisco, Feb. 22. — Everything holding over with no new attractions on the legit calendar. Richard Bennett in "Cyrano" doing business at the Palace, pulling around \$9,000 in a second week at the Geary.

William Gillette, in "Sherlock Holmes," is June at the Earl of Columbia. Show's one week expected for three more showings but figure of new booking is not known.

Duffy's production of "The Monks" had a poor second and final week at the Adelphi, around \$4,000. House goes dark until at least March 5, when May Robson comes in with "The Great Road."

"Crazy Quilt" opened yesterday (21) at the Curran with a healthy sale.

**LEGIT ESTIMATE SYMBOLS**  
R—revue; M—musical comedy; D—drama; C—comedy; CP—comedy drama; F—farce; O—operetta. Capacities and top prices also indicated.

## 'BARRETT'S' BOSTON'S BIG BET ON \$26,000

Boston, Feb. 22. — "Barretts" has taken the town by storm. Played to capacity first week and the two weeks' stay has been long enough to three and probably four. "There's a Crowd" is not a sell-out, while "Everybody's Welcome" at the Majestic, is catching on and ought to pick up this week.

**Estimates for Last Week**  
"Barretts," Shubert. Excellent at \$26,000 on first week; may stay more than \$14,000 on second week.

"There's a Crowd," Colonial. Age hampering down; about \$22,000 first week; all right.

"Everybody's Welcome," Majestic. Good at \$15,000 on first week and building.

"Unexpected Father," Hollis. Fair at \$4,000 for first and final week.

"Happy Landings," Plymouth. Opens tonight (Monday).

"Electra," Hollis. Opens tonight (Monday).

## 2 BRITISH COS. TAKE \$20,700 FROM SEATTLE

Seattle, Feb. 22. — Stratford-on-Avon Players and Sir Barry Jackson with Birmingham, England, Repertory troupe, proved again that English companies are liked here. It's handy for them to hop over from Vancouver, B. C.

Stratford Players did \$13,700 in a week of Shakespearean plays, compared to \$17,000 when here two years ago. Birmingham Players on average, did \$7,000.

Next comes William Gillette, in a coast farewell, Feb. 25-27, with advance sale okay at a \$3 top.

Birmingham company lost its dates in Portland, Ore. due to a tangle with Fox-West Coast and DuPont. Local dates were the only ones played by the outfit in the U. S. troupe touring Canada. It played a solid month in Vancouver.

## 'Moonlight' \$3,200

Minneapolis, Feb. 22. — "Mrs. Moonlight" pleased and won the critics' praise but brought disappointment to the producers. The bridge dramatic stock company last week. Grossed around \$3,200. Current offering is "Once in a Lifetime."

"Id' Betters" with the aid of a professional wrestling match Friday night, did about \$4,000 for the business stock company at the Gayety. Coleste, dancer, a guest player. The Metropolitan continues dark.

## Slam Grosses and Two-Bit 'Service'

Tickets in L. A.; \$2,200 for 'Blackness'

Los Angeles, Feb. 22. — No records topped last week. "Crazy Quilt" and "Grand Hotel" both doing a skid. "Crazy" in for two weeks, left for San Francisco Sunday.

"Shining Blackness," new play by Lulu Volmer, opened at the Mason Monday night, ending a year of darkness for the theatre. Failed to arouse local interest and the first week ended with about \$2,200 in the lot.

Six-bit top rep company at the Orange Grove continues with "The Gracery," depending on 25-cent service tickets to pay the bill. With a gross of \$600 for the week there's no profit.

Another 75-cent top venture got started Friday at the Music Box and "The Gracery" depending on 25-cent service tickets to pay the bill. With a gross of \$600 for the week there's no profit.

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## Stone Disappoints in Pitt, Around \$14,500

Pittsburgh, Feb. 22. — With the legit field all at itself last week, and likewise Fred Stone's first local appearance at \$3 top. "Smiling Faces" was a bit of a disappointment at the Alvin. Estimated at not more than \$14,500, which was about what the house took and show an even break. Quite a come down for Stone locally, star only last season getting better than \$30,000 with "Ripples," although at a \$4.40 top.

Bookings for both the Alvin and Nixon are pretty close after the present week. Former has "School for Scandal," under subscription auspices with Nixon housing Ziegfeld's "Hot-Chat." Alvin hasn't anything in sight until March 28, when "The Racketeer" comes in, to be followed April 4 by return engagement of "Rhapsody in Black" and Grand Hotel, a week later.

Nixon likewise will probably be dark for a month or so unless something unexpected turns up. Only "Last Night" is in the wings. "Too True to be Good," penciled in March 21.

## 2 PHILA. SHOWS, BUT NEXT WK.

Philadelphia, Feb. 22. — Philly is down just about to rock bottom this winter as far as legit is concerned. Last week three houses were open. "The Gracery" and "The Gracery" will just see one regular theatre lighted. That's unprecedented for the height of the season in modern Philadelphia history.

The tough angle is that business hasn't been bad at all. It has been figured up that of the 16 shows here since Christmas (and that represents a water mark in quantity) there were smashes, four more did nice trade, four more broke even and only four were out-and-out flops.

Right now the town is hungry for musicals, as the tremendous business done by "The Music" and "Smiling Faces" shows. But there isn't a single tune show on the horizon. "The Gracery" and "The Gracery" will just see one regular theatre lighted. That's unprecedented for the height of the season in modern Philadelphia history.

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## Most B'way Plays Have Bad Week; Shows Fail to Beat \$3,000 and One at \$500; 'Music' Near \$42,000

Broadway's legit business hit an air pocket last week and accompanied a similar slump in grosses out of town. The period covered the second week in Lent, and that may be a hint, but no explanation was forthcoming for the big drive except the approach of the Federal income tax date, which has for years socked the box offices.

There are a number of poor shows which weren't going anywhere, but even those rated getting moderate money dropped upward of \$2,500 from the previous week, not so hot either.

Estimated that at least six shows on the list failed to better \$3,000 last week and one failed to get it less than \$500 on the week. In the face of that bad news "Face the Music" came into the New Amsterdam to press acclaim and highly promising grosses. Premiere was Wednesday (17) and on Feb. 20 the take was \$4,700. Second night, however, it had third performance and both Saturday shows were virtual washes, and the indicated weekly pace will better \$12,000.

Box office statements looked better, but the attendance for several leaders for which the agencies have buys. On two or three occasions the attendance for several leaders for which the agencies have buys. On two or three occasions the attendance for several leaders for which the agencies have buys. On two or three occasions the attendance for several leaders for which the agencies have buys.

"Blessed Event," Longacre (3d week) (C-1,019-\$3). First full week about \$10,000; not up to first indication. Agency expects business to climb.

"Blessed Moment," Cort (16th week) (D-1,843-\$3). Appears about to hang on; last week about \$8,000, most from cut rates.

"Cat and Fiddle," Globe (20th week) (M-1,416-\$4). Continues strong in grosses and playing to better than \$25,000 weekly; excellent at scale.

"Cat in the Hat," Playhouse (20th week) (C-984-\$3). Final week; not going to road; averaged \$8,000 and made money.

"Collins," Hayek. Taken off Saturday after one week; generally panned.

"Counselor-at-Law," Plymouth (10th week) (C-1,042-\$3). Held better than most; others last week \$19,500; stoutest good for the season.

"Eskara," Morosco (17th week) (CD-933-\$3). Has been slipping and last week estimated at \$8,500; should last through Lent, however.

"Face the Music," New Amsterdam (2nd week) (M-1,792-\$5.50). From enthusiastic praise from first night and in to box office. Grossed \$11,000; should be \$12,000 or better weekly.

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should last into spring; off last week; \$7,000.

"Jewels of Mystery," Vanderbilt (7th week) (D-770-\$3). Week to week with pace approximating \$4,000 but less last week. Has been sold for pictures and may be withdrawn Saturday.

"Left Bank," Little (21st week) (D-530-\$3). Claimed around \$5,500, last week; just about even break; probably tours after Lent.

"Little Racketeer," 44th St. (6th week) (M-1,963-\$4.40). Date extended one more week the closing now slated for March 6; \$12,000 may be slightly profitable for musical.

"Monkey," Mansfield (3rd week) (CD-1,424-\$3). Title and mystery play appears to have hurt its chances; first full week may be \$5,500.

"Mourning Becomes Electra," Guild (18th week) (D-914-\$4). Early dramatic leader holding up well in rough going; \$17,000; moves to larger area next week; \$25,000.

"New York to Cherbourg," Forrest. Opened Friday (19th) and closed next night.

"One Free Sing," Music Box (9th week) (M-1,000-\$5.50). Advance sale, so hefty that the slump missed this musical hit; again close to \$30,000.

"The Golden Rule," Golden (1st week) (C-900-\$3). Presented by John Golden, written by Daniel N. Robin; Frank Craven and Thomas M. Farrell starred; opens Thursday (23).

"Reunion in Vienna," Beck (15th week) (C-1,168-\$3). The front run for the season. Strongest and strongest agency call; \$23,000 and over.

"Scandals," Apollo (24th week) (R-1,154-\$5.50). Second week more and then the road with Boston the first stand. Dipped again last week with income tax and \$25,000.

"Springtime for Henry," Bijou (11th week) (F-606-\$3). Has been affected like most of the others, but probably will have a break at \$7,500 last week; short cast show.

"The Animal Kingdom," Broadhurst (7th week) (C-1,118-\$3). One of the musicals that has real hit with the gross over \$20,000.

"The Bride the Sun Shines On," Cohan (9th week) (C-1,400-\$3). Dependent on cut rates; slipped down to around \$5,000 last week.

"The Devil Pays," Selwyn (8th week) (D-1,067-\$3). Dropped too with the gross under \$15,000; will take to the road Easter week.

"The Fatal Alibi," Booth (3rd week) (D-708-\$3). Did not escape unscathed last week; broke at \$7,000; agency buy helps some.

"The Good Fairy," Miller (16th week) (C-948-\$3). Among best of the season; average gross \$14,000 and close to mark last week.

"The Inside Story," National (1st week) (D-1,164-\$3). Presented by Ed Wynn and his troupe; first season. Postponed from last week, opened last night (22).

"The Laugh Parade," Imperial (2nd week) (C-1,099-\$3). Held. Claimed to have held up fairly last week with the gross at \$25,000.

"There's Always Juliet," Empire (2nd week) (C-1,099-\$3). Won favorable notices with few dissenters and should do well; first week \$12,000.

"Trick for Trick," Harris (2nd week) (D-1,051-\$3). Opened last week with a fairly good break in going gross going well over \$15,000.

"Vanities," Carroll (27th week) (R-2,500-\$3). May make a sudden drop in box office; business has been down around \$25,000 or under.

"When the Bough Breaks," 48th St. (2nd week) (CD-986-\$3). Critics didn't like this one; may do for a limited period on strength of stars' names. In box office, business has been down around \$25,000 or under.

"Whistling in the Dark," Barrymore (6th week) (D-1,006-\$3). Has been doing well, but slipped with the field last week to about \$10,000.

"Wild and Wonderful," Times Square (2nd week) (D-1,074-\$3). Opened last week drawing a panning.

"Zombie," Baltimore (3rd week) (D-1,074-\$3). Business has been down around \$25,000 or under.

## FACE THE MUSIC

When the satire perhaps becomes a bit too serious, there's always the Hassard Short mounting and the Albertina Rasch terp routines to relieve everything.

In between, the tuneful Irving Berlin music confounds as to what will wind up as the hit number of a deli-coffee hot packs ad. It augurs a lot for a 'real comeback' by Berlin. This is his first show in years and with it he evidences his mastery of pop songwriting. Lyrics haven't been sacrificed for commercial purposes either, as witness the lines mentioning 'tart' and a fair sprinkling of hells and damns, but

## When the Bough Breaks

Malcolm Duncan is the friend of the husband, who years before had lost his suit for Magna's hand and who has been sticking around ever since. Several times he has tried to tell Magna what she is doing with her son, but it never seeps through, with him finally giving up the case and walking out as the others have done, but not until he also has told Magna what she is doing. 'Bough' is no mammy son; and so, it's all sadness. First

Barrie Plays (Brady) Playhouse.  
'Too Much Money' (Rowland) Ritz.  
'Warrior's Husband' (Moses) Channl.  
'Child of Manhattan' (Fears) Erlanger.  
'Death Takes a Holiday' (Chicago stock, Sharpe) Golden.  
'Too Good to Be True' (Gullid) Gullid.

act is slow, spent mainly in painting the mother role in dark colors. Play may benefit from what draws Miss Frederick's film playing gave her. William Post, Jr., is good as the smothered son. Heydt is an up and coming actor. Dorothy Libaire, Joan, the disappointed sweetheart, while Clyde Franklin is the treacherous father, but seen only in the prologue. Maud Durand is good as the Warren's long established housekeeper, who also feels the effects of Magma's scheming.

Paramount is said to have the screen rights for this one all set for production in 1936. The picture was originally Par backed the Whitaker Ray-Worthington Minonion production outfit which disappeared when taken over by Doran. The picture was made for theaters. It's the same Ray as with Ray-Minor, while D. A. Doran, or the firm, is now with the Par outfit. Margaret Hesse, of the firm, figures on the financial end.

Most prominent cast names are Desmond Perkins, as the program manager, who liberates his fate and naturally gets on the "other side" of the line, for a real piece of

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ated. Bee.

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## There's Always Willing

Comedy in three acts. Presented by Gilbert Miller at the Empire Feb. 25. Written by John Van Druten. Edna Best and Herbert Marshall starred. Staged by Aurio Leo.

Georgina Perrycoote.....	Edna Best
Florence.....	May Whitty
Dwight Houston.....	Herbert Marshall
Peter Walmisley.....	Cyril Raymond

If Gilbert Miller's latest import matches its London engagement of four months at the Apollo there it should have well served the manager. Doubtful if it will go quite

Miss Best and Marshall portray the lovers with such finesse that the story is at all times believable. In no instance have these two London players failed to please New York audiences. Cyril Raymond is the unlucky Peter, while May Whitty is the maid.

Good title is 'There's Always Juliet.' Light play but enjoyable.

There is one set. This show, in which weld moments, has an excuse which mystery plays generally lack. Azrah is believed to be involved in the suicide of the girl assistant of

(Continued on page 48)

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## London Show World

First thing Charles Culliver did, on being appointed joint managing director on Moss Empire, was to launch a pending suit against his company by Albert de Courville, who claimed he had a verbal contract with one of the directors to produce Hippodrome show. It was made at a banquet, within hearing of several witnesses, and Culliver is understood to have received £1,000.

Another producer who has been bothering the Moss Empire directors is Julian Wylie. He held a promise to do a show at the Hippodrome, also. The theatre, written by Fred Thompson, Wylie has settled with Moss Empire advancing some money to produce the show.

An all-star production of 'Julius Caesar' was given at His Majesty's Theatre by Caesar, Asche, in the role of Caesar.

He gave a brilliant character study of Caesar. Asche, however, was equally impressive in his portrayal of Lynn Harding, but the greatest performances of all, the height of self-analysis, came from Geoffrey Tearle, who was officially announced for the part of Mark Anthony.

### English Humor

Looking over Wheeler and Woolsey's 'Peach of Reno' recently, a 'Variety' man chuckled over the game, 'Do you drink?' 'That's my business.' 'Any other business?' 'Turning to his English companion he said it was the subject of youth and the knowing native then stated the rag originated 25 years ago in a British court of law.

Continuing its policy of presenting audacious plays, the Gate Theatre last week offered Antonio, a three-act comedy, 'Lequel,' under the title of 'Which?' It was produced in New York with the title 'Ladies All.'

It was exceptionally well received. The tiny Players theatre last week produced a new comedy by Frederick Jackson, 'The Iron Woman,' which was warmly greeted.

It is the old subject of youth defying age and convention but this one to a tame ending.

### British Production

Eleven British films are being made here at present, a figure which is higher than the totals for the last three months, but much lower than the total this time last year. The slump is due mainly to British International having eased up production during the last few months and having stopped altogether just now while waiting for last pictures to get key theatre deals.

It is further due to the suspended production at the Gaumont studios, which are being decided whether to turning out 50 features yearly. This schedule, however, does not come into effect until April.

5 Weeks' Work, 2 Nights' Pay After five weeks' rehearsal and two nights' run, the picture of 'Say When' at the Duke of York's received two nights' salary, their contracts being for the run of the piece.

Mercia Swinburne, the lead, had a month's guarantee, but even that was useless as she was later released as a limited liability company and the woman who was principal baller thereafter cannot be proceeded against.

### Exhibit A

Babbette, the dancer, is to have her backbone X-rayed in the interests of safety.

A long-haired professor chanced to see her for her famous contortions, business and decided she was so interesting she would be worth illustrating in a forthcoming book before the Royal College of Surgeons.

In England, of course, there is no question of this sort of thing being in the publicity game, but the result Babbette has done more to put the elastic backbone on the surliest shirt than any one else.

John Maude, son of Cyril Maude, and E. G. Robey, son of George Robey, were both in the holding briefs at the Old Bailey this week.

### Long Goes Russian

Ray Long, for years Hearst's story representative, has been in London, leaving this week for Italy, where he will confer with Maxim Gorki.

Long is now written with the Soviet literature and hopes to publish Gorki's current work on the revolution.

### Robey Under Spot

George Robey, incidentally, is much in the public eye at present. The Sunday Express now has a war with its Rothermere rival, the

## Ruth Mason's License Cancelled; New Plans

Paris, Feb. 22. Government has cancelled legit producing license issued to Ruth Mason, American woman. Miss Mason was planning to employ Betty Zane, daughter of Col. Zane, w.k. figure in the American colony here, with Miss Zane now shipped off on a trip to California to visit relatives.

Miss Mason, forced to abandon her previous plans, now is toying with a new idea of hiring an intimate theatre in Paris for production in English of local newly-produced plays. Idea is that if any of the plays seem to go, they can be shipped to the U. S. for production.

## CIRCUITS' WAR A BREAK FOR ACTORS

London, Feb. 22. West End vaudeville battle is now on in earnest between General Theatres and Moss Empire. Performers playing the Palladium and Holborn (Gen.) are considered opposition to the Victoria Palace and Dominion (Moss) and each side is baring the talent from the opposite camp.

Recent unanimous decision of all managers to cut salaries by one-third has now been conveniently forgotten by all hands, with both circuits frantically scrambling to anticipate opposition for talent.

## CARMO'S ATTACHMENTS ALMOST STRANDED HIM

Paris, Feb. 15. Great Carmo, who played a fortnight at the Empire with a company of about 30, is now back in England, but not without considerable difficulties.

A former Manager George Sax of Lakes Variety agency, London, had sent him from England to the Paris Empire with fares and baggage transportation o.d.s. Carmo discovered that, following Sax drawing an advance on his salary, an attachment was put on the baggage by Langstaff & Arenbert, transportation agents, for his due.

This left him nearly stranded, his charges having to get salary help from the English N.V.A. Carmo then decided to return to England rather than keep a date in Switzerland, resulting in Manager Randow of the Kuchin theatre in Basel, Switzerland, increasing his difficulties by attempting to attach Carmo's baggage for breach of contract. Fact that baggage in transportation is not attachable only permitted Carmo to return complete to England.

'Sunday Dispatch,' has taken the comedian's life story for serial. The 'Dispatch' promptly went one better. They argued the public had tired of the conventional life story, so they dug up Robey's paintings, the comedian being a useful man with a spare-life brush.

Robey's paintings of well-known people are likely to prove a draw in the rival sheet as a result.

John Grierson, one of the leaders in the European film world, expert critic and producer, has decided never to make another film, a fact he has in itself shown what an original sort of man he is.

It was a pity the late Edgar Wallace could not be in London at the time his last play, 'The Green Pack,' was produced at Wyndham's, Feb. 9. If he had, he would have altered the finish to make it clear to the average theatre-goer. In that event it would have been an exceptionally good melodrama of the Gold Coast with three men drawing for the ace of spades to decide which of them should kill the fortune, who is robbing them of a fortune.

The play is well acted, but leisurely in development and does not show the vigor which Wallace would have altered at rehearsal.

## TOUGH BREAKS Cochran's Casting Grief—'Fiddle' Trio Stricken

London, Feb. 22. C. B. Cochran is having a tough time getting a cast together for 'Cat and the Fiddle,' American musical that he'd like to attack into the Palace pronto.

Finally got three principals set in London, Leonid, Delmy and Francis Lederer, all three immediately coming down with influenza.

## STOLL, GILLESPIE NOT INTERESTED IN 'CRAZY'

London, Feb. 22. Alex Aarons had a long talk with Sir Oswald Stoll Wednesday (17) about the likelihood of producing 'Crazy' at the Alhambra. Couldn't even reach first base, with Stoll quite happy and satisfied over the grosses he's getting with 'Waltzes from Vienna' and not at all interested in something to follow at this time.

Same result was attained by Aarons during a talk with R. H. Gillespie for the Hippodrome, where John Murray Aarons' revue 'Bow Bells' is equally in the money. Now looks pretty definite that Aarons will return to New York with his trip here amounting to nothing more than a trip.

## Harwood's 2 New Ones Just So-So in London

London, Feb. 22. Captain Harwood's brief, a little holiday in the legit field this week, two plays that he authored opening. First, 'So Far and No Father' is at the Ambassador's and 'King, Queen and Knave' is at the Playhouse. Both, however, got indifferent receptions and despite Marie Tempest starring in the first and Gladys Cooper in the second play, look like short runs.

'So Far and No Father' is a dubious fatherhood problem, and is replete with ancient humor, while second has to do with the usual Ruritanian plot and counter-plot business, finally coming to a sensational political stunt and consequently quite tedious.

'Sentenced' at the Comedy is an unconvincing melodrama of a judge who sentences an escaped convict for the murder the judge himself committed. It's partly redeemed by good trouping on the part of Frank Cellier and Ion Swinley, but doesn't promise much of a run.

'Below the Surface,' at the Prince of Wales, is a suburban drama originally tried out for one performance by the Repertory Players at the Phoenix. It's been partially rewritten, and was well received. Despite crude workmanship it's interesting and should enjoy a limited run.

The company's strongest opposition, despite the fact that Fox is the big backer behind the company.

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## '31' Loss \$86,000, Vs. \$300,000 Profit In '30, 12 Moss Empires Going Sound

### 'Affaire,' Paris Comedy Hit, Taken by Shuberts

Paris, Feb. 22. 'Une Affaire' (An Affair), local comedy hit by Pierre Varenne and Raymond Silvay, at the Caumartin has been taken by the Shuberts for America.

Robert Gallois is the local entrepreneur.

## BRITISH LEGITS FAVOR OPEN POLICY

London, Feb. 22. Number of local legit stars, representing British Actors' Equity, visited the Labor Ministry during the week and asked for permission to allow all foreign talent to enter the country without restrictions.

Artists told the Minister stories were getting around that British were barring foreign actors, and feared such stories would hurt more than any good. Also expressed fear that reprisals might be set up in the United States and other spots.

## LEGIT SHOW WINDOW IDEA GAINS GROUND

Paris, Feb. 11. The suggestion that plays not bought by any theatre should be staged and trade shown in a special stand, is receiving a new impetus from the fact that many plays which have been given a single showing by some friendly organization, have immediately been booked into a regular theatre.

First case was that of 'Hector,' currently brought into the Apollo by Charles K. Gordon, after being shown by the Association of the Becholders. A play titled 'Sur l'Autre Rive' (Across the River) by Auguste Villoroy, will now go into the Legit, after what amounts to a trade show, consisting of a single performance given by the amateur company 'Aide et Protection.'

Weather Paris, Feb. 22. Rain is following a cold snap and business continues to be very weak.

## Australia By Eric H. Gorrick

Sydney, Jan. 21. Charles E. Munro, managing director of Hoyts-Fox, is expected to arrive in Sydney in February to confer with Fox and the Chase bank on matters in connection with the Hoyts-Fox deal with Australia.

Believed over here that the Chase interests will not extend as far as Australia in any representation to move regarding the Hoyts-Fox group because the company is in the main Australian and any foreign interference would cause opposition, despite the fact that Fox is the big backer behind the company.

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Moss Empires lost about \$86,250 during the past year as against a profit the year previous of about \$310,275. There'll be no dividends for ordinary stockholders this year although last year 10% was paid. Preferred stockholders, however, will get a dividend of some sort.

Report last issued by the company does not disclose the loss at the Dominion theatre, where the dividends are guaranteed by Moss Empires and which includes predict will total at least \$100,000.

Understood the board intends to move that stockholders agree to turning 12 theatres into talker houses. If that gets by understanding the board attempts will be made to get permission for taking about \$500,000 out of the reserve fund of \$2,200,000 for operating. Such action, however, will probably be objected to by the Ostrer Brothers, holders of almost \$1,750,000 worth of stock in Moss Empires.

Last minute decision has been made by the directors to hold a get-together on Friday (25) at the Holborn restaurant on Feb. 29 in the Hippodrome building.

Likelihood is that Will Evans will ask to be relieved of office, now arguing that the best proposition for Moss Empires would be to let the domination of Gaumont British.

Evans' personal interest is to the extent of over \$200,000, besides representing Lord Beaverbrook's more than \$1,000,000 investment. If Evans could dispose of his shares he'd probably be more than glad to withdraw.

Reinhardt Trims Sail Berlin, Feb. 11. Max Reinhardt has given up his two theatres on Kurfuerstendamm, and will concentrate only in the city. He keeps Grosses Schauspielhaus, Deutsches Theatre, Kammertheater and Berliner Theatre.

The actor, A. E. Licho, is said to be his successor in the two first named theatres. He is to perform musical comedies and will conduct his theatres on a collective basis.

AD FILM BANNED The Hague, Feb. 11. The board of censors today a short reel imported by General Film Co., Dutch version of a film titled 'Judgment of Nations.' It starts with caricature of God creating universe, showing God as an angel with wings.

It was considered blasphemous, as there was no God as nothing to do with peace-propaganda or similar stuff, as the title suggests; it is merely a trade film, advertising some brand of investment.

NURSE HOME INDUSTRY Brussels, Feb. 11. Sitting in secret, Antwerp town council has abolished its annual subsidy of \$3,425 to the Royal French theatre reduced that of the Royal Flemish theatre from \$14,285 to \$10,857.

But the body maintained that of the Royal Dutch theatre at \$1,718.

SCHLESINGER'S MINES Capetown, Feb. 22. New role for G. Schlesinger, showman, is to enter the diamond cutting business.

Contract has been signed with the government and a factory opened in Kimberley.

'PUNCHINELLO' AGAIN London, Feb. 22. 'Punchinello,' which folded at the Globe a week ago after only three performances, is being recast and will reopen Thursday (25).

George Hayes will replace Robert Farquharson in the title role.

PARIS Paris, Feb. 15. Peggy Wood, Norman Angell, Seymour de Ricci, Walter Lippmann, Albert Spalding, Giacomo Alari Volpi, John V. A. Weaver, Fritz Feld, P. Bino, J. Kent Cooper.







# The Real Edgar Wallace

People either envied Wallace or ridiculed him; there were no half-measures. The people who envied him Wallace was the supreme judge of the popular; to those who ridiculed him he was a talented writer who cheapened his real ability in his gift to the popular, a man who might have left a name in writing and preferred to put a name on the cheap bookshelves.

With a princely income he spent money like two pence. Wallace, the newspaper man, the race-goer, the after-dinner speaker, the first-nighter, the man around the clubs, was a figure throughout England, a front-page man with a foot-long cigarette holder and an interesting story wherever he went.

Less was known about the real Wallace, the man who worked in the night round with furious concentration, and who was one of the simplest of men.

Perhaps chief among his characteristics were his generosity and modesty. Wallace was known to his greatest boast that he was just a newspaper reporter.

His generosity always found vent in newspaper charities. He suggested one for the "Wallace" prize, and started it off with a gift of \$2,500.

His chief hobby was racing. He contributed a racing column to an English paper, and it was mainly distinguished by his hopelessly bad tips.

He was probably the biggest friend any West End bookmaker could ever hope for. He lost money systematically, and he took on the bet, but always held on firmly, and he would get out. He raced horses in his wife's name and lost a fortune at the sport.

It was easy come easy go with Wallace. His parties were famous, his charity munificence, his income enormous. He was broke innumerable times, but he always bobbed up again with some more money. He wrote 16 plays and novels and about 300 short stories.

His industry was in keeping with everything about him, on the grand scale. A permanent sufferer from cold, he rose every morning at six and dictated into a microphone until 10, when he breakfasted. It was no uncommon thing for him to spend an hour in the Press Club, of which he was at one time President, playing bridge for hours. People marvelled how he found time to turn out so much copy, yet, even in the middle of the day he would start in on work.

When he was making films at Beaconsfield he would dictate a 4,000 word article to his secretary in an hour's drive to London, and then have sufficient time left over to think out an idea or two.

As it is, the lease of Wyndham's theatre in his wife's name will probably be a liability without him. His company had as its chief asset his remarkable reputation, although it has lately been speeding up its product enormously.

But whatever the state of the finances he left behind to his family, the royalties on his books and plays will keep the estate in comfort for years.

## 'So Far So Good'

In 'So Far So Good' Elsie Janis' autobiography, published by Dutton, coincident with the first book syndication, the mimic very successfully performs the not easy task of doing justice to her career without appearing grotesque. It is largely due to the simplicity of her style and her good sense in avoiding any temptation to dramatize the highlights. Her scenario work in Hollywood has not, even after years appears to have given her a sense of the value of action and its ability to carry its own dramatics, and she tells her story with a directness which is far more graphic than the one more elaborately embroidered.

She makes elaborate catalogues of friends and social exploits and at times suggests a Who's Who compiled from the Social Register, Actors' Equity list and

the Broadway mob, but it is done very naturally.

Quite apart from the interest one may feel in Elsie Janis, 'So Far So Good' is an interesting insight on the career of a theatrical star. It is somewhat more than mere biography.

## Janis Biog Wrangle

Relations reported cool between Elsie Janis and Dutton, the publisher of her biography, though the book is out less than a week. Prompted by the fact that Miss Janis sent the account into newspaper serialization just in advance of its book publication, with the publisher feeling it has taken the edge off the book.

Hence it's the plan of Dutton to issue a book called 'So Far So Good,' 'So Far So Good' is Miss Janis' own effort and without a ghost writer, she being a capable scribbler.

## Pearl Buck Active

With the April 'Cosmopolitan' to begin the serialization of Pearl Buck's first new story since her best seller, 'The Good Earth,' a new publishing house calling itself the Friendship Press also announcing a 'new book' by Miss Buck, named 'The Young Revolutionists.' In view of the rival Buck piece, the new story of Miss Buck's except that it's also a story of China and will make its appearance on March 1.

Miss Buck's 'Sons,' to go into 'Cosmopolitan,' have been issued in book form as 'Sons of the Good Earth' at about this time, but continued good sales of 'The Good Earth' caused John Day, the publisher, to hold off. Hence the new piece was sent into 'Cosmopolitan' for serialization, with its book publication date set for October. In view of the rival Buck piece, the new story may appear in book form much earlier than anticipated.

Not the first instance in which an old work of a best-selling scribbler has been picked up by a rival firm. It's happened with Warwick Deeping, on more than one occasion, and also with Vicki Baum. In Deeping's case the reissue of an old story has on occasion sold better than one of his new ones.

## Sills' Posthumous Book

Two years after the death of Milton Sills, the picture star, the 'Union Square' Chicago Press is getting out a book called 'Values: A Philosophy of Human Needs,' by Sills in co-authorship with Ernest S. Sills, founder and dean of the Institute of Religious Science and School of Philosophy in Los Angeles.

Sills generally conceded to have had one of the keenest intellects in his profession, and the publisher points out the book is not light reading. The content consists of six dialogues between Sills and his real life to immortality. Sills, possessor of a Ph. B. degree from the University of Chicago, was a fellow and scholar of philosophy, and a devotee to the word of it. The philosophic dialogues are stenographic reports of actual conversations.

## 'The Devil's Pore at Fils'

'The Devil's Highway,' the new novel by Harold Bell Wright and John Lebar, to make its appearance next month, is a family affair, Lebar being the real Gilbert Wright, son of Harold Bell.

Wright, the younger, authored 'The Lighted Lantern' and 'The Doubtful Year.' 'The Devil's Highway' is a present in the form of a book will be the sole collaborative effort of father and son.

## Banned Book Bargains

With book business in the dumps, biggest listing of all is being taken by the erotica peddlers and publishers. Banned books that less than a year ago were obsolete at a price of \$25 a volume can now be bought for about \$5, with none too many takers. One reason is the sudden public appearance of a lot of books vividly thought too naughty to sell.

## Low Down on Legion

Claiming that having served five years in the First World War Foreign Legion got him sufficient experience, Georges Mann, editor of the monthly Paris magazine 'Bravo,' will produce a film, which, according to him, will be the first showing this regiment in its true light. Mann, who is fast developing in his monthly 'Bravo' the spirit of his own business, took it over from Thery.

## Franklyn's Position

Denied by Irvin B. Franklyn that he will have anything to do in any way with the new book house formed by Robert B. Speller, former head of Mohawk Press, Franklyn declared he is not to do a blog of Mayor Walker for Speller, as claimed, nor have a hand in the operation of the new Speller concern.

Franklyn admits he was approached by Speller to join him, but obliged to turn down the proposition because of other obligations. When not writing novels, Franklyn is an active Tammany worker in New York, hence the report that he was to do a blog of Mayor Walker.

## Scribers Go Political

Joseph L. Cohn, former political writer on 'The Evening Graphic,' is now press contact man for the Democratic leaders of the Legislature. Senator John J. Dunnigan of the Bronx and Assemblyman Irwin Stielgott of Brooklyn, Cohen handled Al Smith's publicity in the present campaign for Governor. Lieutenant Governor Herbert H. Lehman also has a one-time New York City scribe as his secretary, Joseph Canavan, of the night editorial staff of 'The Sun.' One of Governor Franklin D. Roosevelt's secretaries is Louis McIlwain, veteran newspaperman.

## Radio Guide Goes Nat'l

Radio Guide is now in the field with a national edition, with the intention of soon eliminating several of its local editions. Issues slated to be dropped are those published for St. Paul-Minneapolis, Milwaukee, St. Louis, Kansas City and Detroit. Figure to hold the national edition, and to carry the program listings of from 15 to 20 of the most powerful wattage outlets in the Midwest.

## Boleslavsky's Tombs

Memoirs of Richard Boleslavsky, the picture director, called 'Way of the Lancer,' has been accepted by the Literary Guild as its selection for March, and will be sent to get out the regular trade edition.

Aiding Boleslavsky with the writing of the book was Helen Woodward, now in New York.

## Title's Worth It

Second highest price paid for serial rights to a current novel was for 'The Girl Who Came to Town' by New York 'Mirror' Tabloid started running the story Saturday (20). It's by Val Lewton of the New York Metro office. Highest price paid for serial rights was to Don Clarke, also of Metro, for several of his novels.

## Paris Poet's Jam

Pacificist verses written by Louis Aragon, French poet, may land him in jail for five years, unless the Paris court adjudges that the arty writer is not a public enemy to the government and responsible. Piece falls under the criminal statute of inciting soldiers to disobey orders.

## Gerahwin Biography

A new blog of George Gerahwin, by Isaac Goldberg, who authored the current Gerahwin book, will be published by S. & S. This one will contain a number of the composer's tombs.

Edward B. Marks, the music house, will distribute to musical outlets.

## 'Aspirin Age'

Contender for queer title and name award is offered in 'The Aspirin Age' written by Tiah Devett, who hails from Macaulosa, Ia. Cordic-Friede Publishing.

## 'Barthes' Slip

After going to some trouble to arrange for Dick Barthelme to pen his impression of the current Shanghai trouble for a news syndicate, the film actor embarrassed his press department by thrashily giving his eye witness story for the wrong press service.

Barthes, now in China, was set to do the yarn for United Press (Scripps-Howard) and in some way, his description reached America via INS (Hearst) wires. This service sent it out and that explains why it was in all the Hearst papers last week.

Belief in New York is that Floyd Gibbons is mixed up in the matter somewhere. Gibbons also being over there for International News Service.

## Sold for Screens

Covill-Friede claims it is out in front and book publisher in the matter of recent sales of picture rights. Three of the house's spring titles have so disposed of, REKO

bought 'Free Lady' by Michael Strang; Columbia took 'About the Murder of the Night Club Lady,' by Anthony Abbott, and Warners purchased David Karsner's 'Silver Dollar.'

## Chatter

Charles Yale Harrison with a new wife, Wallace Thurman and Countee Cullen, Harlem's 'black-hopes,' both have a new play, 'The New Negro,' Noel Coward and Channing Pollack, of all pairs, play collaborators! Hal Sims will do a number of plays on 'bridge for the 'Sateve' post.

Jonathan Cape back. R. C. Sheriffs' first novel out early next month. Called 'The Fortnight' in September. Sheriffs will be over here at about the same time. Dashiell Hammett hibernating at the Hotel Elsey. Edward G. Turner turned scribbler, with Vicki-Baum as inspiration. Viking capitalizing to the mystery tale.

The Jack Devines located and in a new apartment further downtown. Julia Peterkin's next will be 'Bright Skin.' Leyla George back to New York in time for the publication of her first novel. Booth Tarkington giving the Madame Olga Woronoff book a good send-off.

Paul Milton has written a play, and not anonymously, either. Isadora Duncan's South American experiences the subject of a book by Maurice Duhamel, entitled 'An Amazing Journey.'

Alec Waugh returning to England. New book of Lowell Thomas's to be issued soon, but that isn't news.

If Harry Farr completes that novel in time he will accompany his two brothers on a South American trip.

'Daily News' N. Y., now must have an affidavit that accepted 'true stories' are original.

James Henle now in sole control of Vanguard.

Konrad Bercovici going to his place in Connecticut.

Joseph Hergeshelmer in Bermuda, and with his next novel there.

Pierre de Rohan being heard of again, and on a controversial matter, of course.

Ogden Nash knows the answers to most of the 'Ask Me Again's.' Margaret Wildemere being feted by Mr. and Mrs. John Farrar.

Best known of the persons who have sat for Bob Davis' camera will find their pictures in a book assembled by the grand old man of literature.

Edward Knoblock has turned novelist.

First publication of H. C. Kinsey's new book form will be 'The Clairvoyant,' coming out in March. Author is Ernest Lothar, a German.

O. H. Cheney still around, though no more reports.

## Chi Pans 'Electra'

(Continued from page 45)

The Grand (23). Playhouse Rights Saturday (27). St. George's Miniz production of 'Death Takes a Holiday,' due to be sold at \$250 top and on the two-day-old Saturday (27).

'As Husbands Go' Adelphi (6th week) (C-406; \$3). Momentum strong from the day (14) it moved over here from the Blackstone; amassed a substantial \$5,000 on the day (14) it moved over here. Almost all two-for-one money, but agency call still there.

'The Girl Who Came to Town' (R-1355; \$440). Comes in tonight (22) with the Antares, Frank Morgan and Alice May, under advance sale presages sound start.

'Blue Bird' Studebaker (24 week) (R-1355; \$440). Supported by C-406. Moderate cost setup made second stanza's \$7,000 okay all around. Pulls in this Saturday (27) and Maude Adams and Otis Skinner in 'Merchant of Venice' replace two days later.

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## Shubert Bondholders

(Continued from page 43)

Also that the ground rent due for the last quarter of 1931 was not in sight. Just as the estate started the foreclosure ball rolling, the bondholders got together and collected among themselves the \$115,644 in rent owed for October, November and December, with the hope of saving their investments.

## Theatres' Poor Season

Both the Shubert and Harris started off the season with a succession of poor box-office attractions, with neither showing a profitable week if the full house rental were included in the operating statement. Early in December a bondholders' committee stepped in and assumed business supervision of the twin theatres. The theatres, with succeeding shows, continued to sink deeper into the red, and when the new season started the ground rent became due, Jan. 1, the bondholders refused to kick in any further. The Shubert receivership also stood pat. Fact that rental was due was a matter of fact, but as grounds for cancelling the leasehold. Latter had been in force 10 years and had \$9 more to go.

Original partners in the theatres' ownership were Shuberts, Crosby Gaige and Sam Harris. Gaige later bought out Harris' interest, which gave the former a 75% interest in the Selwyn and a 25% interest in the Shubert. Harris' equity being the opposite in each instance.

Following the serving of the preliminary notice the Shuberts asked permission to continue the current 'Counsellor-at-Law' at the Selwyn and for the entry of 'Experience Unnecessary' this week into the Harris for a three-weeks' run. Dickey estate advised that these bookings could stand providing the Shuberts guaranteed the operating losses, if any, and removed the booking fee of \$250 a week charged against the shows. Gaige himself came through with the guarantee on the 'Counsellor' run, while the Irving Trust Co. of New York, trustee for the Shubert receivership, was expected to okay the 'Experience' stay by opening time.

Immediately after being deprived of their theatre properties, both the Shuberts and Crosby Gaige agreed to continue the current operating propositions. The Dickey reject the Shubert offer with slight consideration and were on the verge of accepting the Gaige deal, but then decided to think things over a while longer. Gaige's plan guarantees the estate against any operating loss and offers a 50-50 split of the profits, with no rental to be charged against either the Selwyn or Harris.

## Great Northern's Troubles

Another local Shubert stand, the Great Northern, last week had a permanent receiver appointed for it by Judge Wilkerson of the U. S. District court. Dickey was the custodian named. Property was thrown into receivership upon the petition of the Ben Hur Life Insurance Co. of Indiana, which claimed control over the theatre, and the receiver stated, had defaulted on interest payment on guaranteed bonds.

Shubert occupation of the Great Northern is on a show-to-show basis, with the house currently dark. Lease here had until Jan. 1, 1934, to go, but the owners several months ago agreed to rescind this obligation and revise the rental terms. Under the new agreement, the theatre is to be showing when the theatre is operating.

Only other spots remaining under Shubert lease here are the Garrick and the Apollo, the latter also under receivership. The Garrick, to become lightless indefinitely after the present occupant, 'Rhapsody in Black,' pulls out this Saturday (27). Two other houses, the Grand and Prince, owned by Shubert, Chicago stores, are owned outright by the circuit. The Princess has been dark the past two seasons.

(11th-final week) (O-105; \$3).

Petered out completely and folded to around \$4,000. 'Circus Princess' in the last week of this house.

'Mourning Becomes Electra,' Blackstone (1st week) (R-1218; \$3). Took a steep drop after the opening performance dark and the circuit due Saturday to show over \$14,000. Sharp pull-up indicated by pull for \$1,000.

'Rhapsody in Black,' Garrick (5th week) (R-1318; \$2,000). Still holding on to the house. The circuit due (1st end of current week, with nothing set to replace here.)

**FOREIGN LEGION**  
With Ray Appleby, Vinton Haworth,  
Jack Daly, Don Ameche, W. O.  
Cooper  
Plays  
Sustaining  
WBMB, Chicago

This regular Sabbath day feature over the Columbia link has several points of merit found lacking in many other radio dramatic attempts. It is the mistake of radio dramas often to crowd too much into a 30-minute interlude. They attempt to make up for the bad writing and weak characterization by jumbling the plot in feverish hectic twittings. As a result the audience loses all interest in the characters and their troubles. Things happen so quickly and with such poor motivation that the element of suspense is entirely missing.

This series of tales is more rational and deliberate. Each session comprises an entirely distinct story, but belongs in sequence with the other interludes. Each broadcast, moreover, has only one major plot, instead of two or three dozen as in many other dramatic broadcasts. The characters remain long enough to impress themselves on the listener and each is sufficiently rounded and etched to enable the listener to draw a mental picture.

As the title states, these stories concern the French Foreign Legion. This time in Arabia. The various nationality types are there; the local color impresses as likely enough and a good deal of attention has been paid to the proper stressing of military details. All evidence careful and considerable writing.

Program is opened by a character radio trailer, each player being announced by actual identification name, followed by a bit of speaking by the character in order to identify him to the audience. It's another sample of the thought expended on this program.

As for its appeal, there are hardly any limits. It encompasses the hearts of all ages and both sexes. Everything from adventure to romance and the good old fashioned drama. Entire session shapes up as a cinch winner. Gold.

### The Voice You Love to Hear

**VAUGHN  
DE LEATH**

Radio's Friendly Singer of  
Friendly Songs

Columbia Broadcasting System  
Now Appearing in Person  
in RKO Theatres

**NICK  
LUCAS**

"The Crooning Troubadour"

of  
Talking Pictures, Radio, Records and  
Stage Appearances

Headlining the Opening of  
**RKO - ORPHEUM**  
OMAHA, FEB. 19

**Mrs. GERTRUDE BERG**

CREATOR OF THE  
**RISE OF THE GOLDBERGS**  
EVERY DAY  
EXCEPT SUN. 7:45 OVER  
WEAF

**ALLISON AND FIELDS**

Broadcasting Daily For  
**MILLER FUR CO.  
GOSHEN SHIRT CO.**  
1115 P. N. Daily  
WBMB-CBS, CHICAGO

**SYLVIA  
FROOS**

NBC Management  
Appearing Regularly  
on WEAF  
Victor Recording Artist

**BEBE DANIELS**  
With Ray Vallee  
Songs  
COMMERCIAL  
WJZ, New York

Of all of the picture luminaries Miss Daniels probably makes the most appearances before microphones. This has been earned legitimately, since, unlike the rest, Miss Daniels is not wholly a freak attraction on radio. She is a genuine, good-natured songstress of commendable merit.

It was over a month ago that Miss Daniels made an individual hit on Overland's big hook-up, which included a number of film cameos and the Whitman orchestra. On Vallee's period Miss Daniels contributed three numbers besides engaging in a little chatter with Ray Perkins, comedian and m. c. As regards to her banter with Perkins, it was at a minimum, and with Miss Daniels on the short end of the verbal exchange.

**FIFTH ROW CENTER**  
Otto Kruger and Elmer Rice  
Sustaining  
WGN, Chicago

Once weekly this station brings the featured players of one of the legit shows to its mike for an introduction and a few words to the radio audience. The studio supplies the 15 minutes of time usually allotted to such programs, while the show provides the names and talent, being thus a mutual benefit arrangement. The exact worth of what, however, has not yet been determined.

Like the newspaper, the radio attempts to cover the entire range of personalities. Offering legitimate personalities is appealing to the readers of the legit news in the dailies. More often than not, the radio utilizes these legit personalities as affiliated with newspapers which have legit news and legitimate writing.

As in this broadcast Otto Kruger, featured player in the Chicago company of "Counselor-at-Law," and Elmer Rice, the author, appeared before the mike for a vocal bow. What they said was not particularly edifying, but it has interested the listener; the same sort of interest as in the playwright taking a bow at the theatre at the premiere of his play.

Its value to the radio station or to the play cannot be accurately estimated, but it can only help. It adds some sort of prestige to the station; it gives it well-rounded coverage of activities of the time. What it means at the box office is also vague, but comes certainly under the heading of good and proper exploitation.

To the legit-fan the program carries interest in that it presents the stars of the theatre in an informal, to the occasional legit patron it serves as a reminder that the play is in town and may stimulate his desire to plunk down a couple of smacks to see the piece.

This particular session is handled neatly. The announcements are to the point, bringing the great artists quickly to the voice-catcher. While these artists, as Rice, do expend some time in un-whiling, they manage to get by on their reputations. Gold.

**'STORY OF WOMEN'S NAMES'**  
With Charles B. Driscoll  
Talk, Orchestra  
COMMERCIAL  
WJZ, New York

Strictly for the females, but even the fair sex won't find this series any too interesting. Driscoll is supposed to be a student of the derivations of women's names and can give anything regarding their past history, according to the announcement. On each period Driscoll handles about three or four different monikers.

On the period caught last week, Driscoll gave the history of the name Madeline, including its usages of derivation here and in other countries. That name got the most time. After that he spoke briefly about two other names and wound up with poor old Virginia.

As a speaker, Driscoll isn't any too interesting and the subject doesn't contain as much meat as might be supposed.

An orchestra is also used and for the main part takes its song subjects from cues which Driscoll's names lead to. The orchestra, which promoted the instrumental group to go into 'Madeline'.

At the close it is announced that any woman who has been mentioned during these periods can get a booklet on the subject by Driscoll at the nearest store handling Frigidities, sponsor of the series.

**LIFETIME REVUE**  
With H. Leopold Spitalny band,  
Hans Muenzer, Gill and Demling,  
Joseph Griffin, Navarro Sisters  
COMMERCIAL  
WMAA, Chicago

Once weekly the Sheaffer pen firm crawls out on the wavelengths with a 30-minute flourish of music, jokes and sides that are heard and jokes as heard and to the point.

Program figures as a popular arrangement for the exploitation of a pop-psychic revue along the lines of a picture house stage show; a song and a joke and musical number, and so on, but a session that covers the tastes of the great bulk of the citizenry.

This notion of a popular-priced picture house stage show is carried so far in this broadcast that the majority of the entertainment features are drawn directly from the ranks of the stage-show standbys at the local Public-Saban & Katz Chicago theatre. There are H. Leopold Spitalny, director of the Chicago orchestra; Hans Muenzer, comedian and violinist; and Joseph Griffin, E. & K.'s staff tenor. From radio come the comics, Gill and Demling, who have been heard here after nabbing considerable of a rep in Detroit. Navarro Sisters have been on the radio a good many times, their pictures in the papers as the daughters of the former consul for the Republic of Panama in Chicago.

On the baton of H. Leopold Spitalny rests the bulk of the musical responsibility. He has done a good deal of musical selection, and for many years not to have a sound judgment of showmanship and what will please the audience. This combo of musical skill and skillful showmanship makes him a cinch winner for the kidcy audience.

Some same can apply to the work of Hans Muenzer at the violin and Joe Griffin at the larynx. Griffin has been a consistently sock hitter for E. & K. Muenzer was pushed up through E. & K. musical ranks by the femmes, who would flock down close to the orchestra during his solo. He got a close-up of Muenzer as he scraped away at his fiddle. His draw is that he is a perfectly balanced, evident romance in Muenzer. This sex-appeal doesn't swim in over the other, but Muenzer's neat technique holds him well.

Gill and Demling, billed on this NBC web as the Two White Dots, do a comic routine. The Prince and Princess, back long in the early years of vaude, but which on the radio strikes a new key, a comedy duo. The clowning resembles the wandering talk of the Marx Bros. or Joe Cook's four Hawaiian lads. Over the topographer it fine expresses as deadpan delivery. Chatter is faster than ordinarily delivered over radio, and more likely more gags per session than usually spread. Most radio comics use their punch-line and knock-out line each joke to enormous length by stalling and explanation. Gill and Demling do not, as Rice, explain. They're good radio clowns.

Navarro Sisters are a satisfying foursome, though have nothing startling to offer in the way of femme crooning. Nor has the male quartet, which carries no individual billing.

Sheaffer spends much time in sales-spelling here, spreading talk about all of the Sheaffer products, pens, ink and paper. So the show leaves a vague imprint. Gold.

**JUST WILLIE**  
Sketches, Orchestra and Songs  
COMMERCIAL  
WENR, Chicago

U. S. Rubber Co., promoting Keds shoes, is behind this NBC network session. Since the concern is also putting out disc programs to exploit the product.

Title of this 15-minute period, coming at 12 cents a time, is catchy one, with 'Willie's' real tonicker Arthur Fields, who appears to have a good deal of success insofar as trying to do a lot of things in one performance.

Basic idea is a sort of revue, with a bunch of short songs and sketches thrown in at fast intervals. Fields specializes in parody songs, and handles the sketches, employing members of the band and studio aids. Fred Hall's orchestra doesn't sound very big, but suits the general purpose of the show.

Primarily, it's the 'Just Willie' tag that is expected to draw attention. This appears to be in line with the commercial's plan to keep the individual artist in the background while exploiting a trade name.

If material holds out, which in the final analysis is the most important thing to consider on any program, the 'Just Willie' radio frolic should have no trouble sticking around the ether waves for some time. Fields did it on a daily stint over 17 weeks last year for the same amount, with all reactions strongly in the vaude single's favor. Span.

**MARY ELLIS**  
Sustaining  
WGY, Schenectady

One-time star of 'Rose Marie' musical, Mary Ellis has been her first public appearance as a singer in the evening, guesting during the broadcast of the 'Rose Marie' musical, over WGB. Identity kept secret at beginning of program, but revealed in a build-up before she brought out the music. Only two written by Claire Kummer, and recently interpolated in current legit featuring Ellis, and her husband, Basil Sydney (mentioned, with name of theatre).

Miss Ellis still has a fine soprano voice. She put a everything into her production number, air of which is catchy. Sang it in light opera style and made it a thing of radio technique not perfect: upper register tone at times a bit piercing, possibly due to being too close to mike.

With her ability as a singer and actress, Miss Ellis should connect as a dignified type.

**MUSICAL COMEDY MEMORIES**  
Chauncey Parsons, Natalie All  
Songs, Orchestra  
WBMB, Chicago

Howard Neumiller, one of the more adept musical showmen found in the Chicago studios, has tried to do an entire evening affair with a sort of 'folks' parlor atmosphere, and in the process has hung a musical atmosphere on the program. Those discussions between the announcer and the warbling soloists over the numbers assigned the show, it just so much folders that neither enlightens nor whets the appetite for what is to follow. It is a good idea, but the pace of the show and, to the less patient listener, can mean nothing but a cue for a swift twist of the dial.

Clearer of this chatter and the forced enthusiastic bubbling of the announcer between numbers, Producer Neumiller here has something that can compete with a similar type of show clocked simultaneously over the competing network, the Album of the Week. Chauncey Parsons and the latter bankrolled by Bayer Aspirin and originating from the New York City studio, Neumiller's instrumental setup under the direction of Fritz Reck, may not measure up to the standard of the Gus Heanschen unit on the radio program, but for picking the more charming musical hits of the recent past and wedding them to a perfectly balanced melodic feed the CBS Impresario can tout a row of flats and sharps over his val producer on the other chain.

Program caught (14) combined the cream from 'The Firefly,' 'The Show Girl,' 'The Prince and Princess,' 'Princess Pat,' 'Wildflower' and 'No Nanette,' with the roba of the 'Album of the Week' and the rounded, lyrical soprano of Natalie All contributing several choice vocal interludes. Latter pair's duet-bunching of the two voices in the show of timing and tonal blending. Show started off with the handicap of a defective record, the way of due to poor mike placements in the studio, but this was fully corrected after the artist sang through the minute session. Odeco.

**GUY LOMBARDO'S ORCH.**

With George Burns and Gracie Allen  
Comedy, Orchestra  
COMMERCIAL  
WJZ, New York

George Burns and Gracie Allen of vaudeville will, for an indefinite period, augment Guy Lombardo's orchestra. The Robert Burns period. They staged their first with Lombardo last week. First with the Burns and Allen and Lombardo this period looks up as one of the most entertaining on the air.

The band plays steadily all through this 30-minute period without a break, except as to volume. It should be the crux of the Burns and Allen when they step close to the mike and backgrounds the commercial session. Since the concern is also putting out disc programs to exploit the product.

Burns and Allen work on their familiar vaudeville style of patter, play and funny. Both seemed at first to have a good deal of material. It's a question, though, of pace. On this program, although the Burns and Allen were not as strong as when they appeared with Rudy Vallee on the Fleischman broadcast.

**JANE DILLON**  
Protein Sketch  
Sustaining  
WTO, New York

Unusually interesting period that shows what can be accomplished with one artist. The program is presenting a variety of characters. Were it not for the announcement that Miss Dillon plays all the parts, it would be logical to presume that it was being handled by a cast of players.

The program sketches, in which Miss Dillon plays about six characters, deal with the 'Happy Family.' In them Miss Dillon plays the music brother and sister, daughter, besides a couple of kids. That's a pretty big order for one person. Miss Dillon does it all convincingly.

Besides Miss Dillon's rapid vocal delineations, the script itself holds together well.

**THROUGH A POET'S WINDOW**  
Recitations  
Sustaining  
WJZ, Chicago

What brought this on and why? This is supposed to be fourth in a series of six poetical readings for the kids, but how it's gotten that far is a mystery.

Coming on at 7 p. m. when all good children are usually tucked away, it's up to the adult to keep from falling asleep if happening to dial this one. It would be difficult to find anything other than a boring monotonous reading for 15 minutes, without a letup or break.

Mrs. Royce Munroe, the reader in this instance, takes her poetry seriously, which doesn't help any either. Span.

**ED TRAUTMAN'S ORCHESTRA**  
COMMERCIAL  
WGY, Schenectady

Capital District orchestra, which sometimes plays at Van Curler hotel in Schenectady and at summer amusements resorts hereabouts, is on the air twice weekly for Knox Gelatine Co. of Johnstown, N. Y., a 15-minute early morning program broadcast over NBC network.

Trautman's is superior to the average local unit heard here. Has more volume (15 men), smoother balance, better arrangements and teamwork. Fact it's on a commercial, network, accounts for this. Leader keeps his men on their musical toes.

Musical portions of programs are capital, but effect is marred on some broadcasts by overemphasis on sponsor's name and product. With theme song plug mention once or twice, a company would seem to be (Continued on page 52)

**ACE LYMAN**

AND HIS  
**CALIFORNIA ORCHESTRA**

Columbia Broadcasting System  
**PHILLIPS'**

**MILK OF MAGNESIA**

WABC COAST TO COAST  
TUES., THURS., SAT., 9:15 (EAST)

**JESSE**

**CRAWFORD**

**WEAF**

SUN.-MON.  
11:15 P.M.  
E. S. T.  
THUR.-SAT.  
11:15 P.M.  
E. S. T.

W. E. D.  
11:15 P.M.  
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## It's \$2,250 or Else For Camel Standbys, Says Petrillo in Chi

Chicago, Feb. 22. Camel Hour, with Morton Downey, Tony Wons, and Jack Renau's orchestra, coming through here at the Palace, March 5, will not go on the air unless somebody pays for 15 standby musicians at the rate of \$150 a man. That's the ultimatum of James Petrillo, musicians' union chief here, who made Paul Whiteman recently dance to the same music.

So far nobody seems to know who, if at all, is going to pay the extra shekels which will amount to \$2,250. Erwin Wasey & Co. agency handling the Camel account, admits it doesn't know and Petrillo says he doesn't care who pays, but someone will have to come through or there won't be a Camel broadcast from this point.

## Rep Players Get Try On Soap Co. Serial

Chicago, Feb. 22. Procter & Gamble, maker of soap, has picked a couple of rep show troupers, Jess Coffey and Martha Miller, to try out a small town domestic script, labelled "J.B. and Max," over WBBM before giving the serial a network hookup. As now slated it's a three-a-week series, with Feb. 29 set for the initial release from the local CBS key.

Serial's leader formerly headed the Coffey-Miller Players. Ticket with the soap company gives them a minimum of 13 weeks.

**"Hello Everybody!"**



**Kate SMITH**

Colombia System—12:30 P.M.  
ON LA PALINA PROGRAM  
Feb. 23, 24, 25, 26, 27, 28, 29, 30  
RKO, Columbia, NBC, and  
Personal Management—Ted Collins

**ACCLAIMED**  
—one of—  
**RADIO'S GREATEST**  
**HENRY THIES**  
and his  
**ORCHESTRA**

FEATURING  
**CHARLES DAMERON**  
VOCAL SOLOIST

**WLW** **N.B.C.**  
Commercial Blue Network  
Broadcasting Sunday, 12M

**BARON LEE**  
and His  
**BLUE RHYTHM BAND**

Featuring Edgar Hayes, pianist

WEAF Mon. and Thurs. 11:45 P. M.  
WJZ Fri., 12 Midnight  
From Cotton Club, New York

Management  
Mills Dance Orchestras, Inc.  
799 7th Ave., New York

**EDDIE DUCHIN**  
AND HIS  
**CENTRAL PARK CASINO**  
**ORCHESTRA**

**COLUMBIA BROADCASTING**  
**SYSTEM**

WEDNESDAY SATURDAY SUNDAY  
12 P.M. 5:30 P.M. 12 P.M.

## \$1,250,000 SERIES WITH FAIRBANKS AND MARY

Hollywood, Feb. 22. Series of 26 weekly national broadcasts being set for Douglas Fairbanks and Mary Pickford over CBS, with the Fairbanks portion coming by short wave from Tahiti during his travel picture expedition, and Miss Pickford following each time from a Los Angeles station.

Arthur Lyons of Lyons & Lyons negotiated, obtaining a commercial account for each of the pair.

Part of Fairbanks' radio act is to be a plug for the Olympic Games, with this phase to be paid by five California companies. Total cost for the 26 weeks will be \$1,250,000, including line charges.

**Anticipate Trouble**

Only setback for Fairbanks is possibility of poor short wave transmission from Tahiti. A CBS engineer leaves here in 10 days to supervise the technical end. In any of the Pickford program is set, though if her husband does not participate it may be of a different type. Each will be for 15 minutes.

Leaving with the engineer is Marjorie Ventura, who came here as an envoy of the former King of Spain and who has since been in foreign production. Employed by the Olympic Games committee as a foreign affairs contact, he will make the South Seas broadcasts and translate for the Spanish-speaking listeners.

Miss Pickford gave her consent on the radio, but the commercial account she would balk would not be a food, tobacco or clothing firm.

## Disc Studio's Try Hurry Up Plan to Save Costs

Chicago, Feb. 22. Radio disc studios are trying to establish a speed-up system locally to wax entire programs as quickly as possible in order to hold down the music costs. Broadcast series of 12 weeks, which formerly took as much as two and three weeks to cut are now being pushed through in one or two days.

Unofficial speed mark for such dicking was earned last week by the Columbia studio, which waxed the entire 13-week Blue Valley Trot program in two days, seven the first and six the next. Also touched a new high in waxing. Recordings made here on Feb. 15 and 17, shipped to Bridgeport, Conn., for stamping and will be on the air the scheduled date of Feb. 23.

Norman Brokenshire, announcer in the series, made the trip from New York and back within three days.

**'Road Show' Off**


San Francisco, Feb. 22. NBC has pulled its 'Road Show' and substituted two new sustaining programs, first of which is 'Waltz Time,' featuring the network's two new personalities, Mary Wood, soprano, and Rex Dunn, musical conductor.

Other program is 'Medicine Show' with a talent list including Harold Peary, Charlie Marshall, Johnny O'Brien, Mildred Lewis and Dunn's orchestra.

**THE BIG SHOW  
OF THE AIR!**

**MORTON DOWNEY**  
WITH  
**TONY WONS**  
**JACQUES RENARD**  
AND HIS ORCHESTRA

**CAMEL**  
4 1/4 HOUR  
N.B.C. NETWORK



## Death on Ditties

Example of how quickly radio can accomplish the popularity of a song is evidenced in a recent check by NBC.

In going back over the material used on its network one night, the ether chain found that one song had been played 85 times that evening by its own and affiliated stations.

## CBS May Toss Daytime Housewife Stuff to Build Up Time Commercially

CBS is starting a campaign to build up its daytime programs. Marion Carter, recently engaged by the network to handle the daylight hours, is working on it.

Network intends to take off many of the talking periods which clutter up its pre-night broadcasts and substitute with singers and music. Object will be to replace cooking and sewing periods with entertainment.

CBS's main purpose in invigorating these periods is to make the daytime more salable to commercials.

## Finger-Snapping Impostor Snapped Into Chicago Cell

Chicago, Feb. 22. Announcing himself as Billy Gay, an NBC exec from New York, and carrying an official letter, impostor followed into his arm, an impostor later identified as William Rosen, walked into the local NBC offices and walked out into the arms of the law. He is wanted in New York on a larceny indictment.

One of Rosen's first official moves at NBC was to cash a \$20 check, although he later retrieved it. Then he started snapping his fingers at all he met and the when the NBC boys here became suspicious. Checkup with the New York exec revealed that Rosen was carrying around a forged artist's pass signed by J. Alton. NBC night manager in New York, and a letter instructing G. M. Hogue, local night mgr., to issue Rosen or Gay a local pass.

Rosen also said he was connected with the Public Broadcasting Service, but nobody here had heard of him. NBC officials here tabbed him as a nut, with the cops holding him in the ebbos on an open charge, until NBC decides what to do with him.

## Special Hours to KMLB During Flood Period

Los Angeles, Feb. 22. Permission was granted KMLB, Monroe, La., to extend for 10 days operation of the station for unlimited hours daily.

Federal Radio Commission made the ruling because of flood conditions at Monroe in order that KMLB could co-operate on relief work.

## Stations Hurry to Inc.

Chicago, Feb. 22. Rush evident among stations to incorporate their call letters. Latest locally to get seals from the secretary of state were WGN, operated by the Tribune, and WJJD, owned by the Loyal Order of Moose but operated by an indie group known as the Public Broadcasters, Inc.

Reason given for the epidemic of call letter corporations is that the 'Inc.' after the station insignia gives them some sort of protection under the state laws, and also that the Federal Radio Commission prefers to issue a license to a station so incorporated separately instead of the parent company controlling it.

**Lyman Tripling**

Phillips' Magnesia renewed its 13 week CBS contract with Abe Lyman's orchestra. Renewal takes effect March 1.

Phillips is owned by Sterling Products, which last week put Dandridge on the air, also with Abe Lyman's band. New account makes three CBS commercials for Lyman, as the latter is also on the Edna Wallace Hopper period.

## NBC's \$29,500,000 Gross in '31 Was 34% Increase; No Profit Again

### CBS CAMPAIGNS FOR SOUTHERN GRID GAMES

Atlanta, Feb. 22. Some 23 universities comprising the Southern Conference revoked the football broadcast privilege at the end of last season on the theory that broadcasting was cutting down attendance. But thousands of letters poured in complaining against the action.

Matter is again up for consideration at a meeting of the Southern Conference here this week.

CBS had star southern announcers on the air Sunday morning and afternoon (21) exhorting all listeners to send in letters asking that broadcasts of the gridiron games be retained.

### 5 Ex-NBC Names Now On CBS' Contract List

Addition of Little Jack Little to the CBS roster makes a total of five CBS artists who were formerly under contract to NBC. Total excludes Morton Downey, who before attaching himself to CBS did some sustaining work for NBC.

Four artists previous to Little Jack Little who were formerly under NBC contract and now broadcast on CBS are: Vaughn De Leath, Kate Smith, Mildred Hunt and the Boswell Sisters. Little commenced his CBS contract last week doing six sustaining weeks.

### Air Monopoly Sold

Brussels, Feb. 12. Radio-Luxemburg will commence broadcasting on July 1. It has obtained exclusive broadcasting rights for the Grand Duchy of Luxembourg for a period of 25 years.

The wavelength will, it is expected, be over 1,000 meters. The station's resources are to be derived entirely from publicity, which will have to be presented in a form that will be understood by and have an appeal for listeners in Belgium, France, Germany, Great Britain, Holland and Luxembourg.

Difficulty in compiling programs with such an international appeal can be foreseen. The transmitting power will be 200 kilowatts, enough to prevent reception of any other broadcasts at any rate in the Grand Duchy of Luxembourg.

**KTAB'S BILLIES**

San Francisco, Feb. 22. Glen Rice's Hill Billies, one of the best backhills music groups on Los Angeles ether waves, are now KTAB, local link of the Pickwick group.

**BROWN SHOE COMPANY**  
Presents  
**MELO-CLARIONS**  
INNOVATION IN RADIO

Direction of  
**LOUIS KATZMAN**

Lew White at Dual Organ  
WJZ—Coast to Coast  
8:15 p. m. Wednesdays

**COLUMBIA BROADCASTING SYSTEM**  
Presents  
**LEON BELASCO**

and His  
**EMBASSY CLUB ORCHESTRA**  
**COLUMBIA NETWORK**

Friday 9:30 P. M.  
WEDNESDAY THURSDAY  
FERN MER, HERMAN HERRIN,  
715 7th Ave., New York

Annual statement of NBC's Advisory Council discloses that during 1931 the network exceeded its 1930 gross by approximately 34%. NBC's gross income in '31 was \$29,500,000, or \$7,500,000 over 1930.

Despite the large increase, NBC again claims no profit. This policy of declaring an even break between income and expenses has become regular with the network.

The report of the Advisory Council further shows that NBC's Artists' Bureau grossed \$3,500,000 more in bookings during the year 1931 than for 1930. During the former year, 1931, the Artists' Bureau's gross was \$10,500,000. For the year 1930 it was \$7,000,000. These figures are for salaries paid artists booked through NBC, and not NBC's earnings, although the network gets a commission from all artists it books.


In fan mail, the report states, NBC received 5,000,000 letters during 1931, as compared with 2,000,000 the previous year. The fan mail figures are for NBC offices alone and exclude its associated stations and clients of the network.

### Jones and Hare Go On For Best Foods March 7

Chicago, Feb. 22. Best Foods, Inc. has put Billy Jones and Ernie Hare under a long term exclusive contract and starts the team on a selling assignment for Helman Mayonnaise Mar. 7 over NBC. It'll be a 15-minute evening session on the blue network daily, except week ends.

Boys are now in the westcoat getting the lookover from the commercial's salesmen in convention.


**CLIFFORD SOUBIER**  
as  
**OL' PAPPY**



(Nepo Characterization)

"Hello here has something to offer the most sensitive listener, and such is the art of his music that it has its appeal just as surely for the child, the adult and the aged as the varied drama of intelligent life."  
MON., TUES., WED., THURS. and FRI., at 4:30 P. M., Over NBC BLUE NETWORK

ED CONNIE  
Presents  
**Aileen Stanley**



With a SMILE  
in Her VOICE

OLDSMOBILE'S  
MELODY SPEEDWAY  
WOR and 80 Associate Stations

**ALICE JOY**  
The PRINCE ALBERT DREAM GIRL—  
NBC  
NETWORK  
Coast to Coast  
10:30 P. M. 11:15 P. M.



**"EASY ACES"**  
(Sponsored by Lavaris)

Broadcasting on  
720 Kilocycles  
Marked Down From 750

**WGN** 9 O'Clock Mon. Wed. Fri.  
C. S. T.



# MUSIC GUIDE

"WHEN WE'RE ALONE"  
(Penthouse Serenade)  
"RAIN ON THE ROOF"  
"WHO'S YOUR LITTLE WHO-ZIS"  
"TIRED"  
"LO AND BEHOLD!"  
"JAZZ NOCTURNE"

Shortly to be released, 3 hit songs from Maurice Chevalier's Paramount "One Hour With You"  
**FAMOUS MUSIC CORP.**  
719-7th Ave., New York

**SAM FOX**  
RADIO, DANCE, FALMINE HIT  
"LADY OF SPAIN"  
"MY WORLD BEGINS AND ENDS WITH YOU"  
"LOOK, HERE COMES A RAINBOW"  
"KISS ME GOOD NIGHT, NOT GOODBYE"  
"SOUTHERN MOON"  
**SAM FOX PUB. CO.**  
158-160 West 45th St., New York  
(Cleveland—Chicago—Los Angeles)

## Sing Santly's Songs

"STAR LIGHT"  
"CAROLINA'S CALLING ME"  
"CALL ME DARLING"  
"NEXT TO YOUR MOTHER (Who Do You Love)"  
"TELL ME WHAT WE'RE DANCING"  
**SANTLY BROS., INC.**  
755 7th Ave., New York City

**Remick Hits**  
"CAN'T WE TALK IT OVER?"  
"THE MORE YOU HURT ME"  
"WHERE THE LILIES OF THE VALLEY GROW"  
"WHY DID IT HAVE TO BE ME?"  
"TOO LATE"  
**REMICK MUSIC CORP.**  
1657 Broadway, New York

**Variety in Hits**  
"Devil and Deep Blue Sea"  
"You Rascal, You"  
"Twenty-One Years"  
"Bells of Avalon"  
"Wrong Number"  
"Blues in My Heart"  
**MILLS MUSIC, INC.**  
150 W. 46th St., New York

## HARMS' HITS

"WHAT A LIFE"  
"CLOSE YOUR EYES"  
"DANCING ON THE CEILING"  
"I DON'T SUPPOSE"  
"DELISHIOUS"  
PROFESSIONAL OFFICES  
1657 Broadway, New York

"LET THAT BE A LESSON TO YOU"  
"LULLABY LADY (FROM HUSHABYE LANE)"  
**OLMAN MUSIC CORP.**  
745-7th Ave., New York

"Oh, What a Thrill"  
"Shadows on the Window"  
"My Little Swanee"  
"Wait Me to Sleep in Your Arms"  
**Davis, Coots & Engel, Inc.**  
719-7th Ave., New York

"Kiss Me Good Night"  
"When Nobody Else Is Around"  
"Where the Blue of the Night"  
"How Can You Say You Love Me"

**DeSYLVA, BROWN & HENDERSON, Inc.**  
745-7th Ave., New York

"My Mom"  
"Goodnight Moon"  
"An Ev'ning in Caroline"  
"Sometime in Summertime"  
"That Night"  
"I'm So in Love"  
"That's Living"  
**DONALDSON DOUGLAS & CUMBLE, Inc.**  
1595 Broadway, New York

## AGER, YELLEN & BORNSTEIN, Inc.

"Auf Wiedersehen My Dear"  
"Sing a New Song"  
"You're Foolin' Yourself (When You Try to Fool Me)"  
"I'm Lost Without You, Sally"  
"There's a Million Ways to Say I Love You"  
745 7th Ave., New York

## IRVING BERLIN, Inc.

"ALL OF ME"  
"BY THE SMOKE TREE"  
"STRANGERS"  
"I'LL MISS YOU IN THE EVENING (Irving Berlin's Latest)"  
"I WANNA COUNT SHEEP TILL THE COWS COME HOME"  
"TIME ALONE WILL TELL" (European Sensation)  
"I CAN'T BELIEVE IT'S YOU"  
1607 Broadway, New York

## "TIME ON MY HANDS"

"TWO LOVES"  
CONCEDED HITS  
by the "Dear Old Public"  
As the old maestro would say  
**MILLER MUSIC, Inc.**  
62 W. 45th St., New York

## Witmarks-Hitmarks

"Was That the Human Thing to Do?"  
"Put That Sun Back in the Sky"  
"By a Rippling Stream"  
"Where Were You Last Night?"  
**M. WITMARK & SONS**  
1657 Broadway, New York

## SOME WTAM SHIFTS

Cleveland, Feb. 22.  
Shake-up in WTAM's staff last week shifted Gene Carr, production man, into berth of acting program director, replacing Edward H. Smith, now on the station's regular entertainment staff. Carmen Lorenz made assistant office manager in charge of femme personnel and Don Stratton becomes manager of station's sales.  
Russell E. Wise, announcer, promoted to assistant production and continuity man. Hal Metzger, handling publicity and special events broadcasts.

## Texas Indie Station's

\$2,000 Gross, \$900 Nut  
Dallas, Feb. 22.  
With practically every city department in this town in red, the munny station, WRR, is still keeping good profit margin. Recent audit shows broadcaster averaging \$2,000 monthly gross against a \$900 nut. Only smudge is \$17,500 note for new equipment bought last year, costing \$37,000. Couple years ago station was \$12,000 in the hole, which was absorbed in '31, with 10 grand left for new equip. And at least three Q's will be available for the remaining 17, due May 1, says the auditor.  
WRR operates as indie, tying in for only few CBS spots as joint property with KRLD, local netter. Figures are not necessarily representative of the indie radio field in southwest, a fast growing biz.

## Coast Radioites

Bobby Gross, Santley rep in L. A. back plugging on the air after a tonsil yanking.  
Ray Paige, KFI musical director, took a night off to attend the Jonathan Club Hi-Jinks and discovered the club that he was a week late for the party.  
Loyal Underwood, KNX's Wranglers manager figuring on a tour with the cowban yodelers in April.

## Publix' Loew Units

(Continued from page 55)  
booking outlet in the Oriental, although still retaining the chance to place name acts and special attractions where and when called for by the house.  
Paradise Or Marbro  
Loew units moving into the Oriental will not in any way affect the Fanchon & Marco stage shows. These will continue to play four weeks in town starting at the Chicago and including the Uptown, Parade and Tivoli. Only present hitch in the setup is the status of the Paradise. B&K is considering the idea of switching stage shows from that house to the Marbro, around the corner, as a more suitable stage outlet.  
From the local viewpoint the incoming Loew units are looked upon as strictly an economy move, just as in the case of the F-M deal. The same flexible policy of switching shows from the Chicago to the Oriental, as in the past, will prevail, with B&K to continue to book available names as added attractions. This is borne out with the initial Loew unit which will be topped by El Brendel. Film comedian has been set by B&K for the Oriental for two weeks.

In Detroit  
According to present routing the first couple of Loew shows will come in here from the Michigan, Detroit, starting there March 11, to which point these units will jump from Syracuse, N. Y. Later the plan is to open the units at the Oriental, making the jump from Columbus, with Detroit following. So far the Oriental and Michigan seem to be the only two houses figuring in the Loew-Publix deal for the first four weeks, although St. Louis is a possibility in the future. It depends on how the units click in the other towns.

The Publix stage situation in Detroit will be altered with the Flader dropping its present vaude lineup eventually to take over the F-M units. Meanwhile, house goes local presentation production under Eddie Welfeld.

Loew's Liggett will continue in single handed charge of the local situation, supervising all stage show houses and booking spot attractions. Publix deal for the Loew units may eventually work out to add six weeks to the Loew unit route as, besides Chicago and Detroit options for their use by Publix are existent for St. Louis, Indianapolis and Toledo.  
In Loew's production department, under L. K. Sidney, are Chester Hale and Arthur Knorr as associate producers plus the acquisition of Frank Cambridge April 1. The Loew units are reported to have an average cost of around \$3,200.

Warner Brothers is said to have approached Loew's execs with regard to WB houses in Philadelphia and Newark taking the units with the possibility of adding still another week. Should this materialize it would give the Loew troupes a swing of 30 weeks. The Loew units originate at the Capitol, N. Y.

## MONTPARNASSE

Havana, Feb. 18.  
Another Coto enterprise, cute and cozy looking. Unlike the rest of the local night spots which look more like museums, Montparnasse is small and well-collared. The decorations by Nino, Italian artist, are modernistic. Coto has brought to this month's most of the old Tokio gang, including the waiters.  
The club is located in the Fayret Theatre building, facing Central Park and the Capitol, but it is going in for cover charge, high prices and little entertainment and advertising and is suffering badly.  
Julio Richards and Carmita Ortiz are the stars of the show, with their Cuban dances and songs. An un-billed Spanish dancer and Jimmy Bigelow m. c.ing and playing the piano, comprise the show here.  
Two bands, a Cuban rumba and a jazz band of Oscar de la Rosa of local 405, furnish music which calls for dancing.  
The slow winter season is not doing this place any good and it is too hot a locale for the summer. Rene.

## EDEN CONCERT

Havana, Feb. 18.  
This newest of the local night spots is the one with the best chance to survive this slow tourist season and keep open throughout the year. It is built on a European beer garden, open air and right next to Sloppy Joe's.  
There is no cover charge, but the admittance is a ticket costing 40c, which entitles one to check the hat and have a drink. Many of the Sloppy Joe customers drop in after a few drinks for dancing.  
Since its opening, the place has been cleaning up trade, both natives and Americans. It may be tough when the rainy season starts.  
A show with 10 numbers is staged twice nightly. It is one of holes on account of the cheapness of the sets and the long delay in between numbers. Music is furnished by a young boy band, the Cuban Bohemians, its drummer doing m.c.  
Six principals and four chorus girls comprise the floor show, staged by Oscar Moreno. Rene.

## Yeastfoamers Renewed

Chicago, Feb. 22.  
Northwestern Yeast Co., underwriter for the Yeastfoamers' Sunday show on NBC, last week tied up the same spot on the schedule for twelve weeks. With the renewed effective Mar. 20, the program enters its fourth consecutive year on the same network.  
Herbie Kay combo continues as the musical attraction.

## LaSalle's 4-TIME TEST

Chicago, Feb. 22.  
LaSalle Extension correspondence school takes to the air their show with four sample disc programs to test the other results. Will be five-minute dramatic skits, using six stations for the experiment.  
Discs will contain dramatizations of the life-story of successful LaSalle school graduates. Ratio of time on the discs will be four minutes for the drama and one minute of advertising.

## WRIGHT MOVES OVER

San Francisco, Feb. 22.  
William H. Wright moves March 6 from KFRC-CBS to NBC, where he joins the artist and continuity staff.  
He's the second Columbia artist to go NBC payroll within the last month, Monroe Upton having recently made the move.

## SILVERNAIL OUT

Frank Silvernail is out of NBC, where he has been acting as merchandising counsel for a number of years.  
Nobody set to replace.

## Lewis-Brusloff's Comm.

Chicago, Feb. 22.  
Society Brand the show starts over the Columbia web on March 8 for 13 weeks of 15-minute sessions, hitting the other every Tuesday evening.  
Norman Brenkshire will be in as the 'man-about-town,' plus Welcome Lewis and Nat Brusloff for the musical portions. Program is slated to originate from the network's New York studios.

## Engagements

Ed Sullivan's 'guests' tonight (Tuesday) on Berardine, CBS, will be Julie Eagle, sister of the late Jeanne Eagle, Peggy Hopkins, Maude Barrett, Margie the Steno (WJZ).

## WOR Must Show

### Evidence or Lose 50,000-Watt Permit

WOR has been notified by the Federal Radio Commission that unless it shows evidence that it is looking for a site to erect a new transmitter within the next 30 days its grant to use 50,000 watts will be revoked. Station now broadcasts on 5,000 watts.

WOR received permission some time ago to increase its power to 50,000 watts, but failed to exercise that right.

## Paul Ash's Night Spot

### Kills F&M 40 Weeks

San Francisco, Feb. 22.  
Paul Ash has joined with Charles Kurtzman, former managing director of the Roxy, and a local group, to reopen the famous Tait's at the Beach here about April 1. Deal for the property was closed this week. M. W. Rosenblum, Julian Weissel and Sam Nussbaum, latter John Tait's sister for years, also in on the project.

Ash turned down a 40-week contract with F&M to stay in 'Trisco, the city where he got his start. At the new night spot he will conduct the orchestra and handle the entertainment. Kurtzman will be general manager.

Tait's has been dark for about six months. Place will be remodeled with the rustic atmosphere preserved.

## WBEM Drops Another

Chicago, Feb. 22.  
Added to the letouts resulting from the latest spasm of housecleaning at WBEM, local Columbia key, was Sidney Elstrom, assistant to Walter Preston, the station's production director. Elstrom went Saturday (20).  
Shifting of personnel during the previous week severed four others from the studio staff. Among them was Al Saxe, announcer, who had been hired back just a week before.

## TEX ON RKO

Texas Guinan and her gang, numbering 30 people, take off this week on vaude engagements for RKO, splitting between 8th Street, New York (current) and Fordham, last half.  
O. L. Oz is booking.

## Old and New

Howard Way, formerly associated with Brunswick and National Radio in the east, now located in Chicago as indie program producer, specializing in discs.

Harry Mervin, in Chicago with the legit show, 'Counsellor-at-Law,' is doubling as announcer for NBC on 'The Goldberg' serial.

## Radio Reports

(Continued from page 60)  
sufficient, instead of repetition of Knox with each number. Perhaps sponsor thinks women listeners, busy with household duties at 9:15, don't object to advertising.  
Program handled by Warren Munson-WG, indie announcer, who sticks to the script.

"MARGIE, THE STENO"  
Marcella Shields and Helen Handin Skating, WJZ, New York

A pleasant series regarding the trials and tribulations of a sten in a comedy vein. Marcella Shields plays Margie, the steno. Miss Shields is a clever radio performer of some experience, mostly along comedy lines, and has a voice resembling Gracie Allen's.  
Nothing is so involved. In fact, the writing is a bit too obvious. The finish is tipped at the start and the audience might otherwise be a punch ending.  
Helen Handin has the part of the swagman and is the office gofer. Included is a sustaining character is the boss, with others incidental. Miss Shields runs away with the sketch. She has a 'cute' style. If the series is followed, it will be a much to hear Miss Shields as to follow the script.



# FOREIGN SONGS DOMINATE

## Publishers Will Discuss Limiting Sheet Returns

Methods of remedying the return privilege situation will be discussed at meetings to be held shortly by the Music Publishers' Protective Association. Publishers are anxious to incorporate a new ruling which will limit the return privilege to a certain period of time, instead of permitting dealers to return sheet music when they want to. It is customary among the publishers to accept sheet music returns at any time. Due to this, it is said, the dealers frequently order more sheet music than is necessary. This has caused a situation to arise whereby frequently 40% and sometimes more of all sheet music shipped is returned to the publisher some months after being shipped out.

Felst is the only firm which does not extend a full return privilege. Felst has inaugurated a 90-day return privilege. An investigation of the Felst books to determine whether this procedure is successful has proven that only about 1% of Felst's music is returned. Felst is along a method like Felst's that the industry as a whole desires to limit the return privilege of dealers. During the past summer this situation was discussed by publishers but no action was decided upon.

## Obscene Songs?

Paris, Feb. 22.

Whether songs commonly sung by medical students for many years without any public interference constitute obscene matter when in printed form will be decided by a Paris court. A defendant in a lawsuit prosecuted for possessing obscene matter, as constituted by a book of hospital songs privately published at a price precluding extensive distribution.

Prominent lawyers who are defending accused intend to have medical students ordered to appear in court and sing the incriminated songs.

## Knight's 13 Kellys

Chicago, Feb. 22.

Kelly-Springfield has Raymond Knight of the 'Station Kuku' affair tabbed for the m.c. assignment at its NBC commercial starting March 20. Besides Knight, the three make a Sunday evening event will unveil a 12-piece orchestra under Robert Ambrose, Mary McCoy, and a male quartet. The program will use a half hour in the spot now filled by Kellogg's Kaffe Hag musicals.

Contract with Kelly-Springfield will run 13 weeks, with the program taking everything available on the blue network and originating from NBC's New York studios.

## GINGER ROGERS' TUNES

Hollywood, Feb. 22.

On the side from her picture work Ginger Rogers is going seriously for song-writing, her first one already taken by Famous, and two more ordered. Ginger Rogers has written numbers for her own stage use, but the Columbia assignment is her first commercial break.

## Calloway's Cotton Return

Calloway's orchestra returns to the Cotton Club, New York, April 1.

On its return the Cotton Club will open a new floor show.

## Baby Marie On Discs

Chicago, Feb. 22.

Baby Marie, juvenile warbler, in town at the RKO Palace, will make a couple of recordings for the Columbia phonograph company here.

Started to do four sides as vocal soloist with a dance band.

Oscar Rove now with Marlo Music.

## ATTACK CRIPPLE

Caused by Music Factions' Trouble, Says Union Head

Duluth, Minn., Feb. 22.

Warning Duluth musicians to keep out of Superior, a gang of hoodlums attacked Axel Wexall, Duluth violinist, as he left the Superior branch of the WEEB radio station Thursday (18). Wexall is a cripple and carried a cane in one hand and his violin in the other. A policeman was near and prevented possible injuries.

Walter Lang, president of the Duluth-Superior local, said the affair was the result of a conflict between Duluth and Superior musicians, the latter charging Duluth musicians had been given preference in broadcasting. The Superior men attempted to disrupt the joint union and form a local of their own.

## Vallee's Band Sticking

At Penn Minus Rudy

Sammy Watkins' band, originally slated to follow Rudy Vallee's orchestra at the Pennsylvania hotel, New York, yesterday (Monday), does not open until next week, or possibly the week after.

The Vallee group will remain in the hotel without a baton wielder for this and maybe next week. When they leave, Watkins comes in until the Penn hotel books a name band. Watkins will have his first name changed from Sammy.

Vallee's band will continue on the Fleischmann periods in New York during the next two weeks under the leadership of Russell Bennett, composer, who will sub for Vallee. Ross McLean, Everett Marshall's understudy in 'Scandals' who will take Vallee's place in the show while the latter vacations, will also be featured on the broadcasts.

Vallee's band is scheduled to join Rudy with 'Scandals' at Boston on March 13 and will tour with the show as the pit orchestra. Al Goodman, leader of the 'Scandals' pit orchestra, will not go on the road with the show.

## 72-Disc Contract

Top blanket disc contract to date has been signed by Irving Mills for three of his colored bands with the American Recording Co. (Brunswick).

Calls for 72 records, 24 each for Duke Ellington, Cab Calloway and the Baron Lee Blue Rhythm Band.

## Aces Go Network

Chicago, Feb. 23.

'Easy Aces' now on WGN here for Lavalie, steps out on a Columbia link for the same commercial Feb. 29. Goodman Ace, columnist for the Kansas City 'Journal-Post', gave his serial skit its local debut on the 'Trib' mouthpiece 13 weeks ago.

Mouth-wax mixer chief figured on giving the show a cross-country hookup until the fall, but returns caused a change of mind. Network now trying to line-up all stations available on the basic link for continuance of the comedy act's three-time weekly evening broadcasts.

## S-B's English Buy

Shapiro-Bernstein has acquired the American rights to the 'Belle of Barcelona,' English tune published by Campbell & Conolly.

Deal was made while the British publishers were in New York.

## Green-White as Firm

Bob Green and Elmore White opened their own publishing offices last week.

Harold Spina will be connected with the new firm.

## BIG HEADWAY IS MADE IN U. S.

Heavy Influx of Imported Tunes Alarming American Songwriters - No-Rights Handicap Overcome - Yank Composers Writing in Single Vein, Say Publishers

## CROONERS RESPONSIBLE

The heavy influx of foreign songs has commenced to alarm American songwriters. At present there is barely one firm that is not publishing at least one foreign song; some have three. And the majority of the foreign songs being published are being made the top plug numbers of each firm.

Publishers declare the imported song situation was never as intense as at present. They say they are accepting so many foreign compositions because the foreign tunes are more simple than those of American writers. Latter claim the publishers are trying to write only to satisfy the professional crooners while forgetting the dance and public fancy angle.

The songwriters are the ones who are feeling the foreign song angle more than anybody else. The publishers do not favor it. There is not as much profit on foreign as on native songs; reason being that on the former the publishers cannot dispose of foreign rights.

Acceptance of so many foreign tunes by American publishers is limiting the market for the native writers. Publishers are not taking any more songs than they consider necessary, and every foreign song put out cuts into the native output.

Currently a large number of hit songs in the U. S. are by foreign writers. They include Robbins' 'Good Night Sweetheart' originally published in England; Shapiro-Bernstein's 'I Found You,' also English; Charlie Miller's 'Two Loves'; German; Sam's 'Call Me Darling'; German; Harm's 'Dancing on the Ceiling'; English; and DeSylva's 'Kiss Me Good Night,' English.

Besides there are numerous other foreign songs on which American publishers have recently started to work, such as Robbins' 'There's Something in Your Eyes,' German, and Berlin's 'Time Alone Will Tell,' English. Also two new foreign tunes placed by Jimmy Campbell and Reg Connelly with American publishers while in New York, 'By the Fireside,' with Robbins and 'Belle of Barcelona,' Shapiro-Bernstein. Foreign songs like 'Two Hearts in Waltz Time' and 'Yours Is My Heart Alone,' although they have seen their best days, are still selling.

## Other Imports

Beside all the songs listed, there are numerous other foreign numbers which American publishers are handling, mainly from foreign films. These are not as prominent in the American sheet music market as the rest. 'By the Fireside,' Robbins' latest English song, is already being used by an ether crooner as his theme for sustaining broadcasts.

Songwriters admit the situation has them worried, but say that there is nothing that they can do about it. In some instances they charge foreign publishers with placing songs in this country through unsavory methods.

Songwriters claim that foreign publishers frequently get several American band leaders or singers interested in a song, mainly through cut-ins, and then with the assured backing of these names, find it easy to peddle the tune to an American publisher. The latter angle is the chief burner. But this may be just another alibi.

## WARING GETS TITLE

Union Rules Roane's Pennsylvanians Haven't Right to Name

Roane's Pennsylvanians, recently offered to RKO under that title, have changed over to Roane's Collegians, following the action by Johnny O'Connor, manager of Waring's Pennsylvanians, in restraining use of any billing carrying the Pennsylvanians name.

Protection of billing is unique in vaudeville in that final right to Pennsylvanians, as designated for an attraction, has been upheld by the board of governors of the American Federation of Musicians.

## 2 Part Time Organists at \$475; Leavy Starts Probe

San Francisco, Feb. 22. City Controller Leavy, with his diminishing budget has bobbed up again, this time to investigate the whyhow of two part time organists for the California Palace of the Legion of Honor.

Leavy got his brows all furrowed when he found the city was paying Uda Waldrop \$350 a month as part time console artist; and was also handing out \$125 a month to Charles Stafford for the same job.

Now he wants to know what the two sharp and flat men do for that \$475 a month and when they do it. Leavy is the budget slasher credited with saving the city \$10,000 a month by refusing to pay the phone bills of all city execs.

## Columbia Re-Vamping

Chicago, Feb. 22.

Frank Walker, manager of recording for Columbia, is due in town today or tomorrow (23) for a conference with the local record and transcription departments. For the radio disc portion he is bringing a new-type process record on which Columbia has been working for some time.

Problem on the phonograph record department is the acquisition of new bands to plug up the holes left in the Columbia list by the departure of Paul Whiteman and Guy Lombardo. Hottest line is the possibility of Ted Weems recording for Columbia under a nom de guerre. Negotiations also on with two other local bands, Don Pedro, Charlie Arnegue, for spot discings.

## C-S in College Inn

Chicago, Feb. 22.

Coon-Sanders band is slated to step into Ben Bernie's spot at the Cagney Inn when the latter goes RKO in April. Partnership combo has been routed to leave the Hotel New Yorker April 3 and to play the Book-Cadillac, Detroit, for a week. Entry date here is April 12. Local booking for Coon-Sanders is limited to July 1.

## BURNS CHANGES AGENCIES

Robert Burns agency, featuring Guy Lombardo's orchestra on CBS, switched from the William Rankin agency to J. Walter Thompson last week.

Thompson's first move was to engage Burns and Allen, comedy team, for the periods. Team started last week.

## OAKLAND'S FIRM

Will Oakland, Terrace, has opened his own music publishing firm in New York called Willow Publishing Co.

Billie Derkes, formerly with Remick, is gen. mgr.

Pollock in St. Paul

Ben Pollock's CBS band opens for eight weeks at the Boulevard de Paris, St. Paul, Feb. 26.

Band will broadcast from the cafe twice nightly from WCCO, CBS St. Paul outlet.

Jack Rich added to the professional staff of Famous Music.

## ASK PUBLISHERS' VIEWS ON NEW ERPI CONTRACT

Publishers have been requested by John Paine, chairman of the Music Publishers' Protective Association, to give their views regarding the best means of entering into a new ERPI agreement after the expiration of the current contract.

Present ERPI agreement, in existence for five years, expires Sept. 5, 1932. Terms of the agreement call for a guarantee from ERPI of \$100,000 for the first year, \$125,000 the second year, 30¢ per seat per theatre the third year and 50¢ per seat the fourth and fifth years. At present the M.P.P.A. is suing ERPI as well as RCA for about \$1,000,000 for the moneys which the publishers claim due them under the 'bootleg' seal tax.

From the opinions of the publishers expressed in their replies to Paine, the latter will attempt to find the most satisfactory means of negotiating a new contract.

Publishers contract with RCA, also for five years, does not expire until Sept. 5, 1935.

## No Serious Losses in Wash. Symph's 1st Year

That the nation's capital is a good music town is shown by the statement just released by the National Symphony Orchestra management, organized the past season. Of the 18 contractors who made existence of the orchestra possible, no one will lose any great amount of money.

A guarantee fund of \$57,000 was raised. For next season a minimum of \$75,000 is asked.

## 'Street Scene' Tone Poem

Los Angeles, Feb. 22.

Robbins will publish a condensed version of the score of 'Street Scene' as a modernistic tone poem. Written by Alfred Newman, musical director at United Artists.

Piano and orchestral versions will be issued, with Paul Whiteman introducing the piece. Piano copies will sell at around \$1.

## VINCENT LOPEZ AND HIS ORCHESTRA

ST. REGIS HOTEL and HOLLYWOOD THEATRE, NEW YORK

FEATURING

## "SOMEBODY LOVES YOU"

JOE MORRIS MUSIC CO. 1587 Broadway, New York

Boston Dances to JOE SOLOMON'S ORCHESTRA  
Playing at the Hub's broadcast on Grove, and Network every week. Of course, they feature "JUST FRIENDS" "HOW LONG WILL I LAST?" "CUBAN LOVE SONG" "THERE'S SOMETHING IN YOUR EYES"

ROBBINS MUSIC CORPORATION  
1917 15th AVENUE  
NEW YORK

## JESS STAFFORD

and His Orchestra  
CLUB FORREST  
NEW ORLEANS, LA.  
MANAGEMENT: MUSIC CORP. OF AM.

## CHICAGO

Variety's Chicago Office

WOODS THEATRE BUILDING-CENTRAL 0644-4401

## Kedzie

Second week of the policy for this west side show stand and already proving a relief to Abe Cohen, who decided to cut to three days. Operating expense almost half this way, giving the house a chance to see black.

Film problem is still that, with the Kedzie Annex next door getting the breaks. Meanwhile the Kedzie plods along by scaring up one film a week. Friday nights the eight RKO showing acts take care of the situation, with shorts filling in. Starting this week the house is eliminating Saturday matinees for one night saving. Everything counts right now.

Last week's layout didn't shine, but got by with this neighborhood crowd, composed of women and kids, who applaud anything. For one thing, the schedule was rearranged as the second show could go on by 9:30, better than the previous week by at least a half hour. As with this show broke after 12, D'Ing with Robert, Poyer and Roberts, mixed song and dance trio, the lineup continued with Ashley and Al, and a man and woman piano duo. This pair looked presented enough, but rather weak on delivery. Maybe they need more footlight experience, being more or less in the parlor class now.

Desert Echoes rolled out a five-piece band in cowboy outfits, opening with "By the River Colorado," which is far enough from any desert, but when a girl pulled a ballerina number in front of a wood set, the idea is as misplaced as an Eskimo on the Sahara. For good measure there is a rope-spinning and whip-cracking duo.

And Denton blacked up, with the latter doing a female impersonation. The audience went for the gag when the wig came off, so that squatted everything. Walker Sisters, not bad looking youngsters but short on talent, got mixed up in their routines. Seemed like they were trying to do a usual sister harmony act of the hotcha type, then all of a sudden a couple of solos that spoiled it. Girls should make up their minds.

Florida Crackers turned out to be another band, this time a seven-piece combination and very loud on the brass. Boys would do well to tone down and get the same lights, shade and effect in their music. They're not bad musicians. Around the orchestra is a blues warbler with a pretty hefty pair of pipes and a long-legged eccentric dancer.

Ford Hanford, at one time part of the standard team of Meyer and Hanford, the Arkansas Travelers, is still doing his old stuff, with the aid of a woman for the solo. The show is still in, and Hanford knows how to sell it. For a closer there was a rope skating and a comedy duo, the Unusual Duo. Nothing unusual.

Span.

Opening of week-end vaude at the Palace at Peoria, Ill., postponed by Public-Grand States until March 11.

Jules Cross through with his job as stage manager for the "Marching Boy" show at the Great Northern.

Harry Beaumont now manager of the Jeffery, southside Warner house.

Deal for burlesque revival of the southside Empress is chilled, prospective agent having backed out of the picture.

Portage Park, formerly operated by the Fox Chicago Theatres group, has been sold to A. Courahon, who

## RKO STATE LAKE

CHICAGO

## "LADY WITH A PAST"

With CONSTANCE BENNETT, BEN LYON and DAVID MANNERS

STANDARD FIVE DOLLAR ROOMS 3 WEEKLY \$1752

CHICAGO'S REVELATION HOTEL IN HOTEL LIVING KNICKERBOCKER

ADJOINING PALMISTE BLDG (OPPOSITE THE DRUGS)

SPECIAL RATES TO THE PROFESSION

I. MILLER

INSTITUTION OF INTERNATIONAL

Shoes for the Stage and Street

SHOWFOLK'S SHOESHOP-1552 BROADWAY

## has the Drake and the Admiral, northside.

Fox Midwestern will spot a Wednesday vaude show into the Terminal here, starting Feb. 24.

Clyde Waddell in town organizing a dramatic stock company for Topeka, Kan.

While laying off last week, the F&M "Fine Features" unit hopped into the Rialto, Joliet, for a Sunday booking. Public-Grand States house in Joliet formerly played F&M Ideas on last halves.

## Bills Next Week

(Continued from page 33)

Lee, Port & D  
Monty & Carmo  
Fable Carter  
Don James  
Charles  
Myrna Moore  
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Danzo Retore  
Dorothy Henry Co  
LAWRENCE  
Don Tompkins  
Danzo Retore  
Dorothy Henry Co  
LAWRENCE

1st half (27-31)  
Paul Nolan  
Buck Lee  
Pat Daly Co  
Ben Henshaw  
Campus Proties  
2nd half (32-36)  
Connie & Ben  
Parley Walters  
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Chas. Sincere  
2nd half (37-41)  
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Garry & Leonard  
Sweet & Flash  
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Chas. Sincere  
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*The First Musical Shows Ever Produced Without Footlights*

## Hassard Short Productions

"Face the Music"  
with Mary Boland and  
J. Harold Murray  
at the  
New Amsterdam  
Theatre, 1932

"Waltzes From Vienna"  
in London at the  
Alhambra Theatre, 1931

"The Band Wagon"  
with Fred and Adele  
Astaire, Frank Morgan,  
Helen Broderick and  
Tilly Loach  
at the  
New Amsterdam  
Theatre, 1931

"Three's a Crowd"  
with Clifton Webb,  
Fred Allen and  
Libby Holman  
at the  
Selwyn Theatre, 1930

"Sunny Days"  
with  
Joannette MacDonald  
at the  
Imperial Theatre, 1928

"Don't Count Your Chickens"  
with Mary Boland, 1928

"Lucky"  
with Mary Eaton and  
Paul Whiteman  
at the  
New Amsterdam  
Theatre, 1928

"Oh Please!"  
with Beatrice Lillie  
at the  
Globe Theatre, 1926

"Cradle Snatchers"  
with Mary Boland  
at the  
Music Box Theatre, 1925

"Sunny"  
with Marilyn Miller and  
Jack Donohue  
at the  
New Amsterdam  
Theatre, 1925

"Greenwich Village Follies"  
at  
Chambers 46th Street  
Theatre, 1925

"Hassard Short's Ritz Revue"  
with  
Charlotte Greenwood  
at the  
Ritz Theatre, 1924

"Peg O' My Dreams"  
at  
Johnson's 20th Street  
Theatre, 1924

"No Trespassing"  
at the  
Sam Harris Theatre, 1924

"The Third Music Box Revue"  
at the  
Music Box Theatre, 1923

"The Second Music Box Revue"  
at the  
Music Box Theatre, 1922

"Music Box Revue"  
in London for  
C. B. Cochran  
at the  
Palace Theatre, 1922

"The First Music Box Revue"  
at the  
Music Box Theatre, 1921

"The Rose Girl"  
at the  
Ambassador Theatre, 1921

"Her Family Tree"  
with Nora Bayes  
at the  
Lyric Theatre, 1920

"Honey-Dew"  
at the  
Casino Theatre, 1920

The Equity Shows  
at the  
Metropolitan Opera House,  
1920, 1921, 1922

# HASSARD SHORT

Has Produced, Staged and Lighted the Following  
Sensational Musical Successes This Last Season

## "Three's A Crowd"

Hassard Short created the effect and lighting of the sensational "BODY AND SOUL" number as danced by Clifton Webb and Tamara Geva.

## "The Band Wagon"

Hassard Short created the reflected lighting with the Albertina Rasch Girls dancing on Mirrors in "DANCING IN THE DARK" number.

## "Face the Music"

By IRVING BERLIN and MOSS HART, Presented by SAM H. HARRIS at the  
NEW AMSTERDAM THEATRE, with MARY BOLAND and J. HAROLD MURRAY

## THE ENTIRE PRODUCTION CONCEIVED, STAGED AND LIGHTED BY HASSARD SHORT

The Sensational Mirror Effect and Revolving Lighting Created by  
**HASSARD SHORT**

## Hassard Short's Production

of

## "Waltzes From Vienna"

Music by JOHANN STRAUSS

Now Playing at ALHAMBRA THEATRE, LONDON, Presented by SIR OSWALD STOLL

## The Most Exquisite Production in the History of the Theatre

Will Be Presented in New York by MAX GORDON in September  
Cast of 50, Chorus of 100, Ballet of 24, and Orchestra of 50

# DU WI CO

315-17 West 47th Street  
New York City

Made All the Lighting Equipment and Effects for These  
Productions Under the Supervision of

# Hassard Short

*The First Musical Shows Ever Produced Without Footlights*

## "Waltzes From Vienna"

Quotations From the  
London Press

"The lighting is a perpetual joy. Its prodigality is matched by Mr. Hassard Short's. Here is a producer with new and bold ideas in staging, a man who does not play variations on the old inventions, but is as lavish of new themes as Johann Strauss."

"EVENING NEWS."

"But the real hero of the evening, so far as living people are concerned, was undoubtedly Mr. Hassard Short, whose production is in its own way quite a new thing in our theatre. It has feeling and a sense of beauty and character about it at every point, quite apart from its moving stages and mysterious lights, and deserving to be seen and heard and enjoyed by all who have the chance."

"MORNING POST."

"Mr. Hassard Short's production, with its lovely costumes and decor, should carry 'Waltzes From Vienna' to success. Never have I seen better lighting."

"EVENING STANDARD."

"It was a wise policy to reopen the Alhambra with a musical play, and with possibilities from Hassard Short, New York's most efficient lighting artist and scenery manager, to give us a taste of his talent. And he succeeded."

"DAILY SKETCH."

"And Hassard Short's lighting. It really deserves the word of 'genius.' 'From Vienna,' stately, precious and dignified, is a 'Lilac Time' to which has been added the superlative skill of Hassard Short, a brilliant producer."

"DAILY HERALD."

"Over it all is the hand of Hassard Short, a producer of superb taste and resource."

"DAILY TELEGRAPH."

"May I suggest, in all seriousness, that Mr. Hassard Short should now turn his very great talents to a Shakespearean production? . . . Fortunately, there is always the admirable Mr. Hassard Short to share with a most picturesque and accomplished corps de ballet, and with the two composers, Strauss here and his, the honours of the evening. . . Mr. Short keeps his revolving stage very busy, and puts it through a series of the most involved and difficult tricks, some of which are contrived by actually using lifts beneath the revolving stage."

Alan Parsons,  
"DAILY MAIL"



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